Independent Garden Centers of Maine

Spectrum REACH

Jeff Margerison
2022-04-21 - 2022-07-31

Campaigns

Advertisers	Campaigns	Order
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3To Roosevelt IGC- Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3Vf Allen Sterling IGC- Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3WT Broadway Garde IGC- Streaming April-October - New A...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3Wf Coastal IGC- Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3Wg Plants Unlimit IGC- Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3X4 Frost Farm IGC- Streaming April-October - New Ads...

Campaigns

Advertisers	Campaigns	Order
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3ZK Estabrooks IGC-Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3ZL Highland IGC-Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3aw Longfellow IGC-Streaming April-October - New Ads...
Independent Garden Centers of Maine	Independent Garden Centers of Maine_STTV_1714202	a084N00000ah3bU O Donalds IGC-Streaming April-October - New Ads...

Streaming TV - Overview

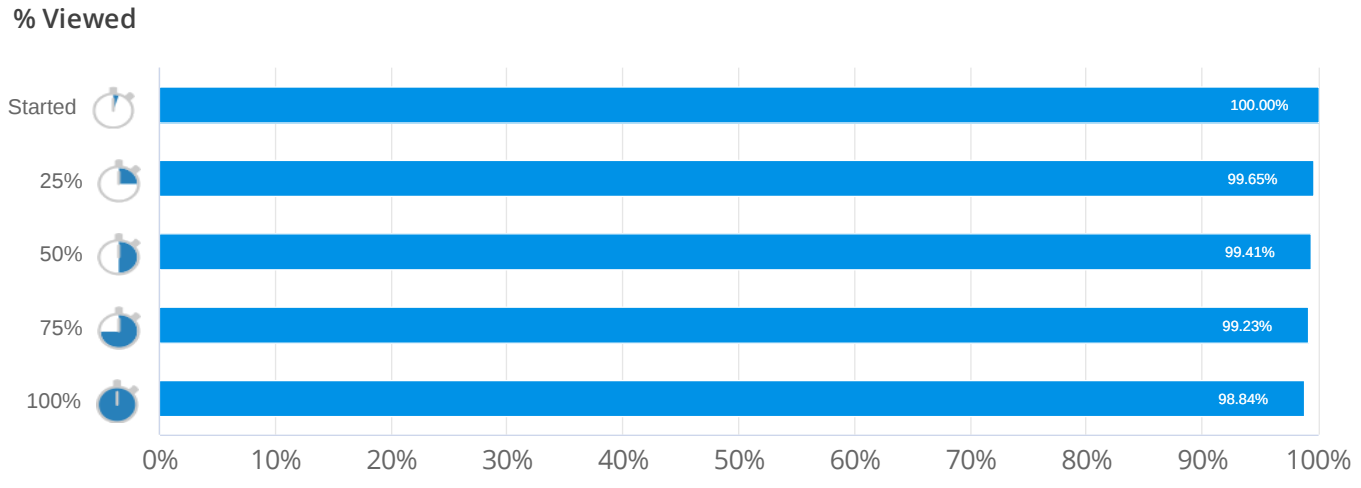
Campaign Metrics

185,891
Impressions

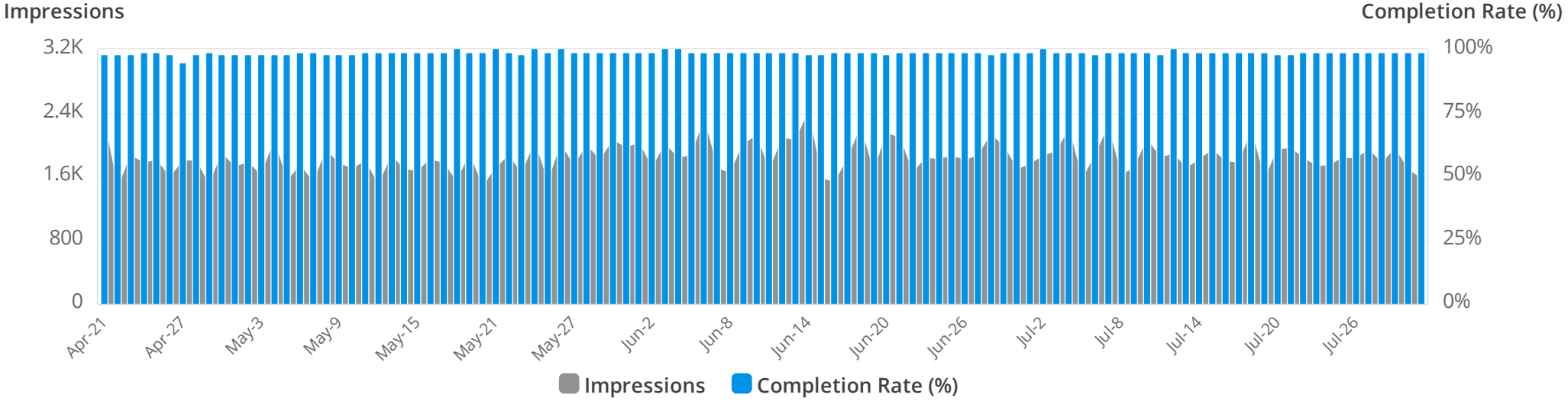
183,741
Completions

98.84%
Completion Rate

Video Completion Rates

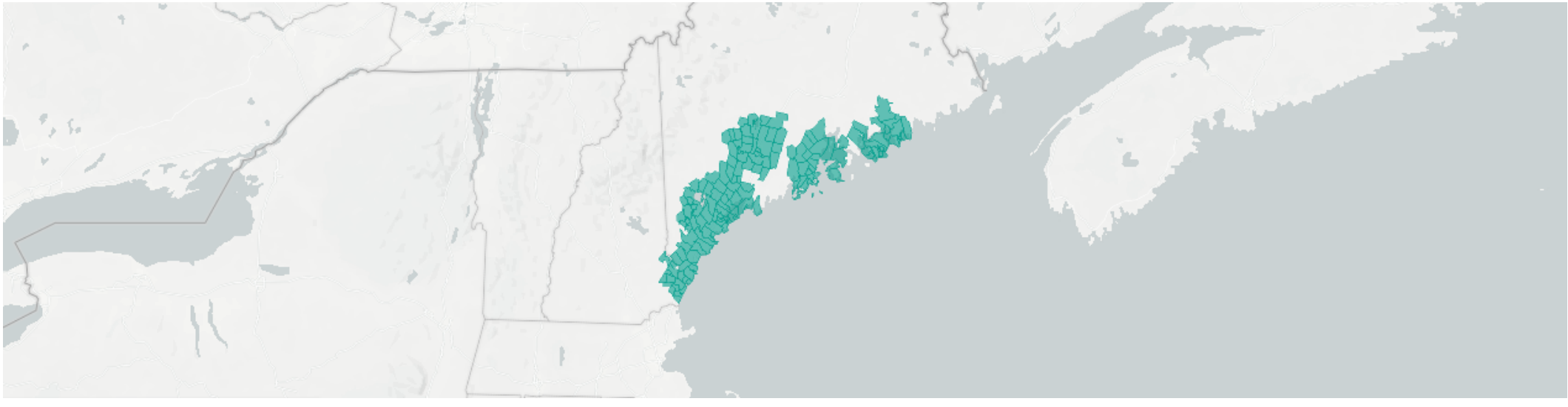


Streaming TV Impressions and Completions



Streaming TV - Geographies

Top Geographies



Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04609	15,403	99.73%	99.49%	99.25%	98.81%
04074	11,523	99.71%	99.50%	99.37%	99.01%
04072	10,558	99.68%	99.46%	99.33%	98.91%
04103	9,912	99.51%	99.24%	99.03%	98.59%
04105	8,688	99.62%	99.29%	99.16%	98.88%

