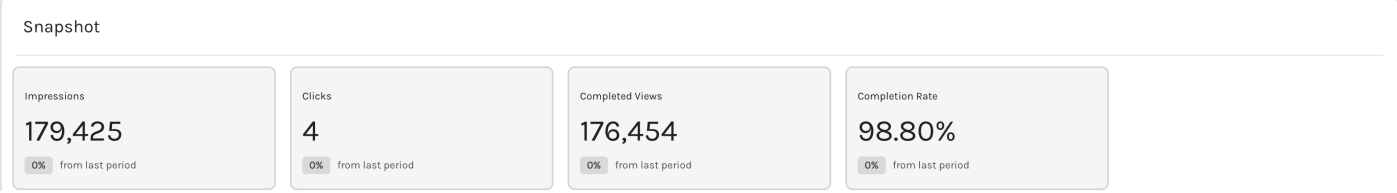
Amazon **Streaming TV Report**

Premium streaming TV across Amazon Prime Video, Hulu, Peacock, and more.

This sample campaign ran on **Amazon's premium streaming TV inventory**, reaching viewers across Florida and New York. Here is what the partner saw in their live dashboard.

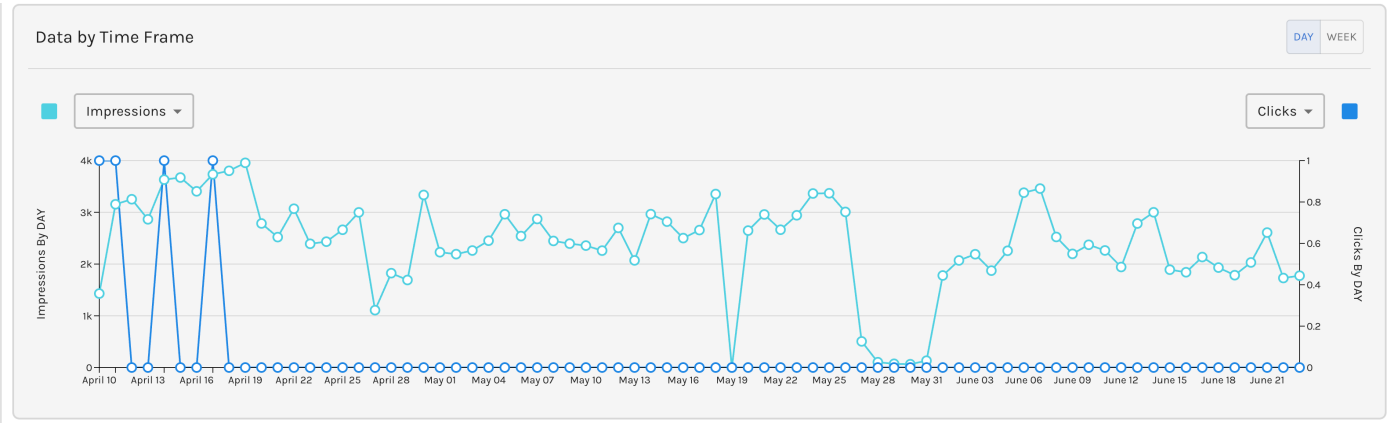
CAMPAIGN SNAPSHOT

Nearly 180,000 impressions with a **98.80% completion rate**: almost every viewer watched the full commercial.



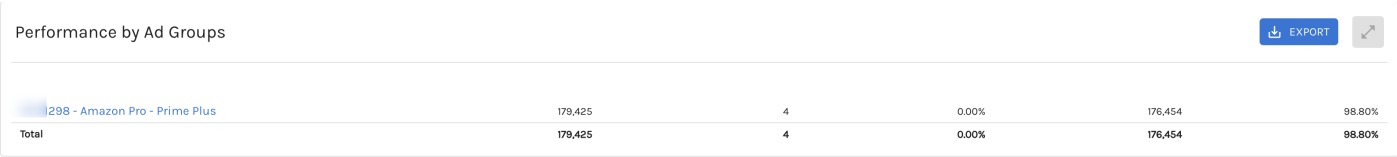
DELIVERY BY DAY

Impressions and clicks day by day, so you can see exactly when your commercial ran.



PERFORMANCE BY AD GROUP

Each targeting strategy appears as its own line, so results can be compared side by side.



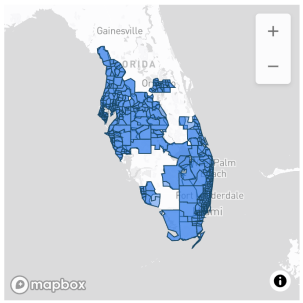
298 - Amazon Pro - Prime Plus	179,425	4	0.00%	176,454	98.80%
Total	**179,425**	**4**	**0.00%**	**176,454**	**98.80%**

Amazon Streaming TV Report

Where and how your ad was seen

GEOGRAPHY

Impressions by ZIP code, mapped and ranked, so you can confirm your ad reached the markets you chose.



Geography

POSTAL CODES | LOCATIONS | EXPORT

Postal Codes	Location	Impressions	Clicks
33197	Miami, Florida	2,738	1
33511	Brandon, Florida	1,476	0
34953	Port Saint Lucie, Florida	1,463	0
10025	New York, New York	1,448	0
33837	Davenport, Florida	1,447	0
10128	New York, New York	1,348	0
33579	Riverview, Florida	1,271	0
33543	Wesley Chapel, Florida	1,260	0

TOP STREAMING CHANNELS

The services that carried your ad, led by Amazon, Hulu, and Peacock, each with a completion rate near 99%.

Top Performing Channels

EXPORT

Amazon	58,316		98.57%
Hulu	41,173		99.09%
Peacock	21,615		98.93%
–	Unknown	20,279	99.03%

DEVICE TYPE

More than 80% of impressions ran on **connected TVs**, the big screen in the living room.

Device Type

EXPORT

Type		Impressions	Completion Rate
Connected TV	149,398		98.94%
Mobile	10,069		97.54%
Tablet	5,260		98.13%
Desktop	2,198		98.17%

Amazon Streaming TV Report

Which ads ran, and who saw them

PERFORMANCE BY CREATIVE

Results for each version of your commercial, such as a :15 and a :30, so you can see which one performs best.

Performance by Creative

EXPORT

Preview	Creative Name	Impressions	Clicks	CTR	Completed Views	Completion Rate
	15 (FINAL)_19751298_040926	105,732	2	0.00%	104,302	99.04%
	-30 (final)_1.mp4_041326	73,693	2	0.00%	72,152	98.46%
	Unallocated	0	0	0.00%	0	0.00%

AUDIENCE TARGETING

The audience segments your ads were delivered to, such as competitor shoppers and in-market grocery and snack buyers.

Audience

EXPORT

Targeting Element
19751298 - Competitior + [redacted] Targeting
19751298 - Competitior Targeting
IM - Candy and Chocolate
IM - Candy Mints
IM - Grocery - Snacks & Sweets
IM - Grocery - Snacks & Sweets - Sweets & Gum

Put your brand on premium streaming TV

Reach the households you choose on Amazon Prime Video and other top streaming services, with reporting like this from day one.

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