

Digital Marketing Report

Impressions

How many ads were served:

4,785,328

Clicks

Times a user clicked on an ad

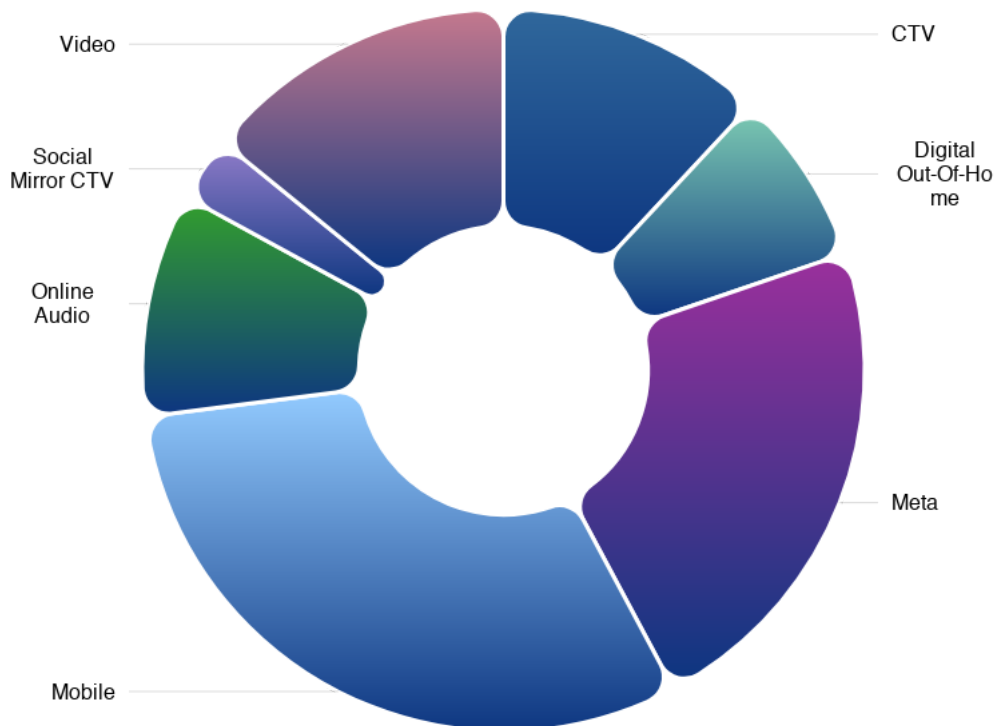
39,566

Click-Through Rate

(Clicks/Impressions) x 100

0.97%

Your Product Breakout by Impressions



CTV Completion Rate

93.91%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

\$0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

1.56%

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

X the National Average

13.87

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.



DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
WVU Parkersburg - Venue Targeting DOOH Display	187,990
WVU Parkersburg - Venue Targeting DOOH Video	185,014



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
WVU Parkersburg - 18-34/Parents with Teens/High School/University Premium Facebook/Instagram	828,191	17,002	2.05%	29.33
WVU Parkersburg - 18-34/Education Center Students Mobile	381,488	2,419	0.63%	9.06
WVU Parkersburg - Geo-Retargeting Mobile	379,949	2,596	0.68%	9.76
WVU Parkersburg - Site Retargeting Mobile	379,938	2,728	0.72%	10.26
WVU Parkersburg - Geo-Fencing Mobile	329,670	1,765	0.54%	7.65
WVU Parkersburg - Continuing Education Online Audio	255,867	654	0.26%	3.65
WVU Parkersburg - Retargeting Premium Facebook/Instagram	245,757	8,314	3.38%	48.33
WVU Parkersburg - AI OTT	212,525	2	0.00%	0.01
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior Video	190,199	632	0.33%	4.75
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior OTT	187,082	5	0.00%	0.04
WVU Parkersburg - AI Video	149,556	570	0.38%	5.44
WVU Parkersburg - Continuing Education/Age 20-45/Low Income Social Mirror OTT	123,113	5	0.00%	0.06
WVU Parkersburg - AI Online Audio	119,133	264	0.22%	3.17
WVU Parkersburg - AI Online Audio	105,020	52	0.05%	0.71
WVU Parkersburg - AI Video - 104706	102,787	1,479	1.44%	20.56
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior Video - 104706	102,441	550	0.54%	7.67
WVU Parkersburg - Retargeting Video - 104706	72,204	182	0.25%	3.60
WVU Parkersburg - AI OTT- 104706	66,020	121	0.18%	2.62

WVU Parkersburg - College Campus Visitors/Collegebound High School Senior OTT - 104706	59,553	97	0.16%	2.33
WVU Parkersburg - Retargeting Video	43,414	258	0.59%	8.49
WVU Parkersburg - Retargeting OTT- 104706	36,909	34	0.09%	1.32
WVU Parkersburg - Retargeting Social Mirror OTT	15,865	0	0.00%	0.00
WVU Parkersburg - AI Video - 115483	6,893	63	0.91%	13.06
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior Video - 115483	6,771	36	0.53%	7.60
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior OTT - 115483	4,239	3	0.07%	1.01
WVU Parkersburg - AI OTT - 115483	4,232	3	0.07%	1.01
WVU Parkersburg - Retargeting Video - 115483	1,969	2	0.10%	1.45
WVU Parkersburg - Retargeting OTT - 115483	919	1	0.11%	1.55
WVU Parkersburg - Retargeting OTT	620	0	0.00%	0.00

Video Click Conversions

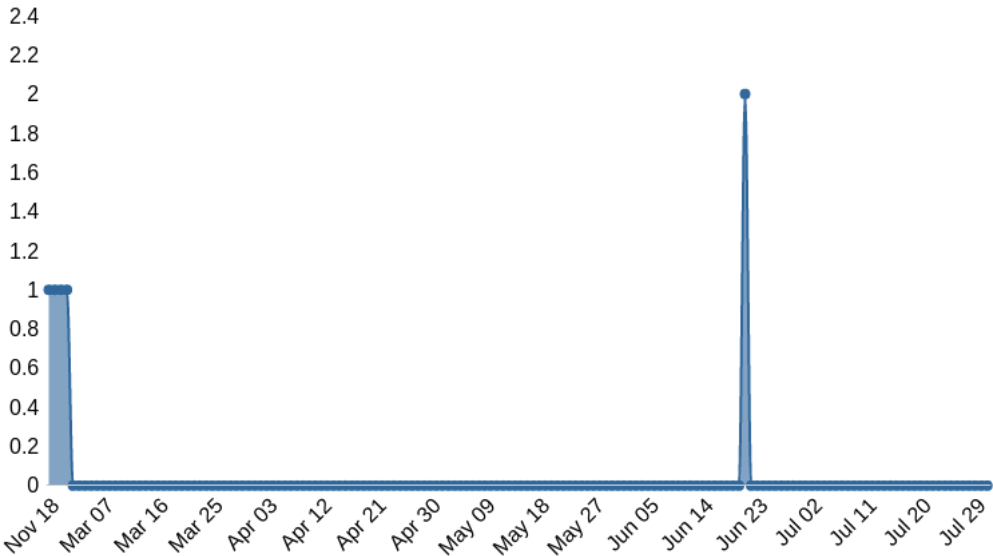


Times users clicked on an ad leading to your site and visited a page or completed an action

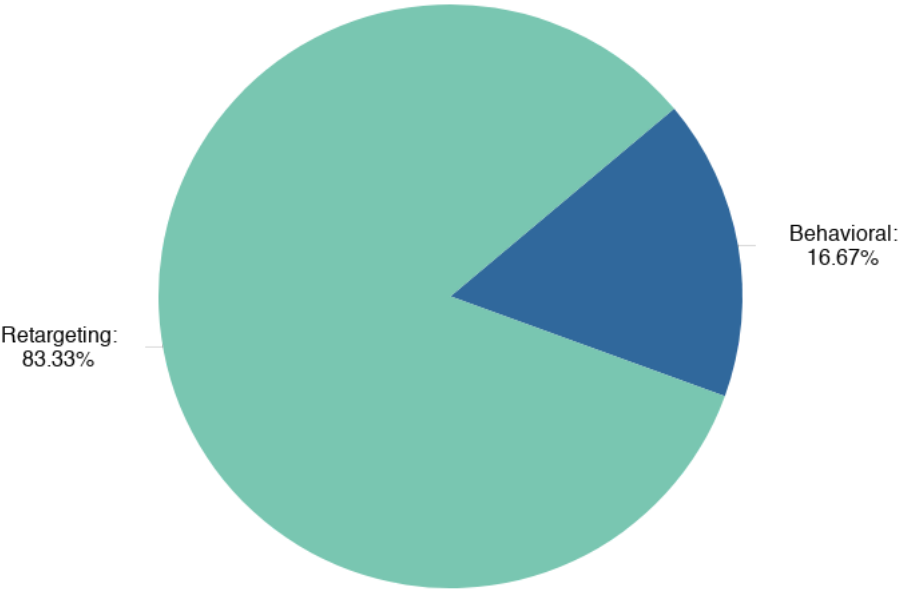
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
WVU Parkersburg Catalogs Page View	4
WVU Parkersburg Programs Page View	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