Complete list of geographies in appendix

Streaming TV - Networks

Top Networks

Networks	Impressions	Contribution
Fox News	26,144	14.06%
MSNBC	25,860	13.91%
CNN	20,167	10.85%
Investigation Discovery	13,473	7.25%
TLC	11,005	5.92%
HGTV	10,558	5.68%
Oxygen	9,760	5.25%
Animal Planet	8,471	4.56%
USA	7,693	4.14%
CNBC	7,660	4.12%
Bravo	7,567	4.07%
Food Network	7,236	3.89%
Hallmark Channel	6,611	3.56%
NE SPORTS NETWORK	3,777	2.03%
OWN	3,774	2.03%

Complete list of networks in appendix

Streaming TV - Devices

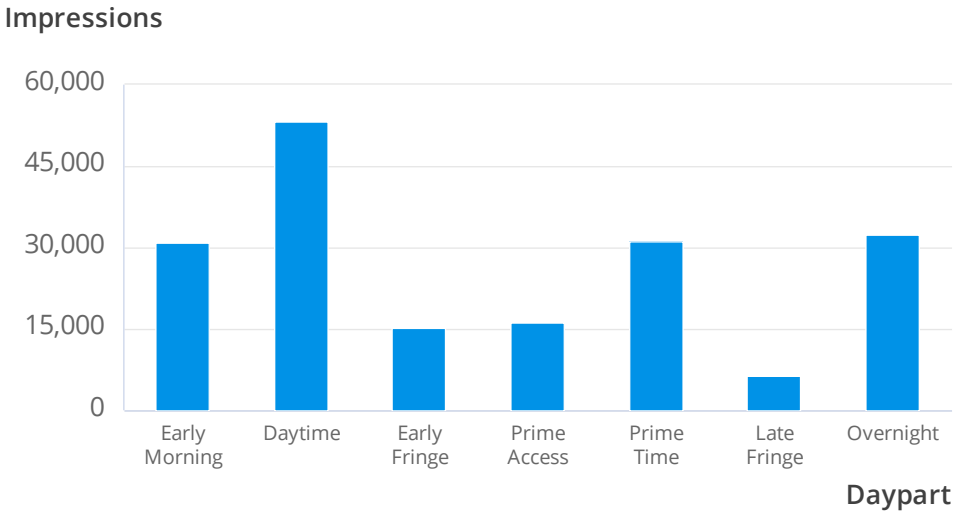
Top Devices

Devices	Impressions	Contribution
Roku	123,474	66.42%
Samsung Smart TV	14,346	7.72%
Apple TV	11,681	6.28%
iOS	9,414	5.06%
STB VOD	6,977	3.75%
Browser	4,804	2.58%
Fire TV	4,179	2.25%
CTV	3,610	1.94%
Mobile	3,587	1.93%
Chromecast	1,855	1.00%
Xbox	1,285	0.69%
LG Smart TV	207	0.11%
Android TV	206	0.11%
Android	153	0.08%
Vizio TV	41	0.02%

