

Campaign Performance Report



Created on
06/28/2023 at 02:53 pm

Created by
[Redacted]







Media Outlet

Dates
04/18/2023 - 06/11/2023

Included Campaigns

- 1. Display [Redacted]
- 2. OTT [Redacted]
- 3. Video [Redacted]
- 4. Video Geofencing [Redacted]

Campaign Performance Overview






Impressions  423,385	Clicks  537	Click Through Rate (CTR)  0.13%	Average CPC  N/A	Site Visits  537	Advertiser Media Spend  \$9,000.10
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ORDER NAME	AD TYPE	STATUS	START DATE	END DATE	IMPRESSIONS	CLICKS	CTR	AVG CPC	COMPLETIONS	COMPLETION RATE	SITE VISITS
██████████	Display	• Finished	04/18/2023	06/11/2023	166,667	294	0.18%	N/A	N/A	N/A	294
██████████	OTT	• Finished	04/18/2023	06/11/2023	114,844	18	0.02%	N/A	107,868	93.93%	18
██████████	Video	• Finished	04/18/2023	06/11/2023	90,909	149	0.16%	N/A	46,936	51.63%	149
██████████	Video Geofencing	• Finished	04/18/2023	06/11/2023	50,965	76	0.15%	N/A	24,492	48.06%	76

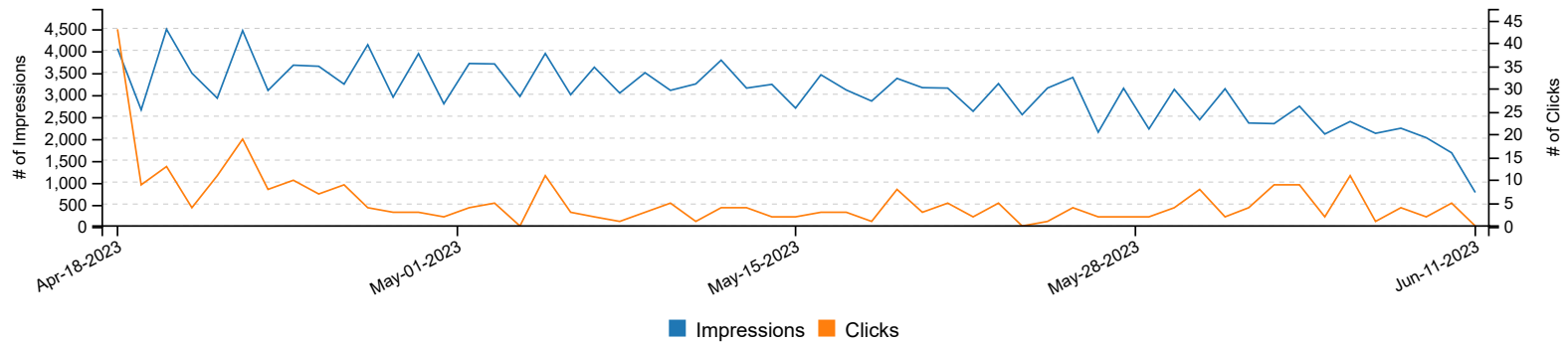
Display

04/18/2023 - 06/11/2023

Campaign Overview

Impressions  166,667 166,667 0 days left	Clicks  294	Click Through Rate (CTR)  0.18%	Site Visits  294	Advertiser Media Spend  \$2,000.00
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Impressions & Clicks





Display



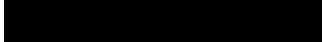
| 04/18/2023 - 06/11/2023

Geographical Info

CITY	IMPRESSIONS	CLICKS	CTR
[REDACTED], IN	36,629	65	0.18%
[REDACTED], IN	31,325	60	0.19%
[REDACTED], IN	29,945	45	0.15%
[REDACTED], IN	13,198	24	0.18%
[REDACTED], IN	10,525	32	0.30%
[REDACTED], IN	8,741	15	0.17%
[REDACTED], IN	7,532	17	0.23%
[REDACTED], IN	7,119	8	0.11%
[REDACTED], IN	6,303	9	0.14%
[REDACTED], IN	5,257	7	0.13%



Display



| 04/18/2023 - 06/11/2023

Geographical Info

ZIPCODE	IMPRESSIONS	CLICKS	CTR
████	29,937	45	0.15%
████	13,990	27	0.19%
████	13,204	24	0.18%
████	10,772	17	0.16%
████	10,550	32	0.30%
████	9,448	18	0.19%
████	8,729	15	0.17%
████	7,539	17	0.23%
████	7,367	9	0.12%
████	7,325	8	0.11%

Display

████████████████████ | 04/18/2023 - 06/11/2023

Apps & Websites

APP	IMPRESSIONS	CLICKS	CTR
Musi - Simple Music Streaming	18,880	7	0.04%
com.kyy.sportstube	6,584	10	0.15%
com.kyy.tubevideosb	2,752	3	0.11%
Solitaire	2,024	3	0.15%
Solitaire - Classic Card Games	1,406	2	0.14%
Calm Color - Color By Number	1,267	0	0.00%
com.xflow.happycolor.amzn	1,098	4	0.36%
Sudoku - Classic Sudoku Puzzle	1,087	0	0.00%
Jigsaw Puzzles for Adults	1,024	3	0.29%
Solitaire Verse	981	1	0.10%

Display

04/18/2023 - 06/11/2023

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR
www.the-sun.com	6,625	4	0.06%
www.dailymail.co.uk	3,708	24	0.65%
www.usatoday.com	2,879	3	0.10%
weather.com	1,860	6	0.32%
www.mirror.co.uk	1,726	0	0.00%
www.nwitimes.com	1,664	0	0.00%
www.msn.com	1,617	2	0.12%
www.urbandictionary.com	1,340	1	0.07%
www.nexusmods.com	1,287	3	0.23%
www.ebay.com	1,263	0	0.00%



