

December 2, 2025



| Streaming TV  
Dec 2025

# CAMPAIGN OVERVIEW



## Filter Selection

Select advertiser(s) and date range to view. Filter will stay as you navigate every page.

1 option selected

December 1, 2025 - December 31, 2025

Apply Filters

Total Impressions  
155.93K

Total Clicks  
4

Completed Views  
155.07K

## Graph By

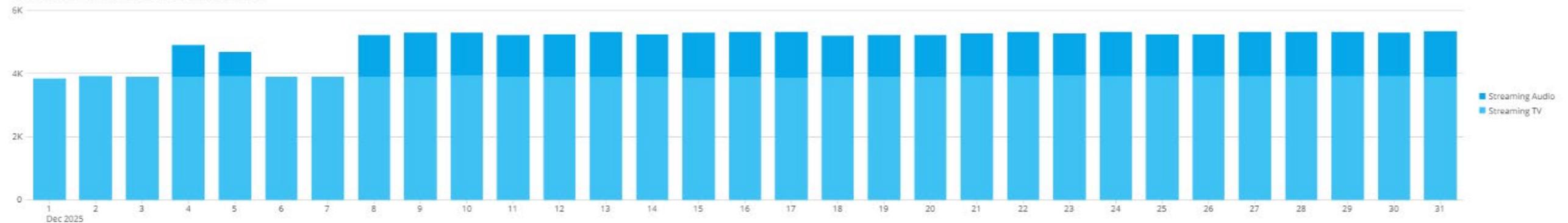
Day Week Month Quarter Year

## View in Graph

Impressions Clicks

## Impressions by product, by date

Hover over a product in the legend to view only that product.



View Timeframe By

View Table By

# STREAMING TV

Select



Total Impressions

121,146

Reach

28,406

Frequency

4.26

Video Completion Rate

99.64%

Graph By

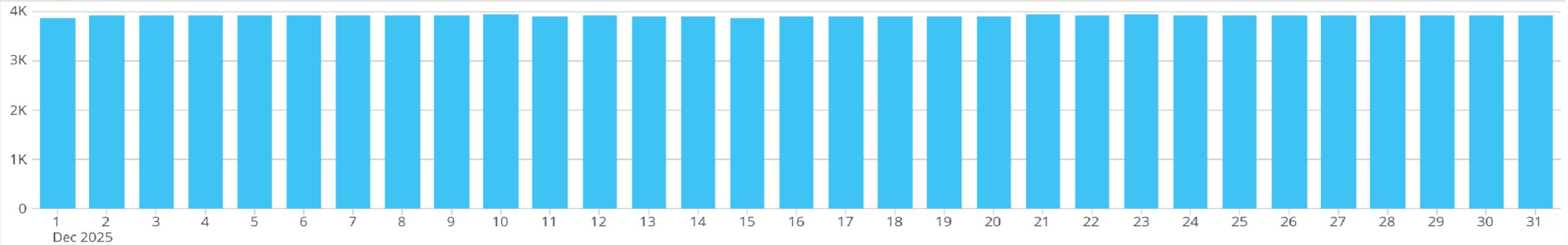
Day

Week

Month

Quarter

Year



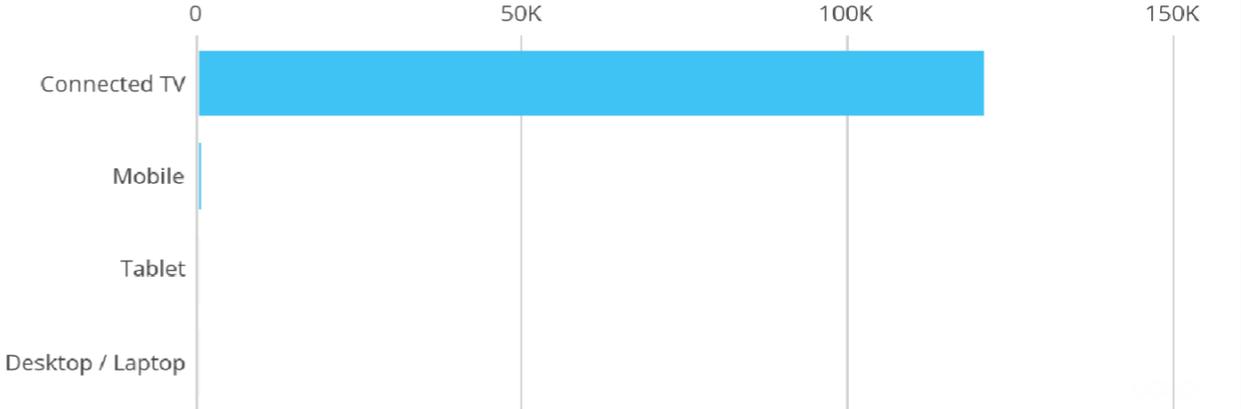
Campaign Name	Impressions	Reach	Frequency
3974456_Santa Energy Streaming TV	121,146	28,406	4.26

