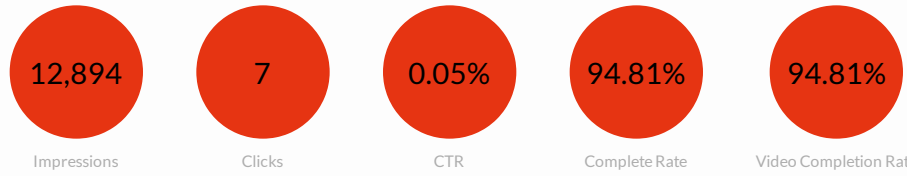


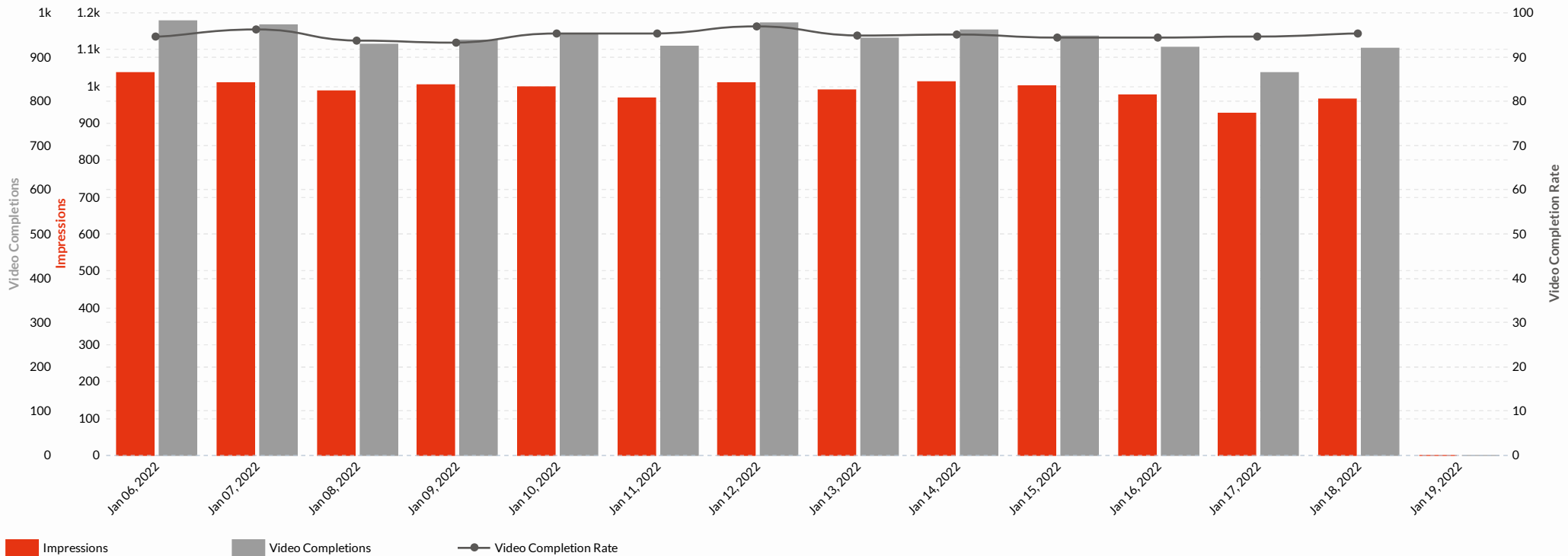
OTT/CTV Ad Performance



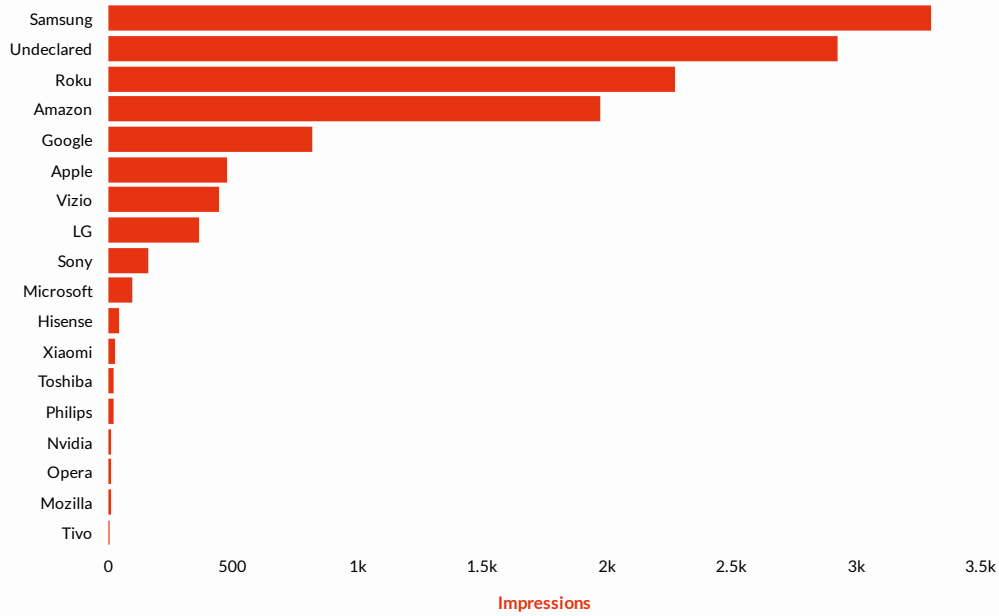
OTT/CTV Completion Rates



