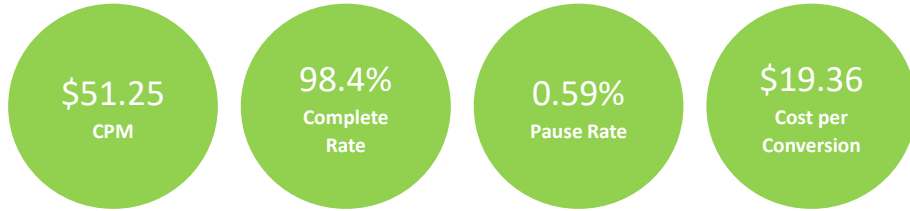
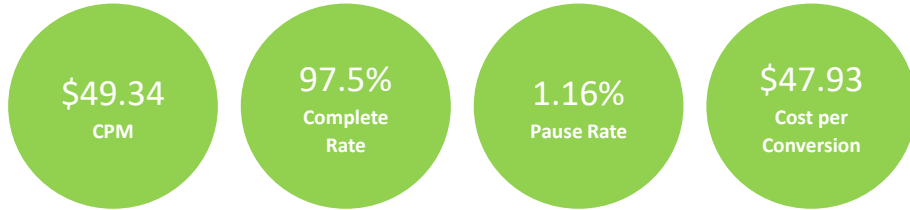


# Streaming TV Campaign Averages

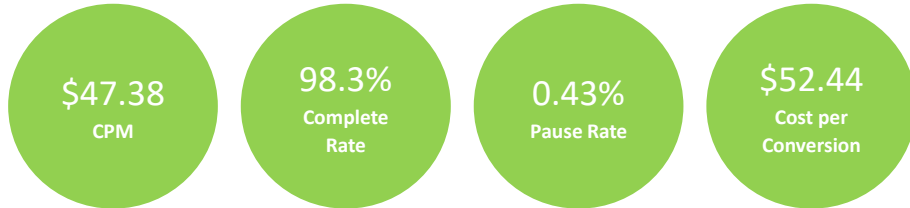
## Retargeting OTT/CTV (ReTV)



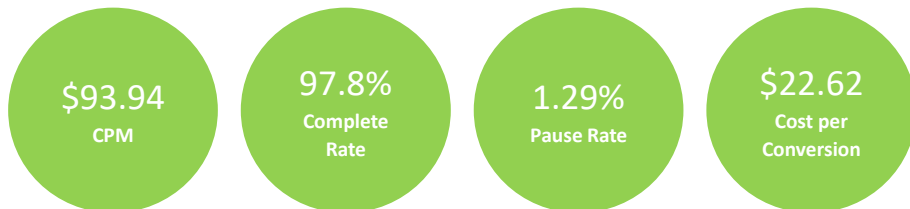
## Competitor OTT/CTV



## POI-Employer OTT/CTV



## Hulu Campaigns



### Retargeting OTT/CTV Campaigns

- On average this campaign type had the lowest cost per conversion and highest complete rate. As a result, this is the most successful OTT/CTV Campaign Type

### Hulu Campaigns\*

\*Preliminary data garnered from 23 apartment campaigns over 12 months in 2023.

- Hulu campaigns drove a very strong \$22.62 cost per conversion. However, this is an expensive campaign type to run, with a \$93.94 CPM.

### Competitor OTT/CTV

- Of the geofence OTT/CTV campaign types, Competitor OTT/CTV drove a lower cost per conversion.

### Notes

- Cost per conversion includes both walk ins and web conversions.
- POI-Employer data consists of only 27 campaigns, the majority from 1 client.

