

Digital Marketing Report

Impressions

How many ads were served:

128,703

Clicks

Times a user clicked on an ad

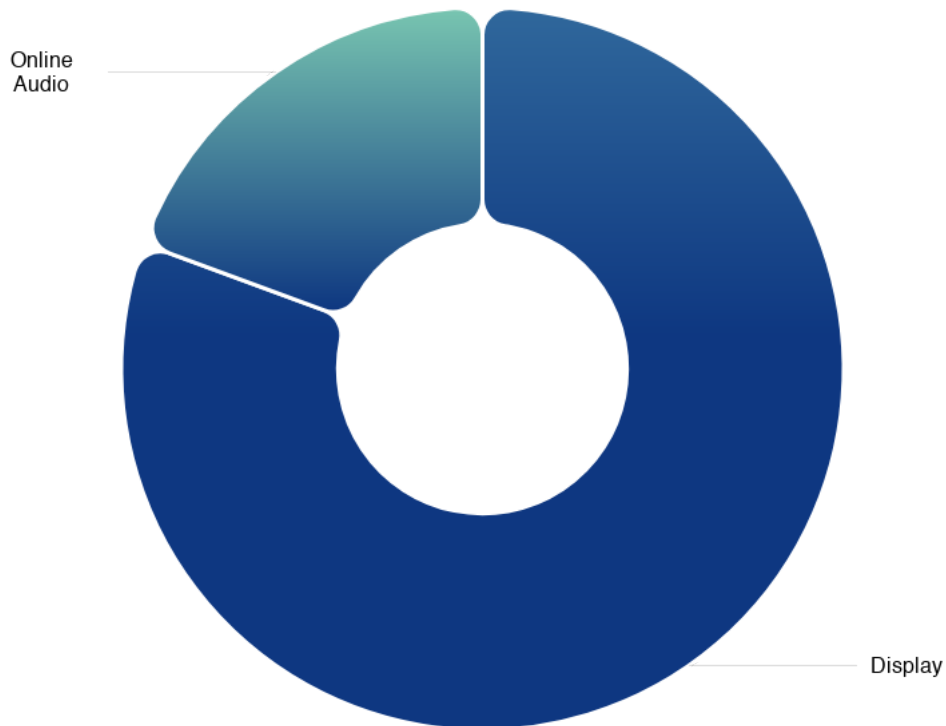
666

Click-Through Rate

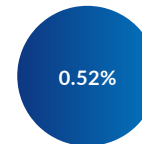
$(\text{Clicks} / \text{Impressions}) \times 100$

0.52%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

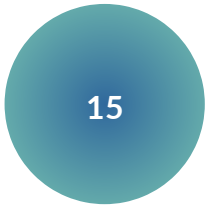
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sholley Insurance - Dentists/Medical Offices/Truck Drivers Behavioral B2B Display	31,440	242	0.77%	11.00
Sholley Insurance - AI Display	31,355	322	1.03%	14.67
Sholley Insurance - Keyword Display	31,201	41	0.13%	1.88
Sholley Insurance - AI Audio	12,986	10	0.08%	1.10
Sholley Insurance - Dentists/Medical Offices/Truck Drivers Behavioral B2B Audio	11,713	2	0.02%	0.24
Sholley Insurance - Retargeting Display	9,774	49	0.50%	7.16
Sholley Insurance - Retargeting Audio	234	0	0.00%	0.00

