

Independent Garden Centers of Maine



Jeff Margerison
May 12, 2022 - July 31, 2022

Campaigns

Advertisers	Campaigns
Independent Garden Centers of Maine	HIGHLAND FARMS OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	O DONALS OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	PLANTS UNLIMITED OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	ROOSEVELT TRAIL OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	ALLEN STERLING OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	LONGFELLOW OLV - Pre-roll-Online Video

Campaigns

Advertisers	Campaigns
Independent Garden Centers of Maine	BROADWAY GARDENS OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	ESTABROOKS OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	COASTAL OLV - Pre-roll-Online Video
Independent Garden Centers of Maine	FROST FARM OLV - Pre-roll-Online Video

Online Video - Overview

Campaign Metrics

229,377

Impressions

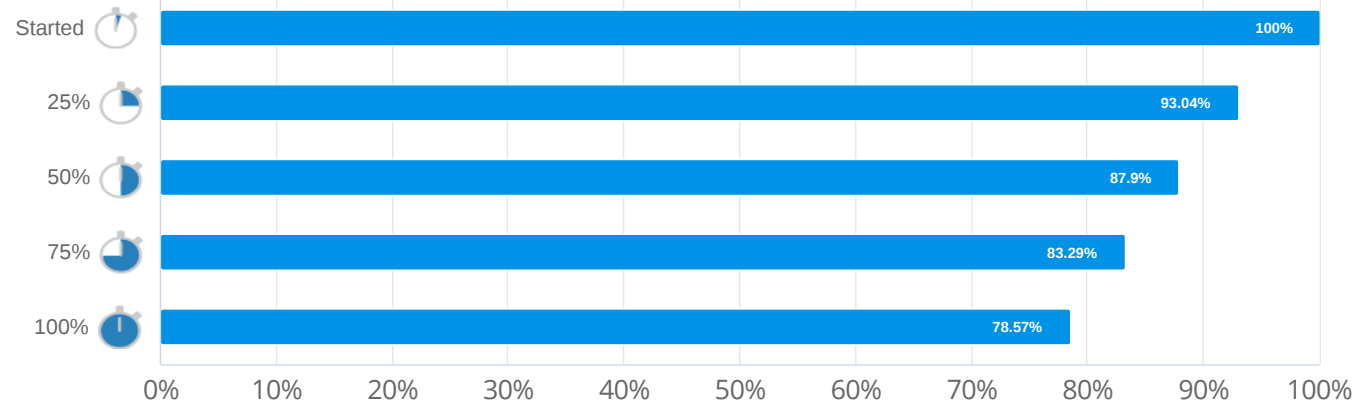
78.57 %

Completion Rate

1,215