# STREAMING TV

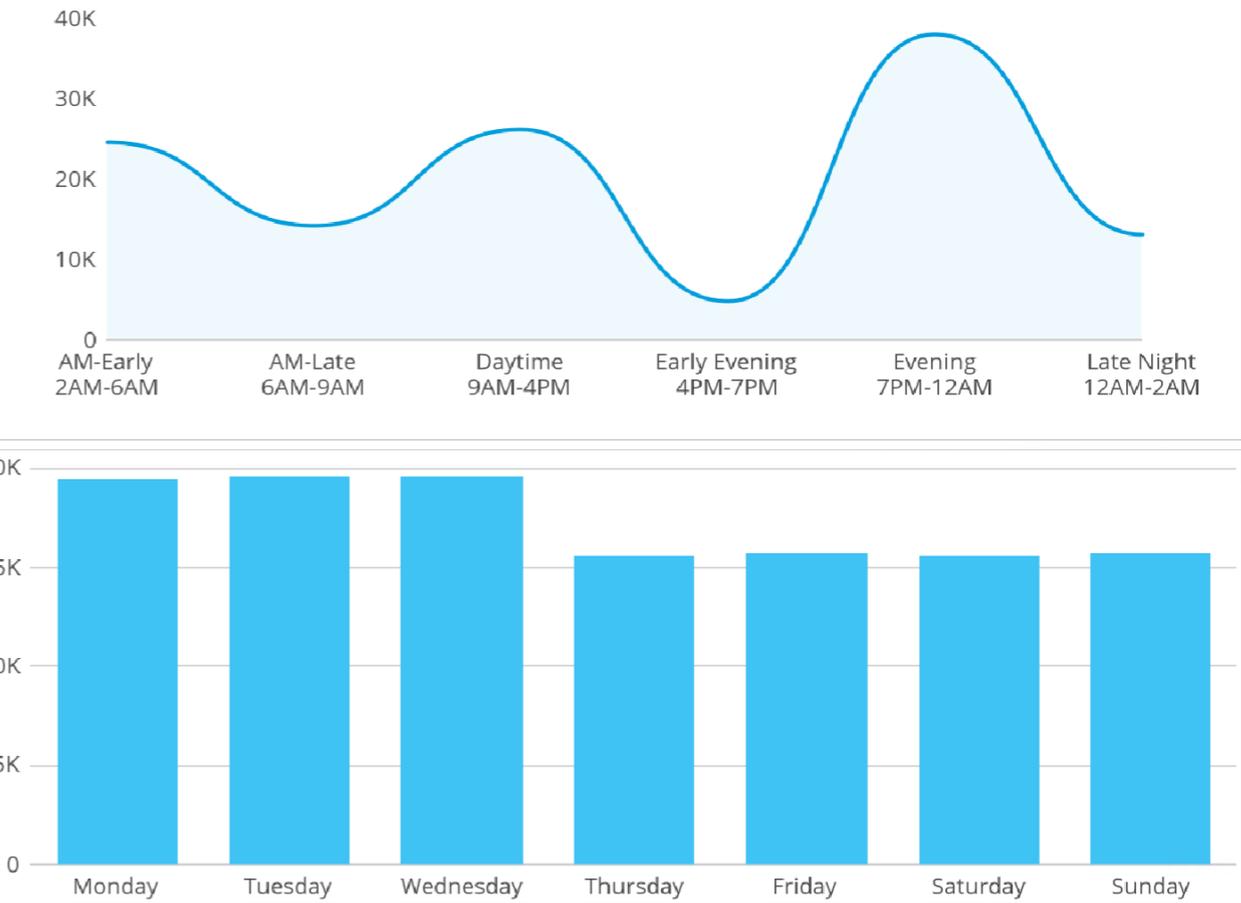
Impressions by Publisher Network

Publisher	Impressions
Tubi	20,603
Watchfree+	16,363
The Roku Channel	15,912
Pluto TV	15,807
Wfsb Plus WFSB	12,231
Samsung TV Plus	7,398
Paramount+	3,947
Fox News	1,719
Fox	1,589
AMC LG TV	1,540
Philo	1,269
Paramount CBS	852
WE TV WTIC-TV	718
Vizio	710
Samsung TV Plus News	674
Samsung TV Plus iontv	488
