

2022

Website Attribution Report

Client A



ONE
MEDIA
CONNECT

Campaign Details for OTT

We'll show you how your OTT campaign combined with your client's website data provides actionable insights.

Campaign Period

OTT Impression Dates: **01/01/22 - 01/31/22**

Website Visit Dates: **01/01/22 - 02/15/22**

Visits

Conversion Window: **15 Days**

OTT Exposed Visits: **552**

OTT Exposed Visitors: **276**

Conversions

Conversion Window: **15 Days**

OTT Exposed Visits: **18**

OTT Exposed Visitors: **10**

How TV+OTT is Helping Your Client - Market Result

Campaign Details for OTT

# of Impressions	Exposed Website Visits/Visitors		Visit Rate
OTT - 103,195	OTT - 552	OTT - 276	OTT - 0.53%

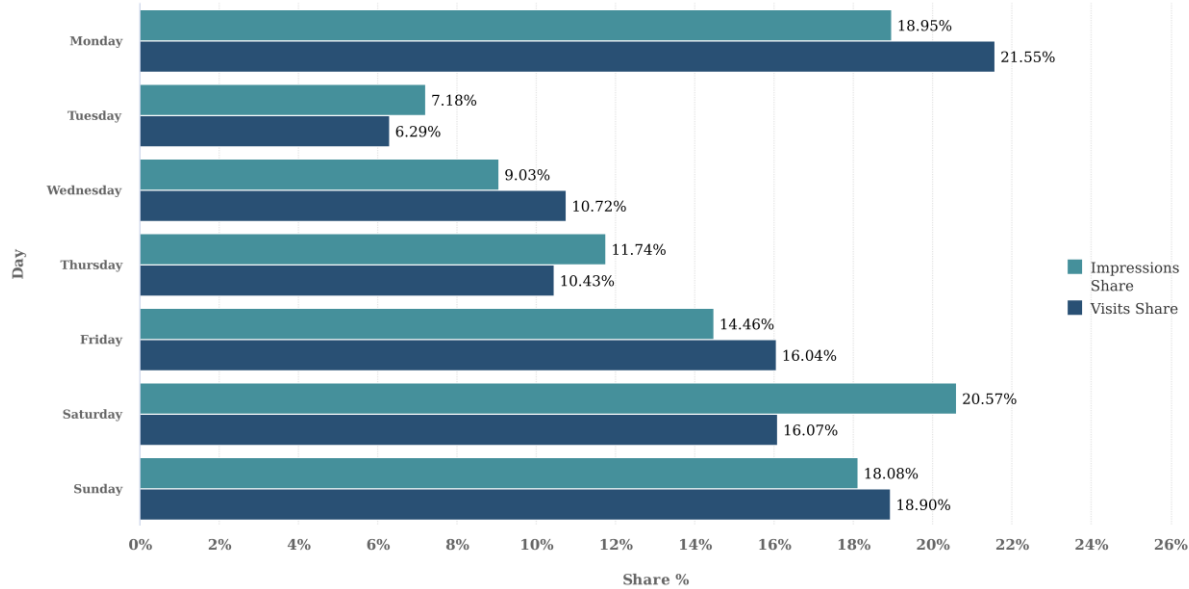
# of Impressions	Exposed Website Visits/Visitors		Visit Rate
OTT - 103,195	OTT - 18	OTT - 10	OTT - 0.02%