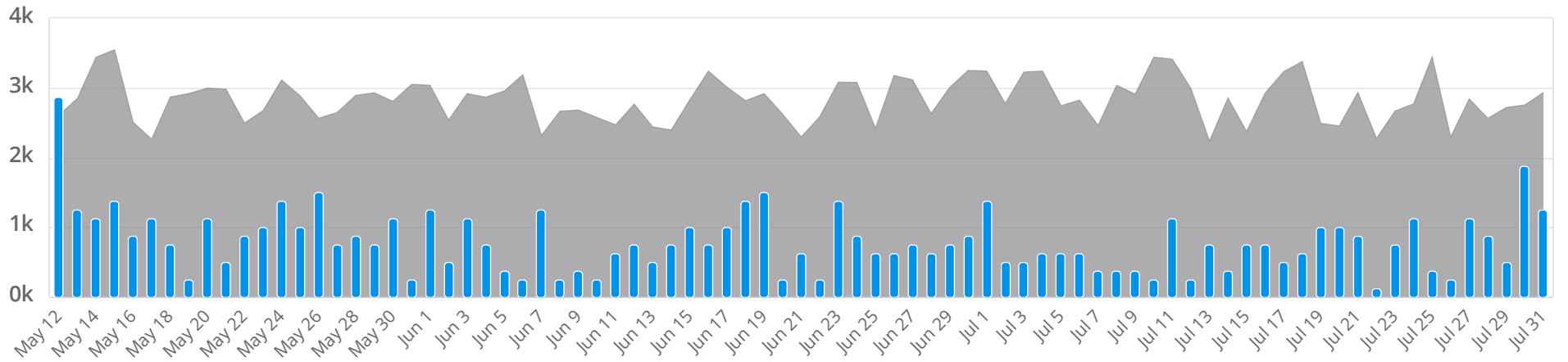
Site Visits

% Viewed



Online Video Impressions & Clicks

Impressions



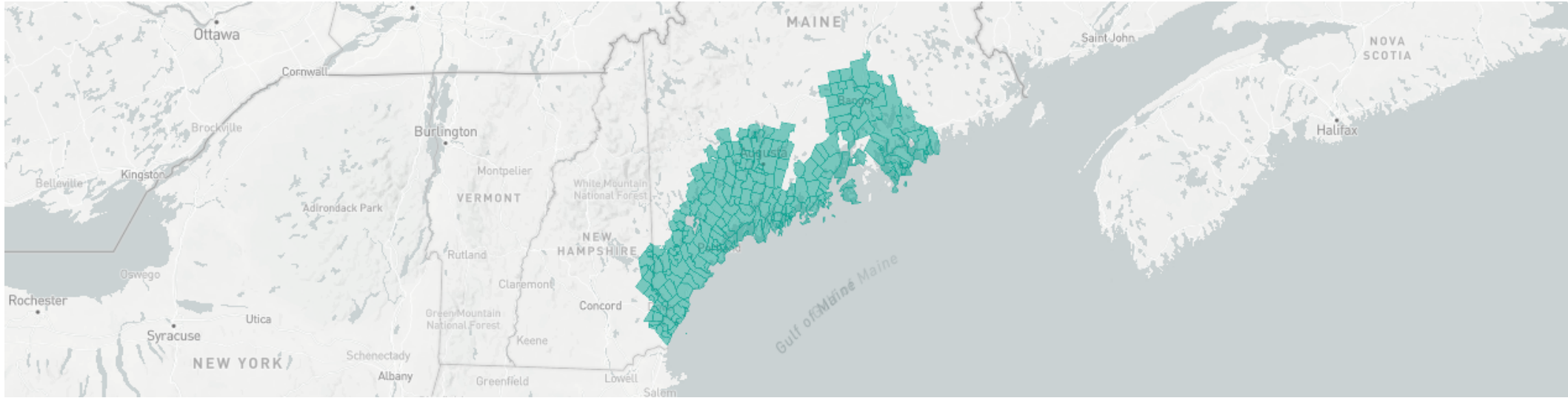
Impressions

Clicks

Clicks

Online Video - Geographies

Top Places



Place	Region	Impressions	Clicks	Click Rate
Portland	Maine	26,529	60	0.23%
Portsmouth	New Hampshire	16,674	44	0.26%
Bar Harbor	Maine	16,131	38	0.24%
Augusta	Maine	10,037	24	0.24%
Hampton	New Hampshire	9,405	25	0.27%

Complete list of geography in appendix

Online Video - Placements




Top 15 Placements

Domain	Impressions	Clicks	Click Rate
ranker.com	21,009	19	0.09%
yahoo.com	19,730	9	0.05%
countryliving.com	17,443	32	0.18%
accuweather.com	15,205	29	0.19%
huffpost.com	13,019	44	0.34%
elle.com	10,144	23	0.23%
apnews.com	9,971	8	0.08%
womenshealthmag.com	8,577	11	0.13%
marieclaire.com	8,303	32	0.39%
nypost.com	6,144	83	1.35%
therecipecritic.com	5,256	10	0.19%
minimalistbaker.com	4,098	7	0.17%
w.main.welcomescreen.aol.com	3,135	0	0.00%
delish.com	3,024	5	0.17%
livforcake.com	2,897	1	0.03%