Haystack Local & World News Haystack News	456
teevee.mobile	393
Spectrum TV AMC	381
Samsung TV Plus General-Variety	361
The Roku Channel iontv	349
Teevee mobile Telly TV	347
spectrumreach.tv	332
Roku	325
AMC	235
Scripps	233
WFSB	218
Pluto TV Pluto	197
Samsung TV Plus General-Drama	195
CBS News	193
AMC live...	100

Impressions by Device

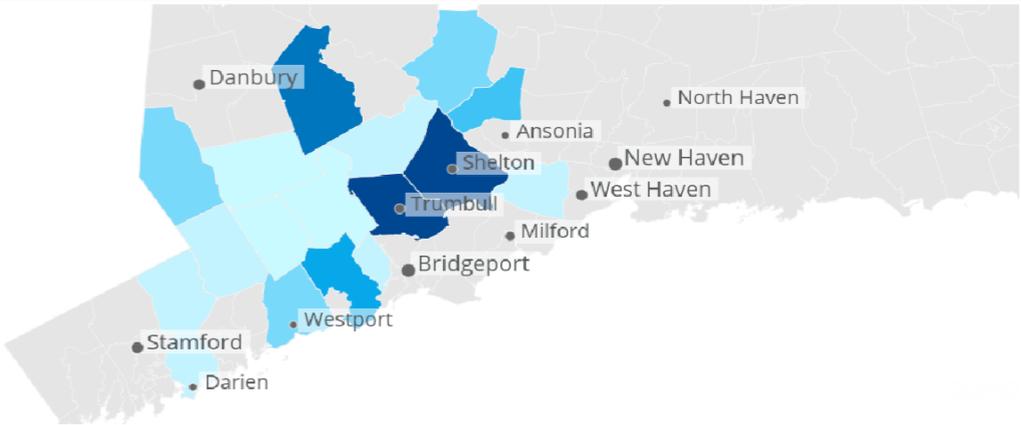
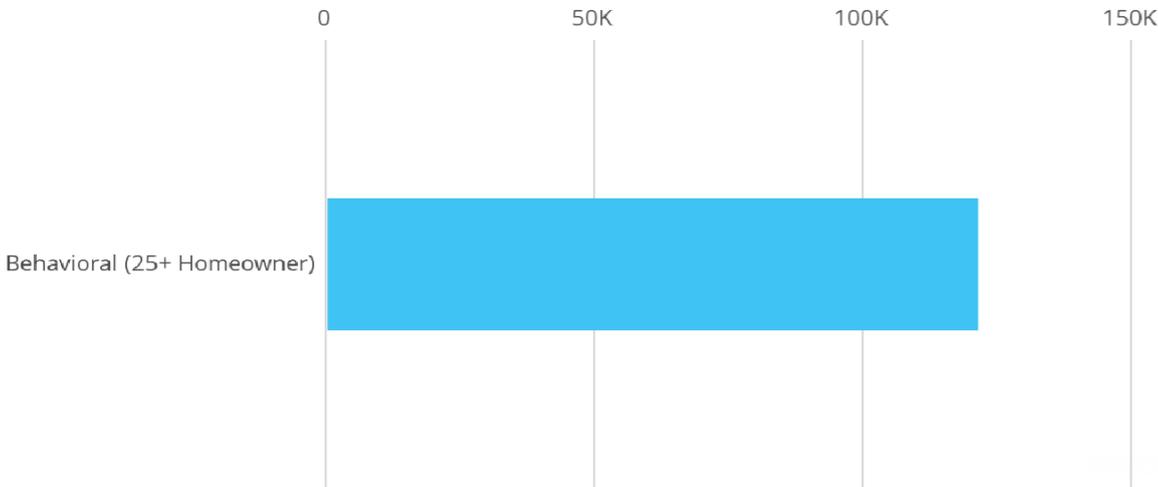