OTT to Website Visit Attribution

What's Working for Your Client

Performance By Day

Wednesday overperformed its share of impressions by **19%**



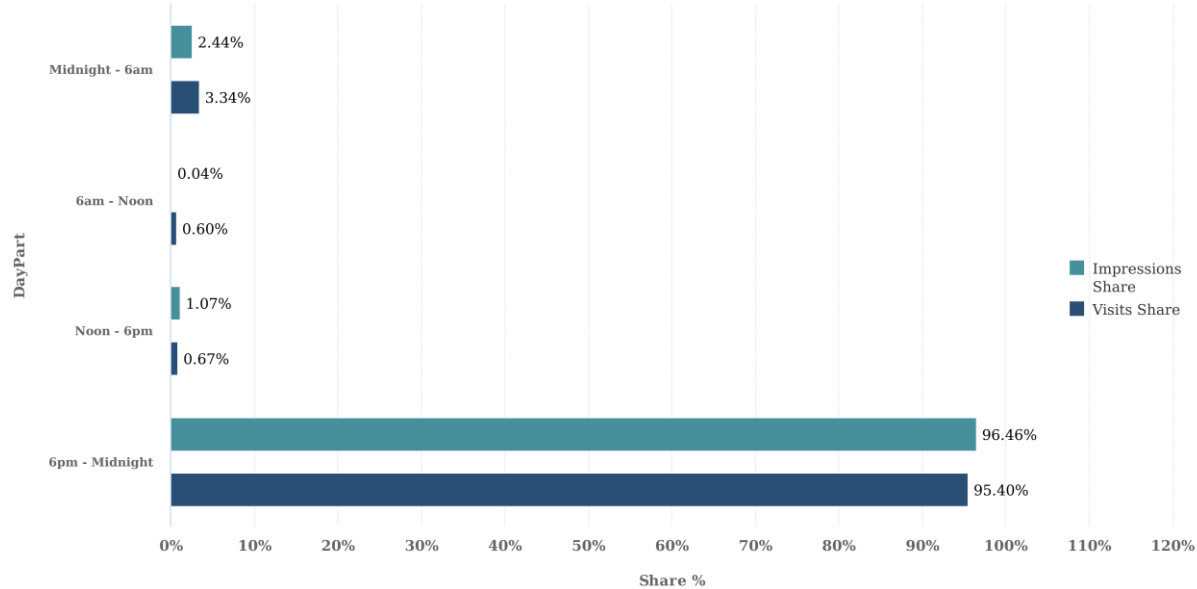
Share of exposed visits are weighted to remove any duplication of impressions.

OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visits: 552 | LookAhead: 15 days

What's Working for Your Client

Performance By DayPart

6am - Noon overperformed its share of impressions by **1562%**



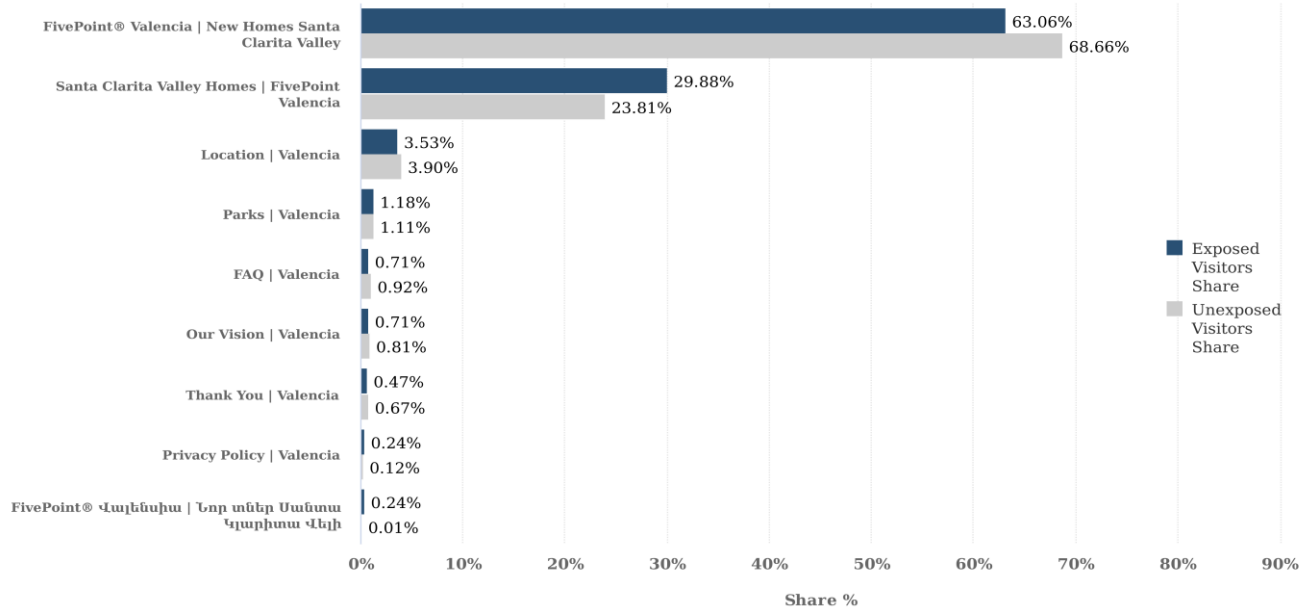
Share of exposed visits are weighted to remove any duplication of impressions.

OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visits: 552 | LookAhead: 15 days

How TV is Helping Your Client

Unique Visitors to Unique Pages

FivePoint® Վալենսիա | Նոր տներ Սանտա Կլարիտա Վելի saw the highest difference in Exposed vs Unexposed

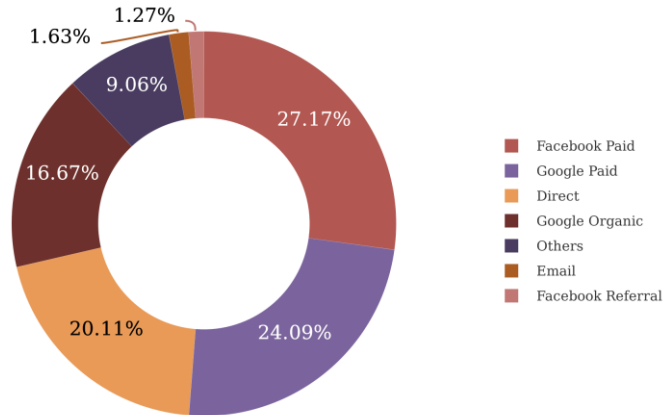


OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visitors: 276 | LookAhead: 15 days

What's Working for Your Client

Website Visit Share by Referring Domain

Facebook Paid was the top referring domain, with **27%** of the visits attributed to impressions. **20%** of the visits attributed to impressions were referred **Direct**

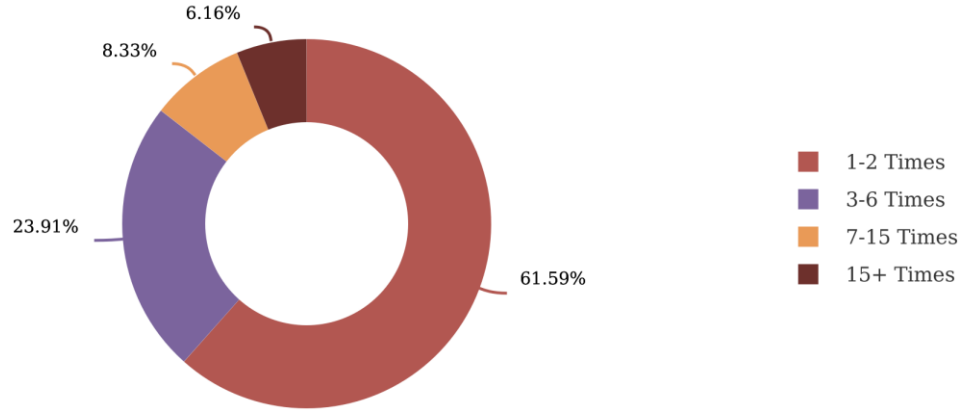


What's Working for Your Client

Effect Of Frequency On Visitors

Average exposed viewer sees ad(s) **4.51x** in total

Average visitor sees ad(s) **3.22x** before converting



% Of Exposed Visitors by Frequency of Exposure

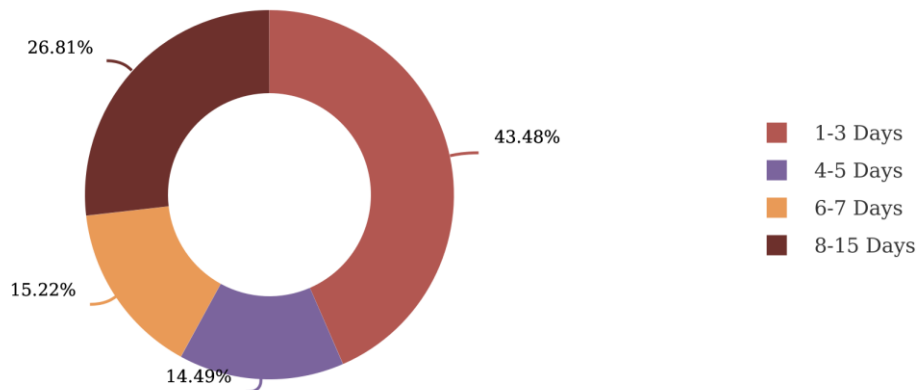
OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visitors: 276 | LookAhead: 15 days

