

Campaign Details

Included campaigns:

- 273665_3781254 - June - Sept 2018 (05/28/2018 to 09/30/2018)

Key Metrics

- Your Video Ads were delivered **82,188** times within premium online content.
- Target audiences spent over **580.90** hours viewing and interacting with your videos.
- **77.55%** of your video ad impressions were viewed in full.

PERFORMANCE METRICS

Overall Results

Product	Impression Goal	Impressions Delivered	% of Impression Goal	Completed Views	Completed Views %	Avg. % Viewed	Viewed Mins	Clicks	CTR
Premium Digital TV	44,131	43,283	98.08%	39,792	91.93%	93.12%	20,152.06	27	0.26%
Premium Digital Video	38,914	38,905	99.98%	24,576	63.17%	75.58%	14,701.70	39	0.10%
	83,045	82,188	98.97%	64,368	77.55%	84.35%	34,853.76	66	0.13%

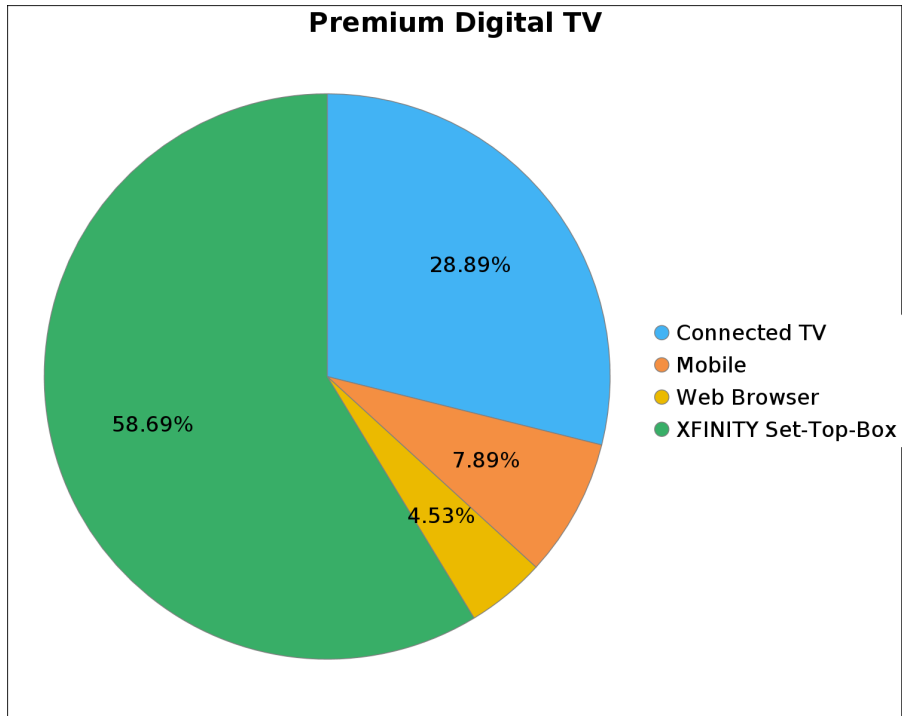
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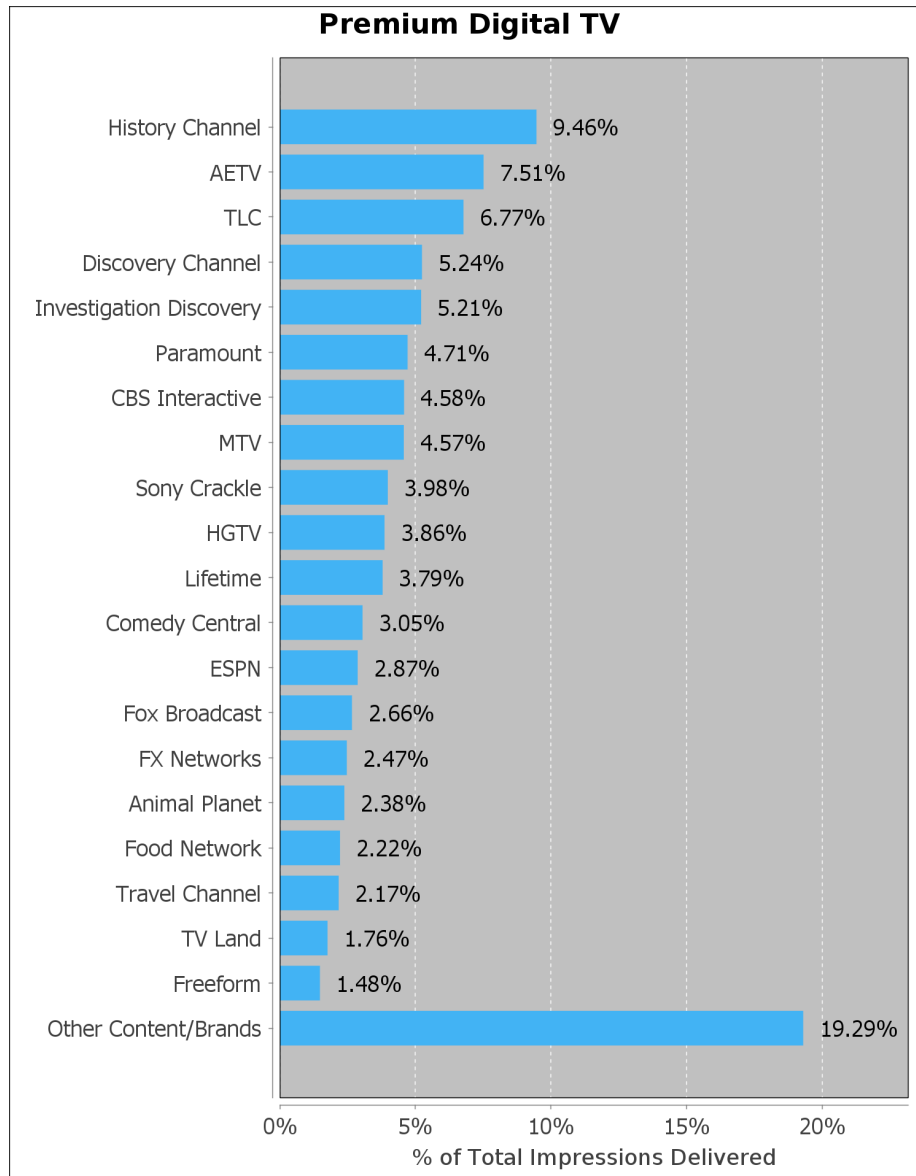
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PLATFORMS AND CONTENT/BRAND