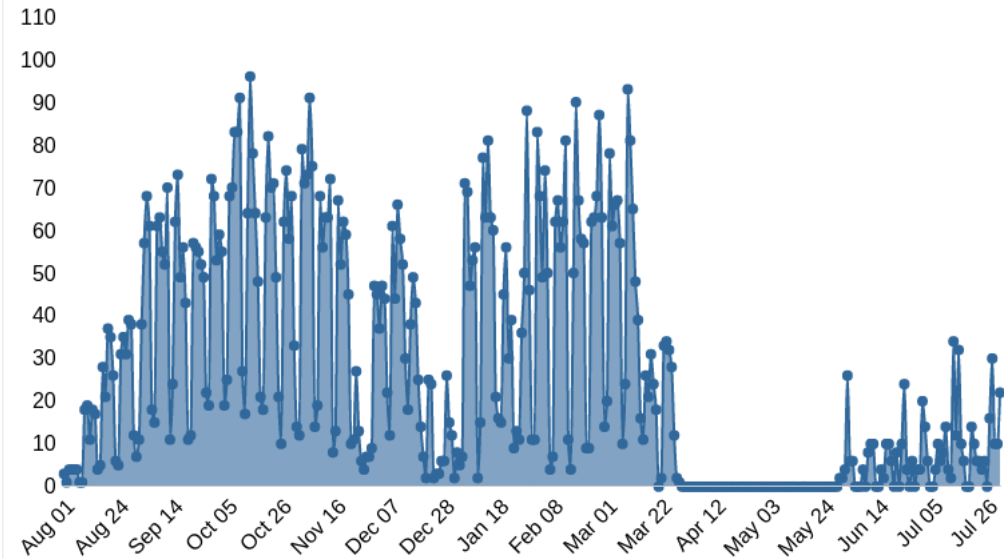
9,615

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

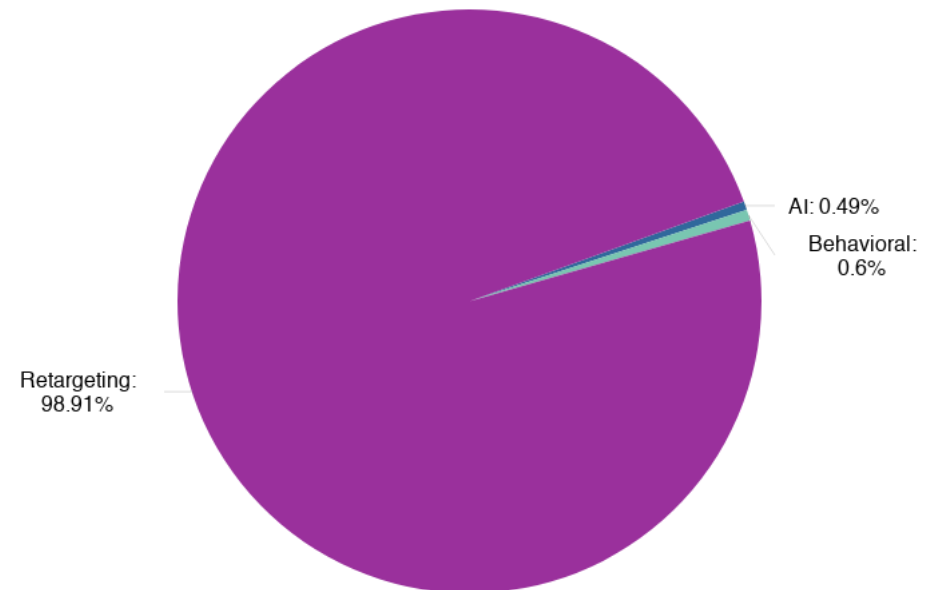
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
WVU Parkersburg Homepage Visits	8,764
WVU Parkersburg Programs Page View	390
WVU Parkersburg Catalogs Page View	376
WVU Parkersburg Apply Now Click	44
WVU Parkersburg Applying For Financial Aid Page View	25
WVU Parkersburg Early College Resources Page View	14
WVU Parkersburg Complete Online Application Click	2

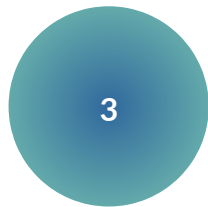
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Mobile Conquesting Click Conversions

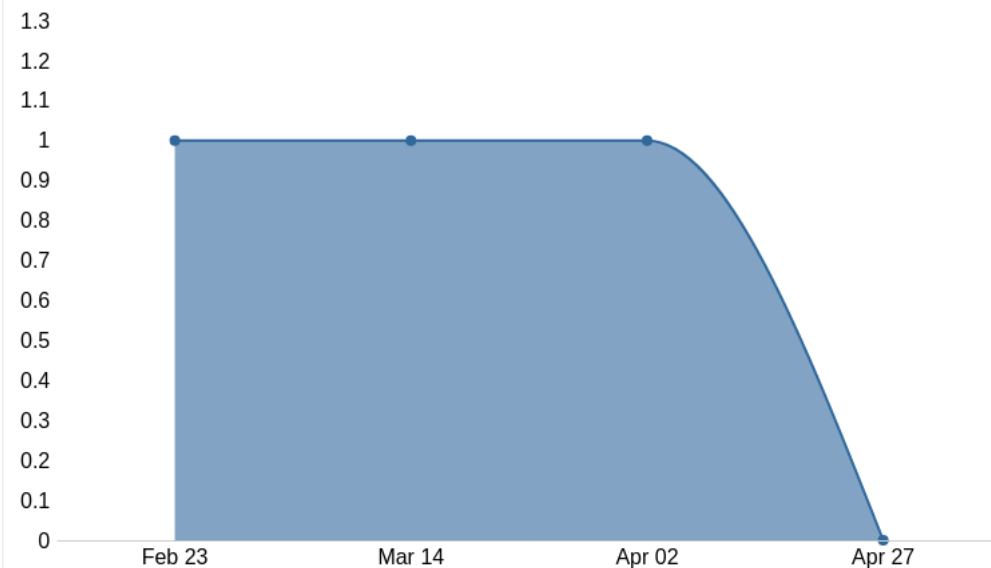


Times users clicked on an ad leading to your site and visited a page or completed an action

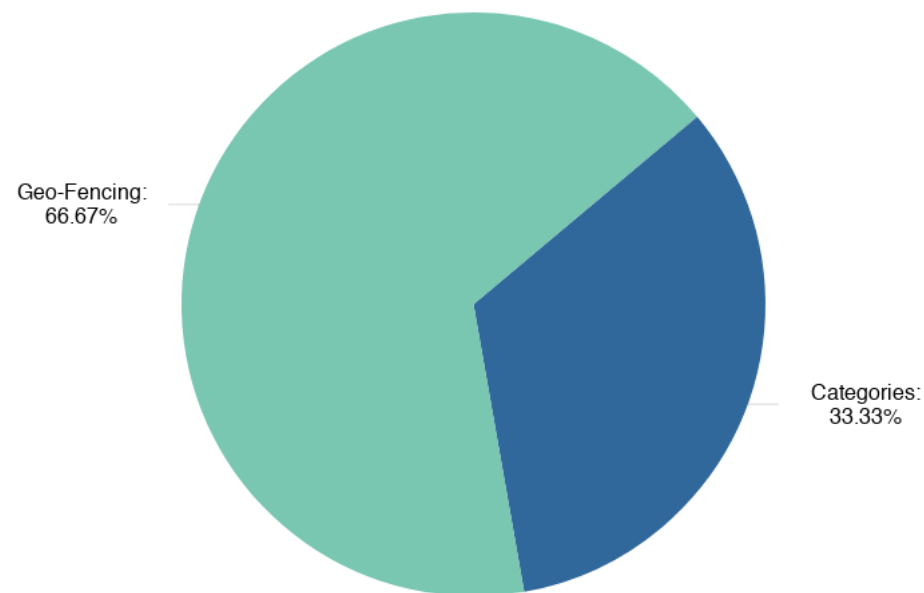
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
WVU Parkersburg Apply Now Click	2
WVU Parkersburg Programs Page View	1

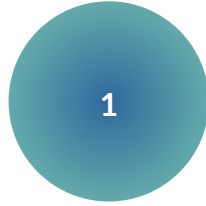
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

