Peer39: CTV analytics

streaming performance metrics paired with Safety & Suitability, channel, content-genre and show-level insights, audiences, and more
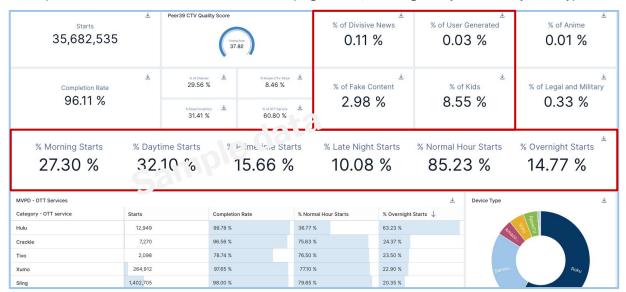
Actionable Analytics for CTV

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.

Campaign Summary

A comprehensive view of CTV KPIs to monitor campaign health, including Safety & Suitability and dayparts.

	Peer39 CTV Quality Score		% of Divisive News	% of User Generated	% of Anime
Starts 35,682,535	Coming Soon 37.82		0.11 %	0.03 %	0.01 %
Completion Rate 96.11 %	% of Channel 29.56 %	% Known CTV-Show 8.46 %	**% of Fake Content** 2.98 %	**% of Kids** 8.55 %	**% of Legal and Military** 0.33 %
	% Direct Inventory 31.41 %	% of OTT Service 60.80 %			

% Morning Starts	% Daytime Starts	% Prime Time Starts	% Late Night Starts	% Normal Hour Starts	% Overnight Starts
27.30 %	32.10 %	15.66 %	10.08 %	85.23 %	14.77 %

MVPD - OTT Services

Category - OTT service	Starts	Completion Rate	% Normal Hour Starts	% Overnight Starts ↓
Hulu	12,949	99.78 %	36.77 %	63.23 %
Crackle	7,270	96.56 %	75.63 %	24.37 %
Tivo	2,098	78.74 %	76.50 %	23.50 %
Xumo	264,912	97.65 %	77.10 %	22.90 %
Sling	1,402,705	98.00 %	79.65 %	20.35 %

Device Type

Insights at a Glance

Spot in-flight campaign issues before they can drag down performance and waste budgets, whether Fake CTV Content, Kids content, Anime, or UGC, the CTV Dashboard easily puts buyers in control of campaign knowledge.
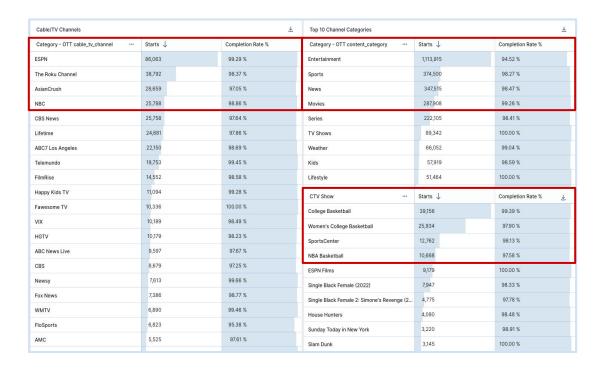
Content

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.

Cable/TV Channels

Category - OTT cable_tv_channel	Starts ↓	Completion Rate %
ESPN	86,063	99.29 %
The Roku Channel	38,792	98.37 %
AsianCrush	28,659	97.05 %
NBC	25,788	98.86 %
CBS News	25,758	97.64 %
Lifetime	24,681	97.86 %
ABC7 Los Angeles	22,150	98.69 %
Telemundo	19,753	99.45 %
FilmRise	14,552	98.58 %
Happy Kids TV	11,094	99.28 %
Fawesome TV	10,336	100.00 %
VIX	10,189	98.49 %
HGTV	10,179	98.23 %
ABC News Live	9,597	97.67 %
CBS	8,679	97.25 %
Newsy	7,613	99.66 %
Fox News	7,386	98.77 %
WMTV	6,890	99.46 %
FloSports	6,823	95.38 %
AMC	5,525	97.61 %

Top 10 Channel Categories

Category - OTT content_category	Starts ↓	Completion Rate %
Entertainment	1,113,915	94.52 %
Sports	374,500	98.27 %
News	347,515	98.47 %
Movies	287,908	99.26 %
Series	222,105	98.41 %
TV Shows	89,342	100.00 %
Weather	66,052	99.04 %
Kids	57,919	98.59 %
Lifestyle	51,464	100.00 %

CTV Show	Starts ↓	Completion Rate %
College Basketball	39,156	99.39 %
Women's College Basketball	25,934	97.90 %
SportsCenter	12,762	98.13 %
NBA Basketball	10,668	97.58 %
ESPN Films	9,179	100.00 %
Single Black Female (2022)	7,947	98.33 %
Single Black Female 2: Simone's Revenge (2...	4,775	97.78 %
House Hunters	4,080	98.48 %
Sunday Today in New York	3,220	98.91 %
Slam Dunk	3,145	100.00 %

Content-level Reporting

For maximum effectiveness, advertisers need information to be able to maintain an equilibrium between reaching enough people *and* the right audience, even in the age of CTV.

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.
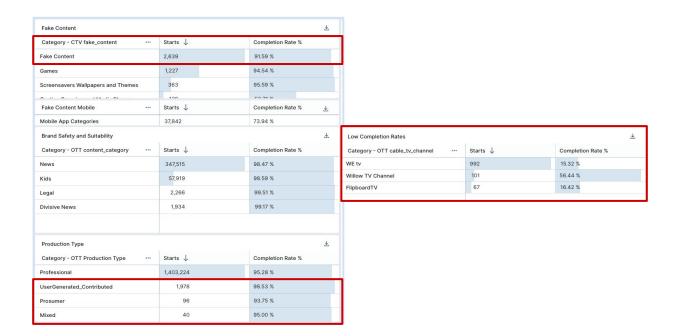
Safety and Suitability

Our Analytics Dashboard is often the first time buyers are made 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.

