

Digital Marketing Report

Impressions

How many ads were served:

128,748

Clicks

Times a user clicked on an ad

1,342

Click-Through Rate

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

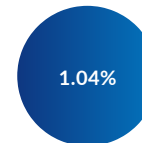
1.04%

Your Product Breakout by Impressions



Display

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.

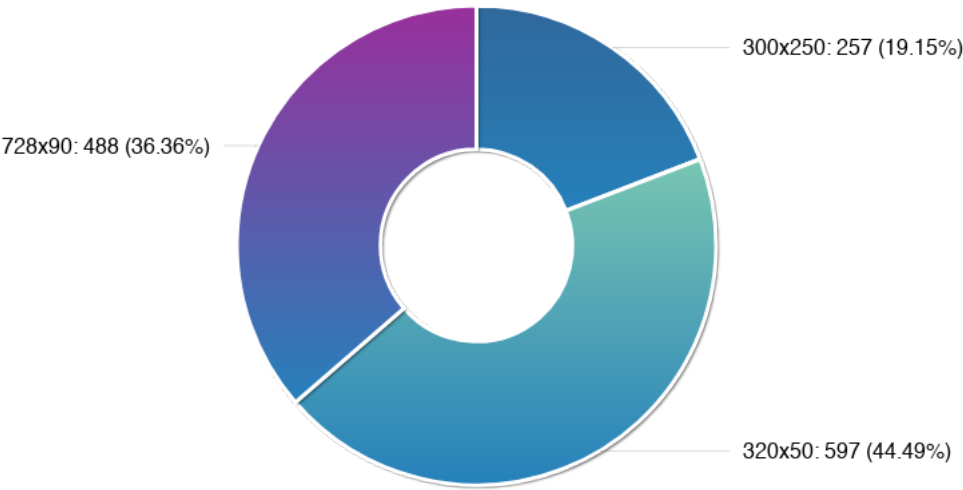
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Tillman's Restaurant and Equipment - Chefs/Restaurant Owners/Restaurant Industry Behavioral B2B Display	65,265	927	1.42%	20.29
Tillman's Restaurant and Equipment - AI B2B Display	60,067	402	0.67%	9.56
Tillman's Restaurant and Equipment - Geo-Fencing B2B Display	2,937	11	0.37%	5.35
Tillman's Restaurant and Equipment - Geo-Retargeting B2B Display	479	2	0.42%	5.96

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Tillmans 320x50	53,703	597	1.11%	15.88
	Tillmans 728x90	44,981	488	1.08%	15.50
	Tillmans 300x250	30,064	257	0.85%	12.21

Display Click Performance by Ad Size



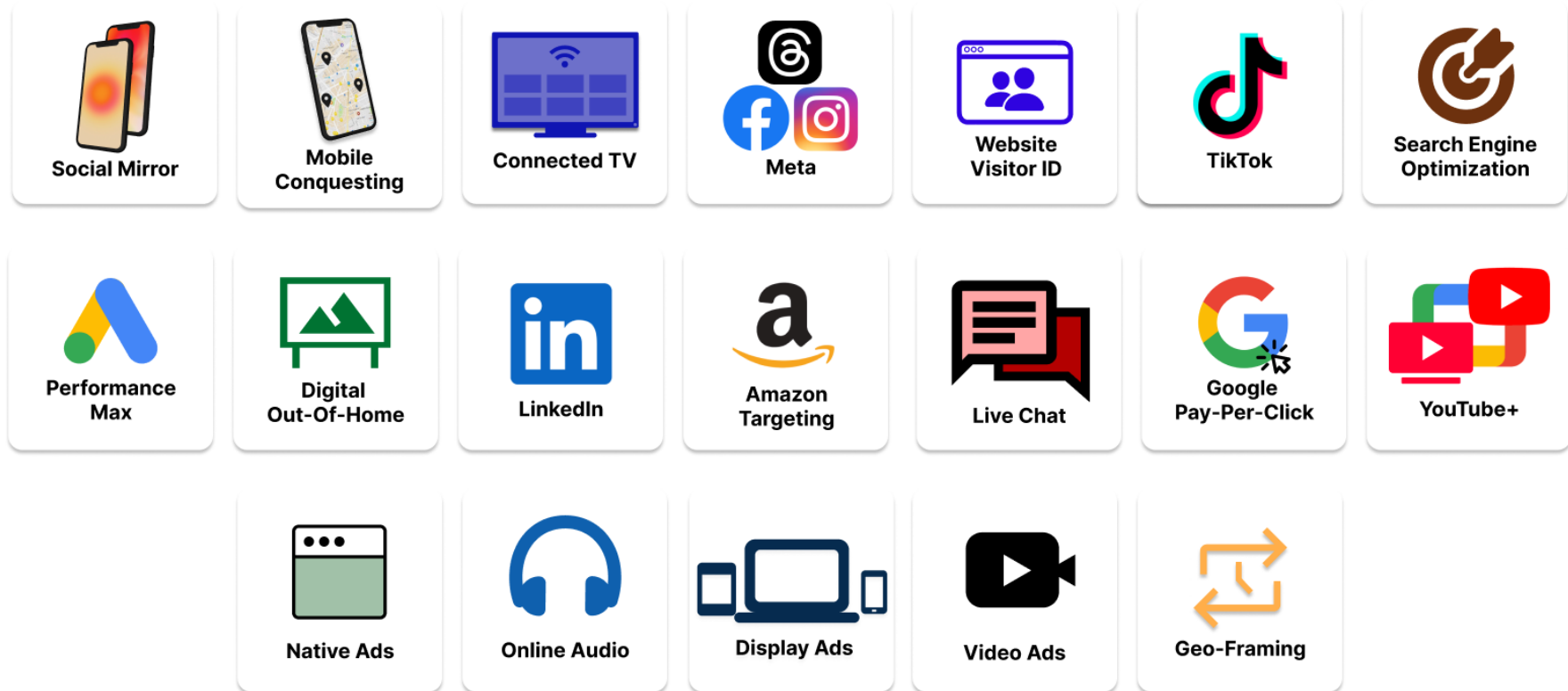
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	89,432	1,086	1.21%
Desktop	A personal computing device that remains stationary at one location.	22,361	158	0.71%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,453	102	0.58%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	2,391	61	2.55%
themirror.com	1,512	11	0.73%
msn.com	1,497	0	0.00%
nypost.com	1,048	7	0.67%
aol.com	825	0	0.00%
foxnews.com	764	1	0.13%
lawandcrime.com	720	0	0.00%
Web Video Cast Browser to TV	695	0	0.00%
merriam-webster.com	670	1	0.15%
MyRadar Weather Radar	661	2	0.30%
Weather by WeatherBug	594	1	0.17%
tunein.com	586	2	0.34%
biblegateway.com	544	0	0.00%
Yahoo Mail - Organized Email	451	0	0.00%
Golf GPS SwingU	422	2	0.47%
Flightradar24 Flight Tracker	402	2	0.50%
hollywoodpq.com	385	2	0.52%
huffpost.com	372	2	0.54%
realtor.com	359	1	0.28%
arcamax.com	336	14	4.17%

All available products in our *toolbox*.



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