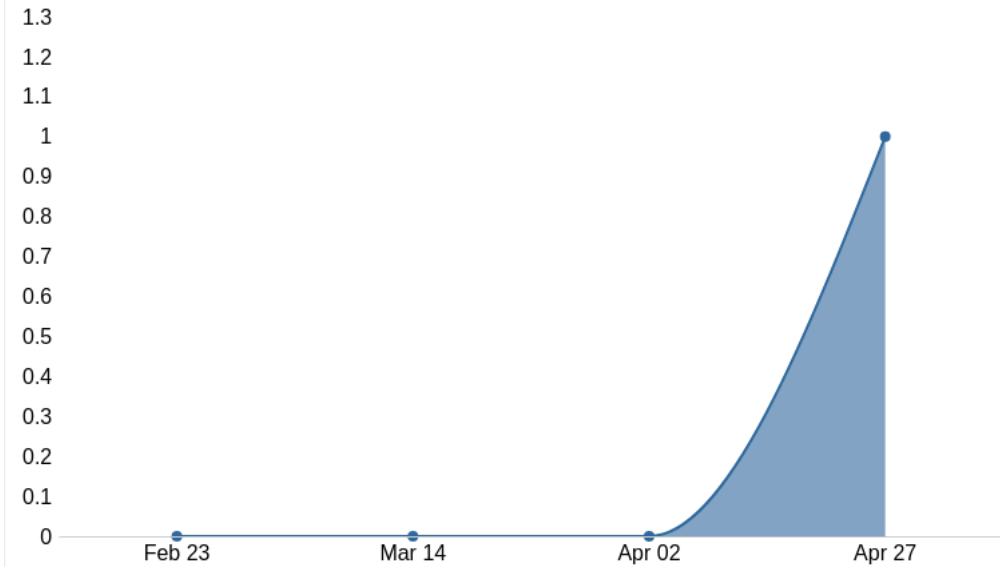


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

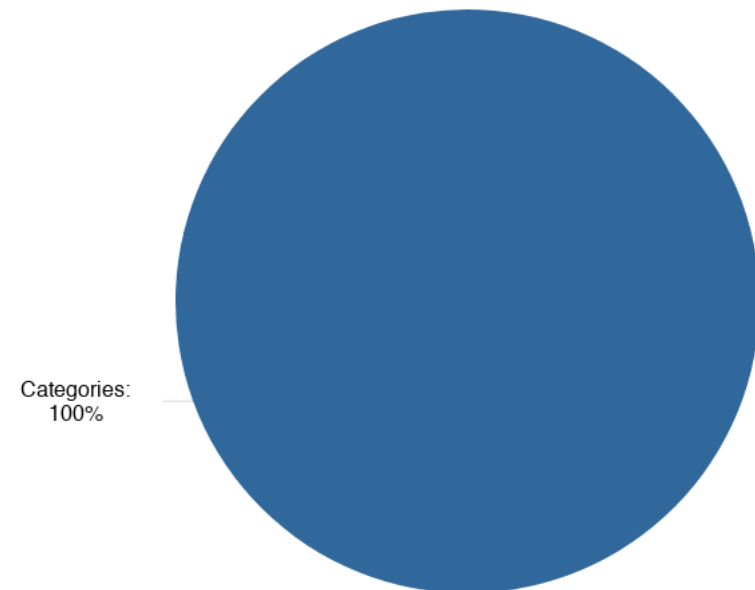
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
WVU Parkersburg Catalogs Page View	1

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



CTV View-through Conversions

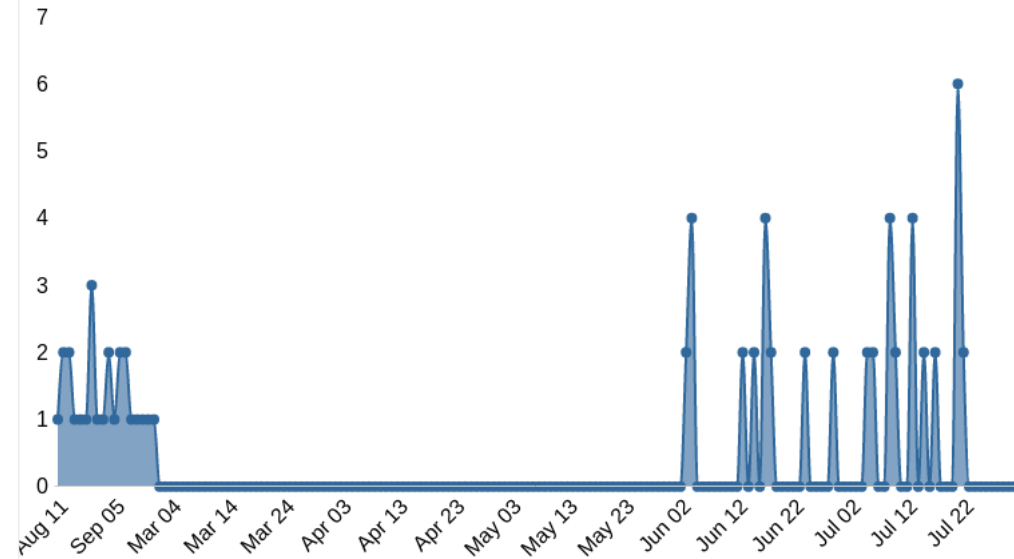
71

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

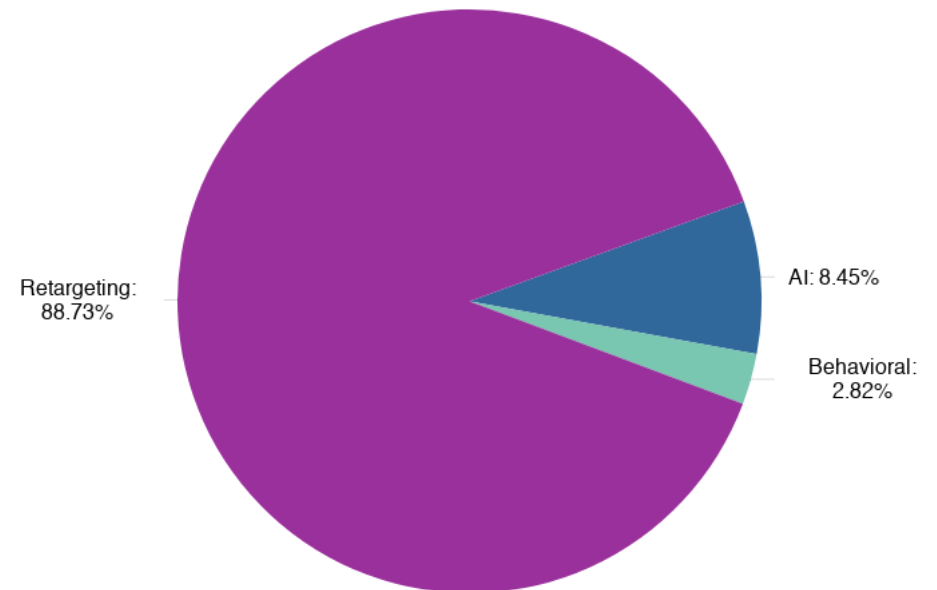
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
WVU Parkersburg Homepage Visits	25
WVU Parkersburg Programs Page View	22
WVU Parkersburg Apply Now Click	12
WVU Parkersburg Catalogs Page View	12

