

Digital Marketing Report

Impressions

How many ads were served:

204,702

Clicks

Times a user clicked on an ad

935

Click-Through Rate

(Clicks/Impressions) x 100

0.46%

Your Product Breakout by Impressions



Display

Total Engagement Rate

0.57%

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

X the National Average

6.53

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%)
JAMESTOWN COMMUNITY COLLEGE - Some College/Continuing Education/Jobs & Education Display	142,053	826	0.58%	8.31
JAMESTOWN COMMUNITY COLLEGE - Retargeting Display	32,566	62	0.19%	2.72
JAMESTOWN COMMUNITY COLLEGE - Keyword Display	30,083	47	0.16%	2.23

Display Click Conversions

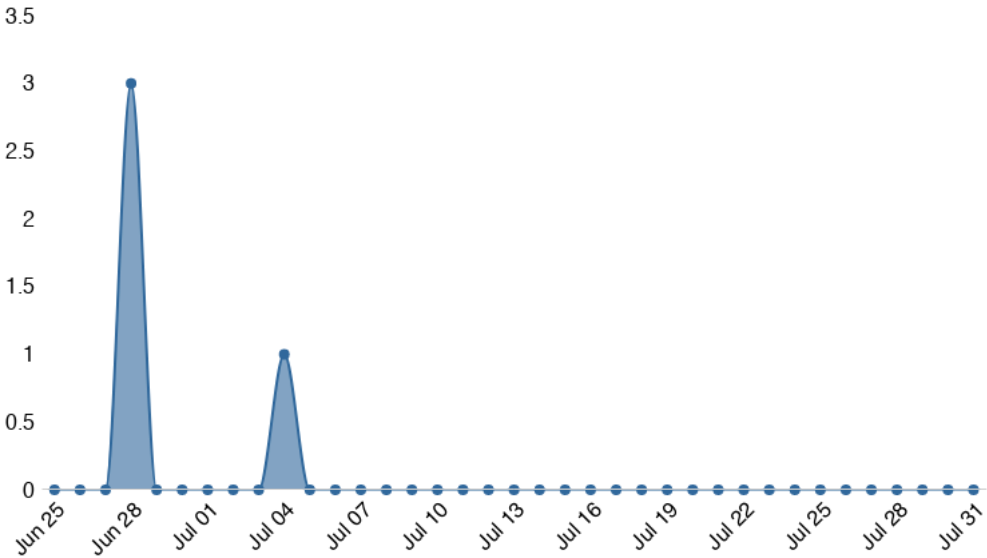


Times users clicked on an ad leading to your site and visited a page or completed an action

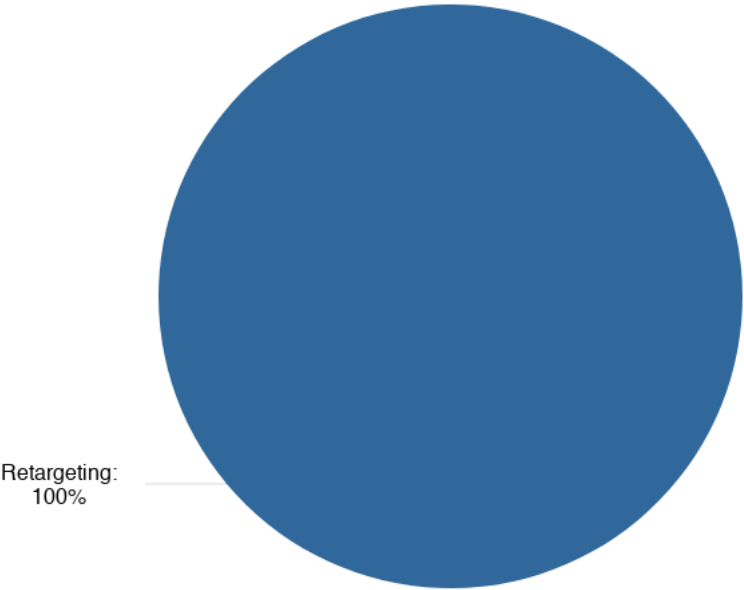
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
JAMESTOWN COMMUNITY COLLEGE Programs Page View	3
JAMESTOWN COMMUNITY COLLEGE Admissions Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

