

Big O Tires Marketing Report

08/08/2022 - 08/31/2022



Insights

Connected TV (CTV) is simply a television that connects to the internet; Smart TV's, Apple TV's, devices like Tivo and Roku and gaming consoles like Xbox and PlayStation. ... OTT stands for "over the top" and refers to video content that is served over the traditional closed television system.

29,441

Total Impressions

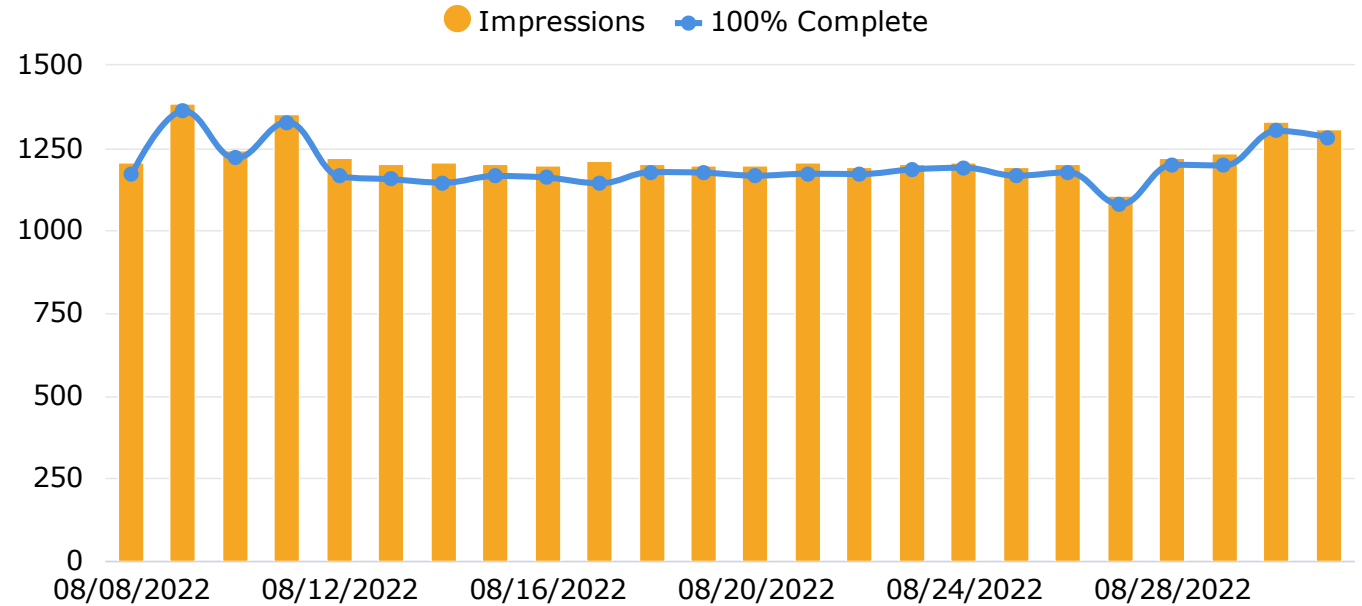
28,647

100% Complete

97.30%

View Completion Rate

OTT/CTV

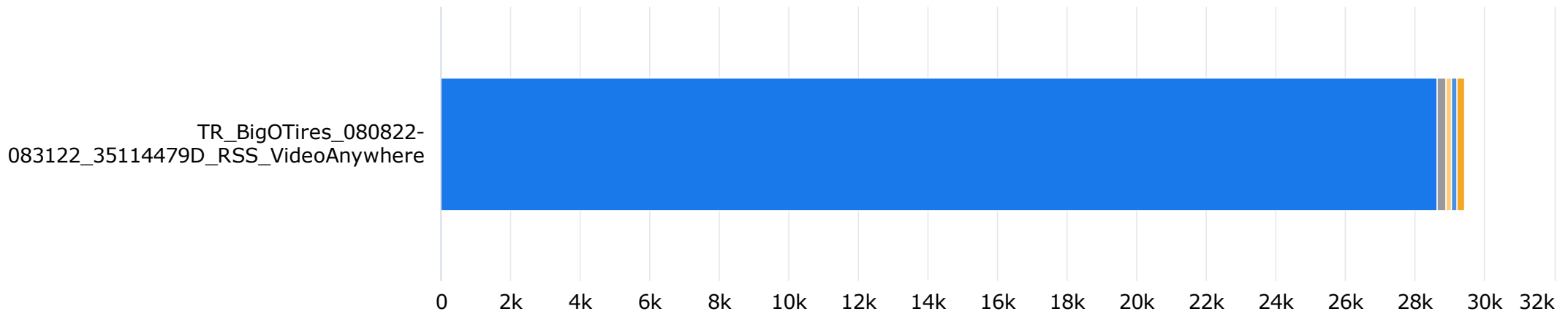


Campaign Name	Impressions
TR_BigOTires_080822-083122_35114479D_RSS_VideoAny...	29,441
Total	29,441

Ad Name	Impressions
IN-Big_O_Ad_-_30_Seconds	14,926
IN-Big_O_Ad_-_15_Seconds	8,063
IN-Big_O_Ad_-_60_Seconds.mp4	6,452
Total	29,441

Breakdown by View Completion

● 0 - 24% View Completion
 ● 25 - 49% View Completion
 ● 50 - 74% View Completion
 ● 75 - 99% View Completion
 ● 100% Complete



