



Digital Marketing Report

Impressions

How many ads were served:

103,005

Clicks

Times a user clicked on an ad

208

Click-Through Rate

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

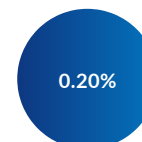
0.20%

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%)
Doctors Clinic - Medical Facilities & Services Behavioral Display	71,460	100	0.14%	2.00
Doctors Clinic - AI Display	31,545	108	0.34%	4.89

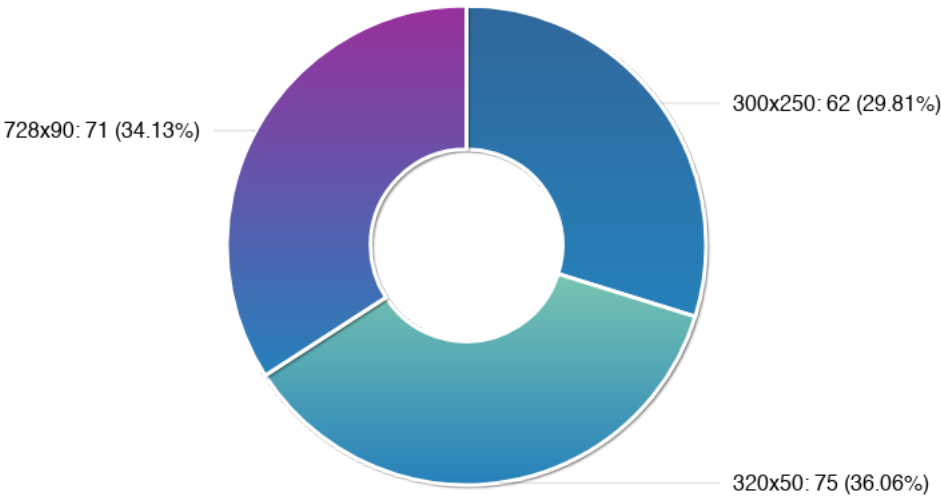


Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TDC_Allergy Season Ahead_320x50	38,608	75	0.19%	2.78
	TDC_Allergy Season Ahead_728x90	23,346	71	0.30%	4.34
	TDC_Allergy Season Ahead_300x250	41,051	62	0.15%	2.16



Display Click Performance by Ad Size



DisplayAd Screenshots

	TDC_Allergy Season Ahead_300x250
Screenshot	



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,740	111	0.22%
Desktop	A personal computing device that remains stationary at one location.	43,339	77	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,926	20	0.20%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	5,983	3	0.05%
arcamax.com	3,045	7	0.23%
zillow.com	1,777	0	0.00%
huffpost.com	1,688	2	0.12%
aol.com	1,604	0	0.00%
merriam-webster.com	1,562	1	0.06%
komonews.com	1,177	2	0.17%
apnews.com	1,059	1	0.09%
king5.com	1,044	2	0.19%
tmz.com	943	2	0.21%
themirror.com	934	4	0.43%
kitsapsun.com	884	2	0.23%
ebay.com	730	0	0.00%
spotify.com	724	2	0.28%
usatoday.com	649	7	1.08%
foxnews.com	511	2	0.39%
fox13seattle.com	497	0	0.00%
pinterest.com	451	0	0.00%
sallysbakingaddiction.com	430	0	0.00%
screenrant.com	427	0	0.00%



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.