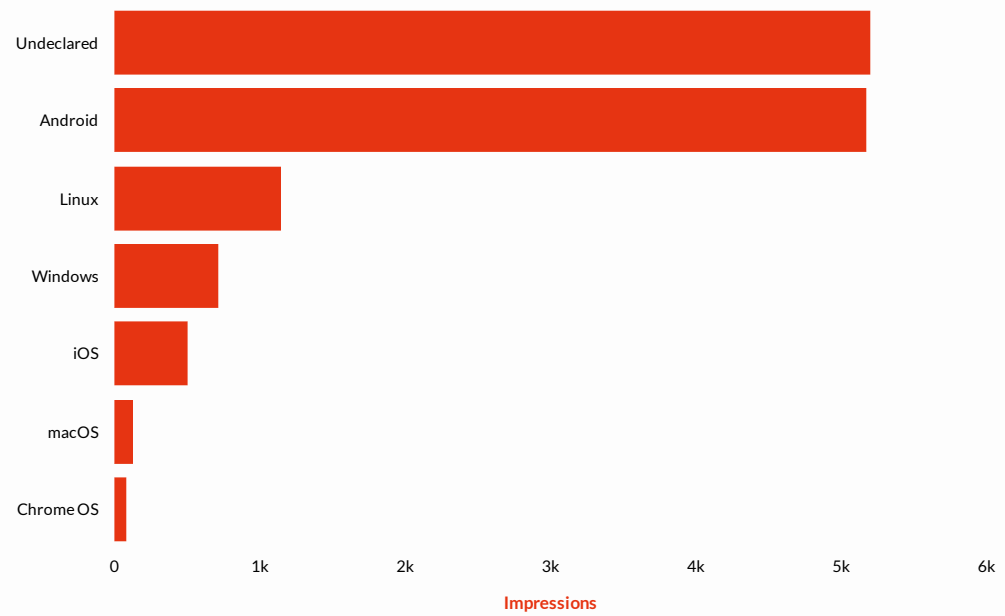
Overall Programmatic Trending Data



Device Make Performance



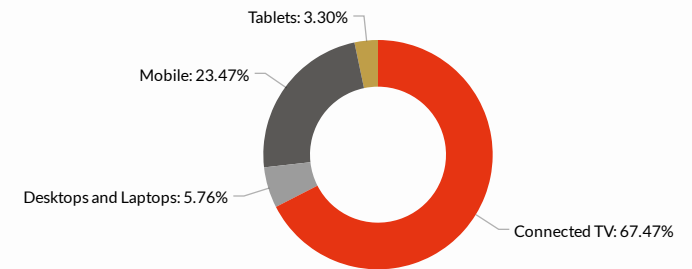
Device Type Performance



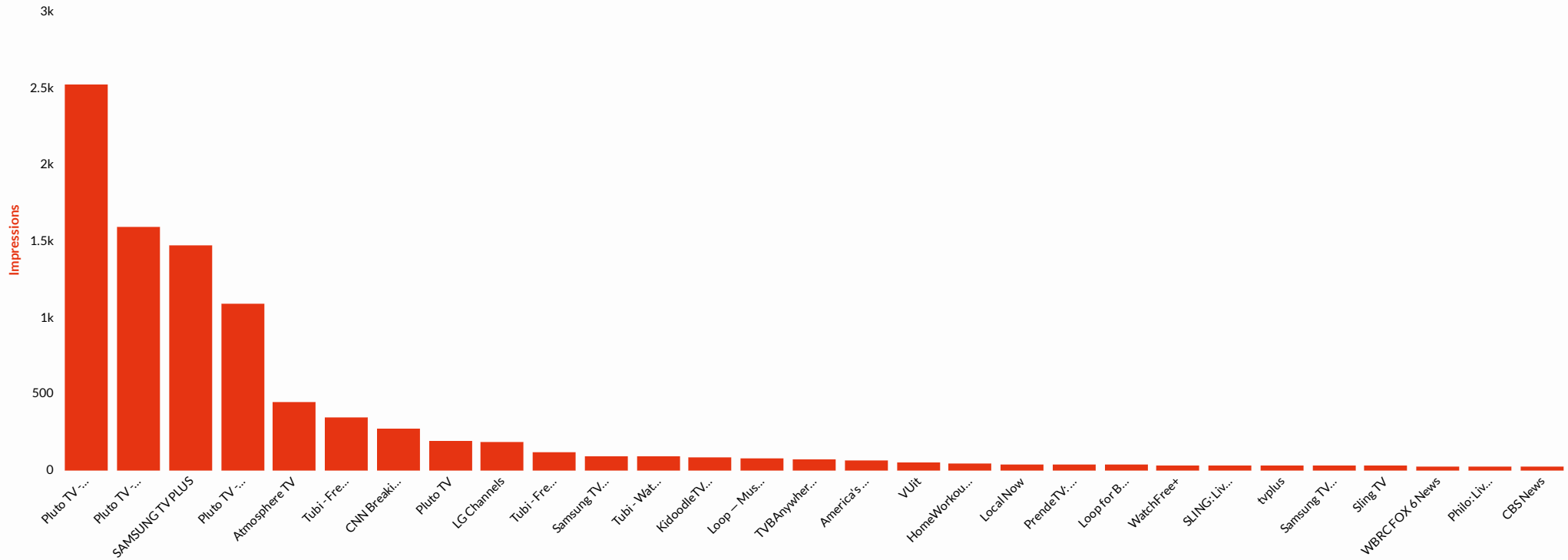
Detailed Device Breakdown

Device Type	Impressions	Clicks	CTR
Total	12,894	7	0.05%
Connected TV	8,699	1	0.01%
Mobile	3,026	1	0.03%
Desktops and Laptops	743	5	0.67%
Tablets	426	0	0.00%