Display



| 04/18/2023 - 06/11/2023

Creatives

CREATIVE	IMPRESSIONS	CLICKS	CTR
728x90 - Q2 2023	113,573	177	0.16%
300x250 - Q2 2023 Q2 2023	24,791	39	0.16%
300x250 - Q2 2023	23,904	34	0.14%
300x600 - Q2 2023	2,291	21	0.92%
300x600 - Q2 2023	2,108	23	1.09%

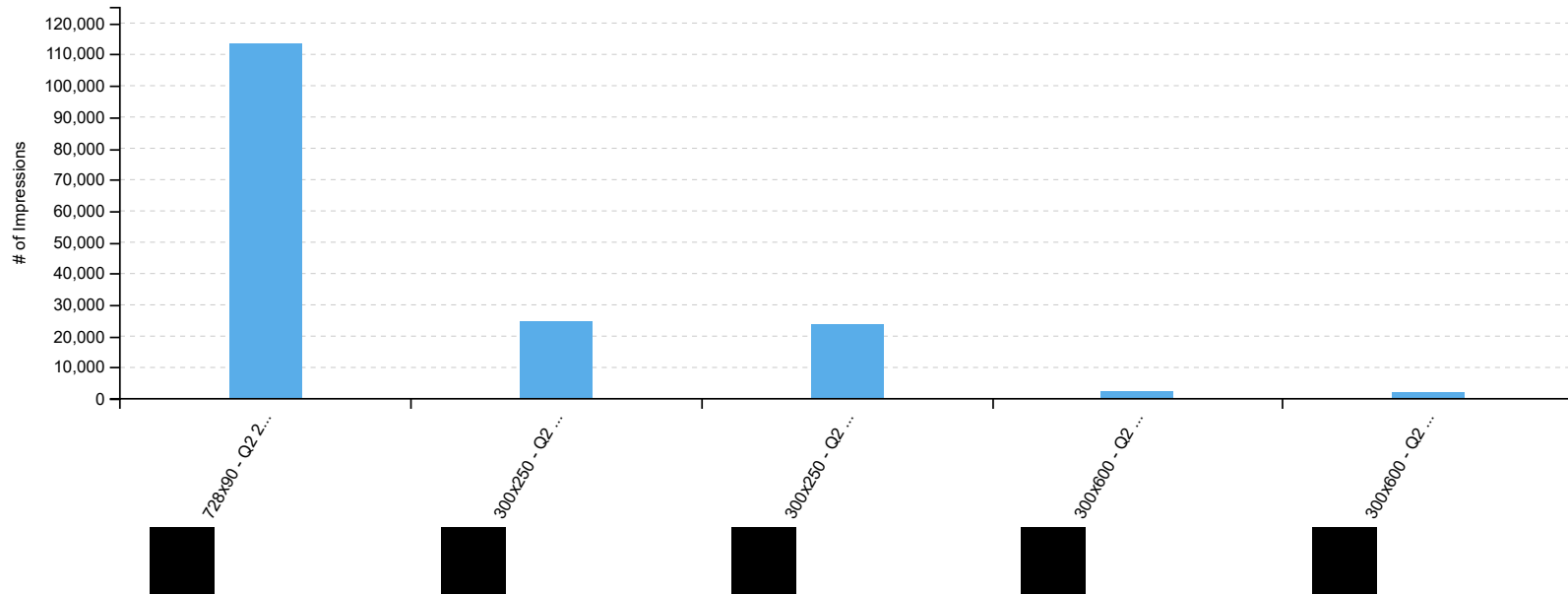


Display



| 04/18/2023 - 06/11/2023




Creatives

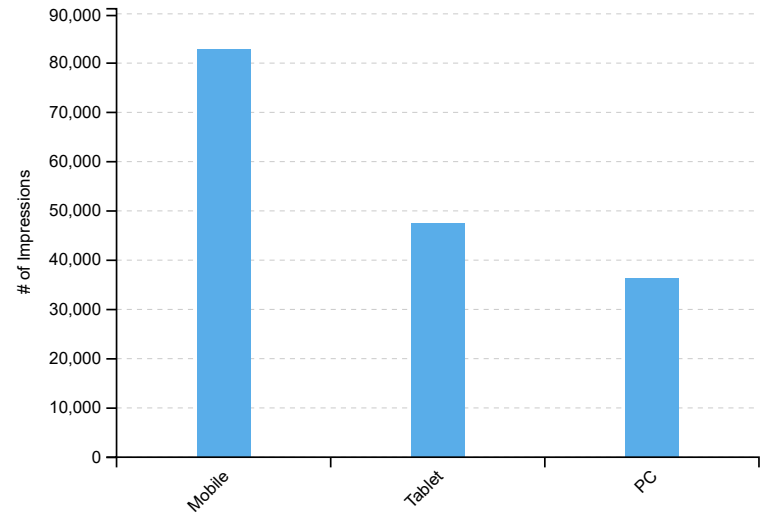


Display

04/18/2023 - 06/11/2023

Devices

DEVICE TYPE	IMPRESSIONS	CLICKS	CTR
 Mobile	82,760	93	0.11%
 Tablet	47,525	127	0.27%
 PC	36,382	74	0.20%





