

Dashboard

FILTERS Advertiser: Visit McKinney

IMPRESSIONS

30,013

UNIQUES

15,968

FREQUENCY

1.9

VCR

98.94%

Quartiles

IMPRESSIONS

30,013

START

29,931

FIRST

29,861

MIDPOINT

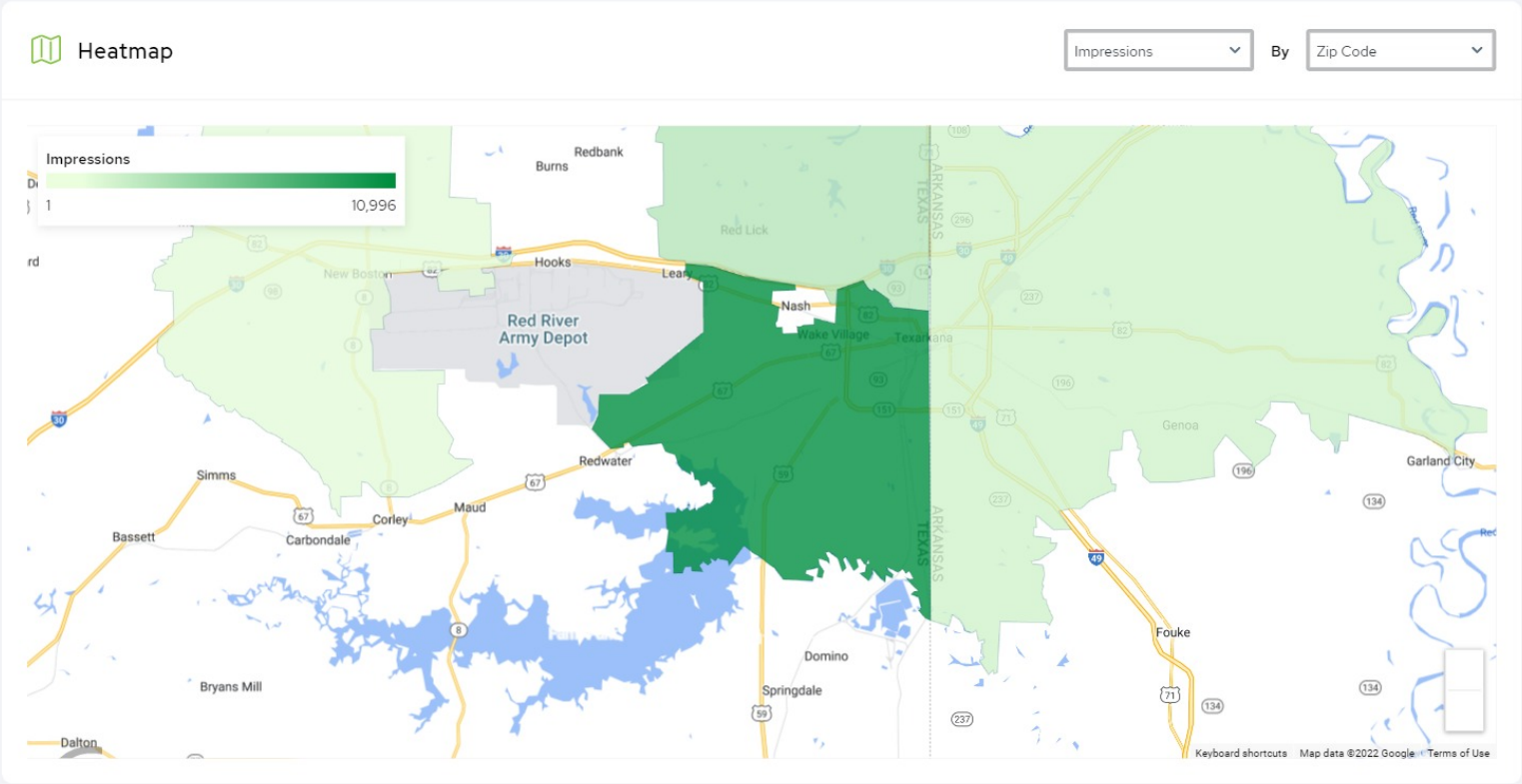
29,807

THIRD

29,758

COMPLETE

29,694

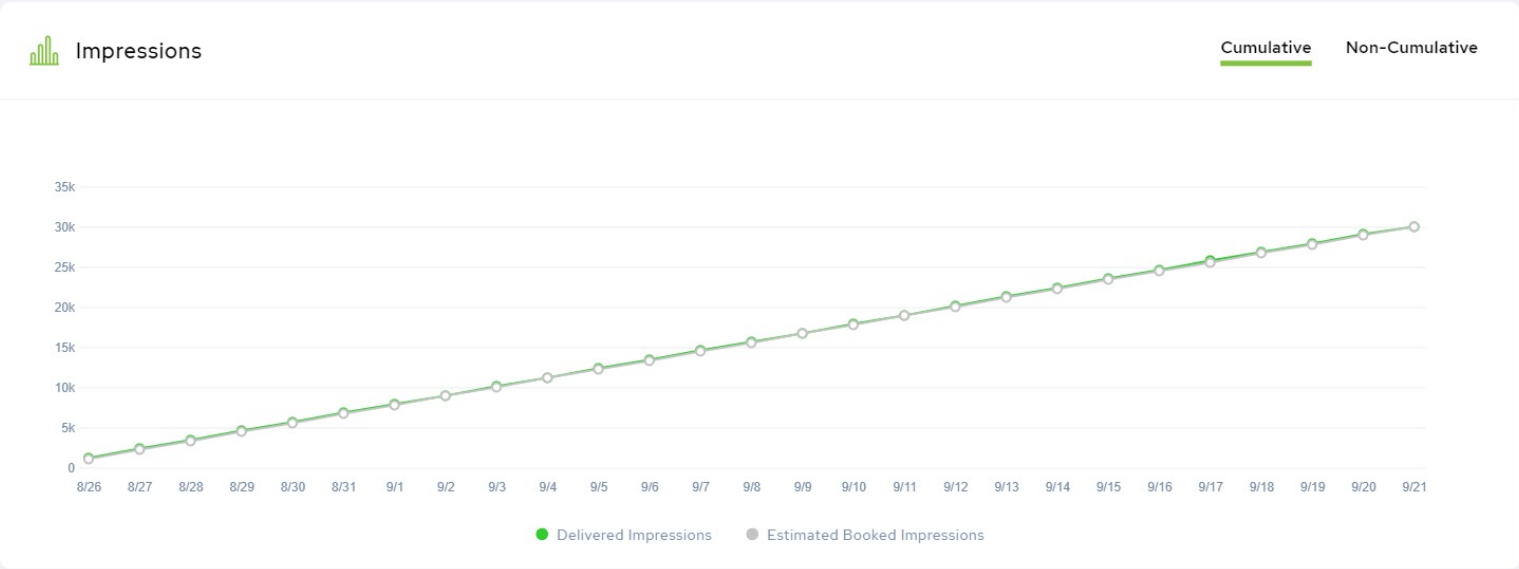


Media Market (24)

Zip Code

ZIP CODE	STATE	DMA	CONGRESSIONAL DISTRICT	TOTAL IMPRESSIONS	% DISTRIBUTION	REACH
75501	Texas	Shreveport	TX Congressional District 01	10,996	36.64%	4,909
74820	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 04	3,450	11.50%	1,933
74701	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 02	2,870	9.56%	1,725
75503	Texas	Shreveport	TX Congressional District 01	2,490	8.30%	1,246
73401	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 04	1,836	6.12%	1,151
71854	Arkansas	Shreveport	AR Congressional District 04	1,228	4.09%	775
75460	Texas	Dallas - Fort Worth	TX Congressional District 04	1,161	3.87%	543
75482	Texas	Dallas - Fort Worth	TX Congressional District 04	1,117	3.72%	727
73075	Oklahoma	Oklahoma City	OK Congressional District 04	974	3.25%	606

75455	Texas	Shreveport	TX Congressional District 01	919	3.06%	595
74728	Oklahoma	Shreveport	OK Congressional District 02	698	2.33%	565
75570	Texas	Shreveport	TX Congressional District 01	353	1.18%	223
73086	Oklahoma	Oklahoma City	OK Congressional District 04	297	0.99%	161
74745	Oklahoma	Shreveport	OK Congressional District 02	285	0.95%	204
71822	Arkansas	Shreveport	AR Congressional District 04	258	0.86%	163
75426	Texas	Dallas - Fort Worth	TX Congressional District 04	232	0.77%	115