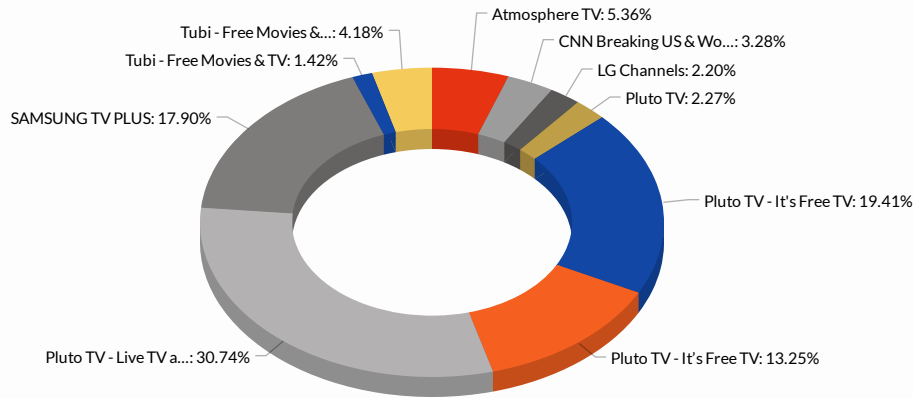
Device Breakdown Performance



Streaming Apps & Channels Ads Are Showing Up In

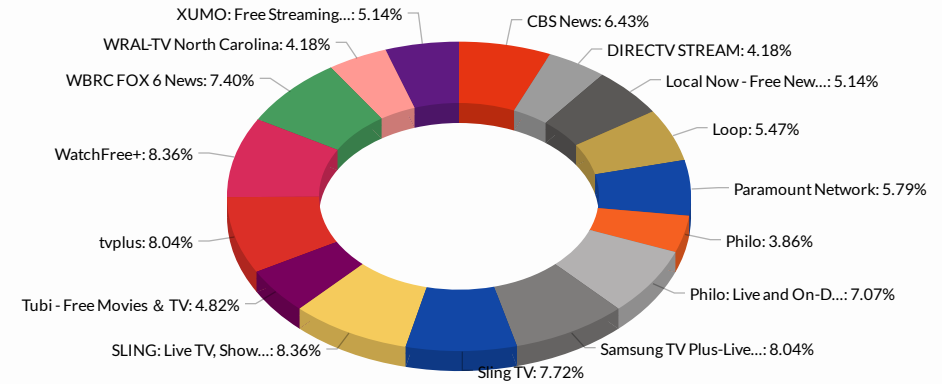


📶 The Top Streaming Apps & Channels Ads Are Showing Up In

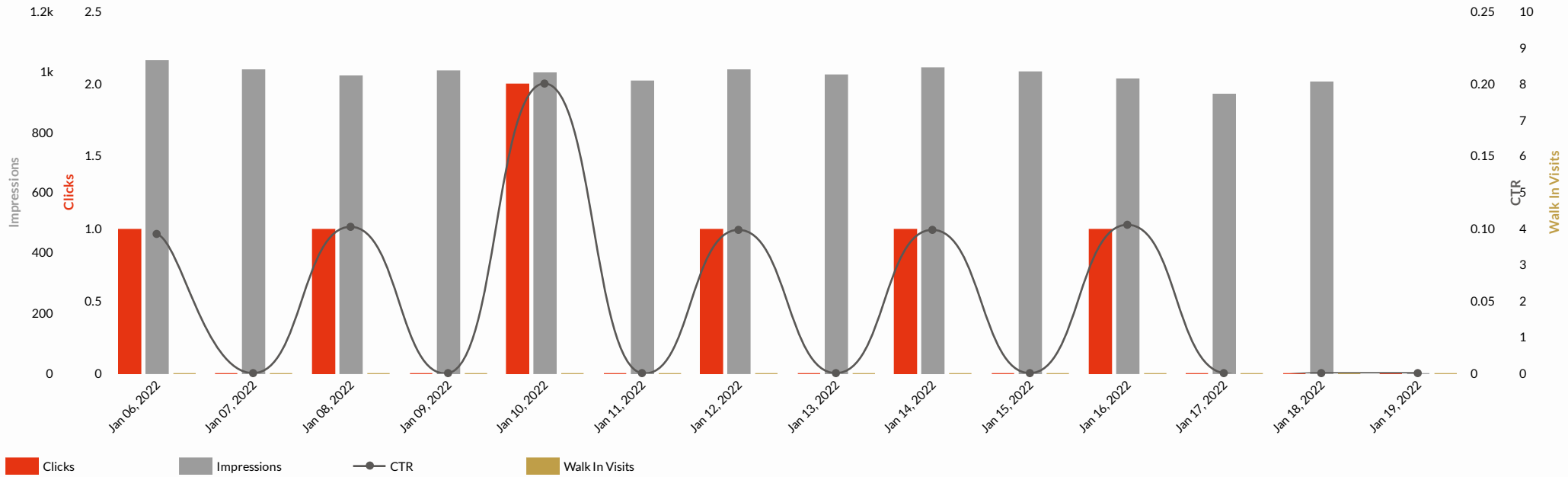


Atmosphere TV	439	CNN Breaking US & World News	269
LG Channels	180	Pluto TV	186
Pluto TV - It's Free TV	1.59K	Pluto TV - It's Free TV	1.09K
Pluto TV - Live TV and Movies	2.52K	SAMSUNG TV PLUS	1.47K
Tubi - Free Movies & TV	116	Tubi - Free Movies & TV Shows	342