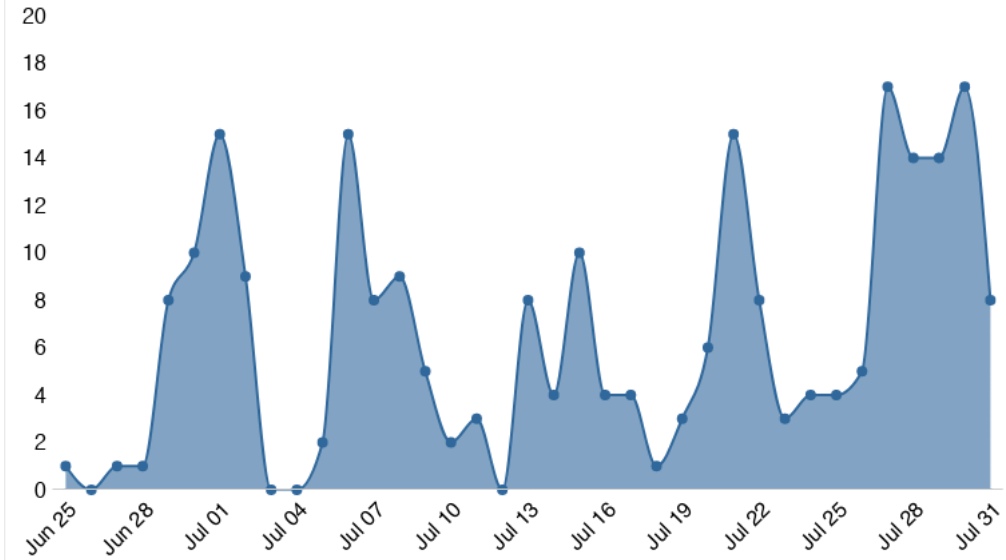


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

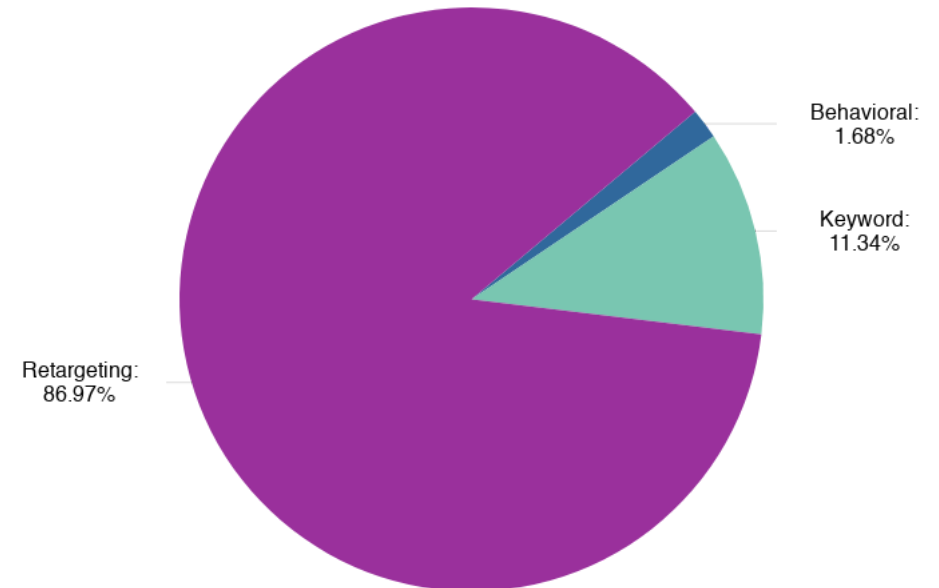
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
JAMESTOWN COMMUNITY COLLEGE Programs Page View	79
JAMESTOWN COMMUNITY COLLEGE Financial Aid Billing Page View	46
JAMESTOWN COMMUNITY COLLEGE Apply Page View	43
JAMESTOWN COMMUNITY COLLEGE Admissions Page View	30
JAMESTOWN COMMUNITY COLLEGE About Page View	16
JAMESTOWN COMMUNITY COLLEGE Support Page View	15
JAMESTOWN COMMUNITY COLLEGE Experience Page View	8
	1