Display Click Conversions

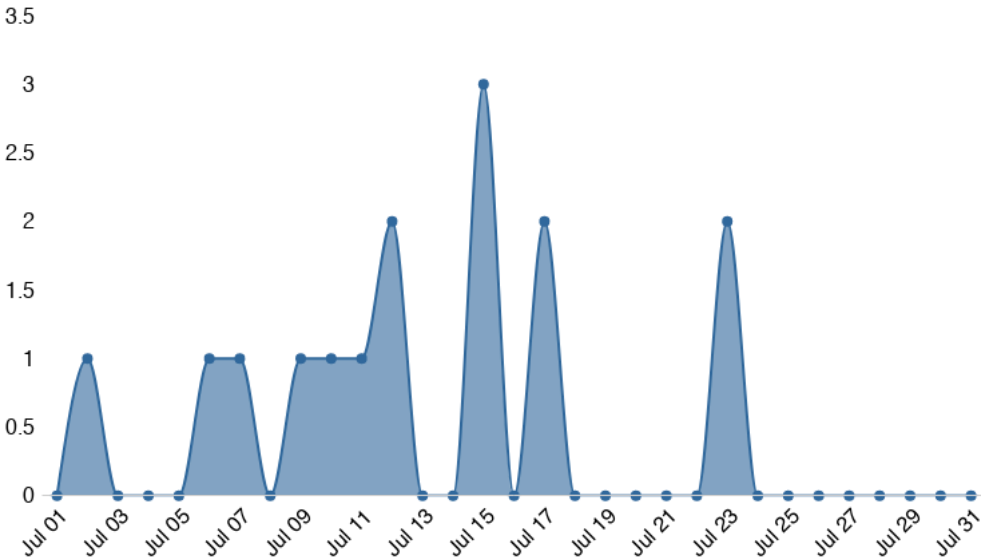


Times users clicked on an ad leading to your site and visited a page or completed an action

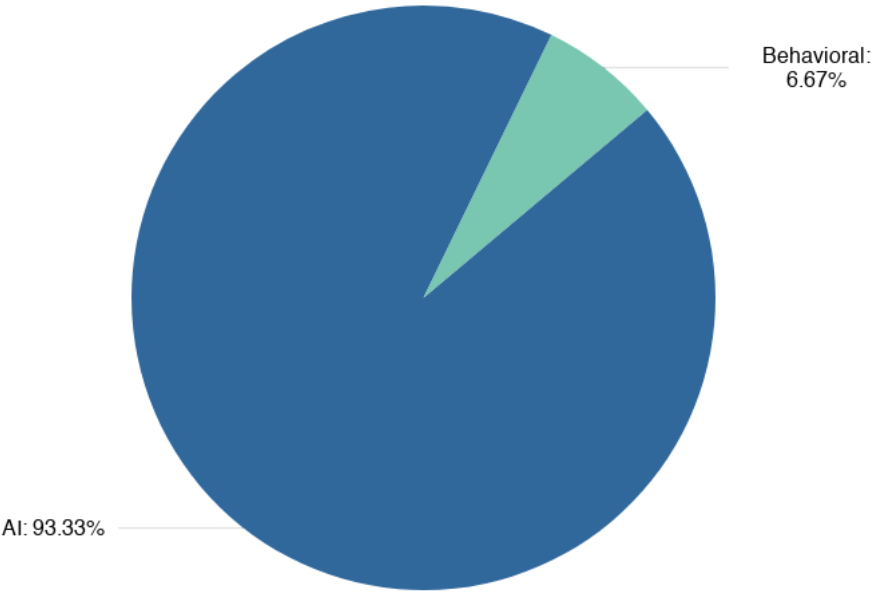
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Sholley Insurance Contact Page View	11
Sholley Insurance Quote Page View	4

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Online Audio View-through Conversions