74743	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 02	200	0.67%	124
74525	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 02	194	0.65%	135
75462	Texas	Dallas - Fort Worth	TX Congressional District 04	194	0.65%	99
73460	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 02	168	0.56%	103
74523	Oklahoma	Sherman, TX - Ada, OK	OK Congressional District 02	83	0.28%	40
74702	Oklahoma	Sherman, TX - Ada, OK	No Data	7	0.02%	4
75456	Texas	Shreveport	No Data	2	0.01%	2
75505	Texas	Shreveport	No Data	1	0.00%	1



 Campaigns (1)

NAME ▾	START	END	BOOKED	DELIVERED	REMAINING	PACING TARGET (IN FILTER)	DELIVERED (IN FILTER)
▶ Visit McKinney	08/26/2022	09/21/2022	30,000	30,013	-13	30,000	30,013

 Content Providers (86)

NAME	TOTAL ▾	% DISTRIBUTION
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AMC	6,600	21.99%
Lifetime	4,574	15.24%
Crackle	2,218	7.39%
Discovery ID	2,115	7.05%
Xumo	1,930	6.43%
TLC	1,723	5.74%
Pluto	1,593	5.31%
NBA	1,144	3.81%
Tubi	837	2.79%
Sundance TV	823	2.74%
Newsy	579	1.93%
Samsung TV Plus	578	1.93%
TBS	559	1.86%
MSNBC	519	1.73%
Syfy	470	1.57%
The CW	350	1.17%
MLB	289	0.96%
Food Network	281	0.94%
Univision	280	0.93%
FOX Sports	277	0.92%

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Actual Measurement

Impressions measured by the platform.

 Device Distribution

CONNECTED TV	97.87%
MOBILE	1.53%
DESKTOP	0.38%
TABLET	0.22%

 Daypart Distribution (ET)

MID TO 2AM	8.44%
2AM TO 6AM	17.14%
6AM TO 9AM	12.11%
9AM TO 4PM	28.49%

UNKNOWN	0.00%	4PM TO 7PM	12.57%
		7PM TO MID	21.25%