

Digital Marketing Report

Impressions

How many ads were served:

74,633

Clicks

Times a user clicked on an ad

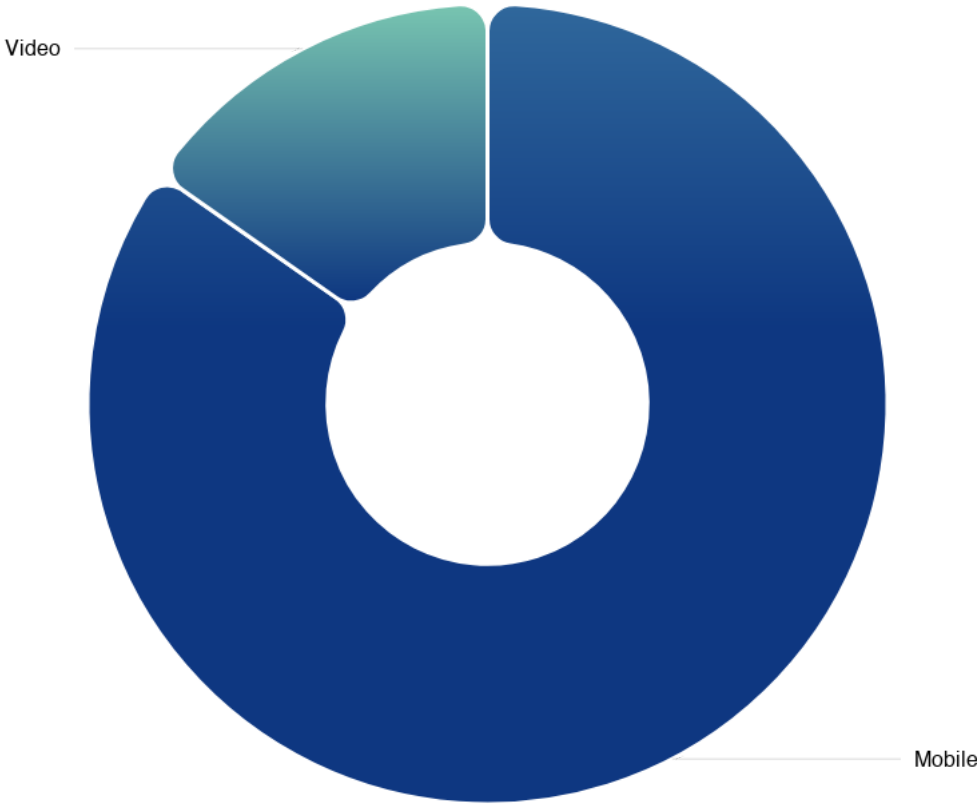
250

Click-Through Rate

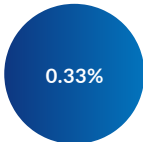
$(\text{Clicks} / \text{Impressions}) \times 100$

0.33%

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%)

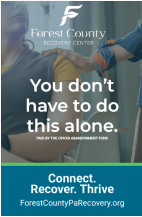
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



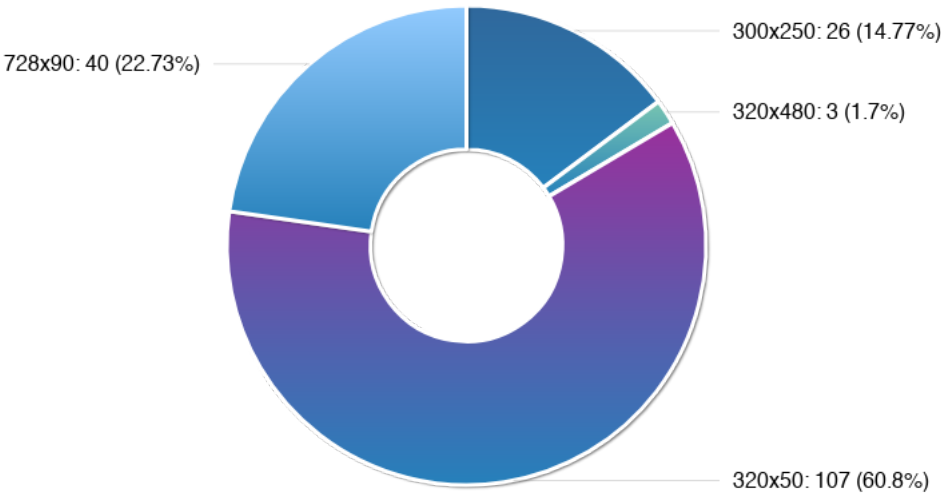
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Forest County Opioid Trust - Health Service Visitors/Rehabilitation Office Visitors Mobile	62,252	172	0.28%	3.95
Forest County Opioid Trust - AI Video	11,402	74	0.65%	9.27
Forest County Opioid Trust - Geo-Retargeting Mobile	891	1	0.11%	1.60
Forest County Opioid Trust - Geo-Fencing Mobile	88	3	3.41%	48.70

