

Digital Marketing Report

Impressions

How many ads were served:

51,816

Your Product Breakout by Impressions



Digital
Out-Of-Home

**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.*



DOOH Line Item Performance

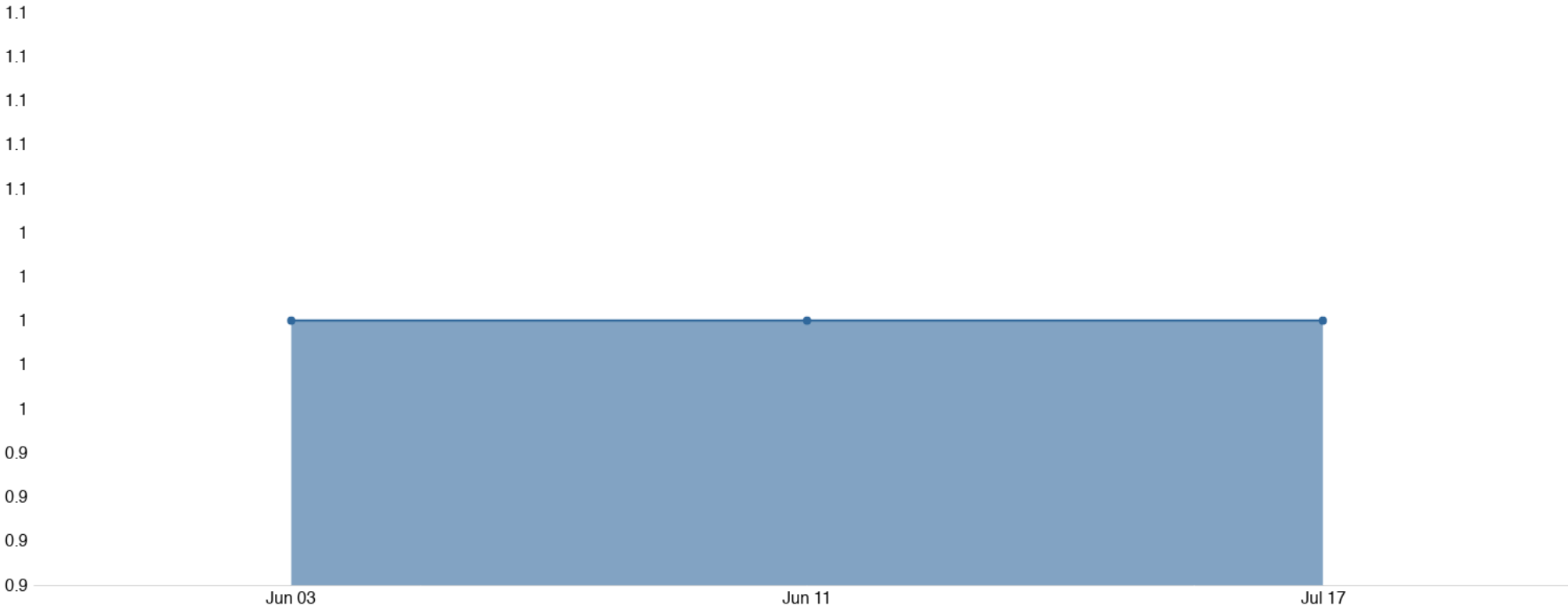
Strategy Name	DOOH Ads Served ↓
Paul Sawyer Public Library - Venue Targeting DOOH Video	51,816