What's Working for Your Client

Effect Of Recency On Visitors

80% of the exposed visitors visit within **1-10 day(s)** of last impression

Average converting visitor visits within **4 days** of last impression



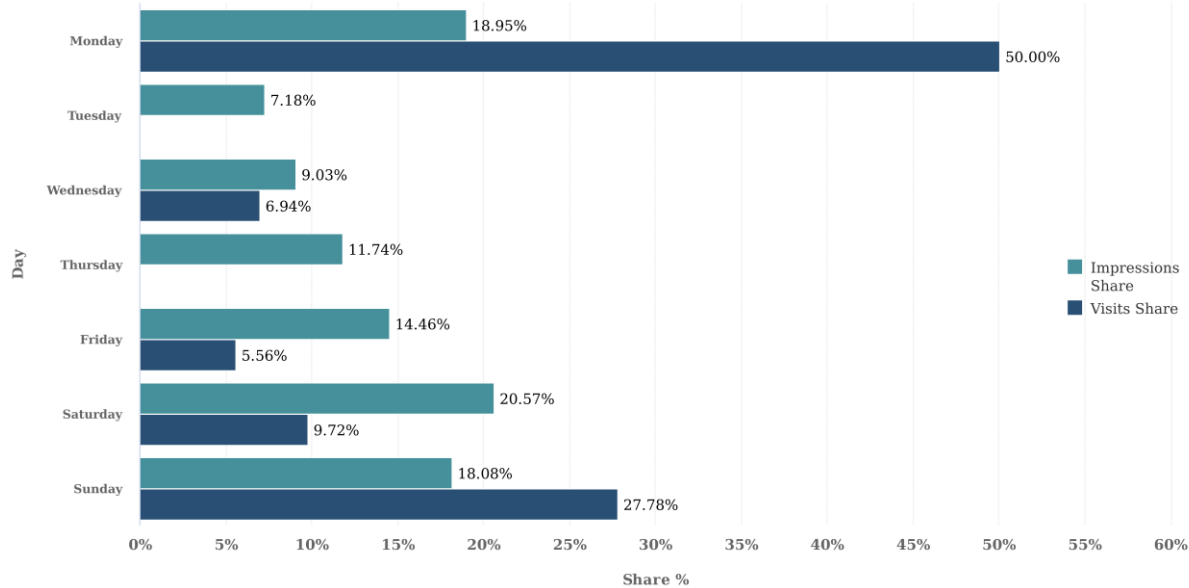
% of Exposed Visitors by Recency of Exposure

OTT to Website Conversion Attribution

What's Working for Your Client

Performance By Day

Monday overperformed its share of impressions by **164%**



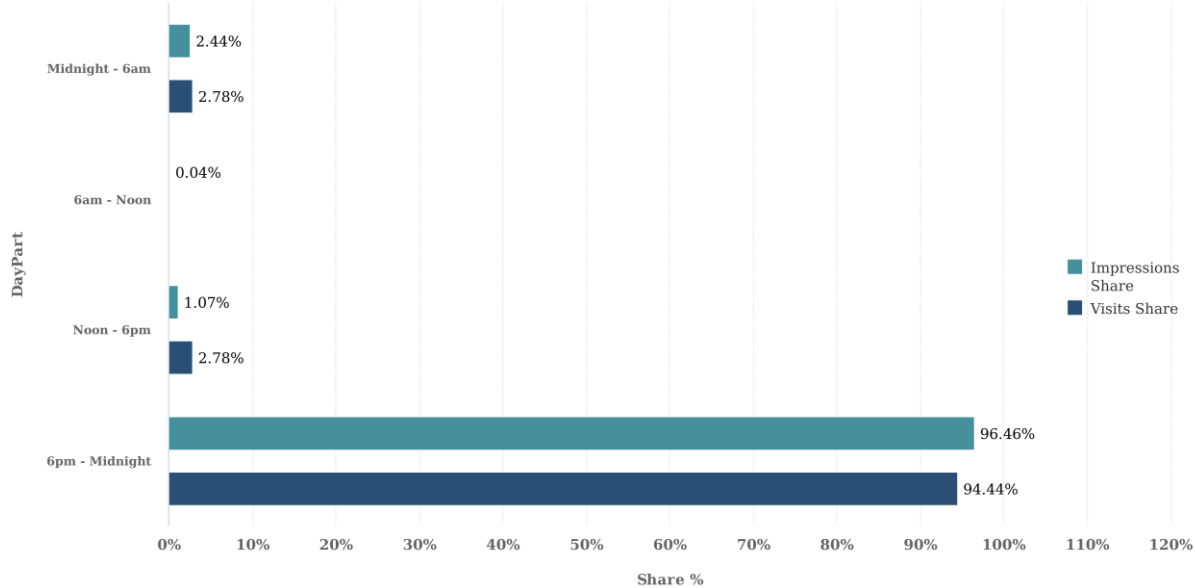
Share of exposed visits are weighted to remove any duplication of impressions.

OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visits: 18 | LookAhead: 15 days

What's Working for Your Client

Performance By DayPart

Noon - 6pm overperformed its share of impressions by **160%**



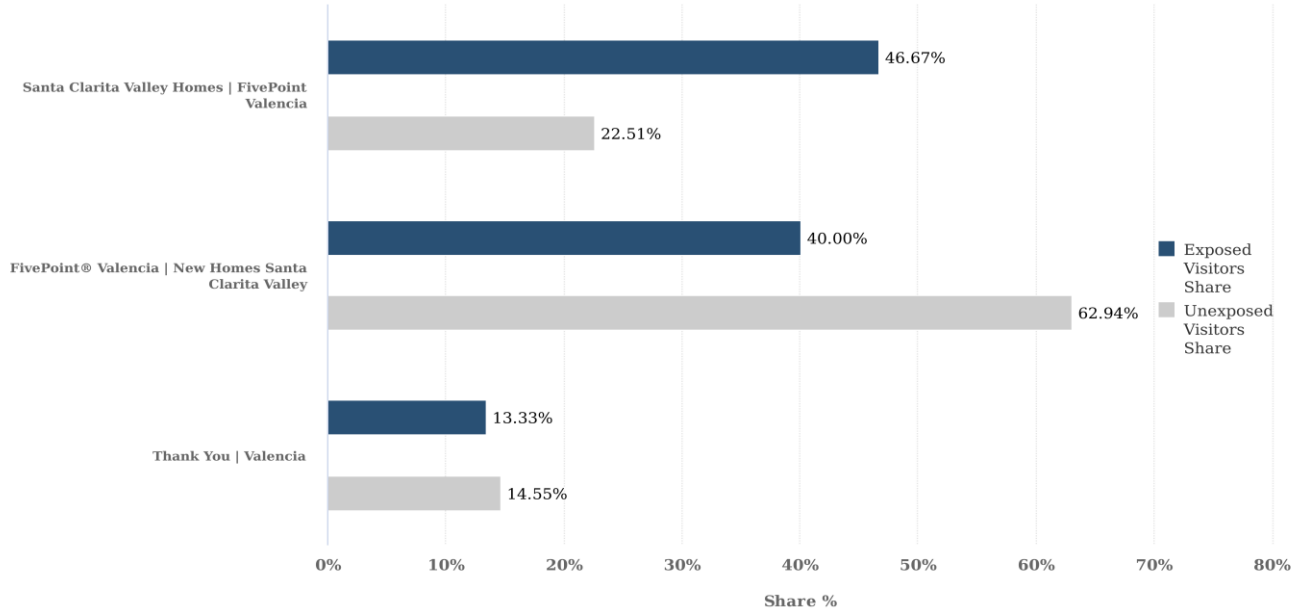
Share of exposed visits are weighted to remove any duplication of impressions.

OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visits: 18 | LookAhead: 15 days

How TV is Helping Your Client

Unique Visitors to Unique Pages

Santa Clarita Valley Homes | FivePoint Valencia saw the highest difference in Exposed vs Unexposed

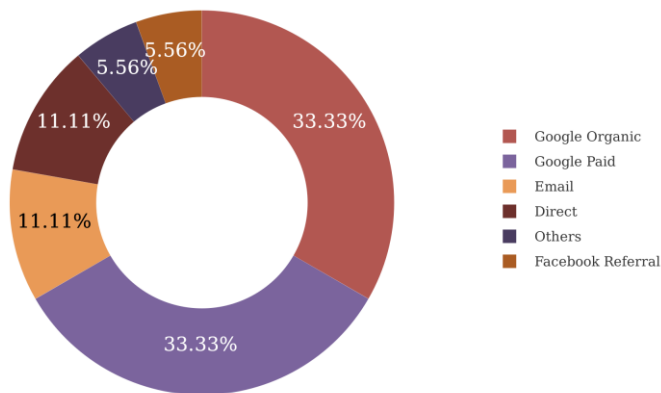


OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visitors: 10 | LookAhead: 15 days

What's Working for Your Client

Website Visit Share by Referring Domain

Google Organic was the top referring domain, with **33%** of the visits attributed to impressions. **11%** of the visits attributed to impressions were referred **Direct**



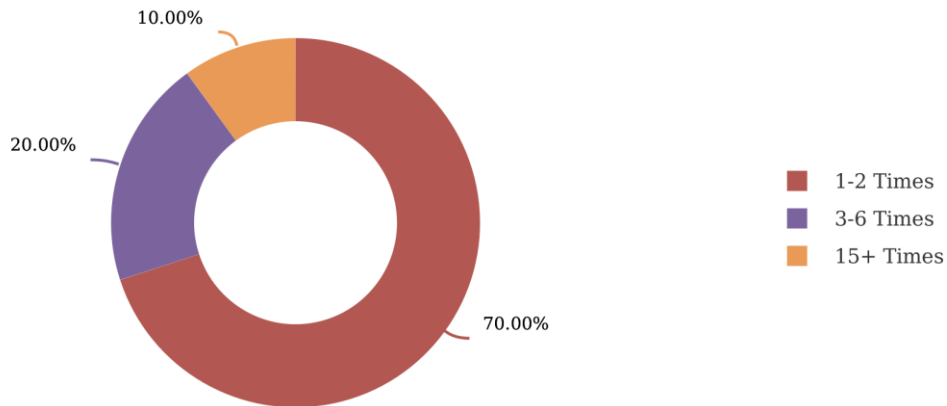
OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visits: 18 | LookAhead: 15 days

What's Working for Your Client

Effect Of Frequency On Visitors

Average exposed viewer sees ad(s) **4.51x** in total

Average visitor sees ad(s) **3.3x** before converting



% Of Exposed Visitors by Frequency of Exposure

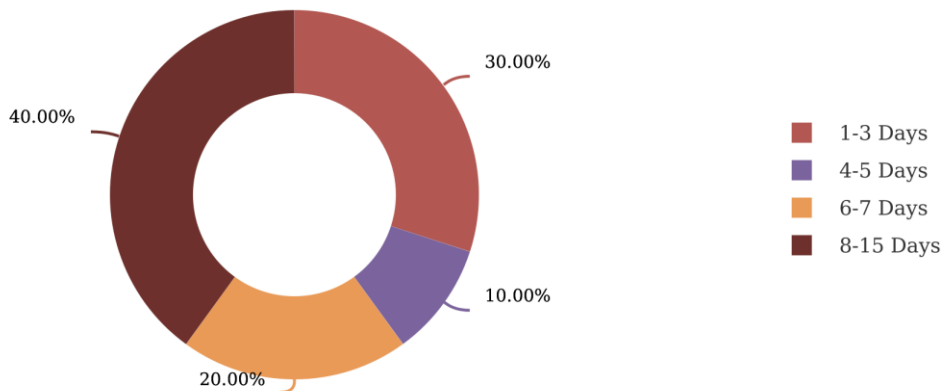
OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visitors: 10 | LookAhead: 15 days

What's Working for Your Client

Effect Of Recency On Visitors

80% of the exposed visitors visit within **1-13 day(s)** of last impression

Average converting visitor visits within **7 days** of last impression



% of Exposed Visitors by Recency of Exposure

OTT impressions: 01/01/22 - 01/31/22 | Visits: 01/01/22 - 02/15/22 | # of Exposed Visitors: 10 | LookAhead: 15 days