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Forest County Opioid Trust_7.9_26Jun-FCR_320x50	52,793	107	0.20%	2.90
	Forest County Opioid Trust_7.9_26Jun-FCR_728x90.gif	6,552	40	0.61%	8.72
	Forest County Opioid Trust_7.9_26Jun-FCR_300x250.gif	3,322	26	0.78%	11.18
	Forest County Opioid Trust_7.9_26Jun-FCR_320x480.gif	331	3	0.91%	12.95
Preview not available	Forest County Opioid Trust_7.9_FCRC_Overview 30sec_FINAL	233	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
 A video thumbnail for the Forest County Opioid Trust. It features a scenic landscape with green mountains, a blue sky, and a green forest. In the center, there is a circular logo with a stylized 'F' and the text 'FOREST COUNTY RECOVER' around it. Below the logo, the phone number '814-723-1330' is displayed in white, followed by the address '111 Bridge Street, Tionesta, PA' and the website 'ForestCountyPARecover.org'.	Forest County Opioid Trust_7.9_FCRC_Overview 30sec_FINAL	11,402	74	0.65%	9.27

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Forest County Opioid Trust - AI Video	79.88%	71.17%	66.08%	59.76%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Buzzard Swamp Wildlife Area:	Forest Road 157	Marienville	PA	16239			74	1	1.35%
Kiwi's Diner	101 Faulkner Dr	Tionesta	PA	16353			8	0	0.00%
West Hickory Sportsman's Bar	3573 Main St	West Hickory	PA	16370			2	1	50.00%
Tionesta Volunteer Fire Dept Social Hall:	107 Bridge St	Tionesta	PA	16353			1	0	0.00%
Tionesta Lake & Dam	1253 Tionesta Dam Rd	Tionesta	PA	16353			1	1	100.00%
Subway	632 Elm St	Tionesta	PA	16353			1	0	0.00%
Sherman Memorial Lighthouse	Lighthouse Island	Tionesta	PA	16353			1	0	0.00%
Trails End Restaurant	2738 Forest Rd	Cooksburg	PA	16217			0	0	-

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	8,614	49	0.57%
Desktop	A personal computing device that remains stationary at one location.	1,641	15	0.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,147	10	0.87%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
thehive.com	2,748	25	0.91%
the-sun.com	472	1	0.21%
cheddar.tv	300	0	0.00%
albumoftheyear.org	214	0	0.00%
thesun.co.uk	142	0	0.00%
warcraftlogs.com	129	0	0.00%
cookwithbenchi.com	119	7	5.88%
nypost.com	106	0	0.00%
thesaltysoldier.com	81	1	1.23%
Plex - Stream for Free - Free Movies and TV	68	0	0.00%
rezepty.com	60	2	3.33%
yourerie.com	57	1	1.75%
icy-veins.com	54	0	0.00%
yugiohcardguide.com	44	0	0.00%
fox8.com	37	0	0.00%
aol.com	35	0	0.00%
themirror.com	33	1	3.03%
wkbn.com	28	2	7.14%
CBS Sports App: Scores & News	27	0	0.00%
classic-mahjong.com	26	1	3.85%

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.