

RISLA College Planning Center

RISLA (Spanish) Campaign Performance Report

Performance TV

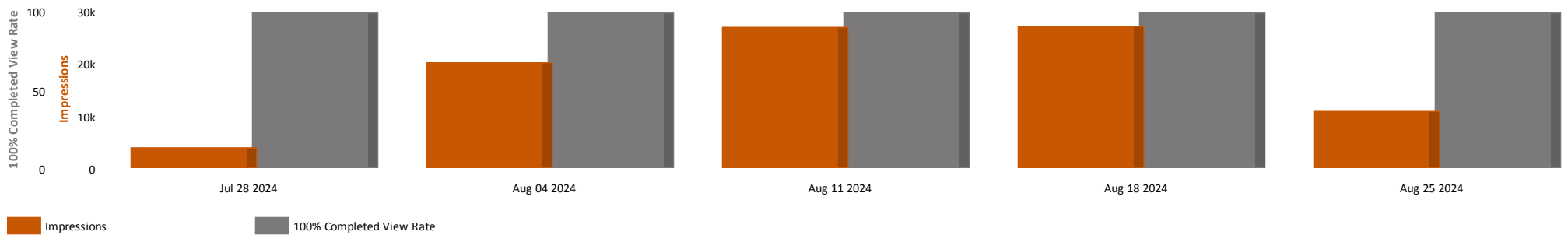
Impressions

88.51K

Video Complete Percent

98.54%

Campaign Performance by Date



Performance TV Report

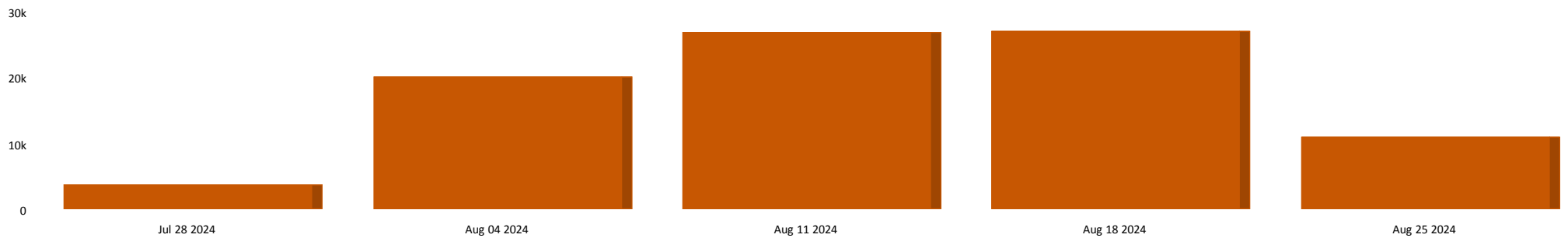
Campaign Breakdown

Campaign Name	Impressions	Video Complete Percent
RISLA Spanish 24 CTV	58,833	98.46%
RISLA Spanish 24 OTT	29,678	98.70%
Total	88,511	98.54%

Secondary Action Breakdown

Event	Conversions
Visited Website	1,871
GetStartedButton	182
ContactPage	31
ApplyNowButton	10
GetMyRateButton	2
AboutPage	1
Total	2,097

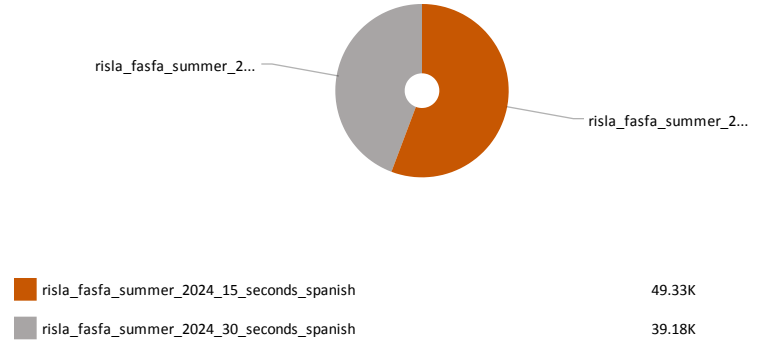
Impressions by Week



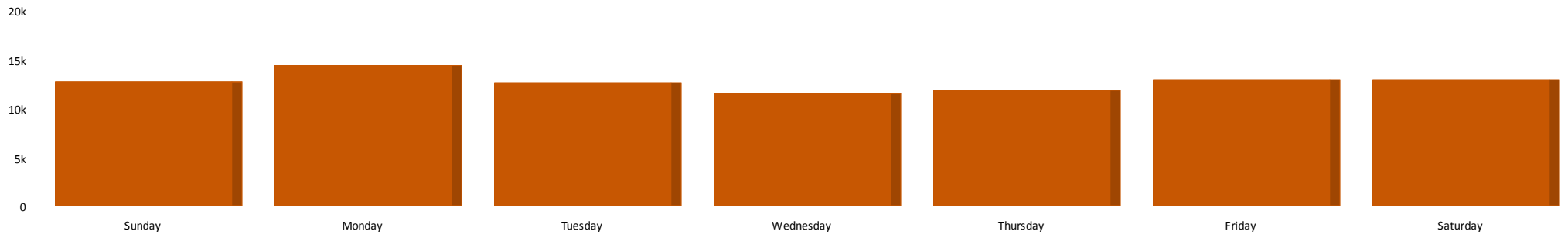
Video Creative Performance

Creative Name	Impressions	Video Complete Percent
risla_fasfa_summer_2024_15_seconds_spanish	49,332	98.88%
risla_fasfa_summer_2024_30_seconds_spanish	39,179	98.11%
Total	88,511	98.54%

Video Creative Breakout



Performance by Day of Week



Where were my ads seen?

Network Channel	Impressions	Video Completion Rate
Samsung TV Plus	43,566	98.44%
Tubi TV	12,028	98.84%
Roku	11,849	98.70%
Plex	6,346	99.61%
Igchannels	2,761	98.15%
Philo	2,147	98.86%
Pluto TV	1,399	97.89%
Tubi	1,319	96.02%
VH1	888	99.79%
the-roku-channel	859	99.52%
Peacock	779	99.41%
Fox Local News	459	98.38%
Warner Bros. Discovery	336	97.78%
NBCU Streaming	307	98.91%
Fox News Channel	293	98.14%