234

0 - 24% View Completion

160

25 - 49% View Completion

155

50 - 74% View Completion

245

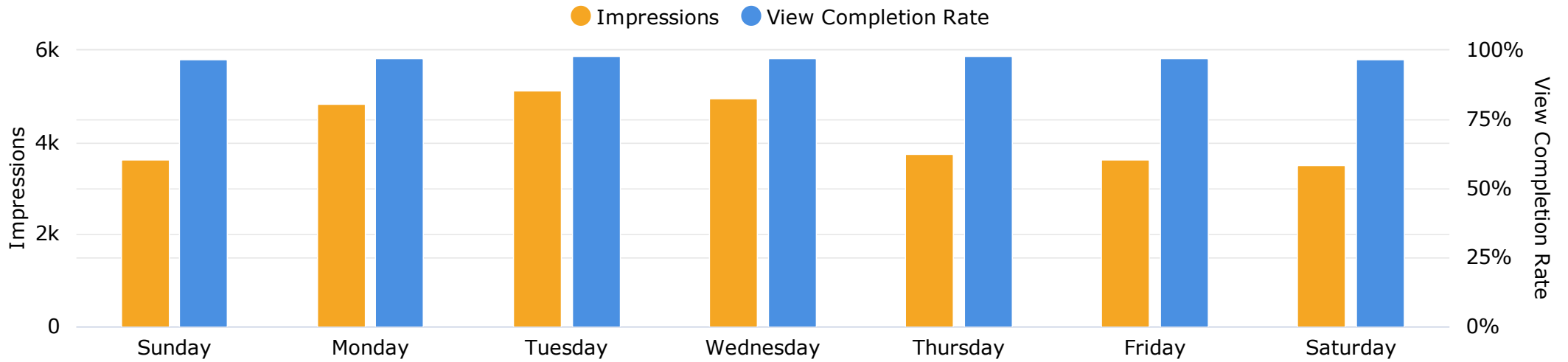
75 - 99% View Completion

28,647

100% Complete

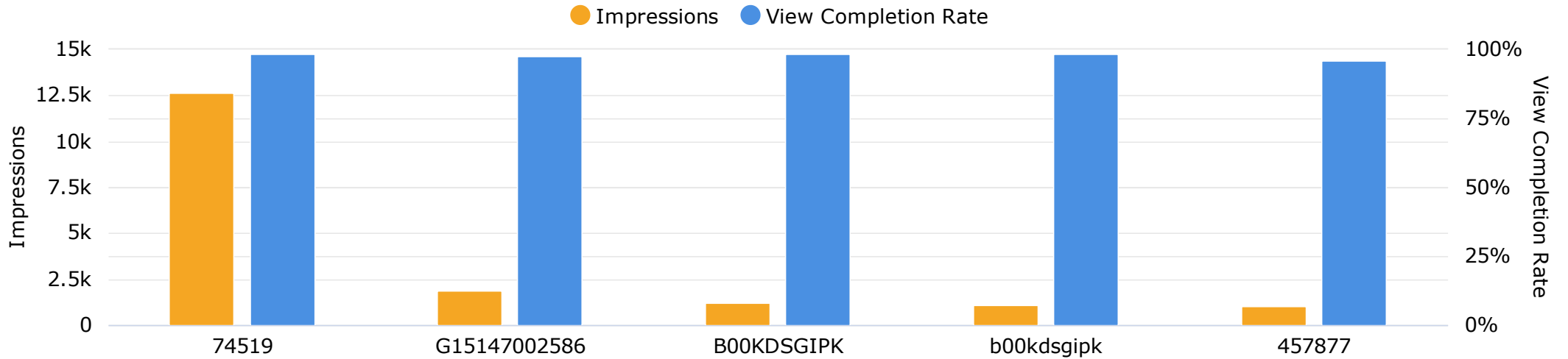
Campaign Name	0 - 24% View Completion	25 - 49% View Completion	50 - 74% View Completion	75 - 99% View Completion	100% Complete	Impressions
TR_BigOTires_080822-083122_35114479D_...	234	160	155	245	28,647	29,441
Total	234	160	155	245	28,647	29,441

Days of the Week



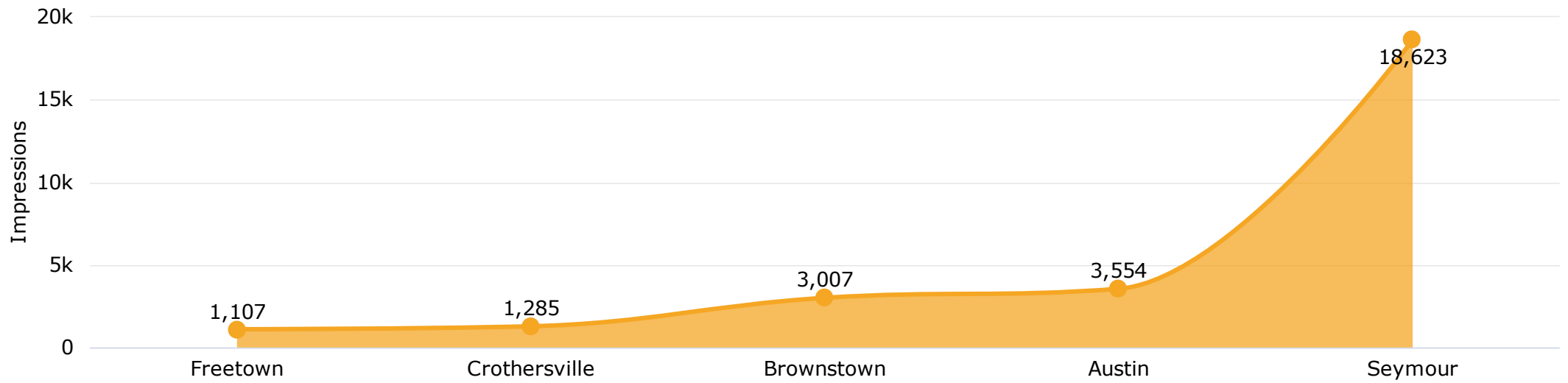
Day of Week	Impressions	100% Complete	View Completion Rate
Sunday	3,633	3,516	96.78%
Monday	4,839	4,702	97.17%
Tuesday	5,121	5,009	97.81%
Wednesday	4,970	4,834	97.26%
Thursday	3,750	3,671	97.89%
Friday	3,621	3,515	97.07%
Saturday	3,507	3,400	96.95%
Total	29,441	28,647	97.30%

View Completion by Domain



Domain Name	Impressions	100% Complete	View Completion Rate
74519	12,614	12,407	98.36%
G15147002586	1,858	1,814	97.63%
B00KDSGIPK	1,191	1,173	98.49%
b00kdsgipk	1,086	1,068	98.34%
457877	998	957	95.89%
g15147002586	754	720	95.49%
474301	561	505	90.02%
G18229011675	367	354	96.46%
686 rows not shown			
Total	29,441	28,647	97.30%

Top 25 Cities by Impressions



City	Impressions
Vallonia	698
Medora	605
Norman	534
Unknown	28