

Digital Marketing Report

Impressions

How many ads were served:

103,902

Clicks

Times a user clicked on an ad

448

Click-Through Rate

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

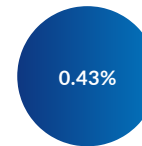
0.43%

Your Product Breakout by Impressions



Mobile

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%)
Lindsey Institute of Cosmetology - Beauty School Students/Beauty Salon Visitors Mobile	90,912	381	0.42%	5.99
Lindsey Institute of Cosmetology - Site Retargeting Mobile	12,990	67	0.52%	7.37

Mobile Conquesting Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

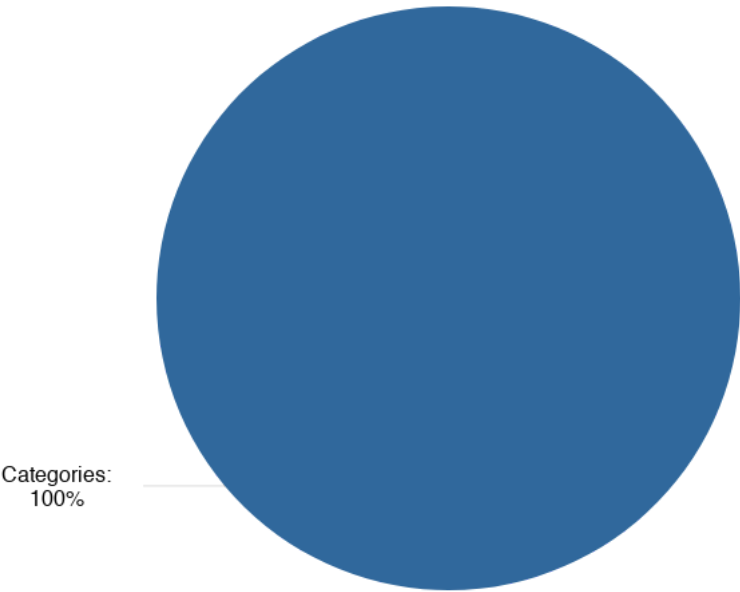
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lindsey Institute of Cosmetology Apprentice Program Page	1

Mobile Conquesting Click Conversions by Day



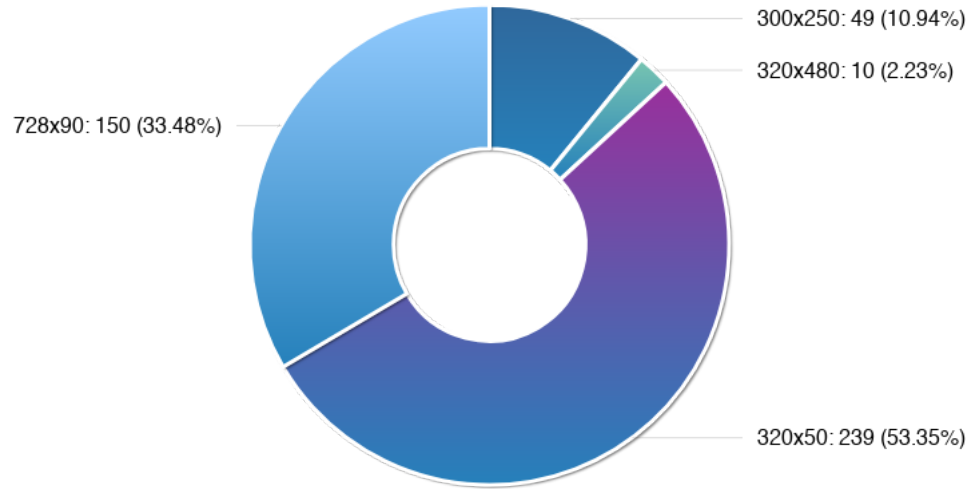
Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lindsey Institute of Cosmetology_26Jun_LindseyCosmetology_320x50 (1).gif	66,965	239	0.36%	5.10
	Lindsey Institute of Cosmetology_26Jun_LindseyCosmetology_728x90 (1).gif	32,790	150	0.46%	6.54
	Lindsey Institute of Cosmetology_26Jun_LindseyCosmetology_300x250 (1).gif	3,561	49	1.38%	19.66
	Lindsey Institute of Cosmetology_26Jun_LindseyCosmetology_320x480 (1).gif	586	10	1.71%	24.38

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.