Complete list of placements in appendix

Online Video - Devices

Devices

Devices	Impressions	Clicks	Click Rate
 Desktop	92,757	156	0.17%
 Mobile	118,980	343	0.29%
 Tablet	17,640	20	0.11%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Portland	Maine	26,529	60	0.23%
Portsmouth	New Hampshire	16,674	44	0.26%
Bar Harbor	Maine	16,131	38	0.24%
Augusta	Maine	10,037	24	0.24%
Hampton	New Hampshire	9,405	25	0.27%
Waterville	Maine	6,387	11	0.17%
Scarborough	Maine	6,180	8	0.13%
Dover	New Hampshire	5,960	19	0.32%
Falmouth	Maine	5,672	10	0.18%
South Portland	Maine	4,814	12	0.25%
Camden	Maine	4,789	12	0.25%
Rockland	Maine	4,643	15	0.32%
Newmarket	New Hampshire	4,218	8	0.19%
Saco	Maine	4,064	17	0.42%
Belfast	Maine	3,902	8	0.21%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Brunswick	Maine	3,800	4	0.11%
Windham Center	Maine	3,446	7	0.20%
Yarmouth	Maine	3,307	10	0.30%
Lewiston	Maine	3,236	4	0.12%
Westbrook	Maine	3,049	8	0.26%
Biddeford	Maine	3,011	10	0.33%
Freeport	Maine	3,010	6	0.20%
Buxton	Maine	2,774	7	0.25%
Kennebunk	Maine	2,717	4	0.15%
Rochester	New Hampshire	2,705	12	0.44%
Cape Elizabeth	Maine	2,700	3	0.11%
Raymond	Maine	2,617	4	0.15%
Blue Hill	Maine	2,581	12	0.46%
Topsham	Maine	2,563	4	0.16%
Durham	New Hampshire	2,509	7	0.28%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Cumberland Center	Maine	2,297	4	0.17%
Standish	Maine	2,227	3	0.13%
Stratham	New Hampshire	2,099	5	0.24%
Lincolnton	Maine	2,041	5	0.25%
Gorham	Maine	1,995	1	0.05%
Belgrade	Maine	1,623	0	0.00%
Waldoboro	Maine	1,582	1	0.06%
York Village	Maine	1,451	3	0.21%
Gardiner	Maine	1,360	1	0.07%
Wells	Maine	1,330	1	0.08%
Rockport	Maine	1,308	4	0.31%
Alfred	Maine	1,276	1	0.08%
Bangor	Maine	1,242	5	0.40%
Auburn	Maine	1,187	5	0.42%
Poland	Maine	1,158	3	0.26%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Lee	New Hampshire	1,053	1	0.10%
Old Orchard Beach	Maine	1,017	3	0.30%
Kennebunkport	Maine	991	6	0.61%
Somersworth	New Hampshire	960	3	0.31%
Union	Maine	860	3	0.35%
Sanford	Maine	837	3	0.36%
Harpswell	Maine	819	0	0.00%
Morrill	Maine	796	1	0.13%
Hollis Center	Maine	719	2	0.28%
Thomaston	Maine	689	3	0.44%
Surry	Maine	664	2	0.30%
Franklin	Maine	630	2	0.32%
Livermore Falls	Maine	607	0	0.00%
Naples	Maine	569	1	0.18%
Brooksville	Maine	549	1	0.18%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Steuben	Maine	535	0	0.00%
Warren	Maine	531	0	0.00%
Gray	Maine	525	1	0.19%
Bath	Maine	498	1	0.20%
Gouldsboro	Maine	492	1	0.20%
Whitefield	Maine	490	2	0.41%
Berwick	Maine	423	0	0.00%
Cumberland Foreside	Maine	422	0	0.00%
Islesboro	Maine	416	2	0.48%
Hallowell	Maine	411	1	0.24%
Washington	Maine	410	0	0.00%
Farmington	New Hampshire	405	0	0.00%
Winthrop	Maine	389	0	0.00%
Oakland	Maine	386	0	0.00%
Hope	Maine	377	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Sebago Center	Maine	374	0	0.00%
Phippsburg	Maine	372	2	0.54%
Southwest Harbor	Maine	367	0	0.00%
North Hampton	New Hampshire	361	1	0.28%
Winslow	Maine	352	0	0.00%
Somesville	Maine	352	0	0.00%
Ellsworth	Maine	341	4	1.17%
Sullivan	Maine	325	0	0.00%
Sanbornville	New Hampshire	309	3	0.97%
Wiscasset	Maine	288	0	0.00%
Walnut Hill	Maine	279	0	0.00%
Vinalhaven	Maine	272	1	0.37%
Searsmont	Maine	261	0	0.00%
Purgatory	Maine	255	0	0.00%
Madbury	New Hampshire	238	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Monmouth	Maine	237	1	0.42%
Arundel	Maine	233	0	0.00%
Hancock	Maine	231	0	0.00%
Old Town	Maine	231	0	0.00%
Richmond	Maine	222	0	0.00%
North Waterboro	Maine	219	1	0.46%
Casco	Maine	218	0	0.00%
Leeds	Maine	200	0	0.00%
Tenants Harbor	Maine	183	0	0.00%
Boothbay	Maine	183	0	0.00%
Islesford	Maine	181	0	0.00%
Rye	New Hampshire	168	0	0.00%
Sabattus	Maine	157	0	0.00%
Limington	Maine	155	1	0.65%
South Berwick	Maine	153	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Bucksport	Maine	151	0	0.00%
