

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2021-12-12

Snapshot

Impressions
124,819
—

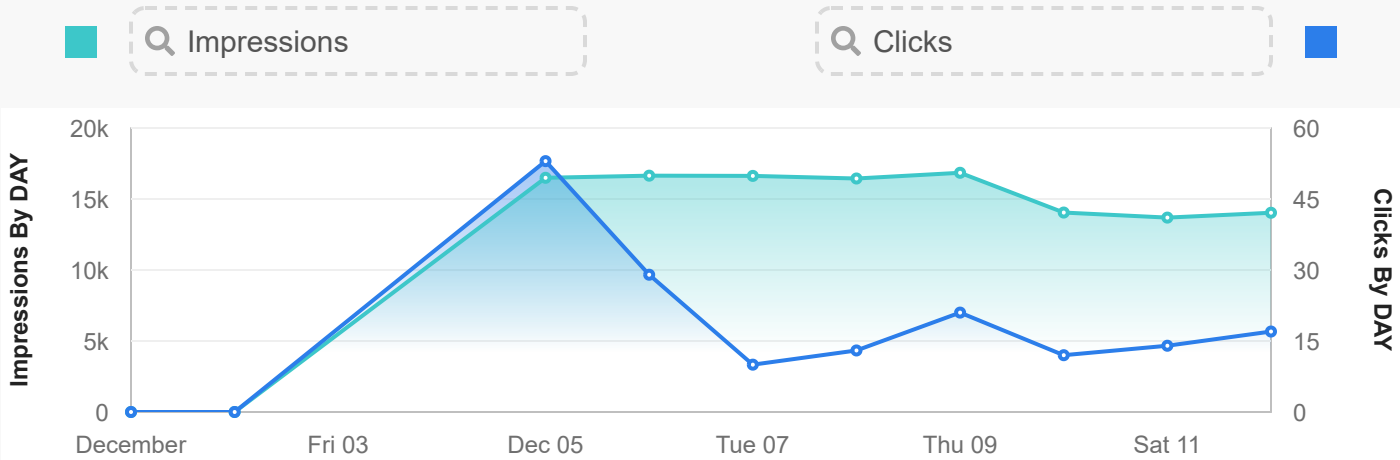
Clicks
169
—

CTR
0.14%
—

Completed Views
72,402

Completion Rate
66.76%

Data by Day



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
115627 - PREROLL - SPANISH	48,779	60	0.12%	21,491	46.88%	0
115627 - PREROLL - ENGLISH	24,751	26	0.11%	13,513	56.68%	0
115627 - Streaming TV - LARGE SCREEN - SPANISH	17,095	3	0.02%	16,738	98.30%	0
115627 - Streaming TV - LARGE SCREEN - ENGLISH	16,234	2	0.01%	15,842	98.72%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	124,819	169	0.14%	72,402	66.76%	0

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

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	20,998	28	0
02360	Plymouth, Massachusetts	14,901	20	0
01040	Holyoke, Massachusetts	12,943	15	0
01852	Lowell, Massachusetts	11,570	15	0
01970	Salem, Massachusetts	10,588	9	0
Total		124,819	169	0

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

Device Type

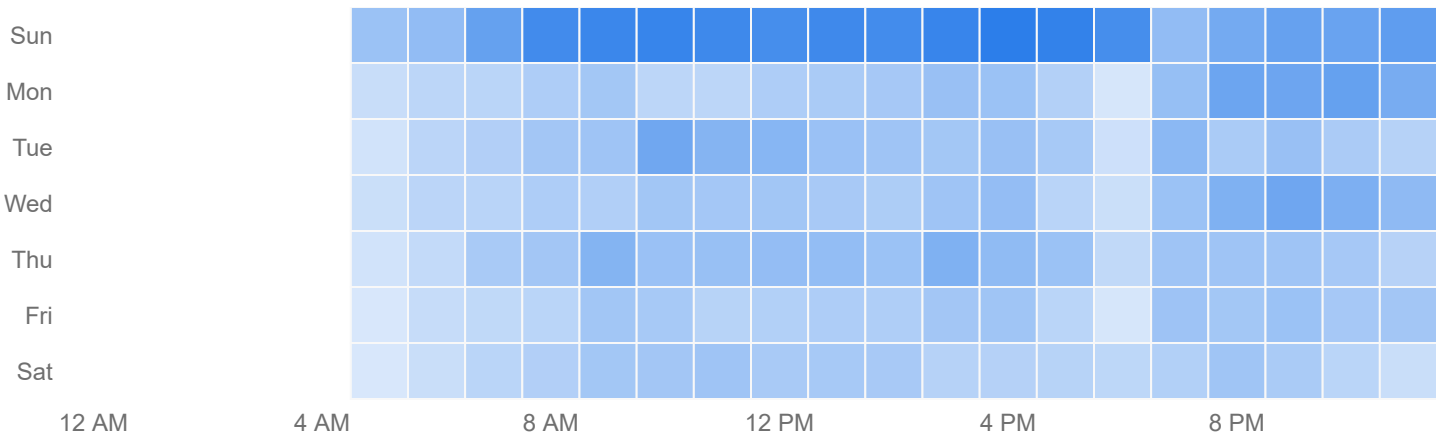
Type	Impressions	Completion Rate
Mobile	50,142	46.48%
Desktop	35,773	59.97%
Connected TV	33,449	98.38%
Tablet	5,447	52.01%
Other	8	75.00%

Performance by Creative

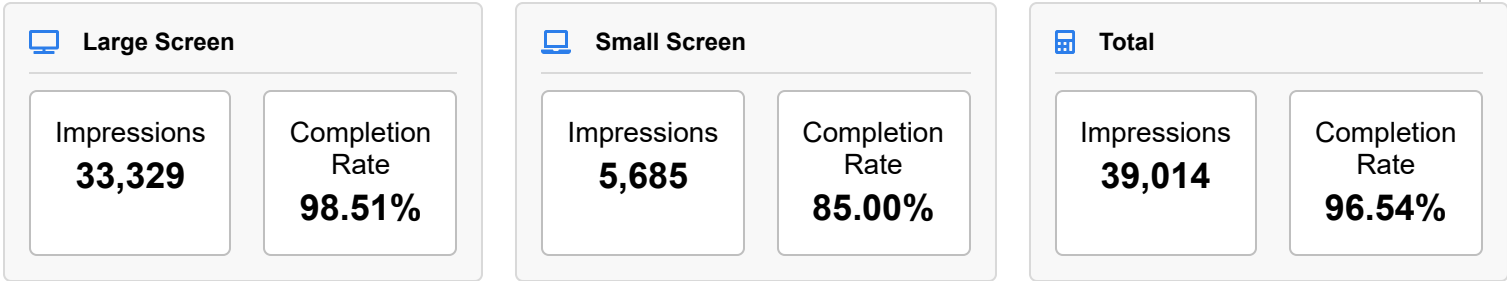
Name	Impressions	Clicks	CTR	50% Complete	100% Complete	Total Conversions
Spanish PSA 30_115627_112321	35,161	50	0.14%	21,985	16,010	0
Spanish PSA 15_115627_112321	32,893	19	0.06%	26,035	24,021	0
PSA_15_Shannon-Brian_115627_101821	14,143	8	0.06%	11,963	11,135	0
PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921	12,482	11	0.09%	10,009	9,194	0
PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...	10,559	10	0.09%	8,824	8,222	0
Total	124,819	169	0.14%	83,536	72,402	0

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

Data by Users' Hour of Day (IMPRESSIONS)



Performance by Screen Size



Data by Day