Impressions by Daypart & Day of Week



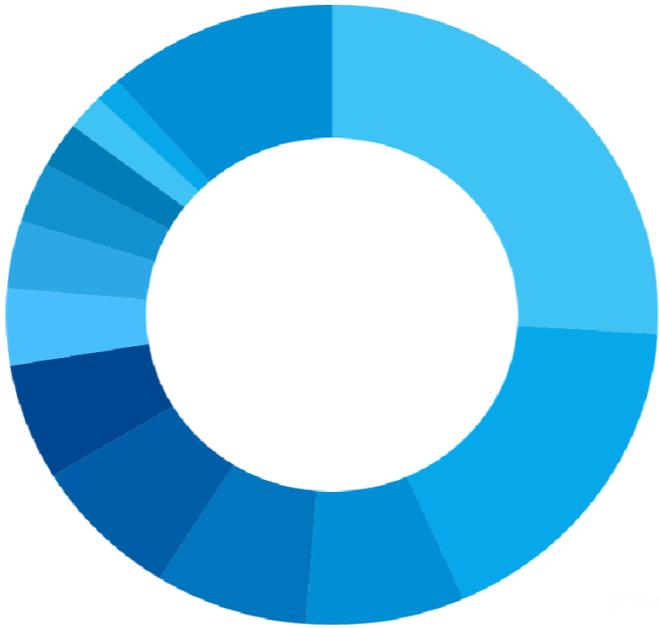
# STREAMING TV

Impressions by Target Audience & Content Channels



City	Zipcode	Impressions
SHELTON TOTAL		21,880
TRUMBULL TOTAL		21,711
NEWTOWN TOTAL		16,378
FAIRFIELD TOTAL		13,905
SEYMOUR TOTAL		8,730
WESTPORT TOTAL		7,120
RIDGEFIELD TOTAL		6,128
OXFORD TOTAL		5,243
ORANGE TOTAL		3,607
NEW CANAAN TOTAL		3,161
MONROE TOTAL		3,008
DARIEN TOTAL		2,932
WILTON TOTAL		2,869
WESTON TOTAL		1,905
EASTON TOTAL		1,349
Redding Center	06896	693
REDDING CENTER TOTAL		693
Redding	06896	527
REDDING TOTAL		527
<b>GRAND TOTAL</b>		<b>121,146</b>

Run Of Network	26%
News	17.39%
Comedy	7.9%
Drama	7.57%
Documentary	7.46%
Entertain	6.05%
Reality	3.98%
Kids-Fam	3.54%
Action	3.14%
Crime	2.38%
Talk-Show	1.86%
Sci-Fi	1.28%
Other	11.44%



Creative	Product	Impressions	Attributed Website Visits	Video Completion Rate
Santa Energy DECEMBER 2025.mp4	Streaming TV	121,146	219	99.64%
Santa Energy 30 Sept V4_3.mp4	Streaming TV	0	387	

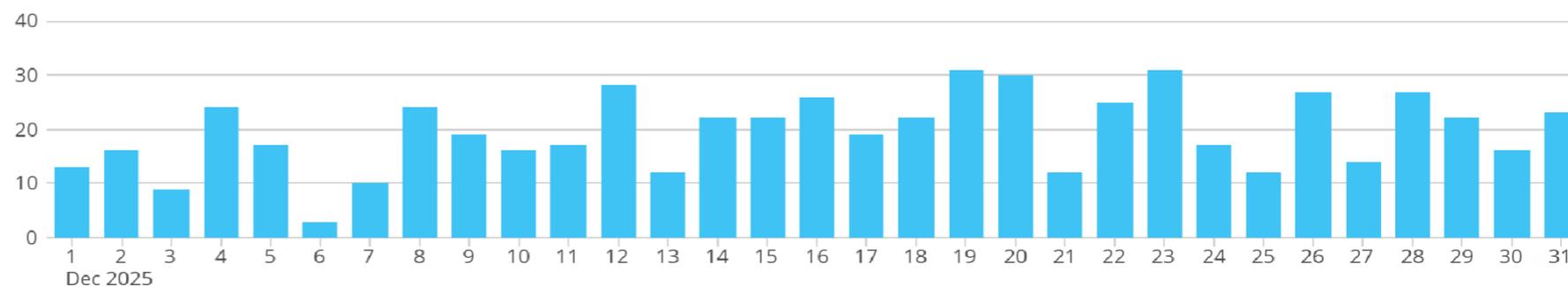
When someone visits your website within 30 days of seeing your commercial, it's an *attributed website visit*.