Winter Harbor	Maine	146	2	1.37%
North Monmouth	Maine	144	0	0.00%
Rollinsford	New Hampshire	137	0	0.00%
Farmingdale	Maine	135	0	0.00%
Dresden Mills	Maine	134	0	0.00%
Bernard	Maine	133	1	0.75%
Vassalboro	Maine	130	2	1.54%
Greenland	New Hampshire	129	1	0.78%
West Baldwin	Maine	125	0	0.00%
Kents Hill	Maine	124	1	0.81%
Greene	Maine	122	0	0.00%
Newcastle	Maine	121	0	0.00%
Randolph	Maine	117	0	0.00%
Boothbay Harbor	Maine	114	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Damariscotta	Maine	110	0	0.00%
Milton	New Hampshire	109	0	0.00%
Cranberry Isles	Maine	103	0	0.00%
New Gloucester	Maine	103	0	0.00%
North Haven	Maine	101	1	0.99%
Mount Vernon	Maine	99	0	0.00%
Windsor	Maine	98	0	0.00%
Holden	Maine	97	0	0.00%
Orono	Maine	96	0	0.00%
Chebeague Island	Maine	93	0	0.00%
Readfield	Maine	88	0	0.00%
South Paris	Maine	80	0	0.00%
Lebanon	Maine	77	0	0.00%
South Thomaston	Maine	76	0	0.00%
Vienna	Maine	74	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
East Baldwin	Maine	67	0	0.00%
Livermore	Maine	64	0	0.00%
Winterport	Maine	63	0	0.00%
Corea	Maine	60	0	0.00%
Wayne	Maine	60	0	0.00%
Jay	Maine	59	0	0.00%
Long Island	Maine	59	0	0.00%
Pownal Center	Maine	59	0	0.00%
Prospect Harbor	Maine	58	0	0.00%
Bowdoin Center	Maine	57	0	0.00%
Hampden	Maine	57	0	0.00%
Ogunquit	Maine	56	0	0.00%
Georgetown	Maine	53	0	0.00%
South West Bend	Maine	52	0	0.00%
Owls Head	Maine	51	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Bremen	Maine	50	0	0.00%
Frenchs Corner	Maine	47	0	0.00%
South Bristol	Maine	46	0	0.00%
Oxford	Maine	45	0	0.00%
Cliff Island	Maine	43	0	0.00%
Limerick	Maine	41	1	2.44%
South China	Maine	37	0	0.00%
Cape Neddick	Maine	34	0	0.00%
Edgecomb	Maine	32	0	0.00%
Lisbon Falls	Maine	31	0	0.00%
Cushing	Maine	31	0	0.00%
Peaks Island	Maine	31	0	0.00%
New Harbor	Maine	30	0	0.00%
Bristol	Maine	28	0	0.00%
Orrington	Maine	28	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Steep Falls	Maine	27	0	0.00%
Union	New Hampshire	26	0	0.00%
Orland	Maine	26	0	0.00%
Manchester	Maine	26	0	0.00%
Shapleigh	Maine	26	0	0.00%
East Wakefield	New Hampshire	25	0	0.00%
Brewer	Maine	25	0	0.00%
Bass Harbor	Maine	24	1	4.17%
Bowdoinham	Maine	24	0	0.00%
North Berwick	Maine	23	0	0.00%
Newfields	New Hampshire	22	1	4.55%
Northeast Harbor	Maine	21	0	0.00%
Levant	Maine	21	0	0.00%
Springvale	Maine	20	0	0.00%
Woolwich	Maine	18	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Eliot	Maine	17	0	0.00%
Spruce Head	Maine	16	0	0.00%
Acton	Maine	16	0	0.00%
West Corinth	Maine	16	0	0.00%
Kittery	Maine	16	0	0.00%
Alna	Maine	16	0	0.00%
Hebron	Maine	15	0	0.00%
Mechanic Falls	Maine	14	0	0.00%
Frankfort	Maine	14	0	0.00%
Eddington	Maine	14	0	0.00%
Milton Mills	New Hampshire	14	0	0.00%
Walpole	Maine	14	0	0.00%
Nobleboro	Maine	13	0	0.00%
Friendship	Maine	13	0	0.00%
Wakefield	New Hampshire	13	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Carmel	Maine	13	0	0.00%
Rye Beach	New Hampshire	12	0	0.00%
Buckfield	Maine	12	0	0.00%
East Waterboro	Maine	12	0	0.00%
Stetson	Maine	11	0	0.00%
Seal Cove	Maine	10	0	0.00%
Lisbon	Maine	10	0	0.00%
East Boothbay	Maine	9	0	0.00%
East Blue Hill	Maine	9	0	0.00%
Hudson	Maine	9	0	0.00%
Monroe	Maine	8	0	0.00%
New Castle	New Hampshire	7	0	0.00%
Turner	Maine	7	0	0.00%
York Beach	Maine	7	0	0.00%
West Newfield	Maine	6	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Frenchboro	Maine	6	0	0.00%
Seal Harbor	Maine	5	0	0.00%
Kittery Point	Maine	5	0	0.00%
Hiram	Maine	5	0	0.00%
Bradley	Maine	5	0	0.00%
Biddeford Pool	Maine	5	0	0.00%
Minot	Maine	4	0	0.00%
Round Pond	Maine	4	0	0.00%
Southport	Maine	3	0	0.00%
East Winthrop	Maine	3	0	0.00%
Belgrade Lakes	Maine	3	0	0.00%
Birch Harbor	Maine	3	0	0.00%
Milford	Maine	3	0	0.00%
Stockton Springs	Maine	3	0	0.00%
Kenduskeag	Maine	2	0	0.00%

