

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-05 – 2021-12-26

Snapshot

Impressions
223,388

Clicks
252

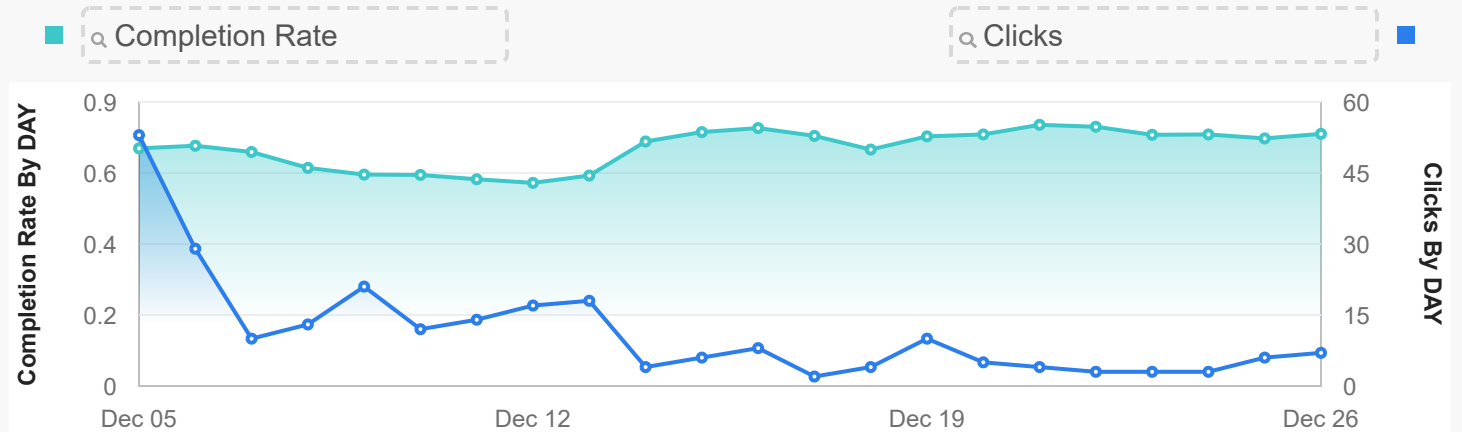
CTR
0.11%

Completed Views
143,892
↑ **334532.56%**

Completion Rate
70.31%
↓ **11.71%**

Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Compl... Views	Compl... Rate	Conve...
115627 - PREROLL - ENGLISH	68,043	77	0.11%	37,325	57.02%	0
115627 - PREROLL - SPANISH	59,772	72	0.12%	26,693	47.22%	0
115627 - Streaming TV - LARGE S...	45,159	4	0.01%	44,094	98.82%	0
115627 - Streaming TV - LARGE S...	28,057	5	0.02%	27,332	97.75%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	223,388	252	0.11%	143,892	70.31%	0

* Top 5 results displayed in table. Total line includes additional, unlisted results.

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	44,025	56	0
02360	Plymouth, Massachusetts	30,882	33	0
01040	Holyoke, Massachusetts	27,329	22	0
01852	Lowell, Massachusetts	23,368	25	0
01970	Salem, Massachusetts	21,137	15	0
Total		223,388	252	0

* Top 5 results displayed in table. Total line includes additional, unlisted results.

Top Performing Channels

Channel	Impressions	Completion Rate
 Samsung TV Plus	33,731	98.6%
 Pluto TV	30,506	99.1%
 Yahoo	9,191	33.7%
 Tune In	6,621	69.1%
 Fox News	6,557	38.6%

* Top 5 results displayed in table. Total line includes additional, unlisted results.

Device Type

Type	Impressions	Completion Rate
 Mobile	76,927	47.1%
 Connected TV	73,522	98.3%
 Desktop	63,030	63.4%
 Tablet	9,899	50.8%
 Other	10	70.0%

Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanish PSA 30_115627_112321	47,249	68	0.14%	30,829	23,061	0
Spanish PSA 15_115627_112321	45,071	26	0.06%	37,069	34,606	0
PSA_15_Abraham-Brittany_Update...	37,189	34	0.09%	31,160	29,236	0
PSA_15_Scotty-Lexa_FINAL_ENG...	32,003	22	0.07%	25,879	23,909	0
PSA_15_Shannon-Brian_115627_1...	26,588	14	0.05%	22,497	21,070	0
Total	223,388	252	0.11%	162,637	143,892	0

* Top 5 results displayed in table. Total line includes additonal, unlisted results.

Data by Users' Hour of Day (IMPRESSIONS)

