

Digital Marketing Report

Impressions

How many ads were served:

15,511

Clicks

Times a user clicked on an ad

106

Click-Through Rate

(Clicks/Impressions) x 100

0.68%

Your Product Breakout by Impressions



LinkedIn

Total Engagement Rate

0.68%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

9.76

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.

LinkedIn Spend Performance

Does not include management fee

LinkedIn Ad Cost

Amount spent on the campaign

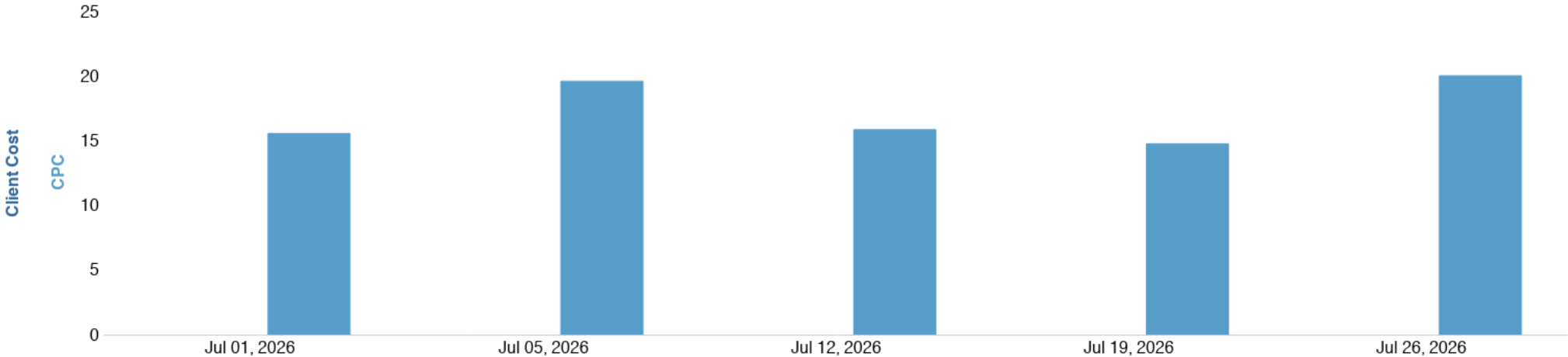
1,795.77

LinkedIn Cost-Per-Click

Cost/Clicks

16.94

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Roanoke City Public Schools - Special Ed, Math, Elementary, Science - Teacher/Special Education Teacher/Science Teacher LinkedIn	15,511	106	0.68%	9.76



LinkedIn Cost per Line Item

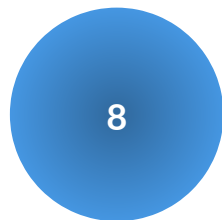
Campaign Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Roanoke City Public Schools - Special Ed, Math, Elementary, Science - Teacher/Special Education Teacher/Science Teacher LinkedIn	15,511	106	0.68%	1,795.77	16.94
Total	15,511	106	0.68%	1,795.77	16.94

Client Cost: Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee.

LinkedIn Reactions



Number of positive reactions your ad received

LinkedIn Shares



Number of times your ad was shared

LinkedIn Other Engagements



Other clicks on your ad include: view all comments, see more description, see social count, see list of likes, and more



LinkedIn Creative Performance

Creative Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Roanoke City Public Schools - Special Ed, Math, Elementary, Science_Carousel	15,511	106	0.68%	1,795.77	16.94

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.