Complete list of devices in appendix

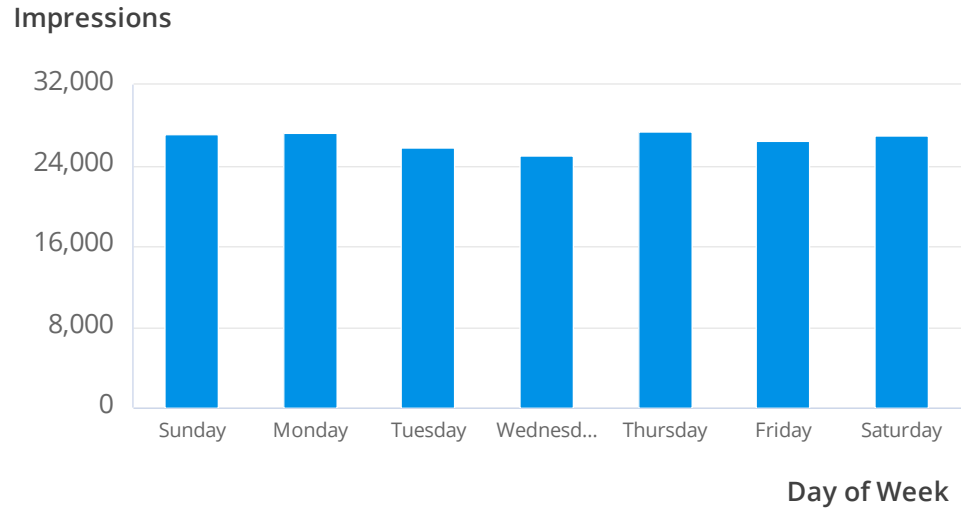
Streaming TV - Campaign Impressions

Impressions by Daypart



Daypart	Impressions	Contribution
Early Morning	30,933	16.60%
Daytime	53,267	28.70%
Early Fringe	15,351	8.30%
Prime Access	16,299	8.80%
Prime Time	31,313	16.80%
Late Fringe	6,369	3.40%
Overnight	32,359	17.40%

Impressions by Day of Week



Day of Week	Impressions	Contribution
Sunday	27,162	14.60%
Monday	27,175	14.60%
Tuesday	25,743	13.80%
Wednesday	24,938	13.40%
Thursday	27,408	14.70%
Friday	26,509	14.30%
Saturday	26,956	14.50%

Appendix: Streaming TV - Networks

Networks

Networks	Impressions	Contribution
Fox News	26,144	14.06%
MSNBC	25,860	13.91%
CNN	20,167	10.85%
Investigation Discovery	13,473	7.25%
TLC	11,005	5.92%
HGTV	10,558	5.68%
Oxygen	9,760	5.25%
Animal Planet	8,471	4.56%
USA	7,693	4.14%
CNBC	7,660	4.12%
Bravo	7,567	4.07%
Food Network	7,236	3.89%
Hallmark Channel	6,611	3.56%
NE SPORTS NETWORK	3,777	2.03%
OWN	3,774	2.03%