Attributed Website Visits is only available with an attribution pixel placed on your website. Due to the 30 day attribution window, attribution reporting has a 30 day delay. Attribution is updated once per month, by the 5th of each month.

Attributed Website Visits

606

Attributed Website Visits by Day



# STREAMING AUDIO

Select



Impressions

34,779

Completed Ad Listens

34,356

Completion Rate

98.78%

Graph By

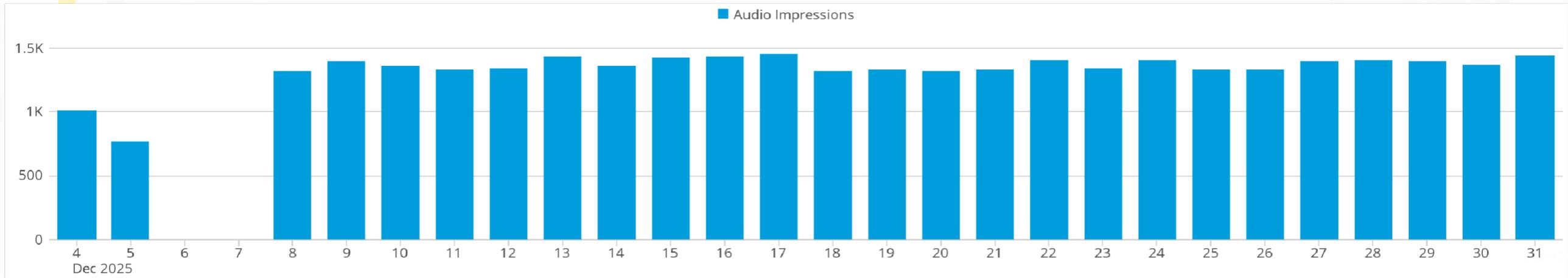
Day

Week

Month

Quarter

Year



Campaign Name	Impressions	Completed Ad Listens	Completion Rate
3974456_Santa Energy Streaming TV	34,779	34,356	98.78%

# STREAMING AUDIO

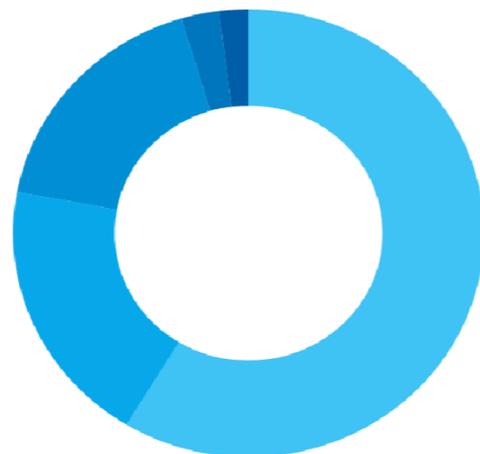
An *impression* is when your audio ad is heard by your target listener.

## Top Listening Platforms

Publisher	IMPRESSIONS
TuneIn Radio	6,988
sonos	6,065
Pandora	5,427
audacy	4,947
CBS Radio	3,479
libsyn	1,107
Spotify	1,098
nytimes	528
nbcnews	413

## Impressions by Device

Mobile	58.68%
HomeAssistant	19.27%
PC	17.44%
Tablet	2.59%
Other	2.02%



## Top Cities

City / State	Impressions
Newtown / Connecticut	7,862
Trumbull / Connecticut	6,576
Shelton / Connecticut	5,012
Westport / Connecticut	4,555
Ridgefield / Connecticut	2,678
Wilton / Connecticut	2,383
New Canaan / Connecticut	2,190
Darien / Connecticut	1,505
Redding / Connecticut	774