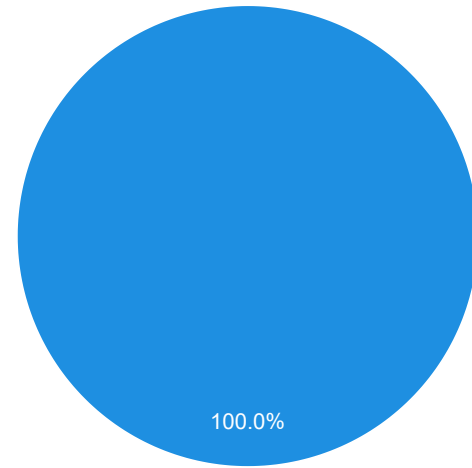
Display



| 04/18/2023 - 06/11/2023

Impression Type

IMPRESSION TYPE	IMPRESSIONS	CLICKS	CTR	SITE VISITS
Audience Targeted	166,667	294	0.18%	294



■ Audience Targeted

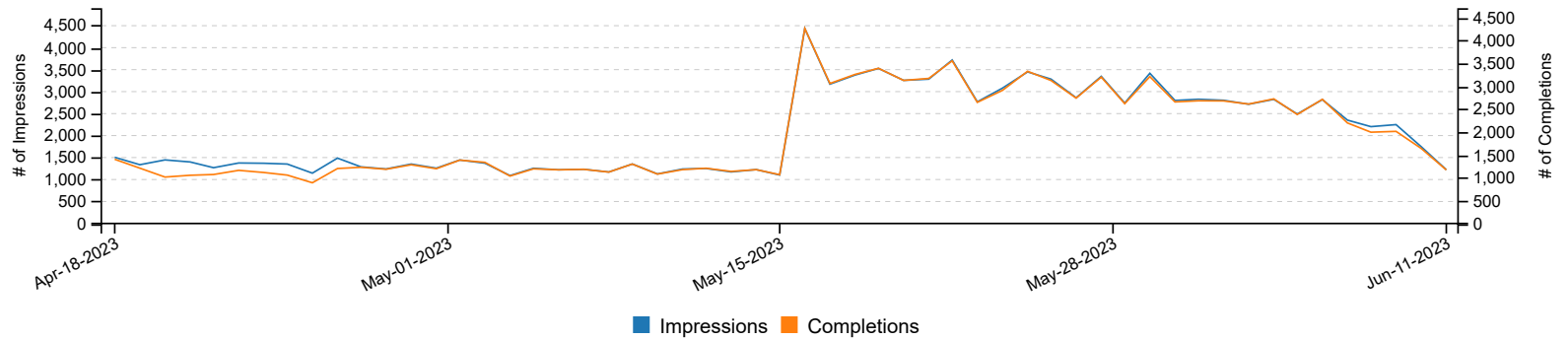
OTT

04/18/2023 - 06/11/2023

Campaign Overview

Impressions 114,844 114,844 0 days left	Clicks 18	Click Through Rate (CTR) 0.02%	Site Visits 18	Advertiser Media Spend \$3,675.01	Video Completions 107,868
Video Completion Rate 93.93%					

Impressions & Completions



OTT

████████████████████ | 04/18/2023 - 06/11/2023

Geographical Info

CITY	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
██████, IN	34,670	0	0.00%	33,044	95.31%
██████████, IN	20,754	4	0.02%	19,600	94.44%
██████████, IN	10,427	3	0.03%	9,756	93.56%
██████████, IN	10,076	2	0.02%	9,452	93.81%
██████████, IN	8,454	2	0.02%	8,026	94.94%
██████, IN	5,946	0	0.00%	5,581	93.86%
██████████, IN	4,666	0	0.00%	4,323	92.65%
██████████, IN	4,135	2	0.05%	3,664	88.61%
██████████, IN	3,786	0	0.00%	3,446	91.02%
██████, IN	3,479	3	0.09%	3,213	92.35%



OTT



| 04/18/2023 - 06/11/2023

Geographical Info

ZIPCODE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
████	10,345	3	0.03%	9,674	93.51%
████	10,003	2	0.02%	9,380	93.77%
████	9,289	0	0.00%	8,848	95.25%
████	8,380	2	0.02%	7,959	94.98%
████	8,041	1	0.01%	7,533	93.68%
████	6,222	2	0.03%	5,879	94.49%
████	5,905	0	0.00%	5,609	94.99%
████	5,892	0	0.00%	5,532	93.89%
████	5,264	0	0.00%	5,026	95.48%
████	4,965	0	0.00%	4,587	92.39%

OTT

04/18/2023 - 06/11/2023

Apps & Websites

APP	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
Pluto TV - It's Free TV	26,220	1	0.00%	25,686	97.96%
SAMSUNG TV PLUS	20,938	0	0.00%	20,595	98.36%
Pluto TV - It's Free TV	15,720	2	0.01%	15,215	96.79%
Pluto TV - Live TV and Movies	9,818	0	0.00%	9,420	95.95%
Pluto TV	4,927	0	0.00%	4,775	96.91%
tv.pluto.comcastx1	4,629	0	0.00%	4,475	96.67%
Pluto	4,053	0	0.00%	3,944	97.31%
com.att.tv.openvideo	2,935	0	0.00%	2,888	98.40%
LG Channels	2,658	0	0.00%	2,510	94.43%
WatchFree+	1,454	0	0.00%	1,424	97.94%

OTT

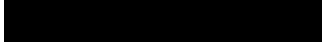
04/18/2023 - 06/11/2023

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
www.dailymail.co.uk	344	0	0.00%	229	66.57%
www.tasteofhome.com	335	1	0.30%	140	41.79%
www.huffpost.com	287	0	0.00%	170	59.23%
heavy.com	277	0	0.00%	141	50.90%
www.gamingbible.com	270	0	0.00%	93	34.44%
blox-fruits.fandom.com	230	0	0.00%	201	87.39%
www.msn.com	210	6	2.86%	72	34.29%
deepwoken.fandom.com	178	0	0.00%	160	89.89%
www.rd.com	177	0	0.00%	96	54.24%
brainly.in	174	0	0.00%	79	45.40%