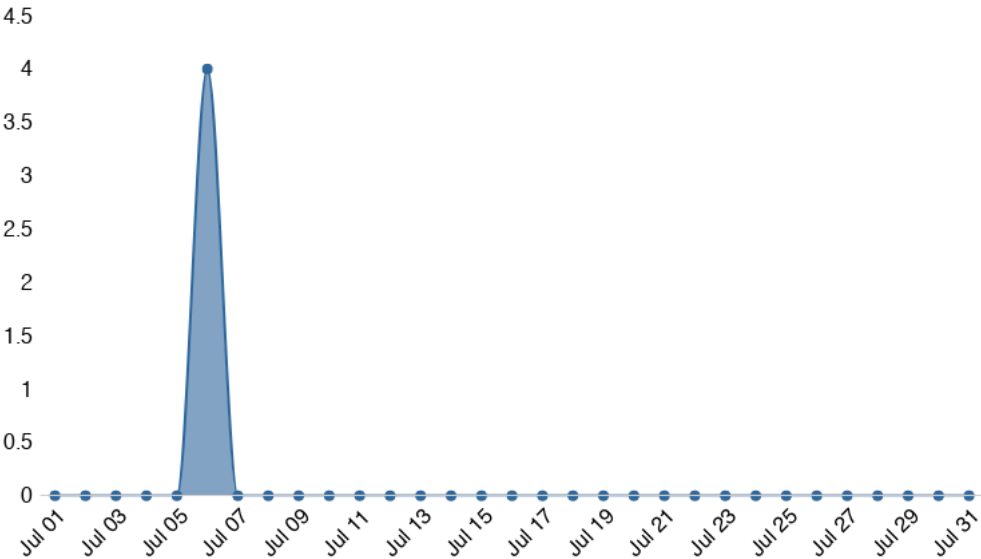


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

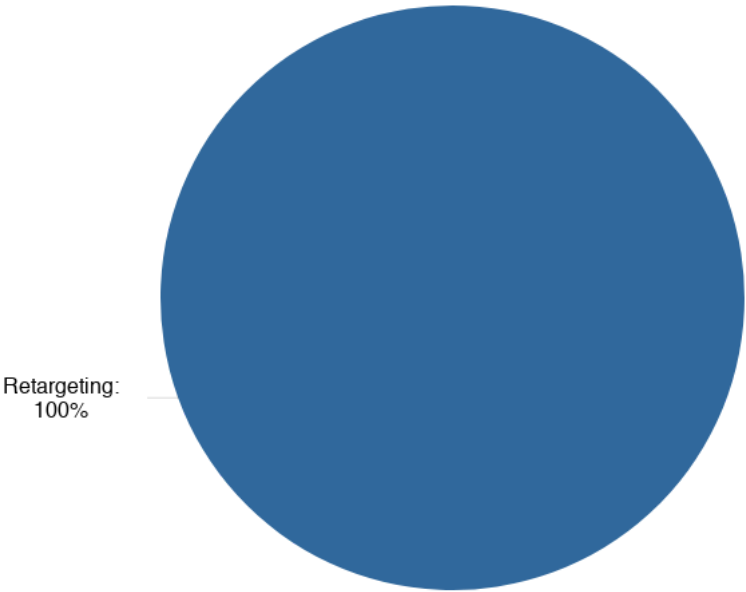
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sholley Insurance Homepage Visits	4

Online Audio View-through Conversions by Day



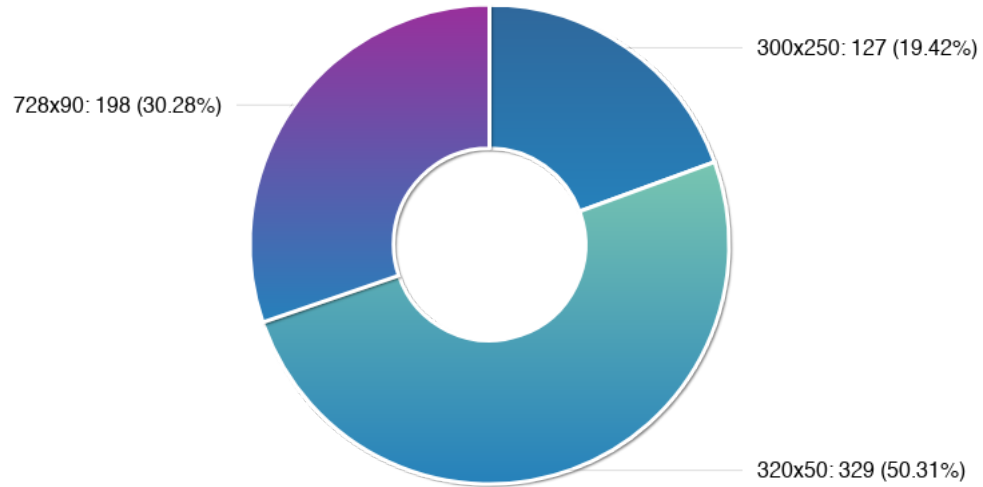
Top Online Audio View-through Conversions by Strategy



