

# CTV Analytics

Performance metrics paired with Safety & Suitability, channel, content-genre and show-level insights, audiences, and more



## Actionable Analytics for CTV

The CTV Dashboard provides advertisers the much-needed level of reporting for this all-important advertising channel. In a simple-to-understand format, buyers can see where to optimize campaigns, understand where targeting or exclusions are necessary for Safety & Suitability, content, audiences, and undesirable content types where ads may be adjacent. It's the hub of information for success on CTV.

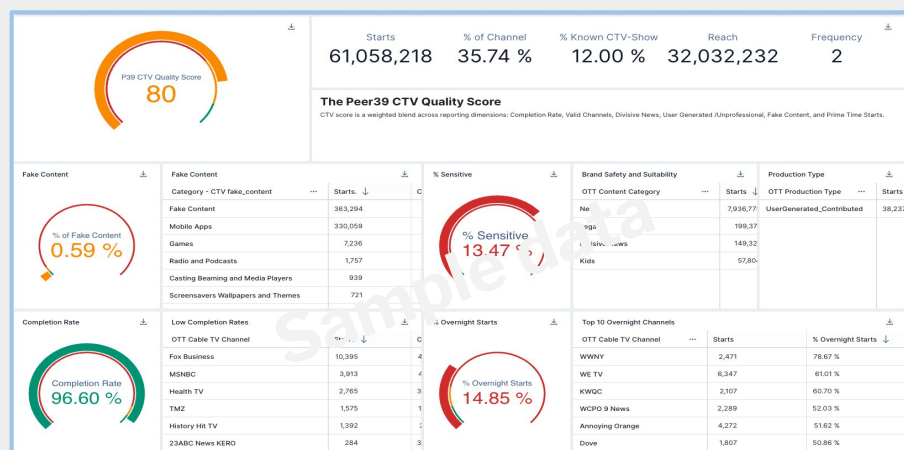
Category-level information is provided, even for categories advertisers aren't targeting.

Reporting categories are mapped directly to pre-bid categories and data displayed does not require targeting using the data category.

Based on key CTV metrics available in the Analytics Dashboard, the **CTV Quality Score** provides critical insights for campaign success and quickly identify areas for optimization.

### Campaign Summary

Spot in-flight campaign issues before they can drag down performance and waste budgets, whether Fake CTV Content, Kids content, Anime, or UGC.



# Content

Show, Channel, and Content-Genre level reporting is vital for CTV transparency. While marketers continue to shift spend and investments to this fast-growing channel, CTV still poses specific challenges; knowing which inventory served ads can be complicated and opaque.

Peer39's CTV Analytics capabilities put the full view of campaign placements into the hands of advertisers. With visibility to low-completion rate information across channels, optimization options including removing low-performers to put more dollars towards higher performing media.

The growth of CTV coincides with additional pressures on marketers to drive performance and improve value on ad spends. With reporting at the various content levels, buyers can grow campaign scale and have the confidence they'll know if they are reaching the right audiences.

## Safety and Suitability

The Peer39 Analytics dashboard can be the first place that buyers become aware their ads are being placed in non-streaming environments such as a screensaver or mobile app – places that should never serve a CTV ad.

The dashboards also report whether ads are running on User Generated Content or unsuitable environments like Anime, Adult, or Kids content. Low completion-rate reporting helps spot poor performance by channel.

A deep dive into the Categories, Channels, Production Type, and Fake Content by starts and completions rates also helps track campaign performance and allows for improvements during campaigns.



## Content-level reporting

Show, Channel, and Content Genre reporting gives advertisers the ability to fine-tune campaign targeting, while providing fundamental data about content adjacency that goes beyond publisher or DSP-declared reporting.

