

OTT Reporting

January/February 2026



Campaign Overview



- Flight Dates: January 20- February 26, 2026
- Targets: Families and Lee County voters age 65-75, Need to promote enrollment for VPK, dual enrollment, Career/technical education and advanced programs.
Geo: Lee County, Florida



Campaign Delivery –



OTT- Streaming TV

Impressions Promised: 102,621

Impression Delivered: 103,951

Delivery: 101%

Completion Rate: 97.44%

Conversions: 2,616

Companion Display Banner Ad

Impressions Promised: 52,600

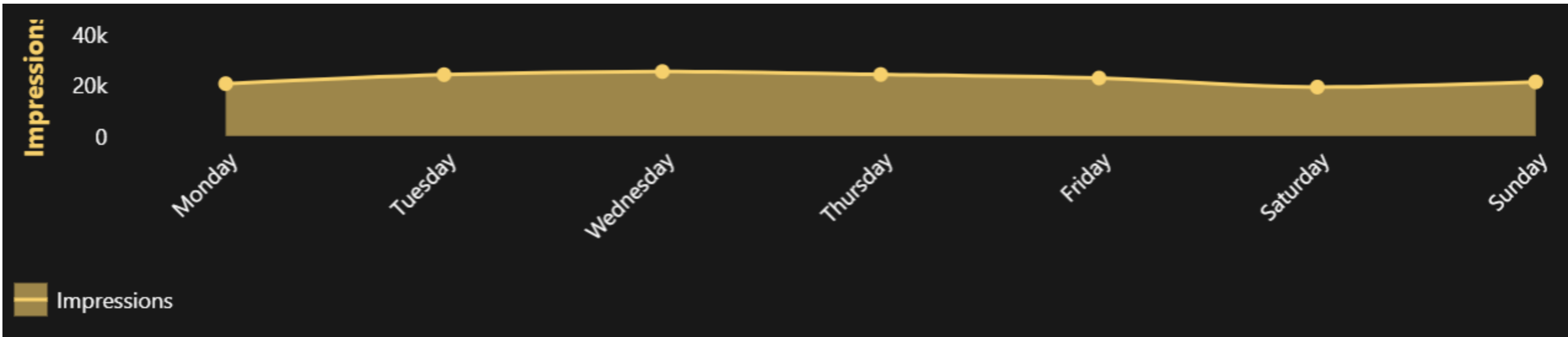
Impression Delivered: 53,811

Delivery: 102%

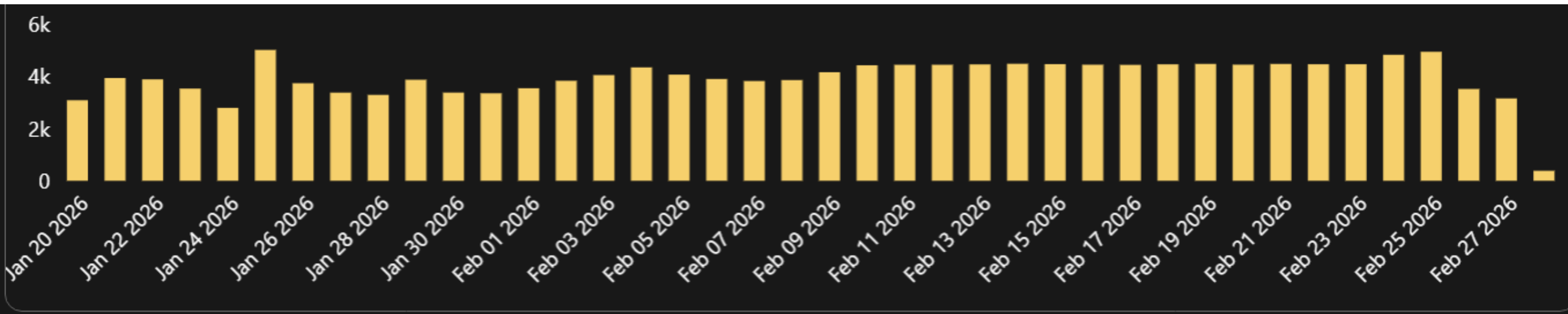
Clicks: 167

CTR: 0.31%

Day of Week Distribution



Campaign Impressions by Day



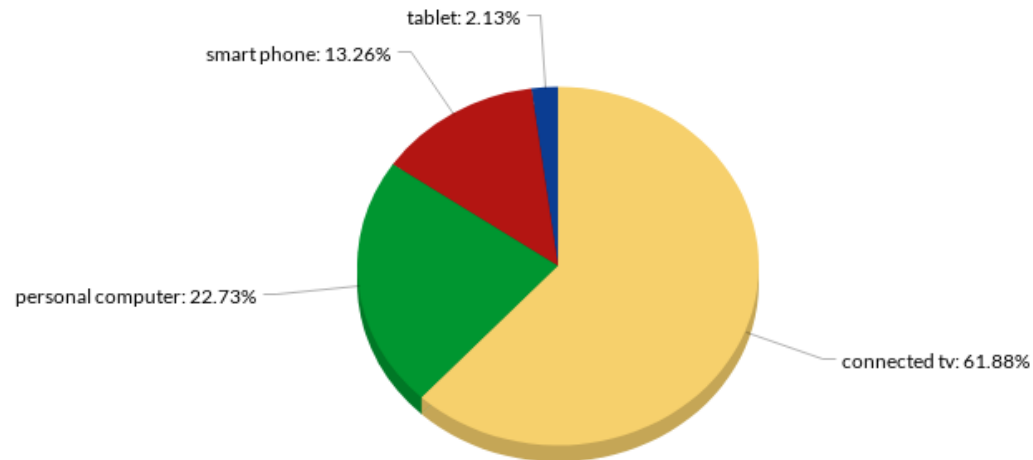
Device Split



Devices people are watching/Online from