Display View-through Conversions by Day



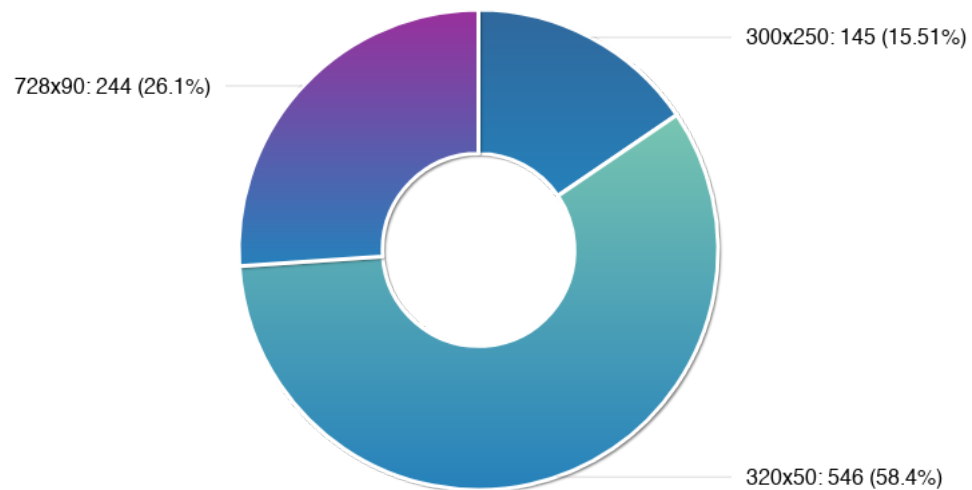
Top Display View-through Conversions by Strategy



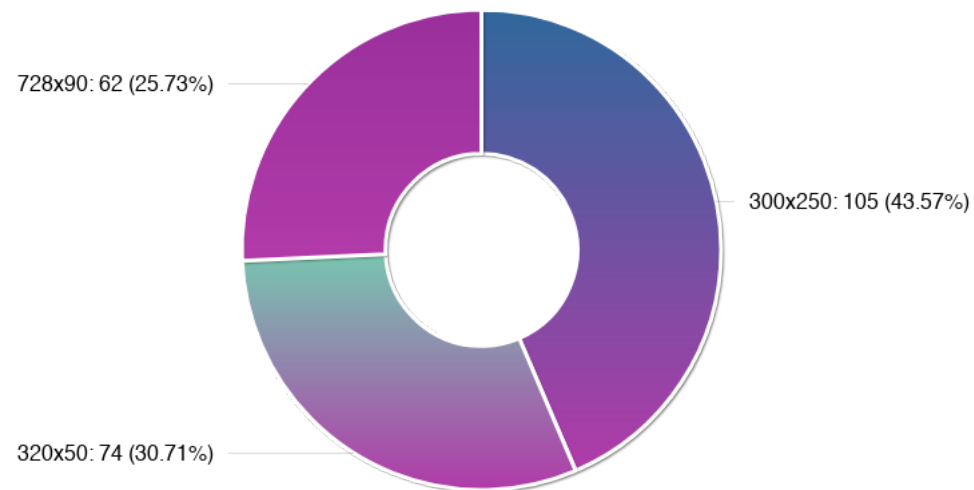
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Jamestown Community College_6.22_320x50	108,140	546	0.50%	7.21
	Jamestown Community College_6.22_728x90	48,717	244	0.50%	7.16
	Jamestown Community College_6.22_300x250	47,845	145	0.30%	4.33

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	147,533	788	0.53%
Desktop	A personal computing device that remains stationary at one location.	39,293	96	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,876	51	0.29%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	28,506	139	0.49%
goerie.com	10,543	15	0.14%
msn.com	5,070	0	0.00%
usatoday.com	4,319	10	0.23%
nypost.com	3,550	9	0.25%
wkbw.com	2,272	9	0.40%
imdb.com	1,776	3	0.17%
tmz.com	1,692	9	0.53%
spotify.com	1,666	2	0.12%
foxnews.com	1,531	5	0.33%
T-Mobile Play	1,021	81	7.93%
wesb.com	1,017	0	0.00%
wivb.com	825	4	0.48%
accuweather.com	813	1	0.12%
Pinterest	717	0	0.00%
fingerlakes1.com	698	5	0.72%
jcpenny.com	697	0	0.00%
observertoday.com	675	0	0.00%
themirror.com	669	4	0.60%
Chess: Ajedrez & Chess online	659	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.