



Reporting

In-Depth Reporting

- 24/7 access to real-time reporting
- Customize reports to look and feel like your branding

High level reports we can pull:

- Analytics Report
- Buyer Geo Report
- Device Report
- Site Domain Report
- Engagement Report
- Video Analytics Report
- Audio Report



Analytics Report

Range	Custom - Lifetime
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Spend
Conversions
CPM
CPC
CPA
Viewable Impressions
Viewability Rate

Dimensions
Insertion Order
Line Item
Creative
Seller
Publisher
Media Type
Placement
Creative Size



Insertion Order

Line Item

Jan 1, 2022 - Dec 31, 2022

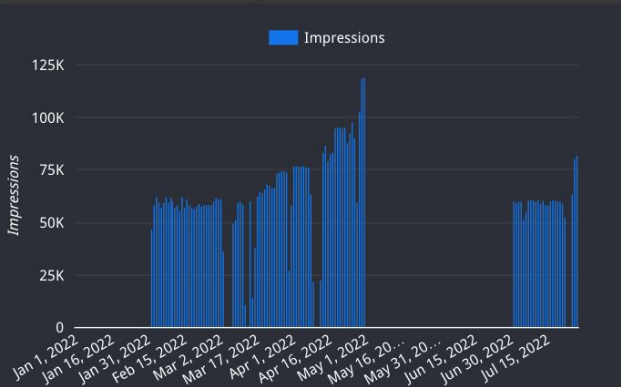
Impressions
7.4M

Clicks
10,567

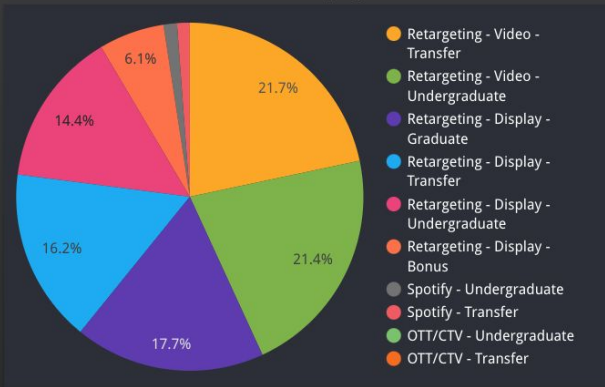
CTR %
0.14%

Spend
\$66,337

Impressions Served



Clicks Per Campaign



Insertion Order	Line Item	Impressions	Clicks	CTR %	Spend
TAMUCC	Retargeting - Display - Graduate	1,534,952	1,873	0.12%	\$9,209.71
	Retargeting - Display - Undergrad...	1,525,053	1,525	0.10%	\$9,150.32
	Retargeting - Display - Transfer	1,524,730	1,711	0.11%	\$9,148.38
	Retargeting - Display - Bonus	918,383	644	0.07%	\$5,510.30
	Retargeting - Video - Transfer	611,231	2,291	0.37%	\$6,112.31
	Retargeting - Video - Undergraduate	610,314	2,266	0.37%	\$6,103.14
	Spotify - Transfer	181,115	125	0.07%	\$4,527.87
	Spotify - Undergraduate	180,822	132	0.07%	\$4,520.55
	OTT/CTV - Undergraduate	134,069	0	0.00%	\$6,033.10
	OTT/CTV - Transfer	134,069	0	0.00%	\$6,033.10
Grand total		7,354,468	10,567	0.14%	\$66,336.64



Buyer Geo Report

Range	Last 45 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Conversions
Conversion Rate
Post View Conversion
Post Click Conversion
Spend
CPM

Dimensions
Day
City
Country
DMA
Postal Code
Region
Advertiser
Buying Currency
Line Item
Insertion Order



State

Line Item

Feb 1, 2023 - Feb 16, 2023

State	DMA	Impressions	Clicks	CTR %
Texas	Dallas-Ft. Worth TX	61,923	115	0.19%
	Houston TX	54,768	104	0.19%
	San Antonio TX	14,919	25	0.17%
	Austin TX	13,122	26	0.20%
	Odessa-Midland TX	2,639	4	0.15%
	Waco-Temple-Bryan TX	1,048	1	0.10%
	Tyler-Longview(Lufkin & Nacogdoches) TX	1,019	2	0.20%
	Corpus Christi TX	387	1	0.26%
	Lubbock TX	382	0	0.00%
	Harlingen-Weslaco-Brownsville-McAllen TX	341	0	0.00%
	El Paso TX	280	1	0.36%
	Abilene-Sweetwater TX	270	0	0.00%
	Beaumont-Port Arthur TX	230	0	0.00%
	Victoria TX	217	2	0.92%
	Amarillo TX	211	0	0.00%
	Shreveport LA	206	0	0.00%
	Wichita Falls TX & Lawton OK	161	0	0.00%
	San Angelo TX	151	0	0.00%
	Sherman TX-Ada OK	81	1	1.23%
	Laredo TX	53	0	0.00%
New York	New York NY	112,875	162	0.14%
Grand total		713,909	1,127	0.16%