OTT



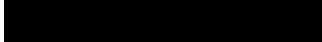
| 04/18/2023 - 06/11/2023

Creatives

CREATIVE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
	114,844	18	0.02%	107,868	93.93%

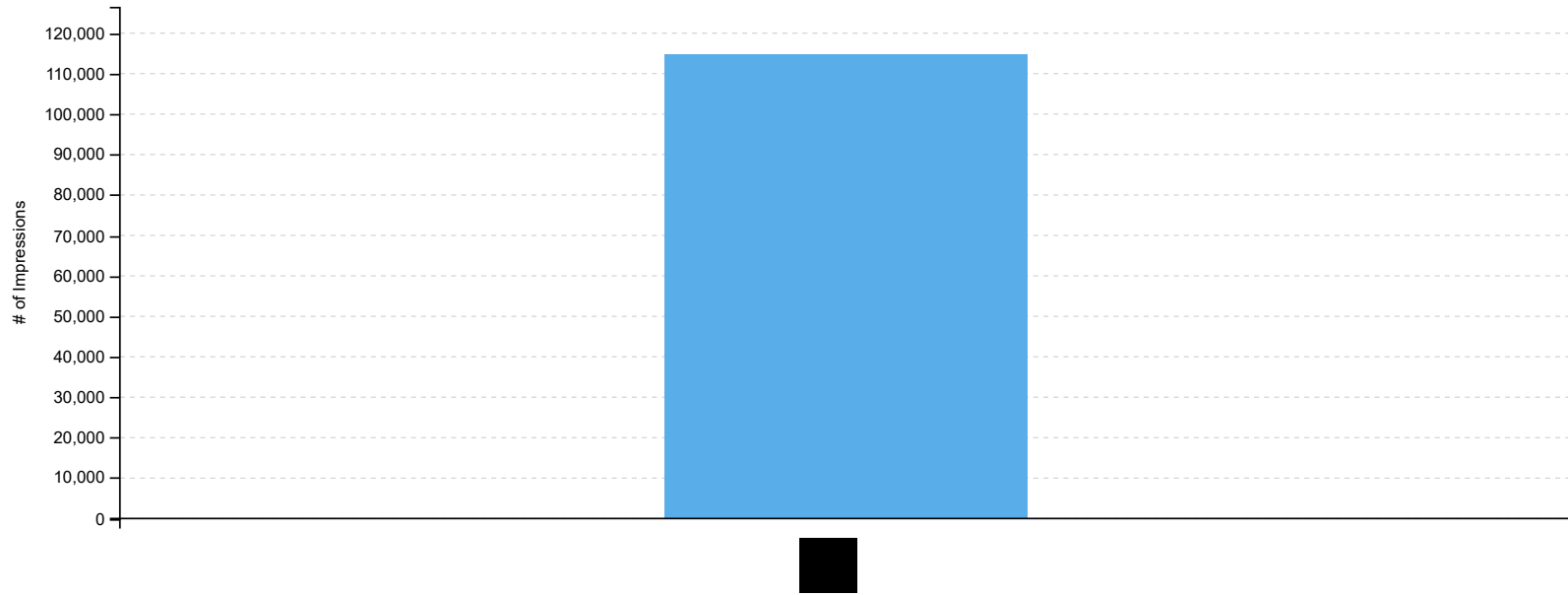


OTT



| 04/18/2023 - 06/11/2023





Creatives

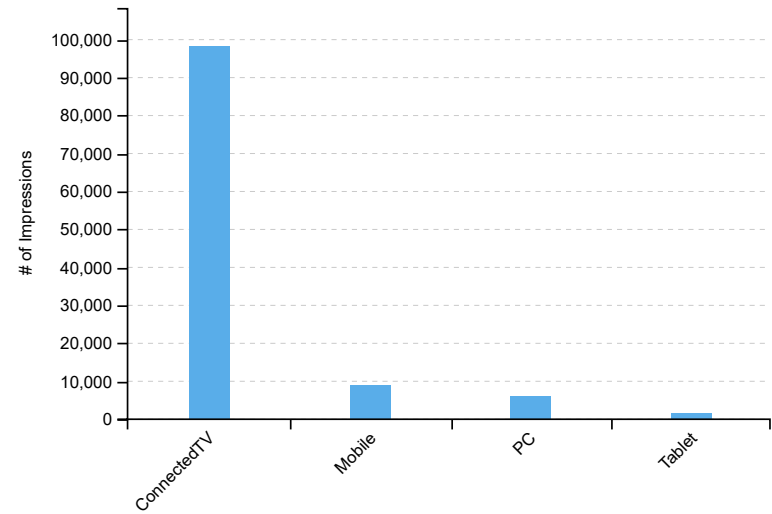


OTT

04/18/2023 - 06/11/2023

Devices and Operating System







DEVICE TYPE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
 Connected TV	98,307	4	0.00%	95,782	97.43%
 Mobile	8,862	4	0.05%	5,906	66.64%
 PC	6,049	9	0.15%	4,742	78.39%
 Tablet	1,626	1	0.06%	1,438	88.44%