📶 The Bottom Streaming Apps & Channels Ads Are Showing Up In

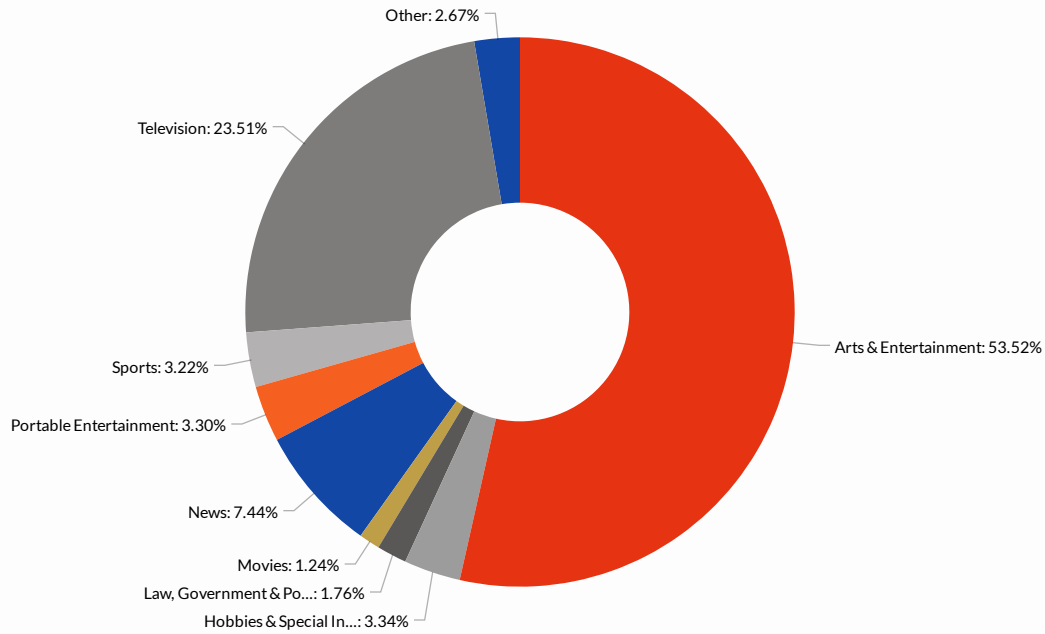


CBS News	20	DIRECTV STREAM	13
Local Now - Free News, Weather, Movies	16	Loop	17
Paramount Network	18	Philo	12
Philo: Live and On-Demand TV	22	Samsung TV Plus-Live TV&Movies	25
Sling TV	24	SLING: Live TV, Shows & Movies	26
Tubi - Free Movies & TV	15	tvplus	25
WatchFree+	26	WBRC FOX 6 News	23
WRAL-TV North Carolina	13	XUMO: Free Streaming TV Shows and Movies	16

Geofencing Trend Data With Video Campaign

How are my individual campaigns performing?

Campaign	Impressions	Clicks	CTR	Conversions	Walk In Visits
Total	12,894	7	0.05%	0	0
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	6,057	1	0.02%	0	0
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	2,822	2	0.07%	0	0
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	2,642	0	0.00%	0	0
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	1,373	4	0.29%	0	0

What contextual categories are my ads showing up in?



What contextual categories are my ads showing up in?

Grid contains more rows, but they have been clipped.

Context	Impressions	Clicks	CTR
Arts & Entertainment	4,505	2	0.04%
Television	1,979	0	0.00%
News	626	1	0.16%
Hobbies & Special Interests	281	4	1.42%
Portable Entertainment	278	0	0.00%
Sports	271	0	0.00%
Law, Government & Politics	148	0	0.00%
Movies	104	0	0.00%
Celebrity & Gossip	83	0	0.00%
Music	22	0	0.00%
Health & Fitness	21	0	0.00%
Home & Garden	18	0	0.00%
International News	18	0	0.00%
Internet Technology	12	0	0.00%

| SUMMARY GRIDS |


 OTT/CTV Campaign Breakdown

Client	Campaign	Impressions	Clicks	CTR	Video Completions	Start Date	End Date	Pacing	Walk In Visits	Conversions
Propellant Media	Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	6,057	1	0.02%	5,839	2021-10-19	2022-01-18	100	0	0
Propellant Media	Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	2,822	2	0.07%	2,564	2021-10-19	2022-01-18	100	0	0
Propellant Media	Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	2,642	0	0.00%	2,598	2021-10-19	2022-01-18	100	0	0
Propellant Media	Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	1,373	4	0.29%	1,229	2021-10-19	2022-01-18	100	0	0