Appendix: Online Video - Geographies

Geographies

Place	Region	Impressions	Clicks	Click Rate
Waterboro	Maine	2	0	0.00%
Orrs Island	Maine	2	0	0.00%
Trevett	Maine	2	0	0.00%
Pemaquid	Maine	2	0	0.00%
Chamberlain	Maine	1	0	0.00%
Stillwater	Maine	1	0	0.00%
York Harbor	Maine	1	0	0.00%
Chisholm	Maine	1	0	0.00%
All other cities	All other regions	1	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
ranker.com	21,009	19	0.09%
yahoo.com	19,730	9	0.05%
countryliving.com	17,443	32	0.18%
accuweather.com	15,205	29	0.19%
huffpost.com	13,019	44	0.34%
elle.com	10,144	23	0.23%
apnews.com	9,971	8	0.08%
womenshealthmag.com	8,577	11	0.13%
marieclaire.com	8,303	32	0.39%
nypost.com	6,144	83	1.35%
therecipecritic.com	5,256	10	0.19%
minimalistbaker.com	4,098	7	0.17%
w.main.welcomescreen.aol.com	3,135	0	0.00%
delish.com	3,024	5	0.17%
livforcake.com	2,897	1	0.03%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
bangordailynews.com	2,770	10	0.36%
businessinsider.com	2,578	2	0.08%
m.dailykos.com	1,722	12	0.70%
broadwayworld.com	1,643	5	0.30%
mapquest.com	1,640	3	0.18%
12tomatoes.com	1,559	1	0.06%
thedailybeast.com	1,360	5	0.37%
golfdigest.com	1,153	5	0.43%
howsweeteats.com	1,079	0	0.00%
wmtw.com	1,046	8	0.76%
dinnerthendessert.com	879	0	0.00%
merakilane.com	833	4	0.48%
seventeen.com	784	4	0.51%
whdh.com	747	1	0.13%
news.yahoo.com	731	1	0.14%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
theguardian.com	716	2	0.28%
denofgeek.com	670	1	0.15%
wmur.com	648	32	4.94%
MailOnline	594	1	0.17%
marketwatch.com	575	0	0.00%
townandcountrymag.com	521	1	0.19%
tomsguide.com	500	5	1.00%
cafemom.com	480	0	0.00%
todaysparent.com	478	0	0.00%
esquire.com	384	5	1.30%
housebeautiful.com	365	1	0.27%
dailyfaceoff.com	357	0	0.00%
nationalreview.com	324	4	1.23%
abcnews.go.com	305	0	0.00%
thepioneerwoman.com	288	3	1.04%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
americanpregnancy.org	266	1	0.38%
thankyourbody.com	252	1	0.40%
bostonglobe.com	231	0	0.00%
foxnews.com	208	7	3.37%
stylecaster.com	206	3	1.46%
games.washingtonpost.com	202	0	0.00%
wunderground.com	187	1	0.53%
wgme.com	178	3	1.69%
wcvb.com	173	22	12.72%
mother.ly	169	0	0.00%
eonline.com	165	5	3.03%
abeautifulmess.com	163	2	1.23%
fodors.com	143	0	0.00%
taskandpurpose.com	132	1	0.76%
nbcsports.com	130	1	0.77%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
myfamilytravels.com	119	0	0.00%
mail.com	117	0	0.00%
snopes.com	116	1	0.86%
dailymotion.com	112	0	0.00%
sports.yahoo.com	105	0	0.00%
marthastewart.com	100	2	2.00%
thehockeywriters.com	99	0	0.00%
lowellsun.com	98	0	0.00%
swimsuit.si.com	95	1	1.05%
realityblurb.com	94	0	0.00%
bustle.com	79	0	0.00%
si.com	78	7	8.97%
totalbeauty.com	78	1	1.28%
makeuseof.com	73	0	0.00%
doesitgobad.com	73	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