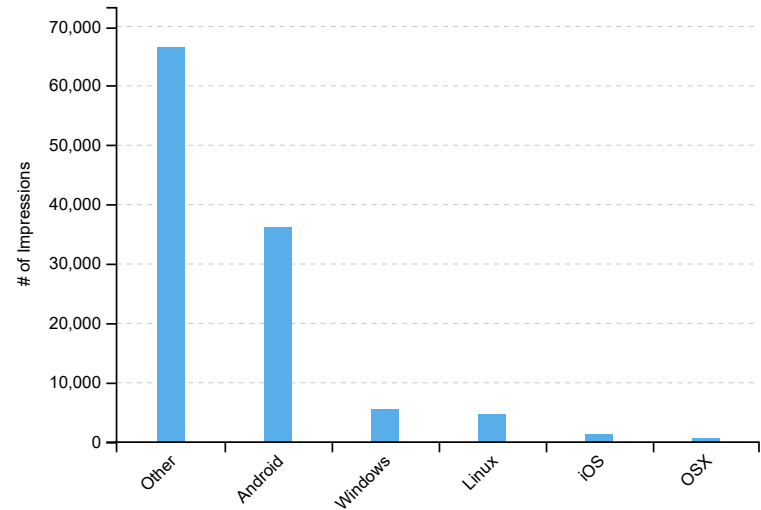


OTT

04/18/2023 - 06/11/2023

Devices and Operating System

OPERATING SYSTEM	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
 Other	66,506	1	0.00%	64,969	97.69%
 Android	36,162	6	0.02%	32,529	89.95%
 Windows	5,550	9	0.16%	4,558	82.13%
 Linux	4,708	0	0.00%	4,390	93.25%
 iOS	1,324	1	0.08%	971	73.34%
 OSX	594	1	0.17%	451	75.93%



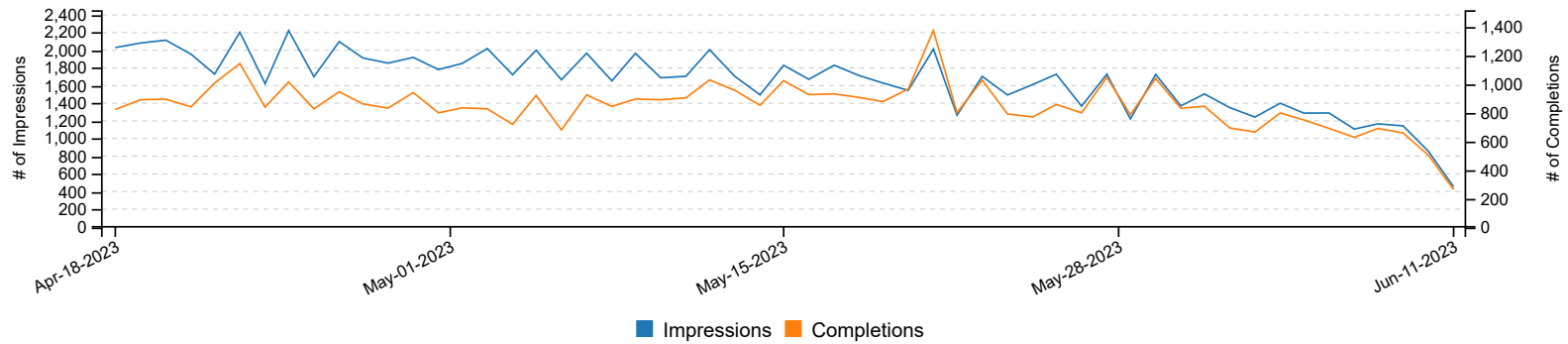
Video

04/18/2023 - 06/11/2023

Campaign Overview

Impressions 90,909 90,909 0 days left	Clicks 149	Click Through Rate (CTR) 0.16%	Site Visits 149	Advertiser Media Spend \$2,000.00	Video Completions 46,936
Video Completion Rate 51.63%					

Impressions & Completions



Video

████████████████████ | 04/18/2023 - 06/11/2023

Geographical Info

CITY	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
██████, IN	20,072	45	0.22%	8,501	42.35%
██████████, IN	14,909	18	0.12%	7,054	47.31%
██████████, IN	14,311	20	0.14%	8,574	59.91%
██████████, IN	7,962	10	0.13%	4,089	51.36%
██████, IN	5,672	10	0.18%	3,278	57.79%
██████, IN	5,580	12	0.22%	2,960	53.05%
██████████, IN	4,796	6	0.13%	2,463	51.36%
██████████, IN	4,734	8	0.17%	2,645	55.87%
██████, IN	3,655	5	0.14%	1,990	54.45%
██████, IN	3,400	8	0.24%	1,972	58.00%



Video



| 04/18/2023 - 06/11/2023

Geographical Info

ZIPCODE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
████	14,309	20	0.14%	8,579	59.96%
████	7,996	10	0.13%	4,106	51.35%
████	5,727	10	0.17%	3,345	58.41%
████	5,591	12	0.21%	2,964	53.01%
████	5,021	3	0.06%	2,567	51.13%
████	4,998	16	0.32%	1,863	37.27%
████	4,819	8	0.17%	2,688	55.78%
████	4,812	6	0.12%	2,465	51.23%
████	4,293	7	0.16%	2,028	47.24%
████	4,224	8	0.19%	1,881	44.53%

Video

████████████████████ | 04/18/2023 - 06/11/2023

Apps & Websites

APP	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
Tumblr—Fandom, Art, Chaos	7,409	6	0.08%	208	2.81%
Text Free: Call & Texting App	3,196	17	0.53%	56	1.75%
TextFree: Private Texting App	2,647	4	0.15%	29	1.10%
Tumblr – Fandom, Art, Chaos	2,002	1	0.05%	42	2.10%
9GAG: Funny GIF, Meme & Video	1,643	0	0.00%	939	57.15%
Flipboard: The Social Magazine	1,430	0	0.00%	120	8.39%
Pinger: Calling + Phone App	1,210	2	0.17%	22	1.82%
SmartNews: Local Breaking News	1,006	0	0.00%	601	59.74%
NewsBreak: Local News & Alerts	940	2	0.21%	356	37.87%
Imgur: Funny Memes & GIF Maker	487	1	0.21%	5	1.03%

