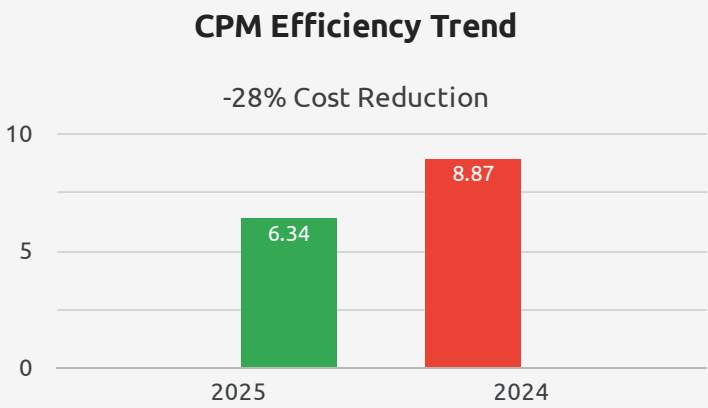
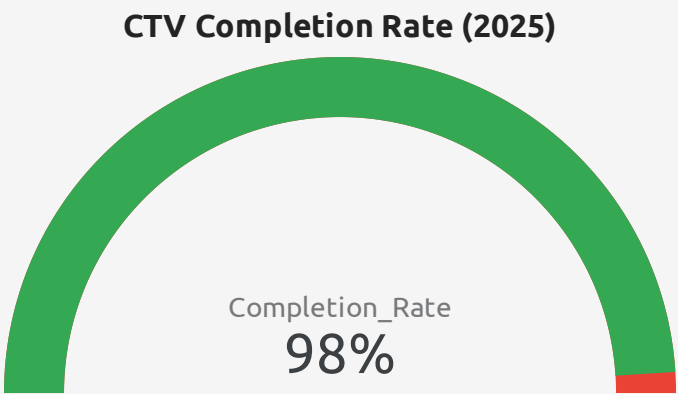
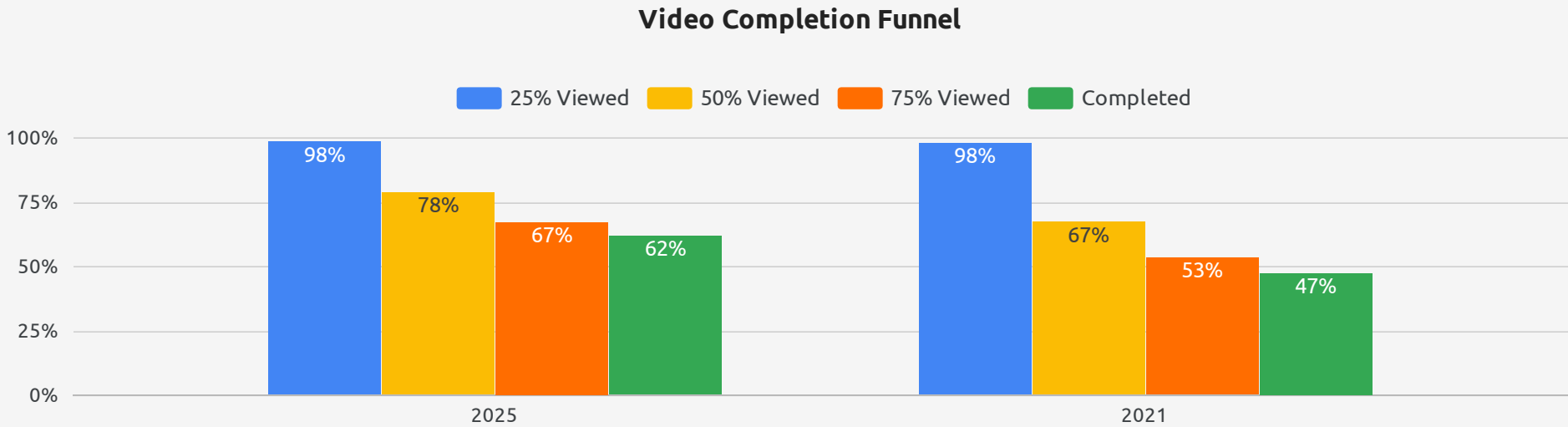
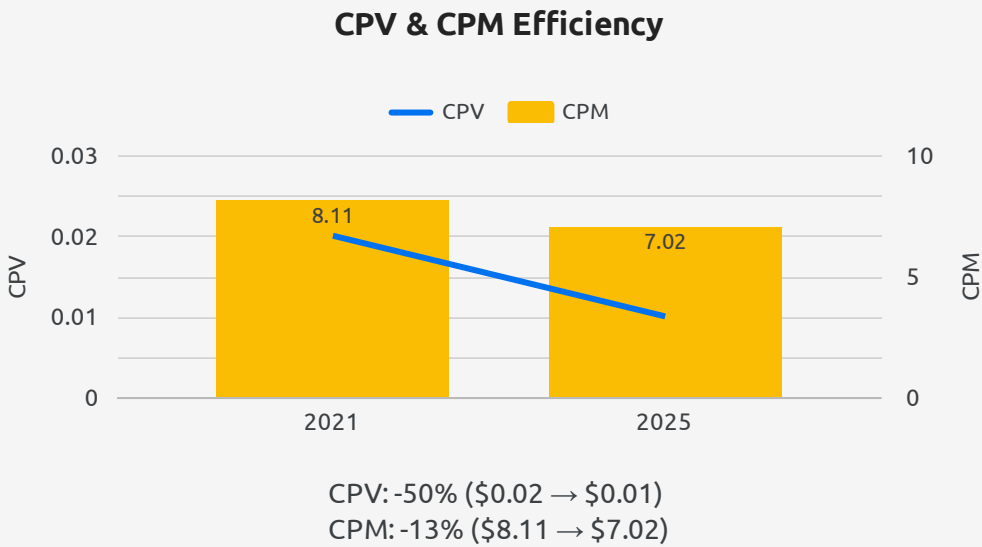
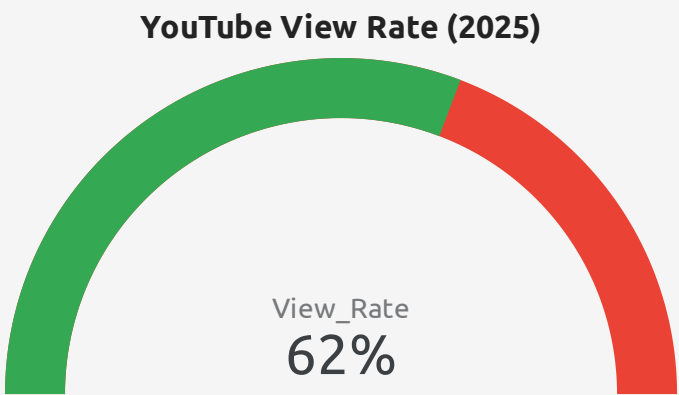


# Video Performance: Engagement & Efficiency

## CTV Performance (Engagement & Cost)



## YouTube Performance (Quality & Retention)



**Key Insight:**

- 2021: 47% completed entire video
- 2025: 62% completed entire video (+14 percentage points)
- Improved targeting → Higher-quality, more engaged viewers