Appendix: Streaming TV - Networks

Networks

Networks	Impressions	Contribution
Travel Channel	3,560	1.92%
Hallmark Movie Channel	3,273	1.76%
WE	3,090	1.66%
Magnolia Network	2,644	1.42%
Golf Channel	1,982	1.07%
FYI	833	0.45%
Cooking Channel	477	0.26%
Adult Swim	111	0.06%
Tastemade	103	0.06%
Other Authenticated Apps/Sites	47	0.03%
Headline News	12	0.01%
Weather Nation	2	0.00%
PlutoTV	1	0.00%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04609	15,403	99.73%	99.49%	99.25%	98.81%
04074	11,523	99.71%	99.50%	99.37%	99.01%
04072	10,558	99.68%	99.46%	99.33%	98.91%
04103	9,912	99.51%	99.24%	99.03%	98.59%
04105	8,688	99.62%	99.29%	99.16%	98.88%
04330	7,758	99.78%	99.48%	99.30%	98.76%
04043	6,713	99.64%	99.43%	99.27%	98.91%
04901	6,693	99.70%	99.61%	99.37%	99.01%
04106	6,624	99.62%	99.37%	99.12%	98.76%
04093	5,869	99.76%	99.52%	99.37%	98.77%
04090	5,793	99.74%	99.41%	99.29%	98.81%
03909	5,625	99.82%	99.56%	99.36%	99.02%
04062	5,007	99.62%	99.34%	99.16%	98.82%
04101	4,988	99.68%	99.42%	99.26%	98.84%
04092	4,909	99.53%	99.23%	99.12%	98.64%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04005	4,825	99.75%	99.50%	99.36%	98.84%
04107	4,719	99.60%	99.28%	99.07%	98.81%
04843	4,586	99.63%	99.37%	99.15%	98.82%
04841	4,352	99.68%	99.45%	99.29%	99.15%
04038	4,073	99.71%	99.39%	99.29%	98.99%
04915	3,923	99.54%	99.39%	99.11%	98.85%
04240	3,834	99.77%	99.48%	99.32%	99.06%
04021	3,213	99.69%	99.53%	99.41%	99.16%
04084	3,175	99.81%	99.65%	99.31%	98.93%
04096	3,135	99.65%	99.33%	99.07%	98.72%
04071	3,000	99.67%	99.47%	99.23%	98.83%
04856	2,002	99.85%	99.35%	99.00%	99.45%
04102	1,551	99.48%	99.03%	98.58%	97.68%
04064	1,532	99.48%	99.48%	99.48%	98.89%
04572	1,364	99.63%	99.63%	99.49%	98.90%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04210	1,347	99.63%	99.63%	99.33%	99.26%
04002	1,294	99.30%	98.84%	98.92%	97.99%
04917	1,133	100.00%	99.65%	99.38%	98.59%
04861	1,028	99.90%	99.90%	99.61%	99.32%
04345	991	99.80%	99.60%	99.60%	99.50%
04274	763	100.00%	99.87%	99.61%	99.08%
04073	707	99.86%	99.58%	98.73%	99.01%
04110	658	99.70%	99.70%	99.70%	99.24%
04684	649	99.08%	99.08%	99.23%	99.23%
04614	639	99.06%	98.75%	98.12%	97.18%
04042	563	99.64%	99.29%	99.29%	98.93%
04254	543	99.45%	99.26%	99.26%	98.71%
04029	423	100.00%	100.00%	100.00%	99.05%
04849	382	99.74%	99.74%	99.48%	99.21%
04679	359	99.16%	98.89%	98.89%	98.89%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04011	349	99.43%	99.43%	99.14%	98.57%
04634	337	98.52%	98.52%	98.22%	98.22%
04046	331	100.00%	100.00%	99.70%	99.70%
03801	320	100.00%	100.00%	99.38%	98.44%
04963	304	99.34%	99.01%	99.01%	98.36%
04660	274	97.81%	97.45%	97.45%	97.45%
04039	270	99.26%	99.26%	99.26%	98.89%
04032	263	100.00%	100.00%	99.62%	98.10%
04640	256	97.27%	97.27%	97.27%	96.48%
04353	236	100.00%	99.58%	99.58%	97.88%
04346	230	100.00%	100.00%	99.13%	99.13%
04363	227	100.00%	100.00%	100.00%	100.00%
04864	225	98.22%	98.22%	98.22%	98.67%
04664	222	100.00%	99.55%	99.55%	99.55%
04055	214	97.66%	97.66%	97.66%	97.66%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04860	207	100.00%	99.52%	98.07%	98.55%
03842	207	98.07%	98.07%	98.07%	97.10%
04097	201	100.00%	100.00%	99.50%	99.50%
04091	198	99.49%	99.49%	99.49%	99.49%
04015	185	100.00%	100.00%	99.46%	98.92%
03867	174	99.43%	99.43%	99.43%	97.70%
04607	142	100.00%	100.00%	100.00%	99.30%
04680	139	100.00%	100.00%	99.28%	99.28%
03820	135	99.26%	99.26%	99.26%	98.52%
04863	121	100.00%	100.00%	99.17%	98.35%