Video

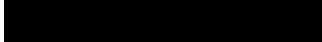
████████████████████ | 04/18/2023 - 06/11/2023

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
www.thedailybeast.com	3,725	2	0.05%	2,361	63.38%
www.dailymail.co.uk	2,578	5	0.19%	1,548	60.05%
wgntv.com	1,407	0	0.00%	769	54.66%
cwbchicago.com	1,134	0	0.00%	701	61.82%
www.wowhead.com	1,099	0	0.00%	945	85.99%
blox-fruits.fandom.com	1,040	0	0.00%	852	81.92%
nypost.com	948	3	0.32%	504	53.16%
www.nwitimes.com	905	0	0.00%	537	59.34%
www.msn.com	851	5	0.59%	190	22.33%
www.lovetoknow.com	837	0	0.00%	538	64.28%



Video



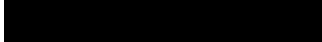
| 04/18/2023 - 06/11/2023

Creatives

CREATIVE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
	83,571	122	0.15%	43,881	52.51%
Q2 2023	7,338	27	0.37%	3,055	41.63%

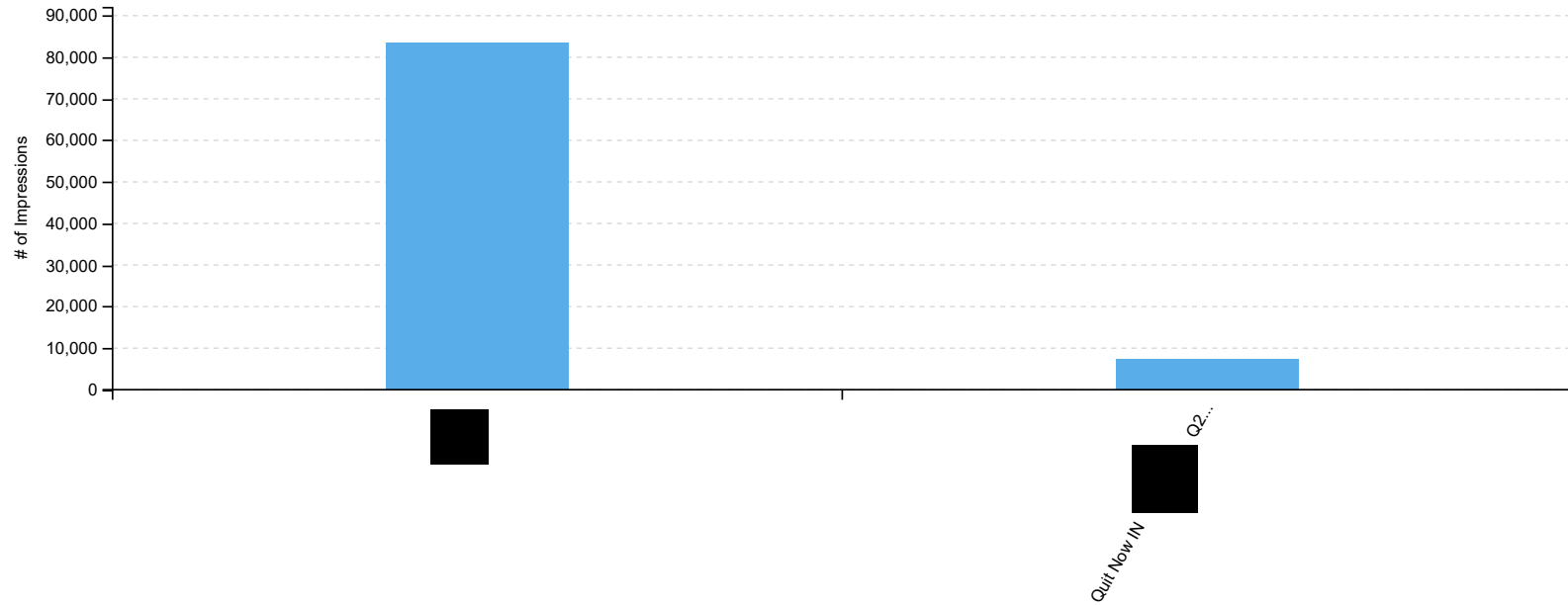


Video



| 04/18/2023 - 06/11/2023




Creatives

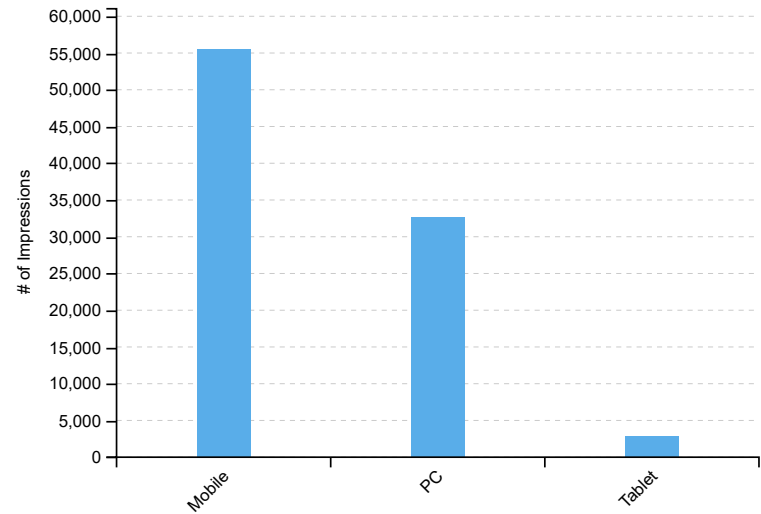


Video

04/18/2023 - 06/11/2023

Devices

DEVICE TYPE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
 Mobile	55,476	114	0.21%	20,975	37.81%
 PC	32,624	25	0.08%	24,317	74.54%
 Tablet	2,809	10	0.36%	1,644	58.53%