# STREAMING AUDIO

Attributed Website Visits

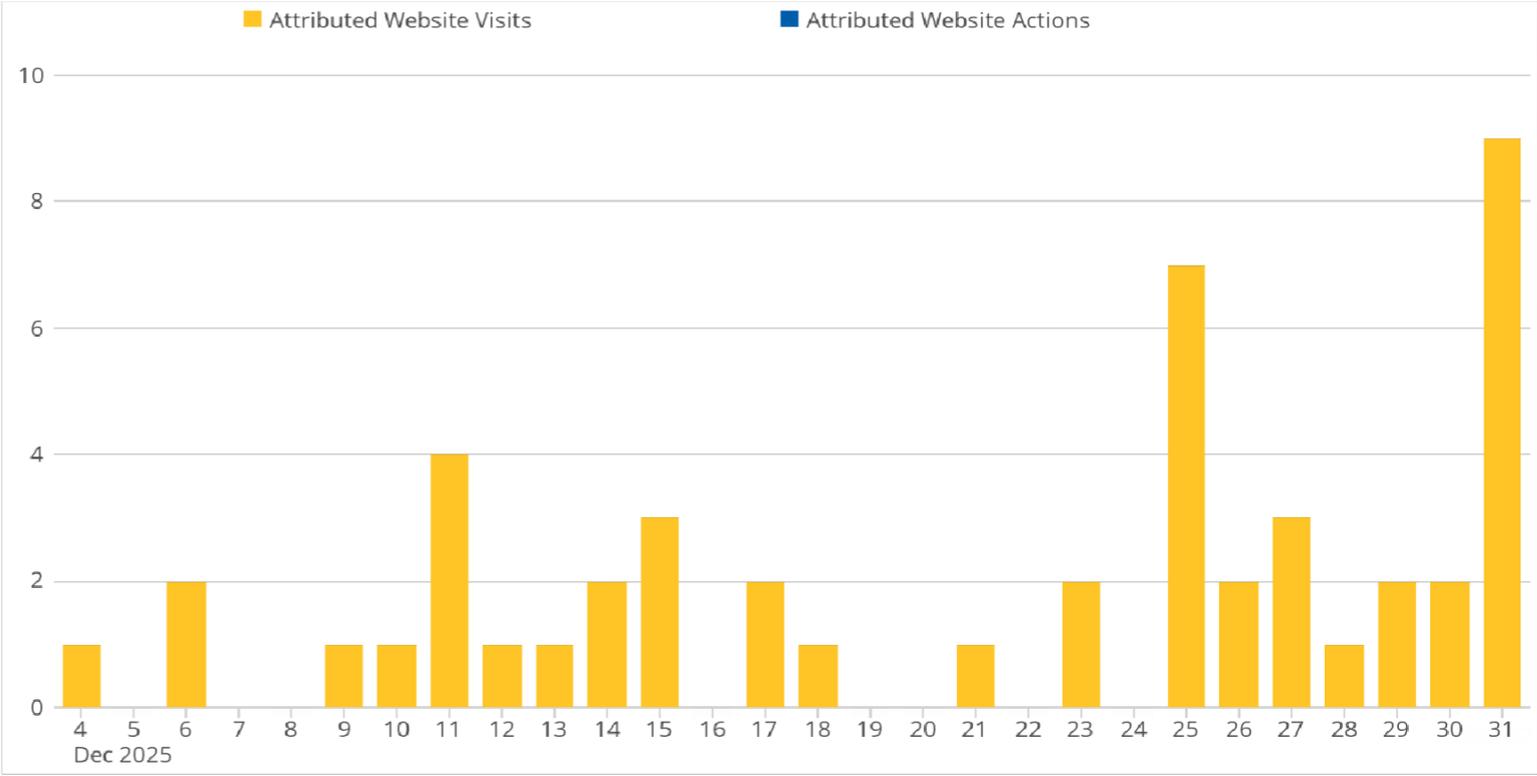
# 48

Attributed Website Actions

# 0

Attributed website visits occur when someone hears your audio ad and is later tracked on your website. Actions are when visitors engage in conversion-based actions like visiting a location or contact page.

A pixel must be placed to track attribution.



Creative Name & Preview Link	Impressions	Completed Ad Listens	Completed Listen Rate
steve commercial xmas.wav	32,997	32,628	98.88%
Santa Energy DECEMBER 2025 RADIO.mp3	1,782	1,728	96.97%