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

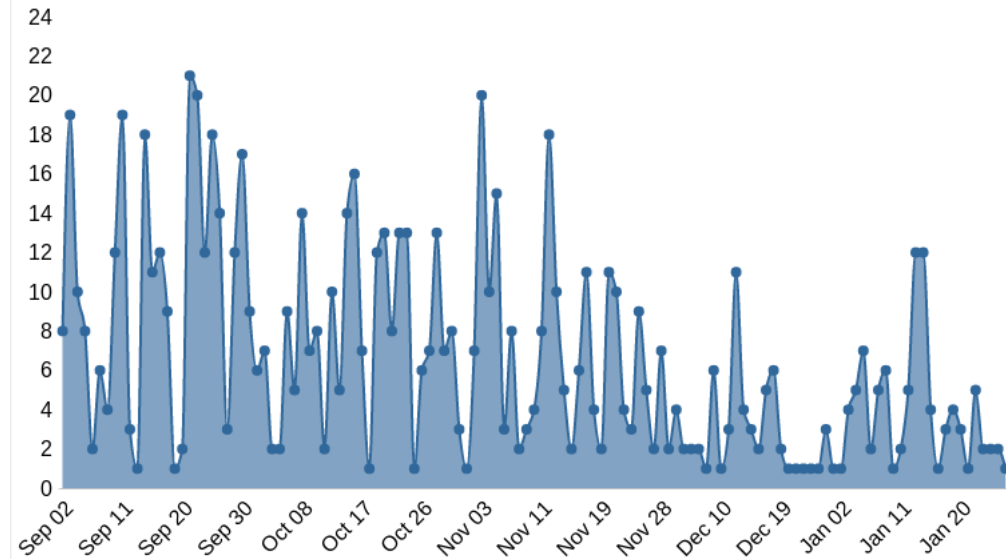


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

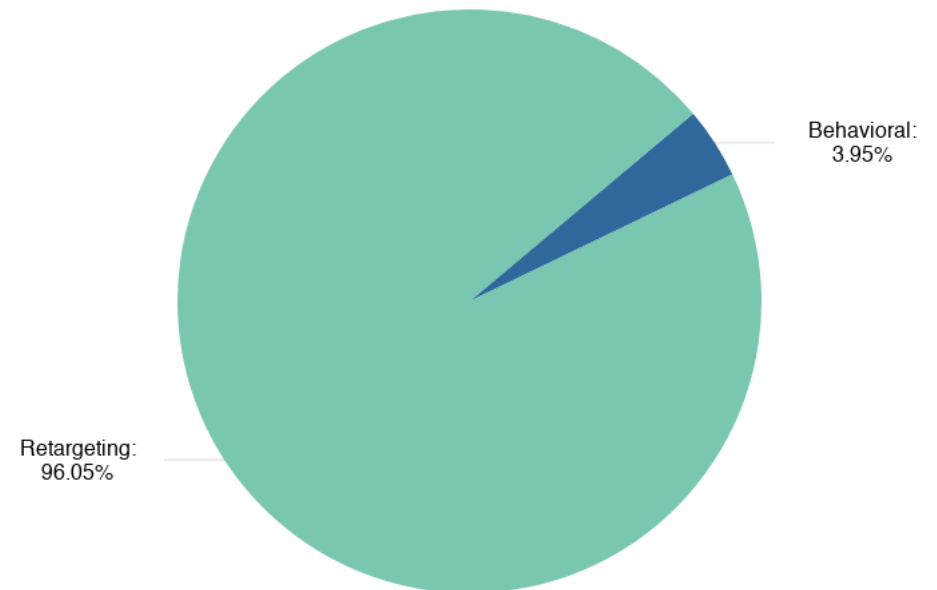
Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
WVU Parkersburg Homepage Visits	806
WVU Parkersburg Programs Page View	14
WVU Parkersburg Catalogs Page View	8
WVU Parkersburg Early College Resources Page View	4
WVU Parkersburg Applying For Financial Aid Page View	3

Social Mirror CTV View-through Conversions by Day



Top Social Mirror CTV View-through Conversions by Strategy



Online Audio View-through Conversions

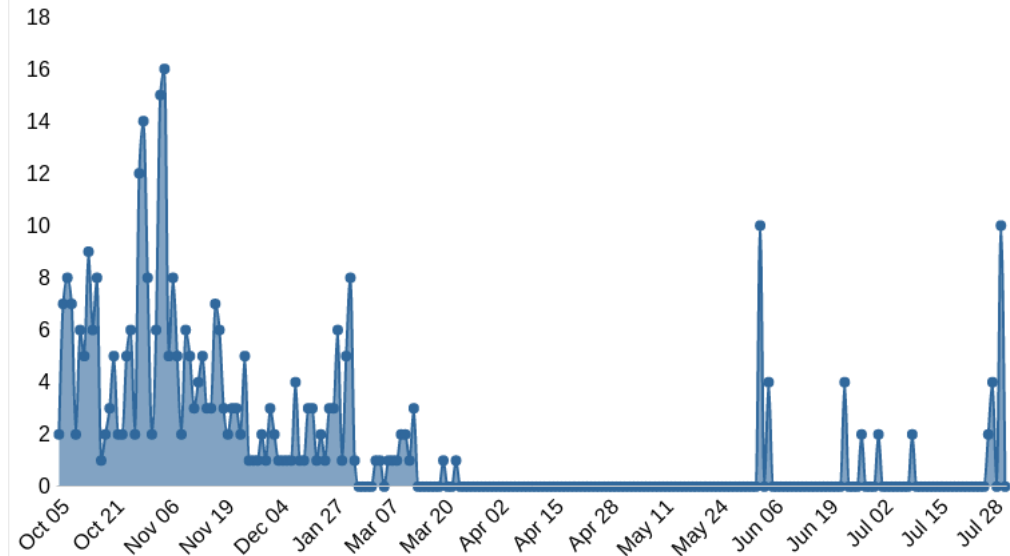


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

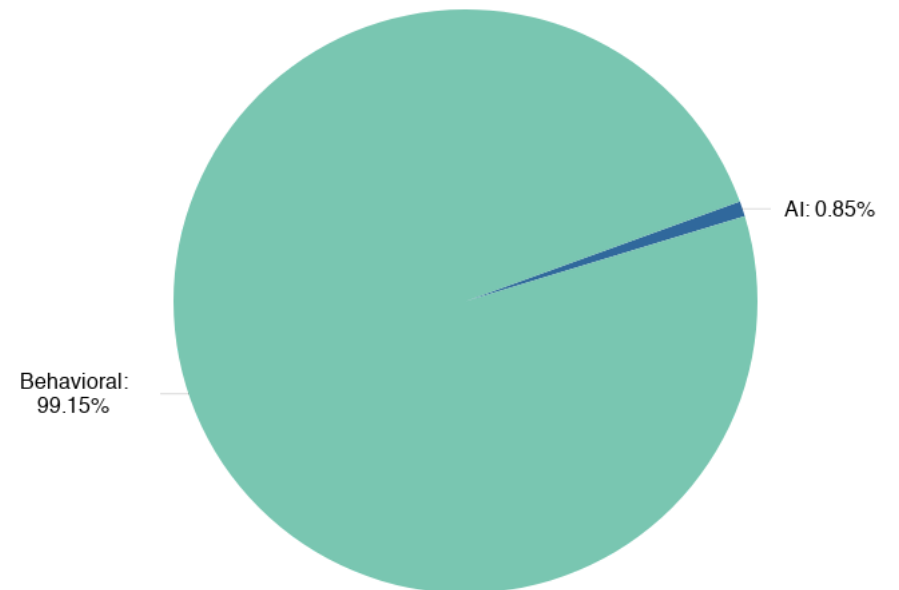
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
WVU Parkersburg Homepage Visits	298
WVU Parkersburg Programs Page View	44
WVU Parkersburg Apply Now Click	4
WVU Parkersburg Applying For Financial Aid Page View	4
WVU Parkersburg Catalogs Page View	3
WVU Parkersburg Early College Resources Page View	1

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Meta Click Conversions



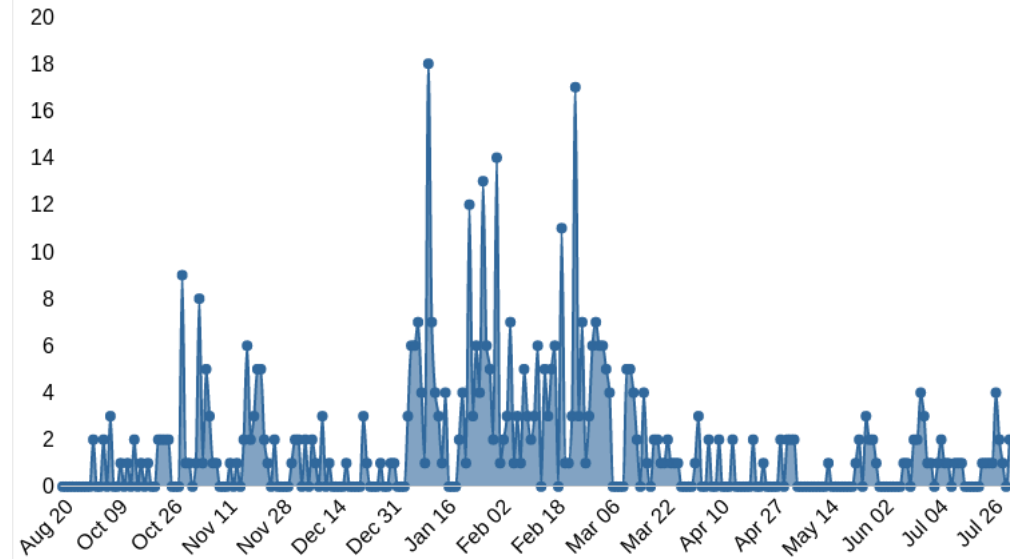
478

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

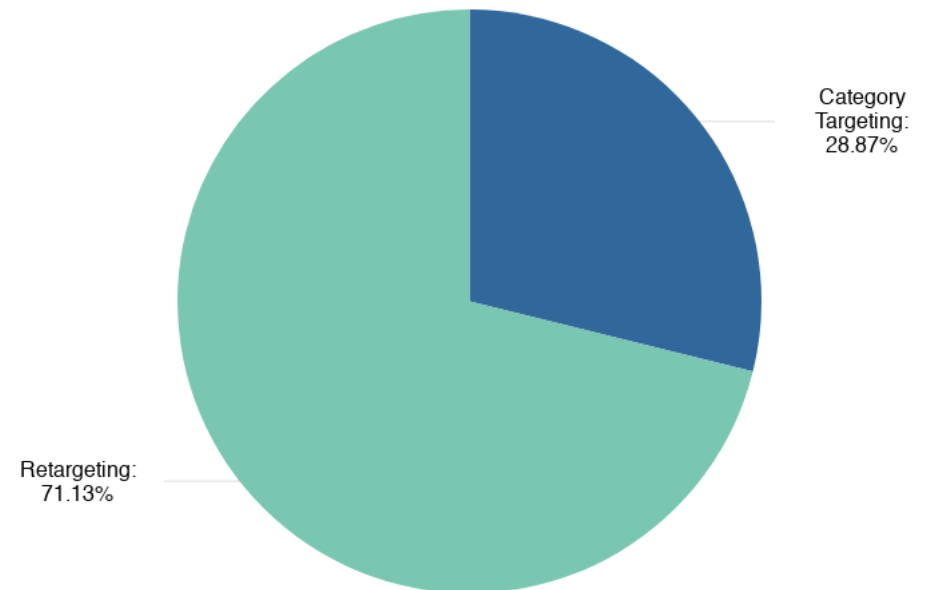
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
WVU Parkersburg Apply Now Click	249
WVU Parkersburg Catalogs Page View	86
WVU Parkersburg Programs Page View	80
WVU Parkersburg Find Your Program Click	34
WVU Parkersburg Applying For Aid Page View	15
WVU Parkersburg Early College Resources Page View	11
WVU Parkersburg Complete Application Click	3