QR Code Scan Performance



Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

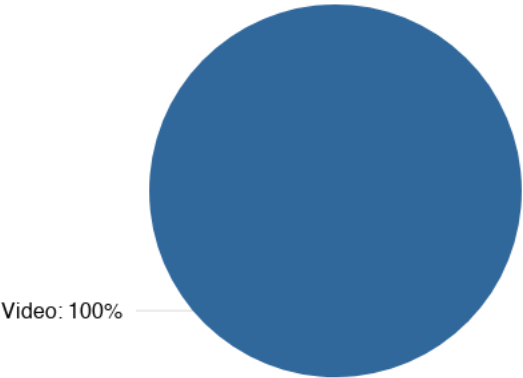
QR Code Performance Day by Day



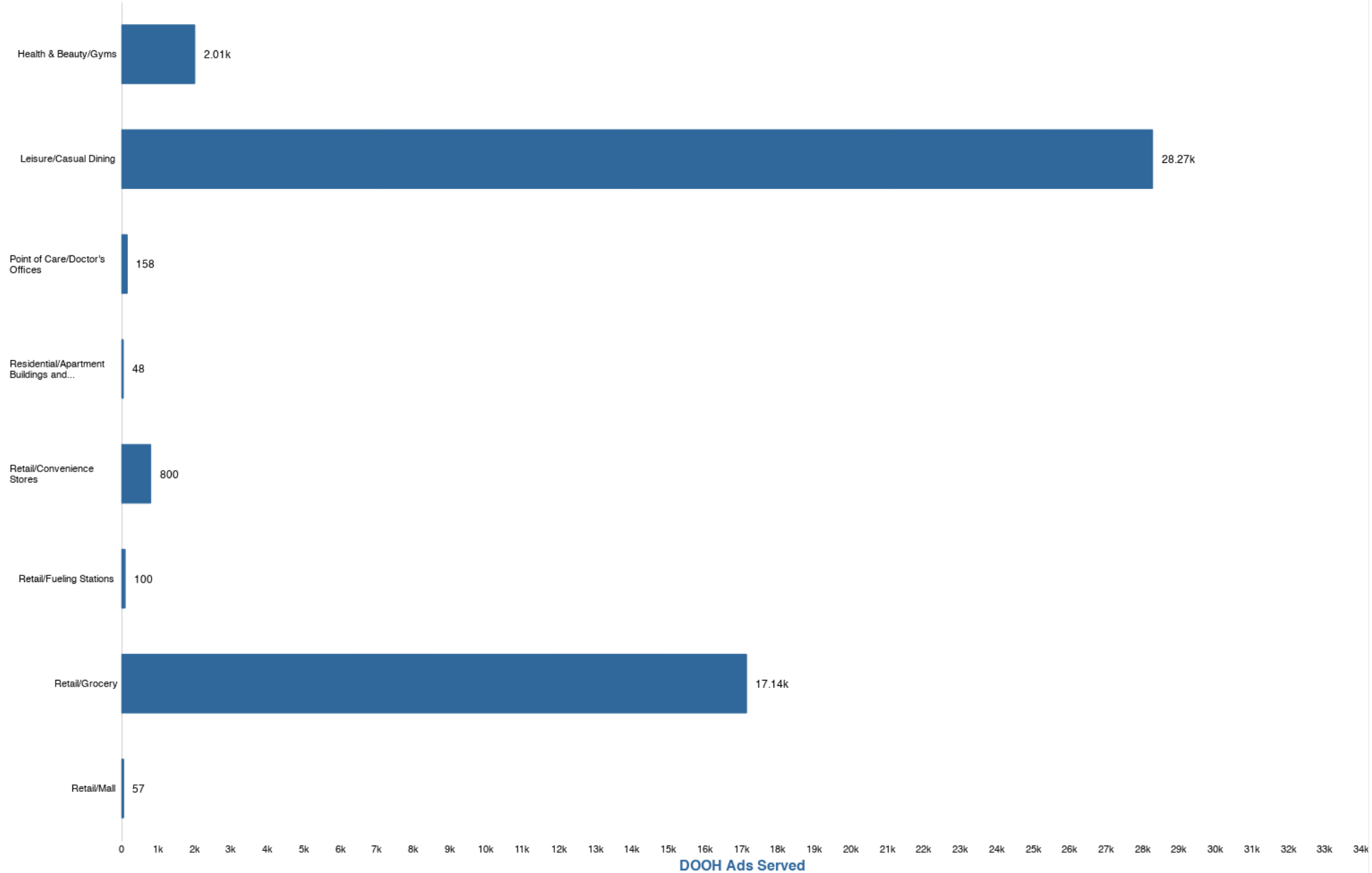
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
SR26_15sec_Horizontal_7MM.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	16,525
Render 30sec Horizontal 7MM (1).mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	12,477
7MMVideo_Vertical.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	7,627
Render 15sec Vertical 7MM.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	7,458
7MM_Horizontal.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	4,666
Render 30sec Vertical 7MM (1).mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	3,063
Total		51,816

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
40601	38,294
40065	7,577
40342	5,629
40076	244
40347	72

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	51,816	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.