 Streaming App & Channel App Uri's Ads Are Showing Up In

App Name	Domain Reporting Name	Domain	Impressions	Clicks	CTR
Pluto TV - Live TV and Movies	pluto tv	751712884	2,518	0	0.00%
Pluto TV - It's Free TV	pluto tv - it's free tv	74519	1,590	1	0.06%
SAMSUNG TV PLUS	Pluto TV	G15147002586	1,465	0	0.00%
Pluto TV - It's Free TV	Pluto TV	B00KDSGIPK	1,085	0	0.00%
Unknown	tv.pluto.roku	com.pluto.tv	786	0	0.00%
Atmosphere TV	Atmosphere TV	1413400167	439	0	0.00%
Unknown	pluto tv - it's free tv	b00kdsgipk	418	0	0.00%
Unknown	video.foxnews.com	https://video.foxnews.com	380	0	0.00%
Tubi - Free Movies & TV Shows	tubi tv - free movies & tv	com.tubitv	342	1	0.29%
CNN Breaking US & World News	turner - cnn - android	com.cnn.mobile.android.phone	269	0	0.00%
Unknown	pluto	vizio.pluto	242	0	0.00%
Unknown	Samsung TV Plus	CRIME360	234	0	0.00%
Unknown	Pluto TV	9P9LV240KQ9R	232	0	0.00%
Unknown	lotto.pch.com	https://lotto.pch.com	216	4	1.85%
Pluto TV	Pluto TV	457877	186	0	0.00%
LG Channels	lg channels	474301	167	0	0.00%
Unknown	Pluto.tv Application Stream	tv.pluto.watchfreeplus	136	0	0.00%
Tubi - Free Movies & TV	tubi - free movies & tv	41468	116	0	0.00%
Samsung TV Plus - Live TV & Movies	mobile tv plus	com.samsung.android.tvplus	90	0	0.00%
Tubi - Watch Free Movies & TV Shows		B075NTHVJW	86	0	0.00%
KidoodleTV - Safe Streaming	kidoodletv	71376	78	0	0.00%
Unknown	video.foxbusiness.com	https://video.foxbusiness.com	73	0	0.00%
Loop — Music Videos for Business	Loop	tv.loop.tv	72	0	0.00%
TVBAnywhere North America	encoretvb	com.tvbusa.encore	69	0	0.00%
Unknown	plutotv	g18229011675	57	0	0.00%
America's Voice News	Americas Voice News	B07HPGGNPC	54	0	0.00%
Unknown	Samsung TV Plus: 100% Free TV.	com.samsung.android.app.spape	47	0	0.00%
VUit	VUit	596464	46	0	0.00%
HomeWorkout - TV & Tablet & Phone	Home Workout -- No Equipment(Abs & Arm workout)	sixpack.sixpackabs.absworkout.abexercises.tv	42	0	0.00%
Local Now	local now	97955	35	0	0.00%
Loop for Business	Loop for Business	B07JFZF5J7	32	0	0.00%
Unknown	tubitv	9n1sv6841f0b	31	0	0.00%
Unknown	thepetcollective	com.samsung.thepetcollective	30	0	0.00%
WatchFree+	watchfree	vizio.watchfree	26	0	0.00%

SLING: Live TV, Shows & Movies	sling	com.sling	25	0	0.00%
Samsung TV Plus-Live TV&Movies	mobile tv plus	com.samsung.android.tvplus	25	0	0.00%
tvplus	Samsung TV Plus	G19171013163	25	0	0.00%
Unknown	ThisOldHouse	samsungtvplus.thisoldhouse	25	0	0.00%
Sling TV	Sling TV	46041	24	0	0.00%
WBRC FOX 6 News	wbrc fox 6 news	117969	23	0	0.00%
PrendeTV: TV & Cine en Español	EBDA for both Site and App supply	1531467766	22	0	0.00%
Philo: Live and On-Demand TV	philo	com.philo.philo.google	22	0	0.00%
CBS News	cbs news	27536	20	0	0.00%
Unknown	xumo: tv & movie streaming	com.xumo.hisense	19	0	0.00%
Unknown	weathernation	com.weathernationtv.roku	18	0	0.00%
Paramount Network	Paramount Network	B019CVAKMK	18	0	0.00%
Unknown	www.foxnews.com	http://www.foxnews.com	17	0	0.00%
Loop	samsung tv plus	B086DLQ299	17	0	0.00%
XUMO: Free Streaming TV Shows and Movies	xumo	com.xumo.xumo	16	0	0.00%
Local Now - Free News, Weather, Movies	B01MQTVN2T	B01MQTVN2T	16	0	0.00%