04079	119	100.00%	100.00%	100.00%	99.16%
03906	119	97.48%	95.80%	95.80%	95.80%
04280	113	98.23%	98.23%	97.35%	97.35%
04547	109	100.00%	100.00%	100.00%	100.00%
04952	107	100.00%	100.00%	99.07%	98.13%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04364	105	99.05%	99.05%	99.05%	98.10%
04669	100	100.00%	99.00%	99.00%	98.00%
04347	92	100.00%	100.00%	100.00%	98.91%
04061	85	100.00%	100.00%	100.00%	100.00%
03902	82	98.78%	97.56%	97.56%	97.56%
04625	80	93.75%	92.50%	92.50%	92.50%
04049	78	98.72%	98.72%	98.72%	96.15%
04069	78	100.00%	100.00%	100.00%	100.00%
03857	76	100.00%	100.00%	100.00%	97.37%
04342	72	100.00%	100.00%	100.00%	100.00%
04854	71	100.00%	100.00%	100.00%	100.00%
04350	71	98.59%	98.59%	98.59%	98.59%
04675	69	94.20%	94.20%	94.20%	94.20%
04862	67	100.00%	100.00%	100.00%	98.51%
04847	66	100.00%	100.00%	100.00%	100.00%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04574	65	100.00%	100.00%	100.00%	100.00%
04236	65	100.00%	100.00%	100.00%	100.00%
03904	61	100.00%	100.00%	100.00%	100.00%
03901	60	100.00%	100.00%	100.00%	100.00%
04617	58	100.00%	100.00%	100.00%	100.00%
03878	57	100.00%	100.00%	98.25%	98.25%
04260	57	100.00%	100.00%	100.00%	100.00%
04048	46	100.00%	100.00%	100.00%	100.00%
04086	44	100.00%	100.00%	100.00%	100.00%
04989	43	97.67%	97.67%	97.67%	97.67%
04677	42	100.00%	100.00%	100.00%	100.00%
04351	41	97.56%	97.56%	97.56%	97.56%
03907	41	100.00%	100.00%	100.00%	100.00%
04563	41	97.56%	97.56%	97.56%	95.12%
04357	40	97.50%	97.50%	97.50%	97.50%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04848	39	100.00%	100.00%	100.00%	100.00%
04259	38	100.00%	100.00%	97.37%	97.37%
03885	37	94.59%	89.19%	89.19%	89.19%
04612	37	97.30%	97.30%	97.30%	97.30%
04653	35	97.14%	97.14%	97.14%	97.14%
04693	35	91.43%	91.43%	94.29%	94.29%
04646	34	100.00%	100.00%	100.00%	100.00%
04252	32	100.00%	100.00%	100.00%	100.00%
04973	30	100.00%	100.00%	100.00%	100.00%
04858	28	100.00%	100.00%	100.00%	100.00%
04030	28	100.00%	100.00%	100.00%	100.00%
04344	27	100.00%	100.00%	100.00%	100.00%
04853	24	100.00%	100.00%	100.00%	100.00%
04253	22	100.00%	100.00%	100.00%	100.00%
04085	21	95.24%	95.24%	95.24%	95.24%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04358	21	100.00%	100.00%	100.00%	100.00%
03908	21	100.00%	95.24%	90.48%	90.48%
04017	20	100.00%	100.00%	100.00%	100.00%
04613	19	100.00%	100.00%	100.00%	100.00%
04352	15	100.00%	100.00%	100.00%	100.00%
04674	15	100.00%	100.00%	100.00%	100.00%
03824	15	100.00%	100.00%	100.00%	100.00%
04562	14	100.00%	100.00%	100.00%	100.00%
04662	13	100.00%	100.00%	100.00%	100.00%
04024	12	100.00%	100.00%	100.00%	100.00%
04108	12	100.00%	100.00%	100.00%	100.00%
04284	12	100.00%	100.00%	100.00%	100.00%
04859	11	100.00%	100.00%	100.00%	100.00%
03823	10	100.00%	90.00%	90.00%	90.00%
03905	10	100.00%	100.00%	100.00%	100.00%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
04355	9	100.00%	100.00%	100.00%	100.00%
04019	8	100.00%	100.00%	100.00%	100.00%
04263	8	87.50%	87.50%	87.50%	87.50%
04109	7	100.00%	100.00%	100.00%	100.00%
04006	6	100.00%	100.00%	100.00%	100.00%
04624	6	100.00%	100.00%	100.00%	100.00%
04360	6	100.00%	100.00%	100.00%	100.00%
03861	6	100.00%	100.00%	100.00%	83.33%
04265	5	100.00%	100.00%	100.00%	100.00%
04349	5	100.00%	100.00%	100.00%	100.00%
04222	4	100.00%	100.00%	100.00%	100.00%
03903	3	100.00%	100.00%	100.00%	100.00%
04063	3	100.00%	100.00%	100.00%	100.00%
03862	3	100.00%	100.00%	100.00%	100.00%
03840	2	100.00%	100.00%	100.00%	100.00%