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

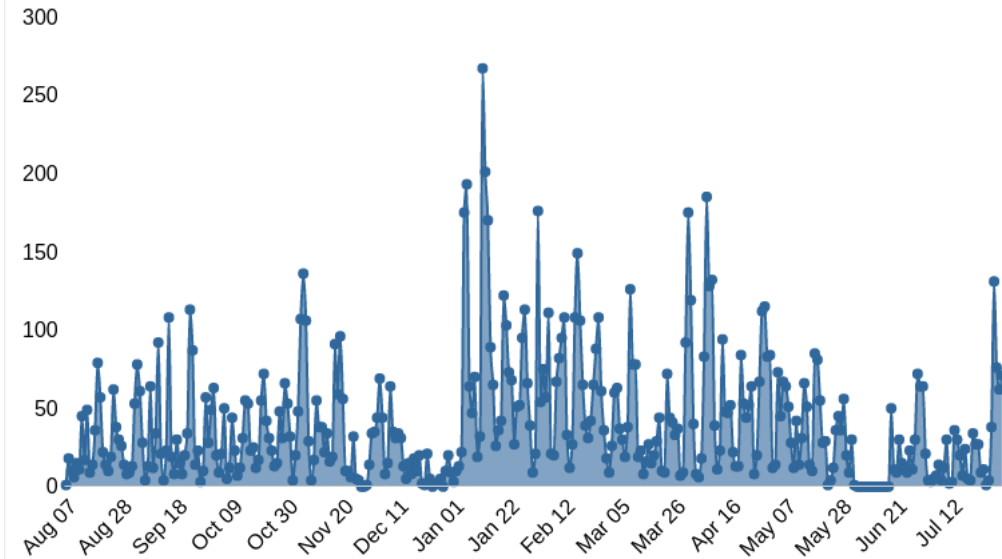
14,036

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

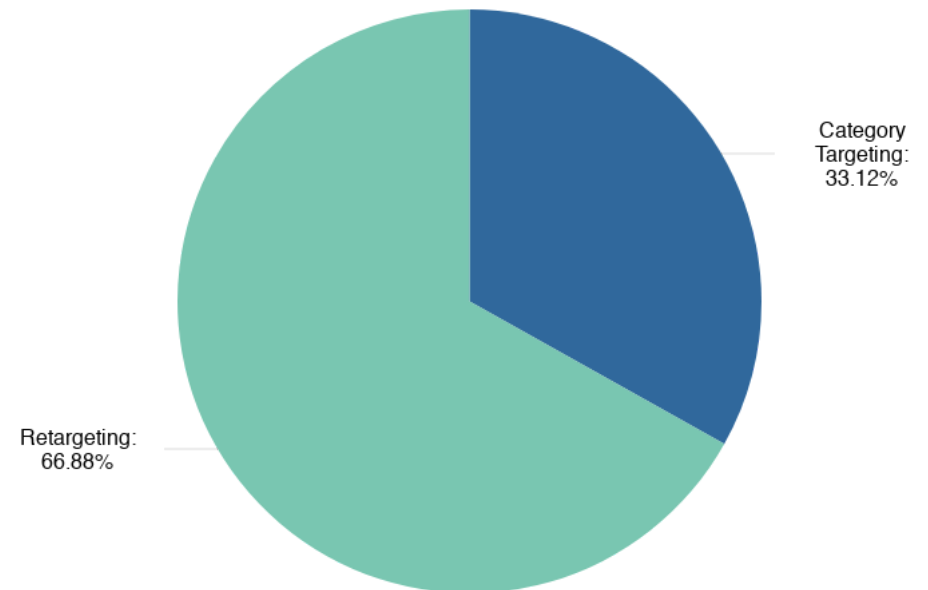
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
WVU Parkersburg Homepage Visits	13,414
WVU Parkersburg Programs Page View	203
WVU Parkersburg Apply Now Click	159
WVU Parkersburg Catalogs Page View	141
WVU Parkersburg Find Your Program Click	71
WVU Parkersburg Applying For Aid Page View	34
WVU Parkersburg Early College Resources Page View	11
WVU Parkersburg Complete Application Click	3

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

175,608

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

6

The total number of comments your ads received

Meta Post Reactions

1,146

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

138

The total number of people who shared your ad, giving your campaign free impressions

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
WVU Parkersburg	300 Campus DR	Parkersburg	WV	26104	569

BARCK+ Visit Performance: *To be counted as a “Verified Visit”, the user must have GPS on and be browsing at the store location.*



Verified Visits

Estimated Visits (4x Verified
Data)

BARCK+ Number of Store Locations

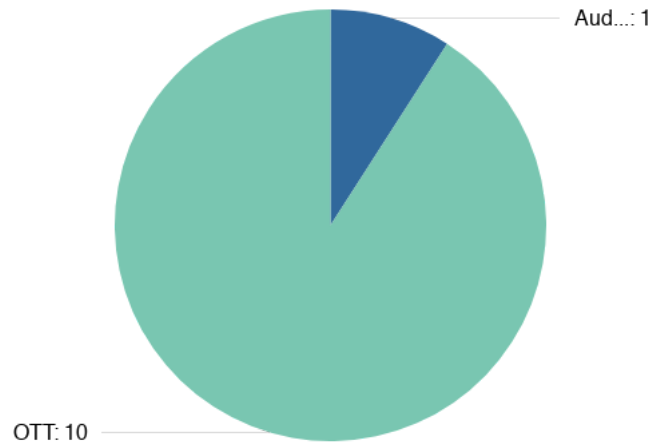
1

NUMBER OF LOCATIONS

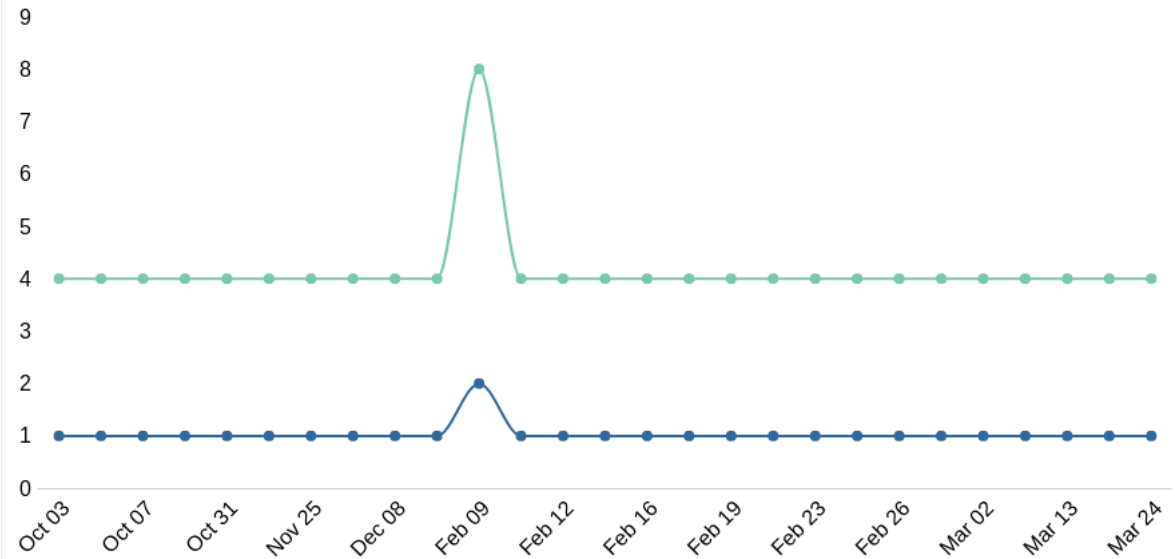
BARCK+ Visits by Location

Place Name	Verified Visits ↓	Estimated Visits (4x Verified Data)
Wvu Parkersburg @ 300 Campus Drive Parkersburg, WV 26104, United States	28	112

BARCK+ Visit Performance by Product: *Note that due to tracking limitations, some of the overall visits aren't attributed to a specific creative, product, location, site, or device. Any visits that aren't listed in the breakouts above are unknown and not provided by the tracking system.*