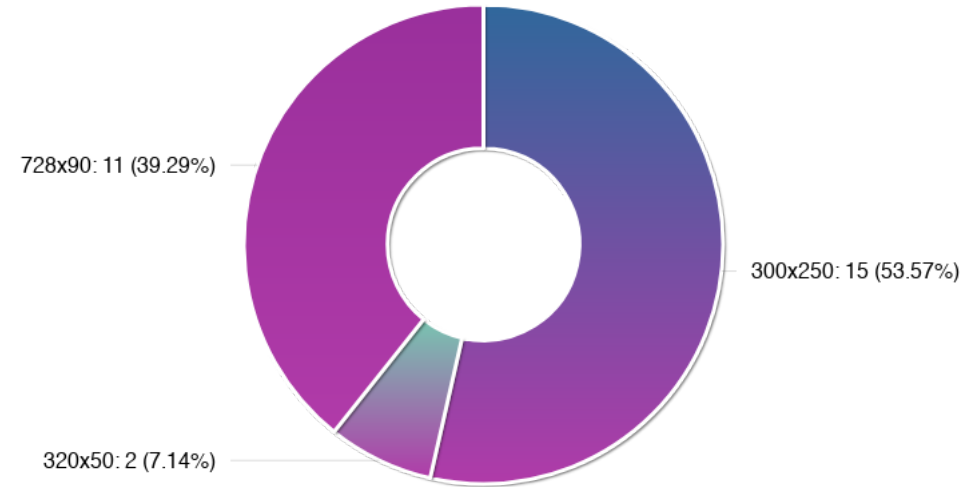
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
 	Sholley Insurance_5.6.26_SHOLLEY-Encova-320x50.gif	46,841	329	0.70%	10.03
Thumbnail not available	Sholley Insurance_5.6.26_SHOLLEY-Encova-78x90.gif	24,150	198	0.82%	11.71
 	Sholley Insurance_5.6.26_SHOLLEY-Encova-300x250 (2).gif	32,779	127	0.39%	5.53

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sholley Insurance_4.27_Sholley Insurance Agency Running Your Business 2026 (1).mp3	20,320	12	0.06%	0.84
Sholley Insurance_4.27_Sholley Insurance Agency What If 2026 (1).mp3	4,613	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sholley Insurance - Retargeting Audio	97.86%	95.73%	95.30%	94.44%
Sholley Insurance - Dentists/Medical Offices/Truck Drivers Behavioral B2B Audio	97.19%	96.47%	96.03%	95.42%
Sholley Insurance - AI Audio	93.32%	91.71%	90.21%	89.10%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	86,859	535	0.62%
Desktop	A personal computing device that remains stationary at one location.	24,185	111	0.46%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,675	20	0.26%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,808	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	1,012	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	783	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	10	0	0.00%

