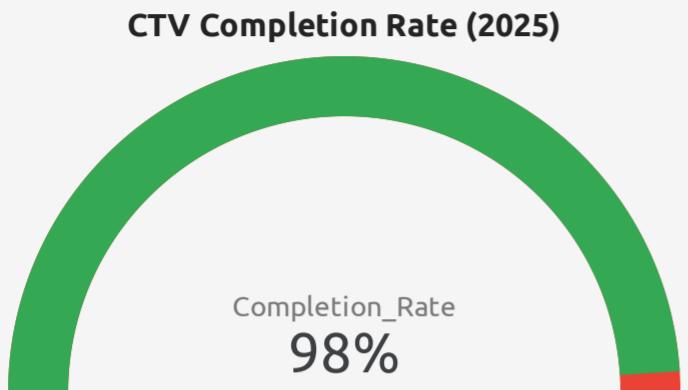
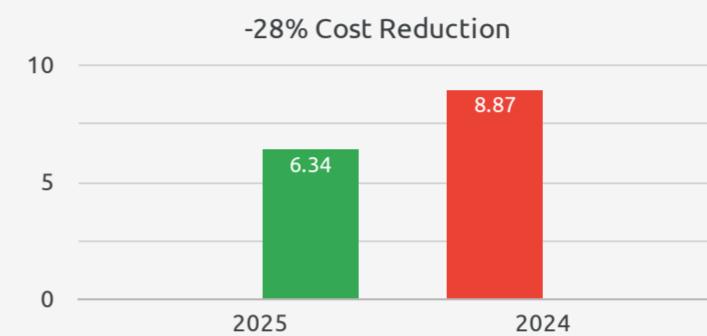


Video Performance: Engagement & Efficiency

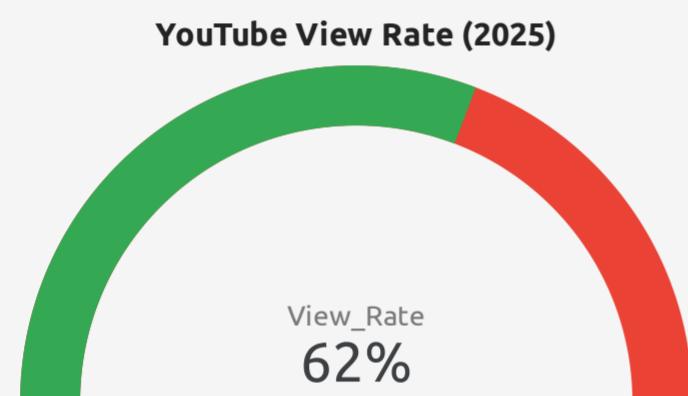
CTV Performance (Engagement & Cost)



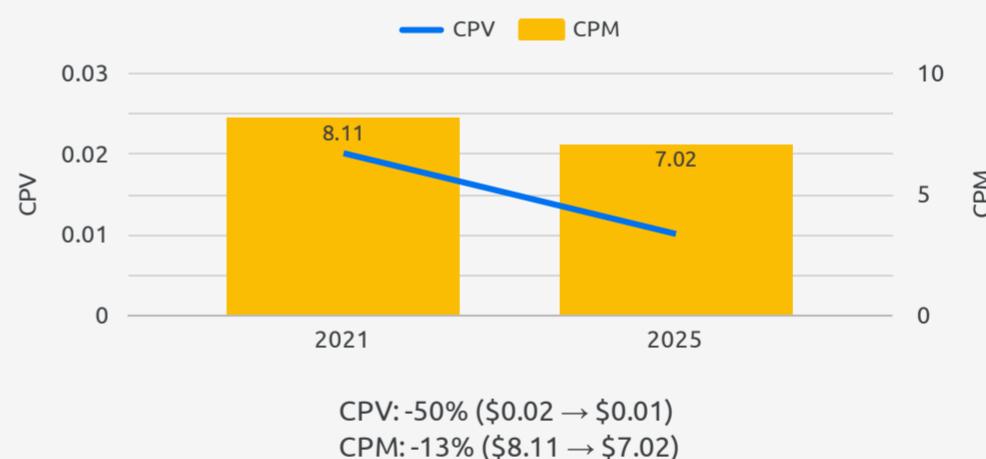
CPM Efficiency Trend



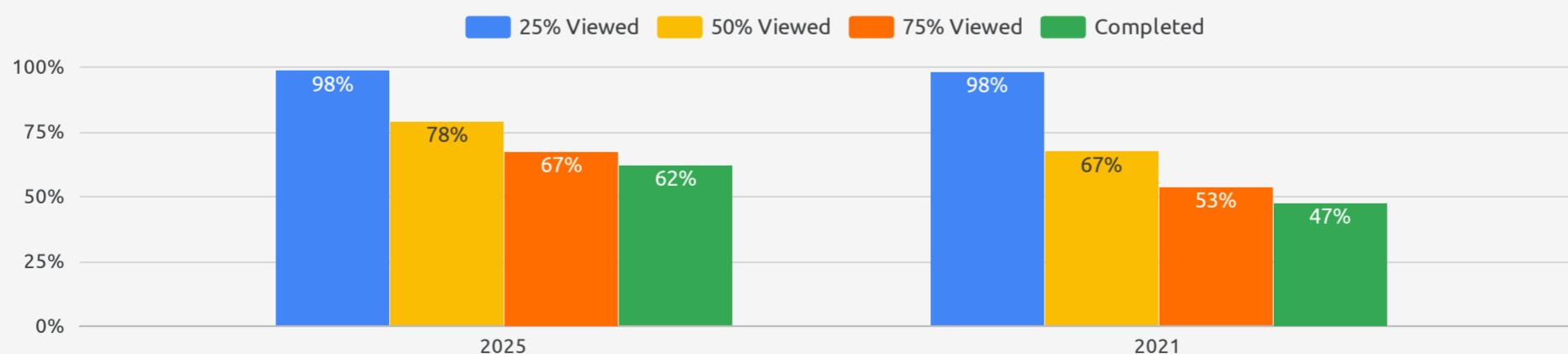
YouTube Performance (Quality & Retention)



CPV & CPM Efficiency



Video Completion Funnel



Key Insight:

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