

Collide Programmatic Campaigns
02/01/2017 - 02/28/2017

Name	Type	Imps. Served	Clicks	CTR	Video Starts	100% Complete	Completion Rate
Collide Video Male	instream	1,255,790	2,117	0.17%	1,228,715	756,803	61.59%
Collide Video _ Action Movies	demographic	988,376	251	0.03%	974,973	481,737	49.41%
Collide Video_Movies Non Skippable	instream	843,646	1,844	0.22%	823,828	540,660	65.63%
Collide Video_Movies Non Skippable 15	instream	6,419,749	14,690	0.23%	6,201,851	4,604,626	74.25%
		9,507,561	18,902	0.20%	9,229,367	6,383,826	69.17%

:15 second Ad Completion

Size	Ad Name	Imps. Won	Ad Type	Clicks	CTR	Video Starts	100% Complete	Completion Rate
854x480	Collide Risk15 Friday	310,953	Video	596	0.19%	301,211	237,117	78.72%
1920x1080	Collide Drive15 Tomorrow	120,086	Video	312	0.26%	113,246	76,320	67.39%
1920x1080	Collide Wild15_Tomorrow	119,376	Video	303	0.25%	112,342	76,099	67.74%
1920x1080	Collide Risk15 Now Playing	199,200	Video	494	0.25%	190,306	156,122	82.04%
1920x1080	Collide Risk_15	1,015,804	Video	2,269	0.22%	984,709	699,264	71.01%
1920x1080	Collide_WildRide_15	999,205	Video	2,244	0.22%	968,577	725,255	74.88%
1920x1080	Collide Drive_15	1,079,072	Video	2,673	0.25%	1,046,631	785,916	75.09%
1920x1080	Collide MOney_15	1,000,973	Video	2,235	0.22%	970,583	725,249	74.72%
1920x1080	Collide Wild15 Now Playing	201,139	Video	492	0.24%	192,150	158,399	82.44%
854x480	Collide Money15_Tomorrow	119,510	Video	322	0.27%	112,552	77,390	68.76%
1920x1080	Collide Risk15 Tomorrow	120,114	Video	345	0.29%	113,103	75,937	67.14%
854x480	Collide Wild Ride15 Friday	311,177	Video	644	0.21%	301,636	236,904	78.54%
1920x1080	Collide Drive15 Now Playing	198,985	Video	535	0.27%	190,127	101,801	53.54%
854x480	Collide Drive 15 Friday	311,589	Video	626	0.20%	301,864	236,807	78.45%
1920x1080	Collide Money15 Friday	311,573	Video	600	0.19%	301,904	235,456	77.99%
		6,419,749		14,690	0.23%	6,201,851	4,604,626	74.25%