We also report whether your ads are running on User Generated Content or unsuitable environments like Anime, Adult, or Kids content. Our 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.

Fake Content

Category - CTV fake_content	Starts ↓	Completion Rate %
Fake Content	2,639	91.59 %
Games	1,227	94.54 %
Screensavers Wallpapers and Themes	363	95.59 %

Fake Content Mobile

Fake Content Mobile	Starts ↓	Completion Rate %
Mobile App Categories	37,842	73.94 %

Brand Safety and Suitability

Category - OTT content_category	Starts ↓	Completion Rate %
News	347,515	98.47 %
Kids	57,919	98.59 %
Legal	2,266	99.51 %
Divisive News	1,934	99.17 %

Low Completion Rates

Category - OTT cable_tv_channel	Starts ↓	Completion Rate %
WE tv	992	15.32 %
Willow TV Channel	101	56.44 %
FlipboardTV	67	16.42 %

Production Type

Category - OTT Production Type	Starts ↓	Completion Rate %
Professional	1,403,224	95.28 %
UserGenerated_Contributed	1,978	98.53 %
Prosumer	96	93.75 %
Mixed	40	95.00 %

Safety and Suitability Information

Low completion rates could signal an issue with campaign set-up.

Fake Content means ads are running on Games, Screensavers, or Wallpapers. Not the content that should command CTV CPMs.

Knowing if you're keeping ads off of risky UGC is another way to use the Safety and Suitability section of the dashboard.
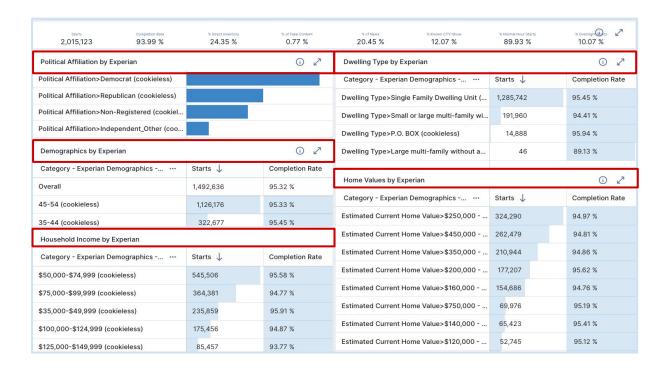
Data partners

GoldFish Ads - Ethnicity

Experian - Demographics and Mosaic

Our Analytics Dashboard offers DE&I metrics to ensure your campaigns are meeting their goals using data from by our partners, GoldFish Ads and Experian. As with all reporting, this information does not require targeting to these categories to receive the data.

Starts	Completion Rate	% Direct Inventory	% of Fake Content	% of News	% Known CTV-Show	% Normal Hour Starts	% Overnight Starts
2,015,123	93.99 %	24.35 %	0.77 %	20.45 %	12.07 %	89.93 %	10.07 %

Political Affiliation by Experian

- Political Affiliation>Democrat (cookieless)
- Political Affiliation>Republican (cookieless)
- Political Affiliation>Non-Registered (cookiel...
- Political Affiliation>Independent_Other (coo...

Demographics by Experian

Category - Experian Demographics -... ···	Starts ↓	Completion Rate
Overall	1,492,636	95.32 %
45-54 (cookieless)	1,126,176	95.33 %
35-44 (cookieless)	322,677	95.45 %

Household Income by Experian

Category - Experian Demographics -... ···	Starts ↓	Completion Rate
$50,000-$74,999 (cookieless)	545,506	95.58 %
$75,000-$99,999 (cookieless)	364,381	94.77 %
$35,000-$49,999 (cookieless)	235,859	95.91 %
$100,000-$124,999 (cookieless)	175,456	94.87 %
$125,000-$149,999 (cookieless)	85,457	93.77 %

Dwelling Type by Experian

Category - Experian Demographics -... ···	Starts ↓	Completion Rate
Dwelling Type>Single Family Dwelling Unit (...	1,285,742	95.45 %
Dwelling Type>Small or large multi-family wi...	191,960	94.41 %
Dwelling Type>P.O. BOX (cookieless)	14,888	95.94 %
Dwelling Type>Large multi-family without a...	46	89.13 %

Home Values by Experian

Category - Experian Demographics -... ···	Starts ↓	Completion Rate
Estimated Current Home Value>$250,000 - ...	324,290	94.97 %
Estimated Current Home Value>$450,000 - ...	262,479	94.81 %
Estimated Current Home Value>$350,000 - ...	210,944	94.86 %
Estimated Current Home Value>$200,000 - ...	177,207	95.62 %
Estimated Current Home Value>$160,000 - ...	154,686	94.76 %
Estimated Current Home Value>$750,000 - ...	69,976	95.19 %
Estimated Current Home Value>$140,000 - ...	65,423	95.41 %
Estimated Current Home Value>$120,000 - ...	52,745	95.12 %

Ethnicity, Demographics, and Experian Mosaic and Suitability information

Ethnicity, Household Income, and Age shows video starts and the completion rate CTV campaign saw within each of those categories. This can be important for DE&I goals.

Demographics data includes **Political Affiliation**, **Age**, **Household Income**, and **Dwelling Type** information from Experian.

Similarly, Experian's popular **Mosaic** categories and groups are presented with both starts and completion rates giving advertisers an option to target where success is.