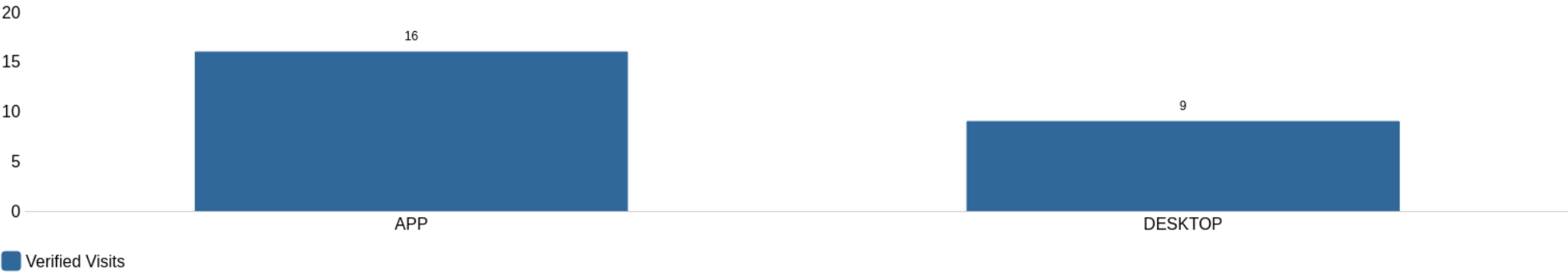
BARCK+ Visit by Day



Top 5 BARCK+ Creatives by Visits

Creative Name	Verified Visits ↓	Estimated Visits (4x Verified Data)
WVU Parkersburg_WVU Parkersburg generic Ad (2.21.25) (1).mp4	7	28
WVU Parkersburg_(15) Updated Audio.mp4	3	12
WVU Parkersburg_WVUP-ITC 2025 (1) (1).mp3.mp3	1	4

BARCK+ Visits by Device *(refers to the device the impression was served on, not the device that entered the location)*



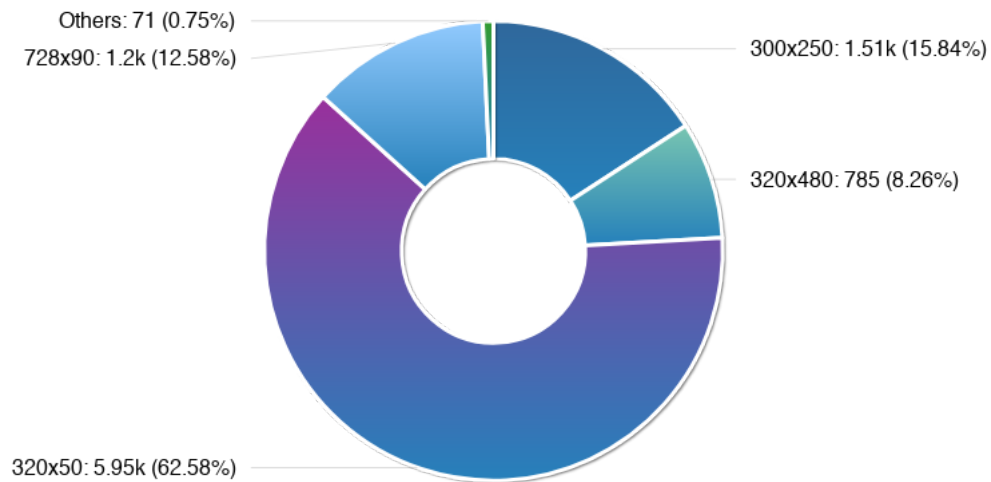
BARCK+ Top 10 Sites and Apps by Visits

Site/App	Verified Visits ↓	Estimated Visits (4x Verified Data)
https://www.spreaker.com	14	56
https://www.w3schools.com/html/html_form_input_types.asp	2	8
https://www.msn.com/en-us	1	4

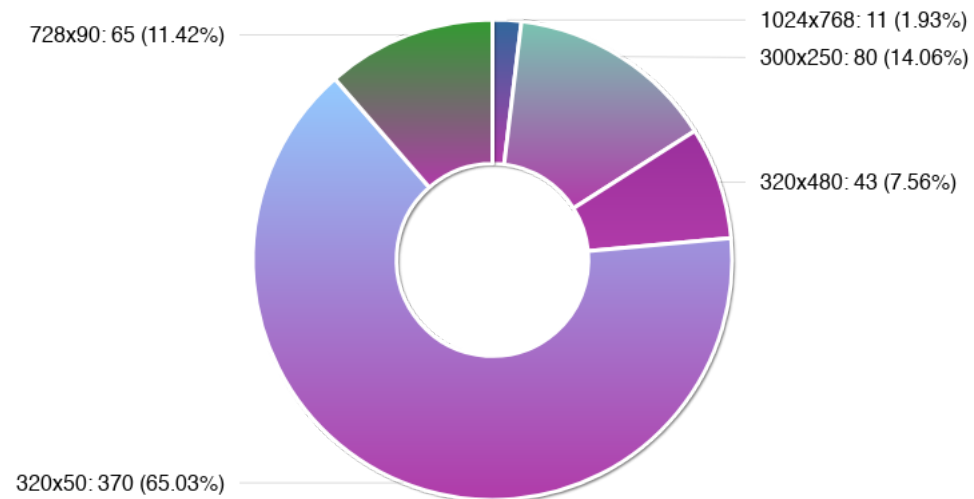
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	WVU Parkersburg_10.22.25_WVU-OCT-320x50.jpg	427,250	2,258	0.53%	7.55
	WVU Parkersburg_10.22.25_Scrolling Ad	385,090	2,044	0.53%	7.58
	WVU Parkersburg_10.22.25_WVU-OCT-728x90.jpg	164,334	794	0.48%	6.90
	WVU Parkersburg_10.22.25_WVU-OCT-01 300x250 -mc.jpg	93,104	841	0.90%	12.90
	WVU Parkersburg_320 x 50 Digital Ad_Resized.jpg	72,947	650	0.89%	12.73
	WVU Parkersburg_11.20.25_WVUP (320X50) MC - Cosmetology.jpg	61,089	549	0.90%	12.84
	WVU Parkersburg_728 x 90 Digital Ad_Resized.jpg	48,649	280	0.58%	8.22
	WVU Parkersburg_10.22.25_WVU-OCT-320x480.jpg	43,348	484	1.12%	15.95
	WVU Parkersburg_300x250 Digital Ad_Resized.jpg	31,950	375	1.17%	16.77
	WVU Parkersburg_Scrolling Ad	27,865	293	1.05%	15.02

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Video Creative Performance

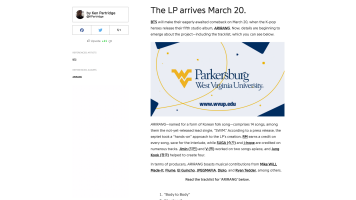
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	WVU Parkersburg_(15) Updated Audio.mp4	285,524	1,304	0.46%	6.52
Thumbnail not available	WVU Parkersburg_WVU Parkersburg generic Ad (2.21.25) (1).mp4	229,857	1,238	0.54%	7.69
Thumbnail not available	WVU Parkersburg_3.3.26_30s_Culture Video.mp4	36,642	322	0.88%	12.55
	WVU Parkersburg_5.7.26_V1_30s_ITC Building_WVUP	38,081	307	0.81%	11.52
	WVU Parkersburg_3.3.26_V1_15s one_Culture (2).mp4	42,725	306	0.72%	10.23

Grid contains more rows, but they have been clipped.

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
WVU Parkersburg - Retargeting Video	87.85%	81.46%	77.38%	73.36%
WVU Parkersburg - AI Video	83.32%	72.91%	66.61%	60.93%
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior Video	82.84%	69.55%	60.16%	54.02%
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior Video - 104706	73.77%	64.92%	59.84%	49.79%
WVU Parkersburg - AI Video - 115483	72.22%	61.70%	55.94%	46.54%

Video Ad Screenshots

	WVU Parkersburg_(15) Updated Audio.mp4	WVU Parkersburg_3.3.26_30s_Culture Video.mp4	WVU Parkersburg_5.7.26_V1_30s_ITC Building_WVUP	WVU Parkersburg_8.1.26_V1_30s_ITC Building_WVUP (2).mp4	WVU Parkersburg_WVU Parkersburg generic Ad (2.21.25) (1).mp4
Screenshot					

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	WVU Parkersburg_3.3.26_30s_Culture Video.mp4	44,101	99.69%
	WVU Parkersburg_3.3.26_V1_15s one_Culture (2).mp4	58,048	98.94%
	WVU Parkersburg_5.7.26_V1_15s_ITC Building_WVUP	26,649	98.55%
	WVU Parkersburg_5.7.26_V1_30s_ITC Building_WVUP	17,391	98.30%
Thumbnail not available	WVU Parkersburg_(15) Updated Audio.mp4	226,074	98.29%
	WVU Parkersburg_WVU Parkersburg generic Ad	199,836	94.42%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
WVU Parkersburg - College Campus Visitors/Collegebound High School Senior OTT - 115483	100.00%	99.88%	99.69%	100.00%
WVU Parkersburg - Retargeting OTT - 115483	100.00%	99.89%	99.78%	99.56%
WVU Parkersburg - AI OTT - 115483	100.00%	99.69%	99.52%	99.50%
WVU Parkersburg - Retargeting OTT-104706	100.00%	99.78%	99.65%	99.41%
WVU Parkersburg - College Campus	100.00%	99.52%	99.05%	99.36%