Geo-Targeted Locations					
Campaign	City	Metro	Impressions	Clicks	CTR
Total 			12,584	7	0.06%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Atlanta	Atlanta GA	139	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Charlotte	Charlotte NC	87	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Sarasota	Tampa-St. Petersburg (Sarasota) FL	85	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Charlotte	Charlotte NC	85	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Stanley	Charlotte NC	85	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Detroit	Detroit MI	70	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Brooklyn	New York NY	63	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Newport	Portland OR	63	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Massillon	Cleveland-Akron (Canton) OH	62	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Milwaukee	Milwaukee WI	60	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Indianapolis	Indianapolis IN	60	1	1.67%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Seattle	Seattle-Tacoma WA	59	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Sacramento	Sacramento-Stockton-Modesto CA	57	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	St Louis	St. Louis MO	57	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Rock Hill	Charlotte NC	56	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	San Francisco	San Francisco-Oakland-San Jose CA	56	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Washington	Washington DC (Hagerstown MD)	54	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	El Paso	El Paso TX	53	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Atlanta	Atlanta GA	52	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Chicago	Chicago IL	51	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Phoenix	Phoenix AZ	51	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Las Vegas	Las Vegas NV	51	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Minneapolis	Minneapolis-St. Paul MN	50	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Jersey City	New York NY	50	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Miami	Miami-Ft. Lauderdale FL	49	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Philadelphia	Philadelphia PA	46	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Glendale	Phoenix AZ	46	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Phoenix	Phoenix AZ	45	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Lansing	Lansing MI	45	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Houston	Houston TX	45	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Blackshear	Savannah GA	44	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Sacramento	Sacramento-Stockton-Modesto CA	44	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Marietta	Atlanta GA	44	0	0.00%

Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	New York	New York NY	44	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Buffalo	Buffalo NY	42	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Mooresville	Charlotte NC	42	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Houston	Houston TX	42	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	The Bronx	New York NY	42	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Staten Island	New York NY	41	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Martinsville	Roanoke-Lynchburg VA	41	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Los Angeles	Los Angeles CA	41	1	2.44%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Atlanta	Atlanta GA	40	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Lincoln	Lincoln & Hastings-Kearney NE	38	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Tallahassee	Tallahassee FL-Thomasville GA	38	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Jupiter	West Palm Beach-Ft. Pierce FL	36	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Dallas	Dallas-Ft. Worth TX	36	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Denver	Denver CO	36	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Orlando	Orlando-Daytona Beach-Melbourne FL	36	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Nashville	Nashville TN	36	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	New York	New York NY	35	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Ann Arbor	Detroit MI	35	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	High Point	Greensboro-High Point-Winston Salem NC	35	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Denton	Baltimore MD	34	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Fort Lauderdale	Miami-Ft. Lauderdale FL	34	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Wilmington	Philadelphia PA	34	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Memphis	Memphis TN	33	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Las Vegas	Las Vegas NV	33	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Russellville	Little Rock-Pine Bluff AR	32	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Los Angeles	Los Angeles CA	32	2	6.25%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Charlotte	Charlotte NC	32	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Mableton	Atlanta GA	31	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	DeSoto	Dallas-Ft. Worth TX	31	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Nashua	Boston MA-Manchester NH	31	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Newark	New York NY	30	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Florissant	St. Louis MO	30	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Memphis	Memphis TN	30	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Las Vegas	Las Vegas NV	30	1	3.33%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Brooklyn	New York NY	29	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Fayetteville	Raleigh-Durham (Fayetteville) NC	29	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	New City	New York NY	29	0	0.00%

Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Tampa	Tampa-St. Petersburg (Sarasota) FL	29	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Dallas	Dallas-Ft. Worth TX	29	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Spartanburg	Greenville-Spartanburg SC-Asheville NC-Anderson SC	29	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Cincinnati	Cincinnati OH	29	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Orlando	Orlando-Daytona Beach-Melbourne FL	28	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Denver	Denver CO	28	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Indianapolis	Indianapolis IN	28	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Albuquerque	Albuquerque-Santa Fe NM	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Oklahoma City	Oklahoma City OK	27	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Queens	New York NY	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Little Rock	Little Rock-Pine Bluff AR	27	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Flint	Flint-Saginaw-Bay City MI	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Seaford	Salisbury MD	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Tampa	Tampa-St. Petersburg (Sarasota) FL	27	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Las Vegas	Las Vegas NV	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Crowley	Dallas-Ft. Worth TX	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Kissimmee	Orlando-Daytona Beach-Melbourne FL	27	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Carthage	Watertown NY	27	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Detroit	Detroit MI	26	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Philadelphia	Philadelphia PA	26	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Yelm	Seattle-Tacoma WA	26	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Columbus	Columbus OH	26	0	0.00%
Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022	Portland	Portland OR	25	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Garland	Dallas-Ft. Worth TX	25	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Mansfield	Dallas-Ft. Worth TX	25	0	0.00%
Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022	Little Rock	Little Rock-Pine Bluff AR	25	1	4.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Lockport	Chicago IL	25	0	0.00%
Propellant Media_AGF OTT Buy_10/19/2021-1/18/2022	Tallahassee	Tallahassee FL-Thomasville GA	25	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Folsom	Philadelphia PA	25	0	0.00%
Propellant Media_SiteRT OTT Buy_10/19/2021-1/18/2022	Titusville	Orlando-Daytona Beach-Melbourne FL	25	0	0.00%

Preview

CTR

Complete

Clicks

Complete Rate

Campaign

Total 👁

0.05%

12,230

7

94.81%

Propellant Media_30sec_V3



0.29%

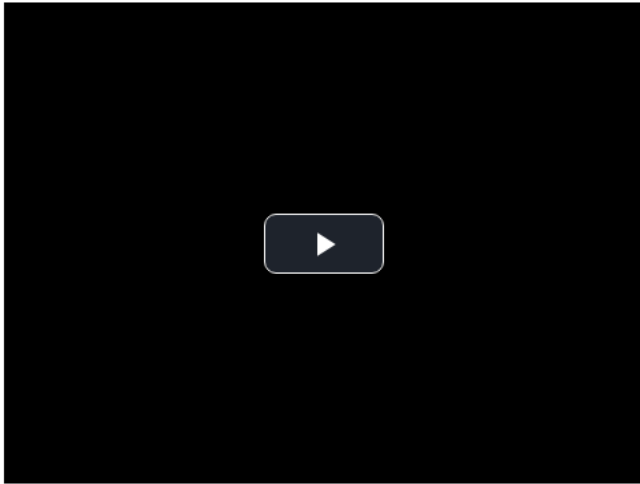
1,229

4

89.38%

Propellant Media_SiteRT CTV Buy_10/19/2021-1/18/2022

Propellant Media_30sec_V3



0.07%

2,564

2

90.41%

Propellant Media_AGF CTV Buy_10/19/2021-1/18/2022

Propellant Media_30sec_V3



0.02%

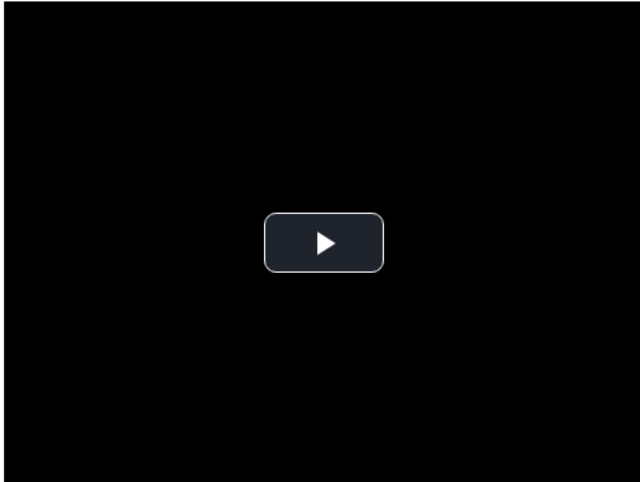
5,839

1

96.64%

PropellantMedia_SiteRT OTT Buy_10/19/2021-1/18/2022

Propellant Media_30sec_V3



0.00%

2,598

0

98.15%

PropellantMedia_AGF OTT Buy_10/19/2021-1/18/2022

