

Digital Marketing Report

Impressions

How many ads were served:

481

Clicks

Times a user clicked on an ad

1

X the National Average



X the National Avg (.07%)

Your Product Breakout by Impressions



YouTube+

**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%)
City of Charlottesville Gas - Homeowners YouTube+	481	1	0.21%	2.97

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
City of Charlottesville Gas_Drought	481	1	90.64%	0.04

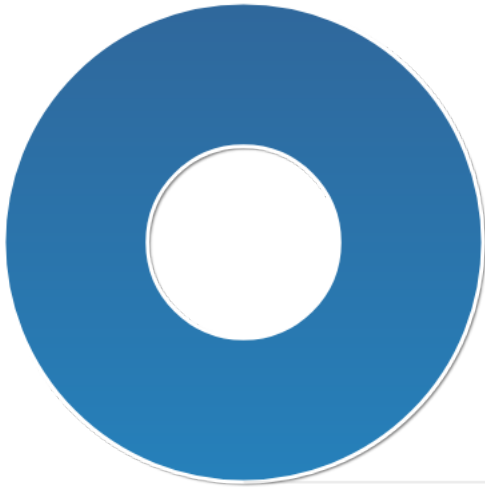
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
City of Charlottesville Gas_Drought	96.26%	94.18%	91.06%	90.64%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	305	1	0.33%
Mobile	A portable electronic device that can connect to the internet.	65	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	59	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	52	0	0.00%

YouTube+ Placement Performance



YouTube Channe...: 100%

Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	5	0	0.00%
Judge Fleischer Fans	1	1	100.00%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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