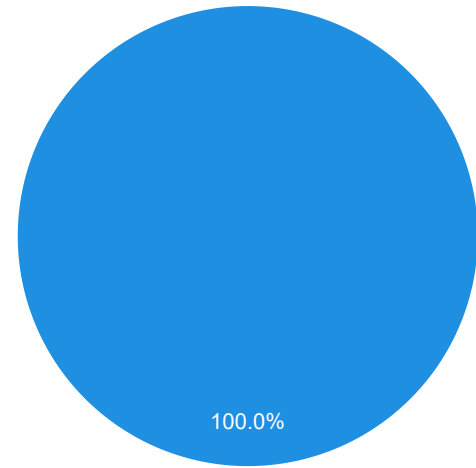
Video



| 04/18/2023 - 06/11/2023

Impression Type

IMPRESSION TYPE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE	SITE VISITS
Audience Targeted	90,909	149	0.16%	46,936	51.63%	149



■ Audience Targeted

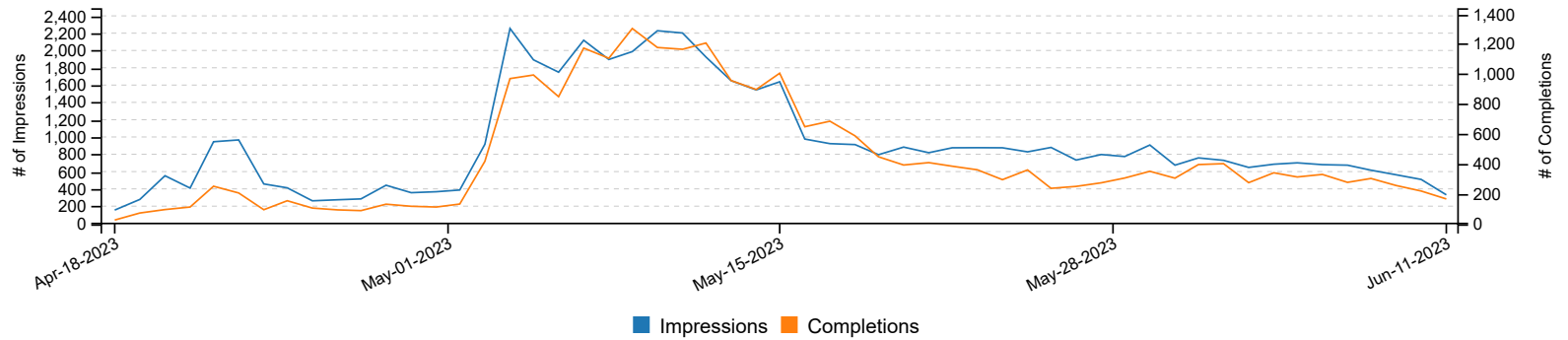
Video Geofencing

04/18/2023 - 06/11/2023

Campaign Overview

Impressions 50,965 50,962 0 days left	Clicks 76	Click Through Rate (CTR) 0.15%	Site Visits 76	Advertiser Media Spend \$1,325.09	Video Completions 24,492
Video Completion Rate 48.06%					

Impressions & Completions



Video Geofencing [REDACTED] | 04/18/2023 - 06/11/2023

Geographical Info

CITY	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
[REDACTED], IL	7	0	0.00%	0	0.00%
[REDACTED], IN	4	0	0.00%	1	25.00%



Video Geofencing



| 04/18/2023 - 06/11/2023

Geographical Info

ZIPCODE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
	7	0	0.00%	0	0.00%
	4	0	0.00%	0	0.00%

Video Geofencing

████████████████████ | 04/18/2023 - 06/11/2023

Apps & Websites

APP	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
Pluto TV - Live TV and Movies	8,511	0	0.00%	7,821	91.89%
TextFree: Private Texting App	6,089	6	0.10%	42	0.69%
Text Free: Call & Texting App	2,320	25	1.08%	41	1.77%
TuneIn Radio: News, Music & FM	1,985	0	0.00%	131	6.60%
Pluto TV - It's Free TV	1,925	0	0.00%	1,851	96.16%
Pinger: Calling + Phone App	1,339	0	0.00%	19	1.42%
SmartNews: Local Breaking News	1,198	3	0.25%	721	60.18%
CallApp: Caller ID & Recording	1,051	1	0.10%	245	23.31%
Flipboard: The Social Magazine	674	0	0.00%	113	16.77%
Bounce	584	0	0.00%	597	102.23%

Video Geofencing

████████████████████ | 04/18/2023 - 06/11/2023

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
people.com	687	2	0.29%	506	73.65%
www.yahoo.com	608	0	0.00%	75	12.34%
www.familyhandyman.com	503	0	0.00%	247	49.11%
www.thedailybeast.com	474	0	0.00%	303	63.92%
www.tasteofhome.com	425	0	0.00%	182	42.82%
www.newsweek.com	407	2	0.49%	268	65.85%
www.rd.com	345	0	0.00%	182	52.75%
nypost.com	287	1	0.35%	205	71.43%
www.accuweather.com	256	2	0.78%	49	19.14%
embed.sendtonews.com	252	0	0.00%	197	78.17%

Video Geofencing [REDACTED] | 04/18/2023 - 06/11/2023

Creatives

	CREATIVE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
[REDACTED]	[REDACTED] Q2 2023	50,965	76	0.15%	24,492	48.06%