Device Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics	Dimensions
Impressions	Advertiser
Clicks	Insertion Order
CTR	Line Item
Conversions	Seller
Spend	Publisher
CPM	Device Type
	Device Make
	Device Model
	Operating System
	Operating System Family
	Browser

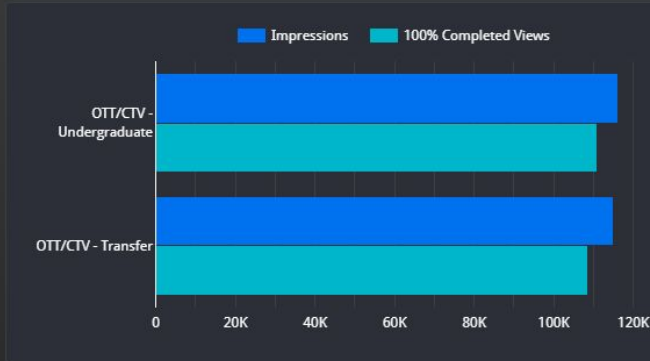


Line Item ▾

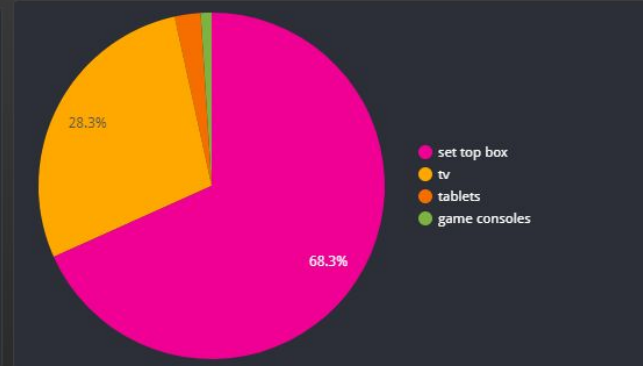
Device Type ▾

Apr 1, 2021 - Apr 30, 2021 ▾

Impressions vs. Completed Views



Impressions By Device Type



Line Item	Device Type	Device Make	Impressions
OTT/CTV - Undergraduate	set top box	Roku	52,757
		Amazon	16,116
		Apple	3,912
		Google	1,036
		Nvidia	337
		Comcast	75
		Unknown	66
		Xiaomi	3
		Skyworth	1
		Grand total	



Site Domain Report

Range	Last 45 days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Spend
Conversions
Post Click Conversions
Post View Conversions
CPM
CPC
CPA
Viewability Impressions
Viewability Rate

Dimensions
Site Domain
Mobile Application
Insertion Order
Line Item
Fold Position
Supply Type
Operating System
Operating System Family
Top Level Category
Second Level Category



Site Domain

Jan 1, 2022 - Dec 31, 2022

Site Domain	Impressions	Clicks	CTR %
cinemablend.com	254,026	663	0.26%
screenrant.com	253,594	297	0.12%
cbsnews.com	243,481	608	0.25%
yahoo.com	220,209	375	0.17%
cnn.com	183,331	322	0.18%
nbcnews.com	169,034	302	0.18%
newsweek.com	158,819	280	0.18%
news.yahoo.com	128,483	309	0.24%
activebeat.com	106,857	404	0.38%
deadline.com	92,568	169	0.18%
247sports.com	82,877	124	0.15%
variety.com	70,307	104	0.15%
huffpost.com	65,980	76	0.12%
thespun.com	64,525	86	0.13%
rollingstone.com	63,757	74	0.12%
apnews.com	63,011	94	0.15%
usmagazine.com	62,307	113	0.18%
gamerant.com	61,613	33	0.05%
decider.com	60,695	64	0.11%
comicbook.com	59,909	77	0.13%
cbr.com	54,978	47	0.09%
genius.com	52,186	82	0.16%
Grand total	6,724,659	10,310	0.15%



Engagement Report

Range	Last 365 Days
Interval	Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Average Viewable Duration
Total Viewable Duration
Viewable Impressions
Video Completions
Video Completion Rate

Dimensions
Insertion Order
Line Item
Seller
Publisher
Placement
Supply Type
Device Type
Site Domain
Creative Size