Appendix: Streaming TV - Geographies

Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
03871	2	100.00%	100.00%	100.00%	100.00%
04250	2	100.00%	100.00%	100.00%	100.00%
04343	1	100.00%	100.00%	100.00%	100.00%
04050	1	100.00%	100.00%	100.00%	100.00%
04066	1	100.00%	100.00%	100.00%	100.00%
04683	1	100.00%	100.00%	100.00%	100.00%
04359	1	100.00%	100.00%	100.00%	100.00%
03870	1	100.00%	100.00%	100.00%	100.00%

Appendix: Streaming TV - Devices

Devices

Device	Impressions	Contribution
Roku	123,474	66.42%
Samsung Smart TV	14,346	7.72%
Apple TV	11,681	6.28%
iOS	9,414	5.06%
STB VOD	6,977	3.75%
Browser	4,804	2.58%
Fire TV	4,179	2.25%
CTV	3,610	1.94%
Mobile	3,587	1.93%
Chromecast	1,855	1.00%
Xbox	1,285	0.69%
LG Smart TV	207	0.11%
Android TV	206	0.11%
Android	153	0.08%
Vizio TV	41	0.02%

Appendix: Streaming TV - Devices

Devices

Device	Impressions	Contribution
AirTV	39	0.02%
Various devices on 3rd Party apps	25	0.01%
PlayStation	6	0.00%
Windows Mobile	2	0.00%

Glossary

Ad Completes: The percentage of the total impressions that were viewed continuously at normal speed for the corresponding length of time for the ad (25%, 50%, 75%, 100%).

Campaign End Date: The date campaign was scheduled to stop running.

Campaign Start Date: The date campaign was scheduled to start running.

Day of Week: The day of week your impression served based on the date range you selected.

Daypart: Defined breakdown of a 24-hour period by time zones:

Eastern and Pacific		**Central**
12:00am - 5:59am	= Overnight =	12:00am - 5:59am
6:00am - 8:59am	= Early Morning =	6:00am - 8:59am
9:00am - 3:59pm	= Daytime =	9:00am - 3:59pm
4:00pm - 5:59pm	= Early Fringe =	4:00pm - 5:59pm
6:00pm - 7:59pm	= Prime Access =	6:00pm - 6:59pm
8:00pm - 10:59pm	= Prime =	7:00pm - 9:59pm
11:00pm - 11:59pm	= Late Fringe =	10:00pm - 11:59pm

Note: Impressions are recorded according to each local market's time zone. If a daypart is excluded from targeting, some impressions may still show up an reports for that time period due to delayed delivery of an ad call (i.e. view initiated at 11:59:55p.m. and delivered at 00:00:05a.m.).

Delivered impressions: Amount of actual impressions delivered for campaign based on the date range selected.

Device: The device the viewer was watching when ad impressions were delivered. This would include live and/or VOD viewing on the Spectrum TV and 3rd party apps, using devices such as:

Android
Apple TV
Chromecast
iOS
Roku
Samsung Smart TV
Set-top-box VOD
Browser
Unmappable Impressions served on programs where the content owner has not provided details about the devices used for viewing.

Impressions Booked: Total impressions booked for a campaign.

Network: The program provider whose content received ad impressions.

Unmappable Impressions served on programs where the content owner has not provided details about the networks viewed.