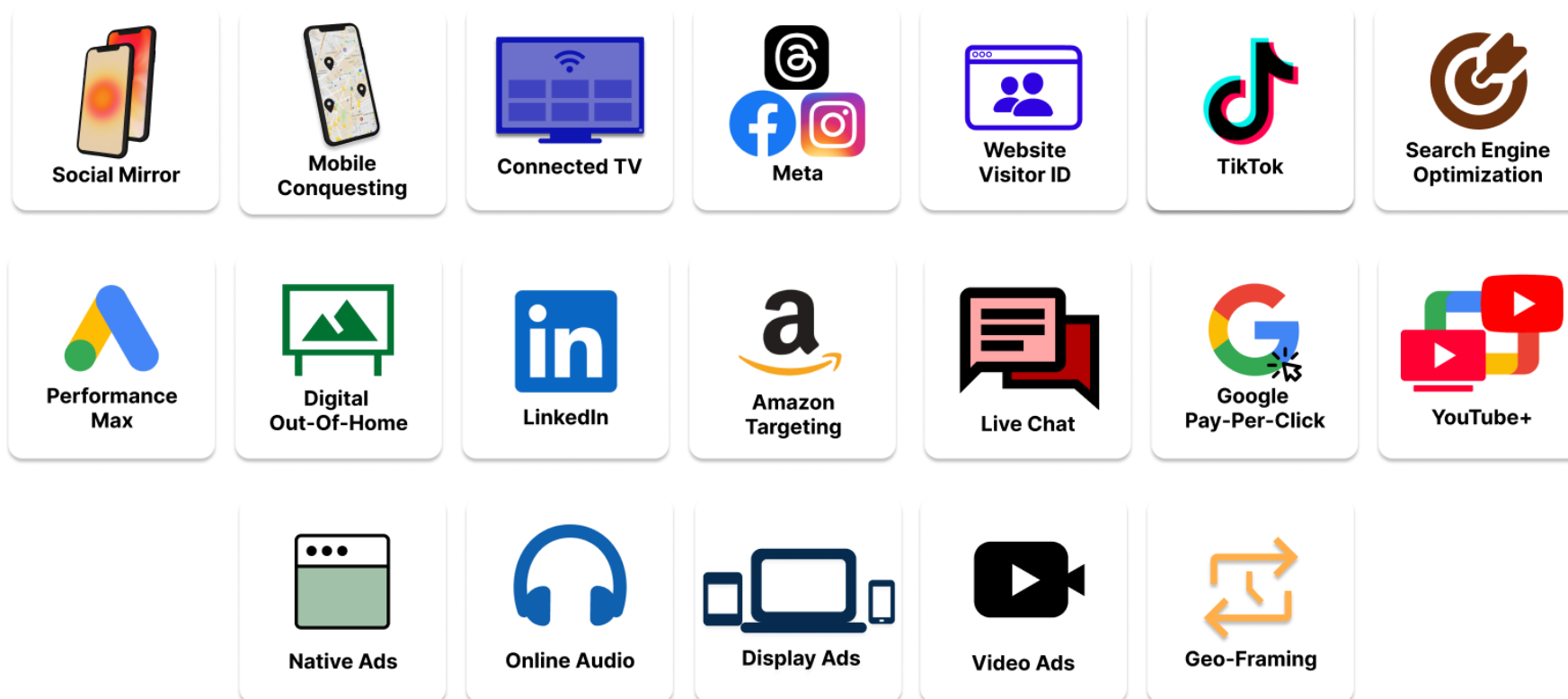
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	7,959	11	0.14%
Vizio	4,660	0	0.00%
Samsung	3,516	1	0.03%
Amazon	564	0	0.00%
Motorola	259	0	0.00%
Google	225	0	0.00%
Roku	172	0	0.00%
Hisense	31	0	0.00%
LG	15	0	0.00%
Huawei	7	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	8,616	58	0.67%
Spotify - Music and Podcasts	5,914	11	0.19%
T-Mobile Play	3,288	128	3.89%
Spotify: Play music & podcasts	1,977	1	0.05%
nypost.com	1,919	9	0.47%
usatoday.com	1,643	6	0.37%
msn.com	1,558	0	0.00%
foxnews.com	1,344	0	0.00%
mybartender.com	1,223	1	0.08%
dailymail.com	1,129	6	0.53%
tmz.com	1,124	2	0.18%
wnep.com	1,104	1	0.09%
libsyn.com	1,066	0	0.00%
wfmz.com	1,025	0	0.00%
abc27.com	810	2	0.25%
thetouristchecklist.com	698	2	0.29%
tasteofhome.com	596	0	0.00%
lotterypost.com	582	0	0.00%
wanderingwheatleys.com	536	0	0.00%
arcamax.com	504	5	0.99%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.