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	WVU Parkersburg_Social Mirror OTT_15_At WVU Parkersburg	70,618	96.17%
	WVU Parkersburg_Social Mirror OTT_30_At WVU Parkersburg	63,220	79.06%
	WVU Parkersburg_Social Mirror OTT_1267264424931818_At WVU Parkersburg	5,140	92.30%

Social Mirror CTV Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
WVU Parkersburg - Retargeting Social Mirror OTT	99.64%	99.46%	99.38%	98.92%
WVU Parkersburg - Continuing Education/Age 20-45/Low Income Social Mirror OTT	98.98%	97.22%	91.11%	86.87%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
WVU Parkersburg_10.14.25_Not Just Another Student - 10.2.25.mp3	211,340	509	0.24%	3.44
WVU Parkersburg_10.14.25_WVUP_ITC_Fall_2025 - 10.2.25 Updated.mp3	210,646	450	0.21%	3.05
WVU Parkersburg_WVUP-ITC 2025 (1) (1).mp3.mp3	58,034	11	0.02%	0.27

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
WVU Parkersburg - AI Online Audio	96.11%	94.24%	92.69%	91.12%
WVU Parkersburg - Continuing Education Online Audio	95.53%	94.47%	93.56%	92.70%
WVU Parkersburg - AI Online Audio	94.52%	94.18%	93.87%	93.51%

Grid contains more rows, but they have been clipped.

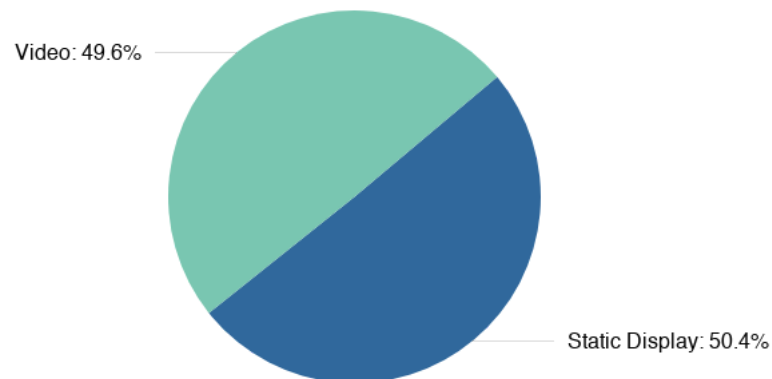
Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
WVU Parkersburg_3.5.26_WVUP Residency Hall Video.mp4	210,499	4,382	2.08%	29.74
WVU Parkersburg_4.27.26_V1_30s_ITC Building_WVUP.mp4	149,875	3,939	2.63%	37.55
WVU Parkersburg_1.26.26_WVUP Residency Hall Video.mp4	103,287	3,864	3.74%	53.44
WVU Parkersburg_9.2.25_1080 x 1080 Digital Ad (1).jpg	200,720	3,590	1.79%	25.55
WVU Parkersburg_3.26.26_V1_30s_Culture Video (1).mp4	116,898	2,886	2.47%	35.27
WVU Parkersburg_11.5.25_WVU-OCT-1080x1080 - Meta.jpg	190,118	2,864	1.51%	21.52
WVU Parkersburg_Meta_(15) Updated Audio.mp4	29,118	1,223	4.20%	60.00
WVU Parkersburg_11.24.25_WVUP (1080X1080) Meta - Cosmetology.jpg	39,799	1,068	2.68%	38.34

DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
WVU Parkersburg generic Ad (2.21.25) (1) (1).mp4	WVU Parkersburg - Venue Targeting DOOH Video	93,378
(15) Updated Audio (1) (1) (1).mp4	WVU Parkersburg - Venue Targeting DOOH Video	91,455
WVU-OCT-ITC- 1920x1080 DOOH.jpg	WVU Parkersburg - Venue Targeting DOOH Display	87,062
WVU-OCT-ITC - 1080x1920 DOOH.jpg	WVU Parkersburg - Venue Targeting DOOH Display	67,041
1920 x 1080 Digital Ad_Resized.jpg	WVU Parkersburg - Venue Targeting DOOH Display	15,610
download.jpg	WVU Parkersburg - Venue Targeting DOOH Display	10,860
1080 x 1920 Digital Ad_Resized.jpg	WVU Parkersburg - Venue Targeting DOOH Display	7,417
Total		372,823

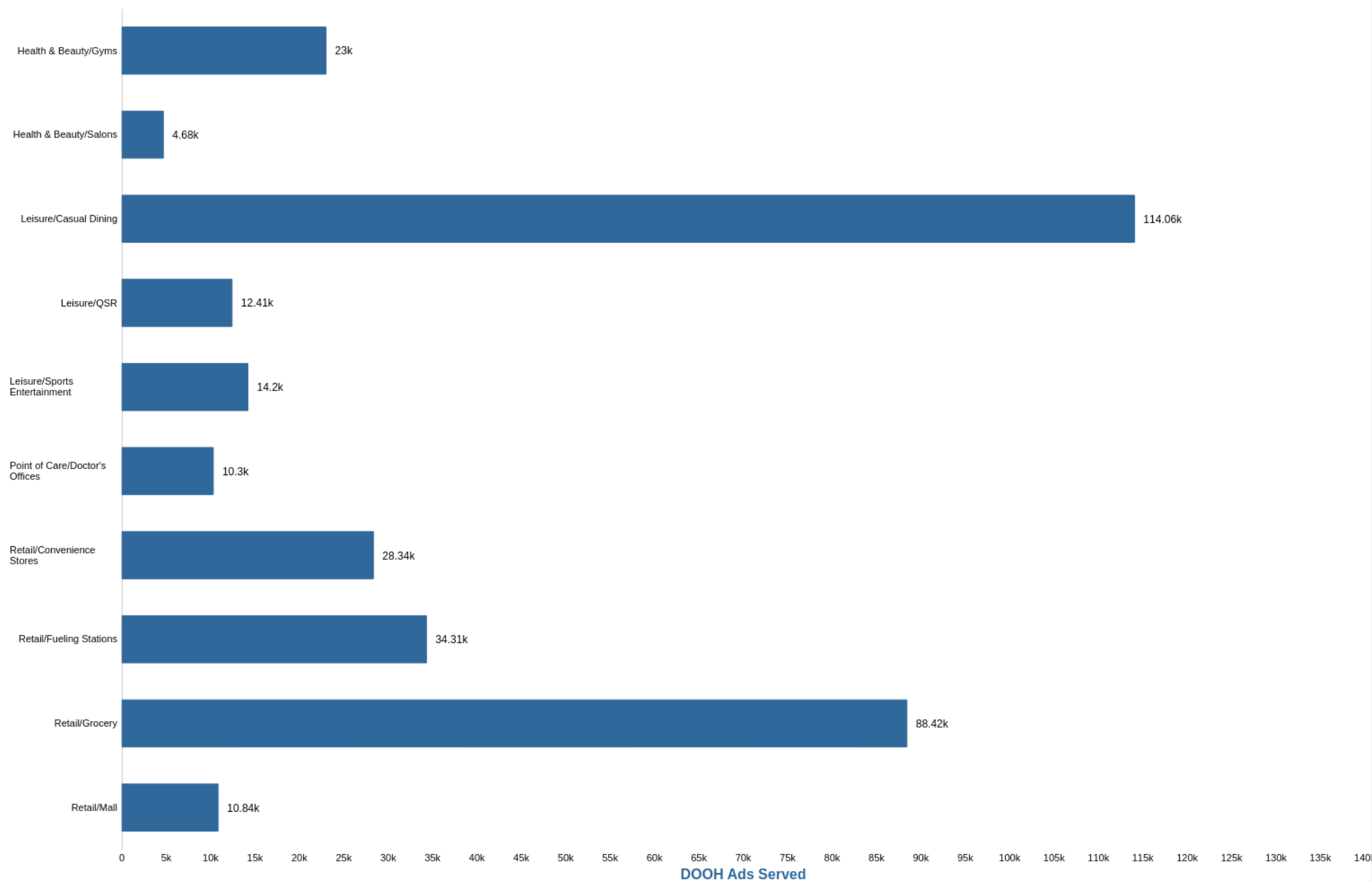
DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Parkersburg High School	2101 Dudley Avenue	Parkersburg	WV	26101			78,937	318	0.40%
Marietta High	115 Academy Dr	Marietta	OH	45750			49,781	190	0.38%
Parkersburg South	1511 Blizzard Dr	Parkersburg	WV	26101			34,149	222	0.65%
Ravenswood High	100 Plaza Dr	Ravenswood	WV	26164			27,175	90	0.33%
Ripley High	2 School Street	Ripley	WV	25271			22,658	88	0.39%
Ritchie High	201 Ritchie County School Rd	Ellenboro	WV	26346			13,420	62	0.46%
Belpre High	612 3rd St	Belpre	OH	45714			13,399	60	0.45%
Parkersburg High School	2101 Dudley Avenue	Parkersburg	WV	26101			13,351	87	0.65%
Wirt High	431 Mulberry St	Elizabeth	WV	26143			10,614	104	0.98%
Williamstown High School	219 West 5th Street	Williamstown	WV	26187			10,000	44	0.44%
Athens High School	1 High School Rd	The Plains	OH	45780			8,161	73	0.89%
Waterford High School	330 Main St	Waterford	OH	45786			7,237	30	0.41%
Parkersburg South	1511 Blizzard Dr	Parkersburg	WV	26101			5,216	67	1.28%
Ravenswood High	100 Plaza Dr	Ravenswood	WV	26164			4,771	43	0.90%
Warren High	130 C804	Vincent	OH	45784			4,520	12	0.27%
Ripley High	2 School Street	Ripley	WV	25271			4,238	37	0.87%
Fort Frye High School	420 5th St	Beverly	OH	45715			4,016	15	0.37%
Marietta High	115 Academy Dr	Marietta	OH	45750			3,443	32	0.93%
Wirt High	431 Mulberry St	Elizabeth	WV	26143			2,459	53	2.16%
Ritchie High	201 Ritchie County School Rd	Ellenboro	WV	26346			2,201	30	1.36%

