

Digital Marketing Report

Impressions

How many ads were served:

34,119

Clicks

Times a user clicked on an ad

125

Click-Through Rate

(Clicks/Impressions) x 100

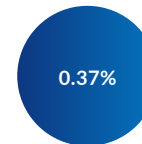
0.37%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.



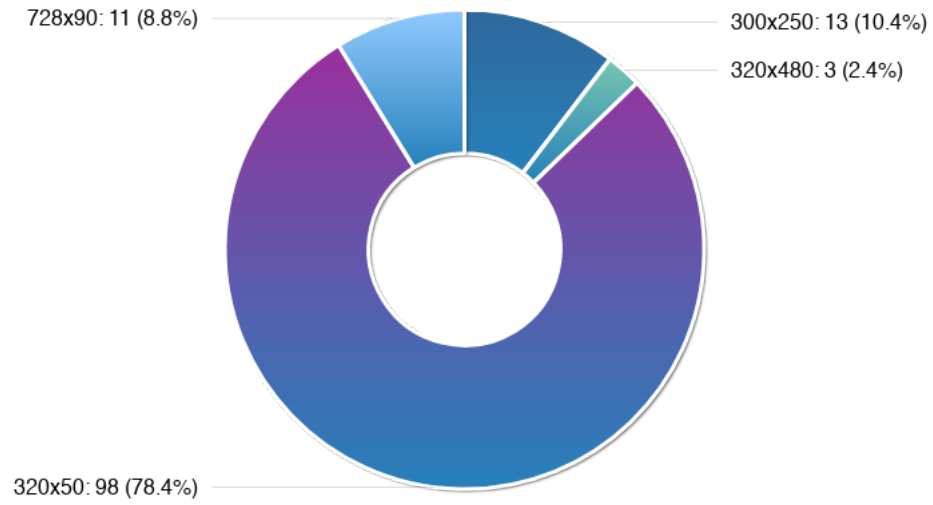
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kohler for County Commissioner - Address Retargeting Mobile	27,996	83	0.30%	4.24
Kohler for County Commissioner - Address Targeting Mobile	6,123	42	0.69%	9.80

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kohler for County Commissioner_kohler 320x50.png	16,416	55	0.34%	4.79
Preview not available	Kohler for County Commissioner_Scroller Ad	13,330	43	0.32%	4.61
	Kohler for County Commissioner_kohler 728 x 90.png	1,997	11	0.55%	7.87
	Kohler for County Commissioner_kohler 300 x 250.png	1,774	13	0.73%	10.47
	Kohler for County Commissioner_kohler 320x480.png	602	3	0.50%	7.12

Mobile Conquesting Click Performance by Ad Size



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.