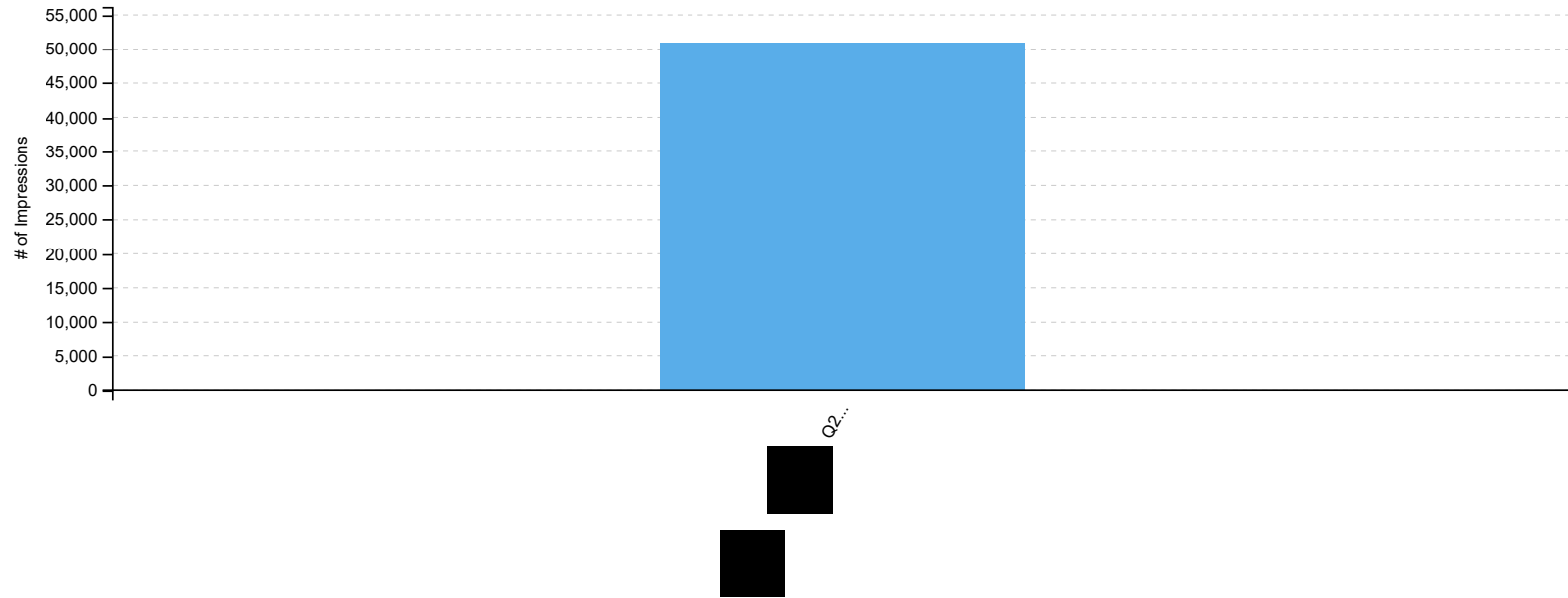


Video Geofencing



| 04/18/2023 - 06/11/2023

Creatives






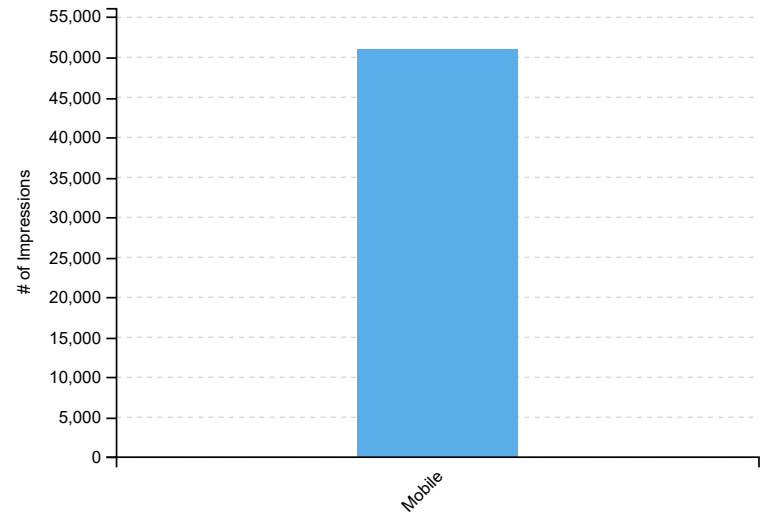
Video Geofencing



| 04/18/2023 - 06/11/2023

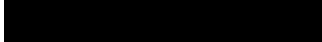
Devices

DEVICE TYPE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE
 Mobile	50,965	76	0.15%	24,492	48.06%





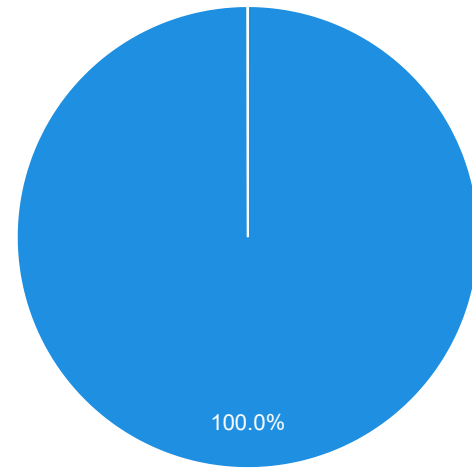
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Impression Type

IMPRESSION TYPE	IMPRESSIONS	CLICKS	CTR	COMPLETIONS	COMPLETION RATE	SITE VISITS
Audience Targeted	50,954	76	0.15%	24,491	48.06%	76
Retargeting	11	0	0.00%	1	9.09%	0



■ Audience Targeted ■ Retargeting