Delivery By Platform



Delivery By Content/Brand



Definitions & Methodologies

1. **Impression Goal:** Total impressions booked for entire campaign flight. Due to the nature of roadblock (banner) ads, their Impression Goal is calculated based on the number of Impressions Delivered.
2. **Impressions Delivered:** Each instance that your ad is served to a user. Number is based on data from publisher ad server or publisher provided creative partner if IBV is used.
3. **% of Impression Goal:** The percentage of overall impression goal delivered during the reporting period.
4. **Completed Views:** Total number of delivered impressions where the user watched the entire video ad.
5. **Completed Views %:** The percentage of delivered impressions where the user watched the entire video ad.
6. **Avg % Viewed:** Average percent viewed for all video ad impressions delivered.
7. **Viewed Mins:** Total number of minutes all viewers of a Video Ad watched. Calculated based on Impressions Delivered multiplied by Spot Length in minutes multiplied by Avg. % Viewed.
8. **Clickable Impressions:** Each instance that your video ad is served, viewable to a user and able to click.
9. **Clicks:** Counted each time a user clicks on the background or an overlay in your advertisement.
10. **CTR:** The total clicks divided by clickable impressions.
11. **Platform:** A set of devices that support content viewing and through which Comcast delivers advertising. Platform & Content/Brand delivery metrics for PDTV are available from 6/13/2018. Platform & Content/Brand delivery metrics for PDV will be available in a future release.
12. **Connected TV:** An internet enabled device used to watch content on television screen.
13. **Web Browser:** An internet enabled device used to watch video content through a web browser.
14. **Mobile:** Video watched through a mobile in-app experience.
15. **XFINITY Set-Top-Box:** Device used in the home to watch on-demand content via a subscription service, PDTV only.

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