Insertion Order	Line Item	Impressions	Clicks	CTR %	Average Viewable Duration (Seconds)	Total Viewable Duration (Seconds)
Insertion Order 1	Line Item 1	9,717	16	0.16%	17	125,122
Insertion Order 2	Line Item 2	9,332	18	0.19%	12	78,858
Insertion Order 3	Line Item 3	9,331	22	0.24%	13	84,390
Insertion Order 4	Line Item 4	8,573	15	0.17%	14	88,640
Insertion Order 5	Line Item 5	8,559	18	0.21%	15	101,496
Insertion Order 6	Line Item 6	8,473	9	0.11%	17	117,236
Insertion Order 7	Line Item 7	8,091	10	0.12%	12	73,700
Insertion Order 8	Line Item 8	8,073	19	0.24%	22	133,988
Insertion Order 9	Line Item 9	7,305	10	0.14%	14	77,776
Insertion Order 10	Line Item 10	7,285	11	0.15%	16	87,501
Insertion Order 11	Line Item 11	7,276	10	0.14%	13	63,388
Insertion Order 12	Line Item 12	6,074	10	0.16%	12	42,263
Insertion Order 13	Line Item 13	5,207	5	0.10%	13	42,152
Insertion Order 14	Line Item 14	4,837	6	0.12%	20	67,746
Insertion Order 15	Line Item 15	4,836	5	0.10%	15	50,463
Insertion Order 16	Line Item 16	4,666	3	0.06%	15	50,690
Insertion Order 17	Line Item 17	4,629	10	0.22%	23	80,111
Insertion Order 18	Line Item 18	4,476	3	0.07%	21	54,663
Insertion Order 19	Line Item 19	4,055	4	0.10%	15	43,755
Insertion Order 20	Line Item 20	4,034	5	0.12%	19	59,507
Insertion Order 21	Line Item 21	3,874	5	0.13%	13	35,960
Insertion Order 22	Line Item 22	3,720	5	0.13%	14	37,905
Insertion Order 23	Line Item 23	3,670	7	0.19%	12	33,265
Insertion Order 24	Line Item 24	3,644	8	0.22%	18	47,129
Insertion Order 25	Line Item 25	3,641	2	0.05%	15	39,849
Insertion Order 26	Line Item 26	3,637	3	0.08%	14	34,567
Insertion Order 27	Line Item 27	3,634	10	0.28%	16	40,336
Insertion Order 28	Line Item 28	3,525	7	0.20%	12	29,514
Insertion Order 29	Line Item 29	3,508	10	0.29%	14	35,027
Insertion Order 30	Line Item 30	3,496	11	0.31%	18	44,412
Insertion Order 31	Line Item 31	3,237	6	0.19%	15	34,313
Insertion Order 32	Line Item 32	2,864	5	0.17%	12	26,091
Insertion Order 33	Line Item 33	2,839	6	0.21%	13	25,859
Insertion Order 34	Line Item 34	2,826	9	0.32%	18	41,026
Insertion Order 35	Line Item 35	2,821	3	0.11%	16	30,029
Insertion Order 36	Line Item 36	2,821	2	0.07%	22	51,899
Insertion Order 37	Line Item 37	2,820	6	0.21%	20	44,262



Video Analytics Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics	
Impressions	Video Skips
Clicks	Video Start Rate
CTR	Video Skip Rate
Spend	25% Complete
Conversions	50% Complete
CPM	75% Complete
CPC	100% Complete
CPA	Completion Rate
Viewable Impressions	Video Errors
Viewability Rate	Companion Ad Clicks
Video Starts	Companion Ad Imps

Dimensions
Insertion Order
Line Item
Creative
Site Domain
Mobile Application
Device Type
Supply Type
Browser
Video Context
Video Playback Method
Video Player Size



Line Item ▾

Apr 1, 2021 - Apr 30, 2021 ▾

Line Item	Streaming Publisher	Impressions	100% Completed Views	Video Completion Rate
OTT/CTV - Undergraduate	Sling TV	29,810	29,255	96.38%
	Fubo.TV	7,851	7,573	93.85%
	SlingTV	7,825	7,659	96.17%
	Discovery	7,742	7,628	97.34%
	Fubo.tv	7,281	6,977	94.1%
	Fubo.tv RON	5,835	5,557	95.24%
	Philo	5,809	5,580	94.13%
	NBCU_AT&T TV	5,574	5,534	97.06%
	Viacom_AT&T TV	4,706	4,646	97.43%
	Tubi	3,763	3,722	93.57%
	Disney/ESPN_AT&T TV	3,533	3,487	96.61%
	MLB.tv	3,528	919	95.12%
	Samsung TV Plus	1,959	1,892	96.23%
	Pluto CTV	1,823	1,768	96.8%
	A&E Television Networks	1,803	1,780	94.1%
	Fox_AT&T TV	1,759	1,738	97.33%
	Discovery_AT&T TV	1,643	1,628	96.88%
	A&E_AT&T TV	1,452	1,438	97.48%
	AMC_AT&T TV	1,389	1,370	97.59%
	AMC	1,314	1,281	93.94%
NHL.tv LIVE	1,246	1,165	96.17%	
Grand total		231,313	219,595	94.93%



Audio Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics	
Impressions	50% Complete
Clicks	75% Complete
CTR	100% Complete
Spend	Skips
Conversions	Starts
Conversion Rate	Skip Rate
25% Complete	Start Rate

Dimensions
Insertion Order
Line Item
Creative
Publisher
Site Domain
Device Type
Creative Duration