Starts		Completion Rate	% of Inventory	% of Fake Content	% of Hours	% of Shows	% of Hours Starts	% of Shows Starts
61,058,218		96.60 %	36.90 %	0.59 %	13.00 %	12.00 %	85.15 %	14.85 %
Cable/TV Channels				Top 10 Channel Categories				
OTT Cable TV Channel	Starts ↓	Completion Rate		OTT Content Category	Starts ↓	Completion Rate		
The Roku Channel	4,883,349	97.47 %		Entertainment	42,433,917	100.00 %		
dish anywhere	3,205,949	98.73 %		Series	34,974,071	100.00 %		
Fox Sports	1,645,341	100.00 %		Movies	34,547,705	100.00 %		
CBS News	1,086,495	96.75 %		TV Shows	26,799,779	99.69 %		
HGTV	920,643	98.90 %		Sports	19,268,574	100.00 %		
AMC	808,484	98.63 %		News	7,836,775	96.78 %		
Vix	718,901	100.00 %		Weather	1,615,446	96.74 %		
Fox News	689,294	96.21 %		Lifestyle	1,551,096	98.79 %		
ESPN	604,986	98.31 %		Local	1,477,501	93.79 %		
Gusto TV	529,839	99.63 %		Home & Garden	1,333,437	98.91 %		
NBC Universal	385,478	97.27 %		Food & Beverage	1,174,812	99.99 %		
PetCollective	301,372	99.20 %		CTV Show				Starts ↓
Very Local	284,544	98.16 %						Completion Rate
Telemundo	257,606	100.00 %		PetCollective	301,372	99.20 %		
Lifetime	237,392	99.44 %		NewsON	138,327	96.12 %		
FilmRise	231,653	95.75 %		House Hunters	137,042	98.73 %		
Tastemade	219,765	99.08 %		My Lottery Dream Home	102,009	98.77 %		
AXE Network	206,169	98.84 %		House Hunters International	99,557	98.68 %		
ABC	196,331	99.08 %		Top Weather News US Regional Forecasts a...	94,880	98.18 %		
				SportsCenter New Live	90,854	98.99 %		

## Data Partners

### GoldFish Ads - Ethnicity

Processed by geospatial algorithms, Goldfish Ads creates categories of cohorts such as Demographics, Behaviors, Purchase Intent, Interests, and others using vast amounts of real-world data, without using PII.

### Experian - Demographics and Mosaic

Experian marketing data covers 250+ million US consumers, 126+ million US households, and 2.75 billion devices

The Analytics dashboard offers DE&I metrics to ensure campaigns are meeting the goals using data from partners, GoldFish Ads and Experian.

As with all reporting, data from these partners does not require targeting their categories to receive the data.



## Audience information

Ethnicity, Household Income, and Age can be important for DE&I goals.

Similarly, Experian's popular Mosaic categories and groups give advertisers an option to target where success is.

Starts	Completion Rate	% of Total Inventory	% of Total Conversions	% of Households	% of Total Households	% of Total Households	% of Total Households
2,015,123	93.99 %	24.35 %	0.77 %	20.45 %	12.07 %	89.93 %	10.07 %

Political Affiliation by Experian		Dwelling Type by Experian	
Category	Completion Rate	Category	Completion Rate
Political Affiliation>Democrat (cookieless)		Dwelling Type>Single Family Dwelling Unit (...)	95.45 %
Political Affiliation>Republican (cookieless)		Dwelling Type>Small or large multi-family wi...	94.41 %
Political Affiliation>Non-Registered (cookieless)		Dwelling Type>P.O. BOX (cookieless)	95.94 %
Political Affiliation>Independent_Other (cookieless)		Dwelling Type>Large multi-family without a...	89.13 %

Demographics by Experian		Home Values by Experian	
Category	Completion Rate	Category	Completion Rate
Overall	95.32 %	Estimated Current Home Value>\$250,000 - ...	94.97 %
45-54 (cookieless)	95.33 %	Estimated Current Home Value>\$450,000 - ...	94.81 %
35-44 (cookieless)	95.45 %	Estimated Current Home Value>\$350,000 - ...	94.86 %

Household Income by Experian		Estimated Current Home Value by Experian	
Category	Completion Rate	Category	Completion Rate
\$50,000-\$74,999 (cookieless)	95.58 %	Estimated Current Home Value>\$200,000 - ...	95.62 %
\$75,000-\$99,999 (cookieless)	94.77 %	Estimated Current Home Value>\$160,000 - ...	94.76 %
\$35,000-\$49,999 (cookieless)	95.91 %	Estimated Current Home Value>\$750,000 - ...	95.19 %
\$100,000-\$124,999 (cookieless)	94.87 %	Estimated Current Home Value>\$140,000 - ...	95.41 %
\$125,000-\$149,999 (cookieless)	93.77 %	Estimated Current Home Value>\$120,000 - ...	95.12 %