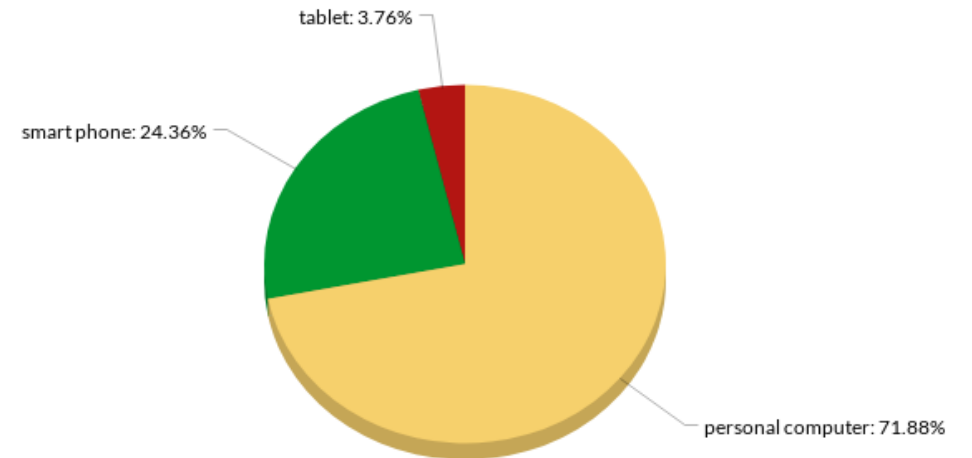
OTT- Streaming TV

VIDEO DEVICE SPLIT



Companion Display Banner Ad

DISPLAY DEVICE SPLIT



Top Geo Distribution



33993	CAPE CORAL	Florida	12,662
33914	CAPE CORAL	Florida	12,305
33909	CAPE CORAL	Florida	12,025
33990	CAPE CORAL	Florida	9,489
33991	CAPE CORAL	Florida	7,880
34135	BONITA SPRINGS	Florida	7,645
33908	Fort Myers	Florida	7,514
33916	Fort Myers	Florida	7,487



Video Site Distribution



Top Channels/Networks Viewed

Sling TV	17,732
DISHNetwork	6,601
FuboTV	5,692
OneFOX	4,316
fuboTV: Watch Live Sports TV	2,419
fuboTV Watch Live Sports TV	1,994
AMC	1,937
SLING: Live TV, Shows Movies	1,703

- **69.1% Prime channels-**
(Sling, Dish, Samsung)-
Impressions Delivered:
In order-
Paramount+, Disney+,
Peacock, Prime, HULU,



Thank You!