indiewire.com	72	0	0.00%
theScore	68	1	1.47%
theinspiredroom.net	62	0	0.00%
nydailynews.com	60	0	0.00%
paleomg.com	58	1	1.72%
yachtworld.com	56	0	0.00%
nickiswift.com	54	1	1.85%
doityourself.com	54	0	0.00%
tvline.com	52	0	0.00%
nytimes.com	48	1	2.08%
spectator.org	47	2	4.26%
amp.theguardian.com	46	0	0.00%
101cookbooks.com	45	0	0.00%
bhg.com	44	0	0.00%
chron.com	42	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
travelawaits.com	41	0	0.00%
politicalflare.com	39	0	0.00%
popularmechanics.com	38	0	0.00%
backyardgardener.com	35	0	0.00%
wholesomeyum.com	33	2	6.06%
my.yahoo.com	32	0	0.00%
healthygem.com	32	0	0.00%
buzzfeed.com	31	1	3.23%
etonline.com	31	1	3.23%
yellowpages.com	28	0	0.00%
travelandleisure.com	27	0	0.00%
epicurious.com	25	0	0.00%
dictionary.com	23	0	0.00%
wsj.com	23	0	0.00%
allrecipes.com	22	1	4.55%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
wearethemighty.com	22	0	0.00%
nhl.com	21	1	4.76%
sherdog.com	21	0	0.00%
news.amomama.com	21	0	0.00%
history.com	20	0	0.00%
riverfronttimes.com	20	0	0.00%
techradar.com	19	1	5.26%
cookinglight.com	19	0	0.00%
kansascity.com	19	0	0.00%
Flipboard	18	0	0.00%
wikihow.com	18	0	0.00%
au.news.yahoo.com	18	0	0.00%
popsci.com	17	1	5.88%
self.com	17	0	0.00%
realsimple.com	17	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
hoopshype.com	16	0	0.00%
bleacherbreaker.com	16	0	0.00%
homestratosphere.com	15	1	6.67%
metaspoon.com	15	0	0.00%
autos.yahoo.com	15	0	0.00%
markets.businessinsider.com	14	0	0.00%
sciencesensei.com	14	0	0.00%
salary.com	13	0	0.00%
gardeningknowhow.com	13	0	0.00%
steamykitchen.com	13	0	0.00%
gq.com	13	0	0.00%
videos.newsweek.com	12	1	8.33%
out.com	12	1	8.33%
rasamalaysia.com	12	0	0.00%
blog.fatfreevegan.com	12	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
cbslocal.com	12	0	0.00%
abc7ny.com	11	1	9.09%
usnews.com	8	3	37.50%
akc.org	8	0	0.00%
wdwprepschool.com	8	0	0.00%
dotesports.com	8	0	0.00%
theweek.com	7	1	14.29%
macrotrends.net	7	0	0.00%
New York Post	7	0	0.00%
yardbarker.com	7	0	0.00%
webmd.com	6	1	16.67%
motor-junkie.com	6	0	0.00%
webmaila.netzero.net	6	0	0.00%
AP News - iOS	6	0	0.00%
cyclingweekly.com	6	0	0.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
forbes.com	6	0	0.00%
singletracks.com	6	0	0.00%
dexerto.com	6	0	0.00%
kyma.com	5	0	0.00%
kienyke.com	5	0	0.00%
newstimes.com	5	0	0.00%
au.sports.yahoo.com	5	0	0.00%
svg.com	5	0	0.00%
medical-news.org	5	0	0.00%
liquor.com	5	0	0.00%
mcall.com	5	0	0.00%
thepostmillennial.com	2	1	50.00%
mercurynews.com	1	2	100.00%
kiplinger.com	1	1	100.00%
gizmodo.com	1	1	100.00%

Appendix: Online Video - Placements

Placements

Domain	Impressions	Clicks	Click Rate
cinemablend.com	1	1	100.00%
dallasnews.com	1	1	100.00%
espn.com	1	1	100.00%