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



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
45750	130,629
26101	102,427
26104	43,638
26105	39,190
45714	29,125
26164	10,518
26143	5,482
26150	3,932
26187	2,876
26161	2,413



Grid contains more rows, but they have been clipped.

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	1,842,279	28,647	1.55%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	434,285	115	0.03%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	373,004	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	246,659	713	0.29%
Set Top Box	A device that connects to a TV and provides streaming content, such as Roku, Fire TV, and Chromecast.	244,092	5	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	70,399	683	0.97%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	61,848	153	0.25%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	16,824	0	0.00%

Top CTV TV Devices

Device Make	Impressions ↓	Video Completion Rate
Telly	131,648	72.33%
Vizio	110,216	99.13%
Samsung	20,893	98.98%
LG	8,917	98.69%
Amazon	2,355	98.34%

Top CTV Streaming Devices

Device Make	Impressions ↓	Video Completion Rate
Roku	152,389	98.42%
Dish	43,284	97.49%
Amazon	18,115	98.41%
Google	5,531	99.49%
DirecTV	5,080	99.13%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	225,283	422	0.19%
Samsung	76,861	310	0.40%
Motorola	14,397	112	0.78%
Amazon	11,845	2	0.02%
Vizio	11,485	0	0.00%
Google	9,967	25	0.25%
Sonos	5,416	0	0.00%
Roku	3,291	0	0.00%
LG	1,414	6	0.42%
Redmi	1,258	0	0.00%

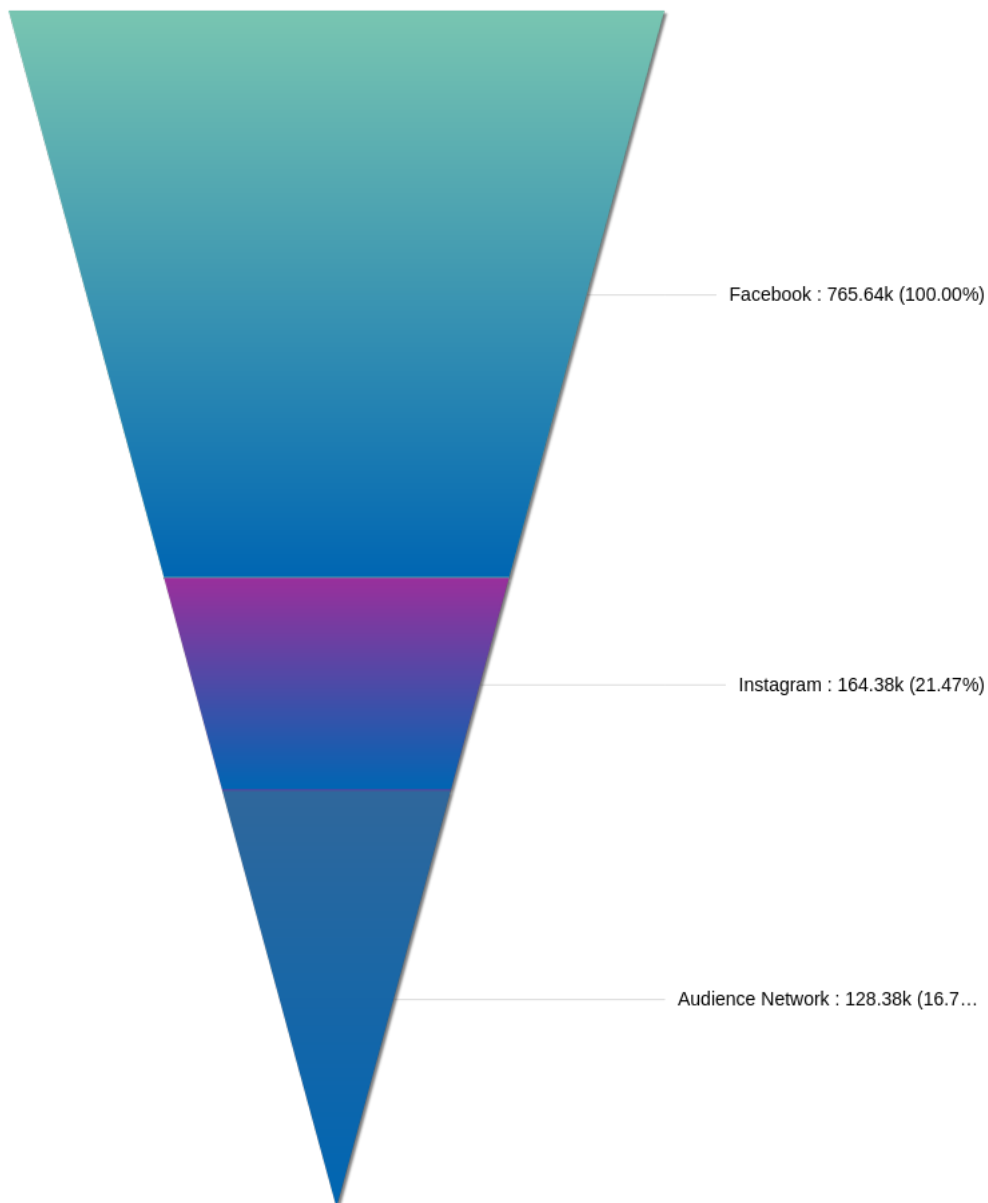
Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	46,384	50	0.11%
Spotify: Play music & podcasts	43,715	16	0.04%
apps.apple.com/us/app/wattpad-read-write-stories/id306310789?uo=4	43,563	12	0.03%
spreaker.com	29,985	0	0.00%
audacy.com	28,652	0	0.00%
snkdigital.com	19,583	0	0.00%
thearchivist24.com	14,811	86	0.58%
msn.com/en-us/play	12,925	88	0.68%
wtap.com	11,959	6	0.05%
msn.com/en-us	10,945	134	1.22%
TuneIn Radio: Music & Sports	10,272	0	0.00%
usatoday.com	9,483	19	0.20%
spotify.com	8,486	1	0.01%
dailymotion.com	8,394	138	1.64%
iheart.com	6,805	1	0.01%
rollingstone.com	6,484	3	0.05%
weather.com	5,171	1	0.02%
wtrf.com	4,781	33	0.69%
Tinder - Dating. Meet Friends	4,771	171	3.58%
wboy.com	4,569	30	0.66%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	498,866	7,795	1.56%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	225,534	9,103	4.04%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	100,590	2,229	2.22%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	86,083	1,459	1.69%
Instagram Stories	Your ads appear in people's Stories on Instagram.	53,118	973	1.83%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	28,410	433	1.52%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	27,793	1,925	6.93%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	25,097	596	2.37%
Facebook Notification	Your ads appear within a user's notifications feed.	13,305	592	4.45%
Facebook Stories	Your ads appear in people's Stories on Facebook.	8,030	157	1.96%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio	106,776	97.36%
	The Roku Channel	85,020	96.79%
	Google TV - Telly	47,443	99.00%
	Roku - Sling TV	39,341	98.89%
	SAMSUNG TV PLUS	21,504	96.92%
	Telly - The Truly Smart TV	21,268	99.88%

	Samsung TV	19,072	97.04%
	Vizio - Vizio WatchFree+	17,296	99.21%
	Roku - Pluto TV	11,882	96.30%
	Roku - Plex	10,718	91.21%

Google Analytics 4 Performance

2,119,991	1,330,956	517,921	38.91%	855,326	544,842
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS
	1,033,514	1.56	9543:17:19		
	TOTAL USERS	SESSIONS PER USER	TOTAL USER ENGAGEMENT		

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

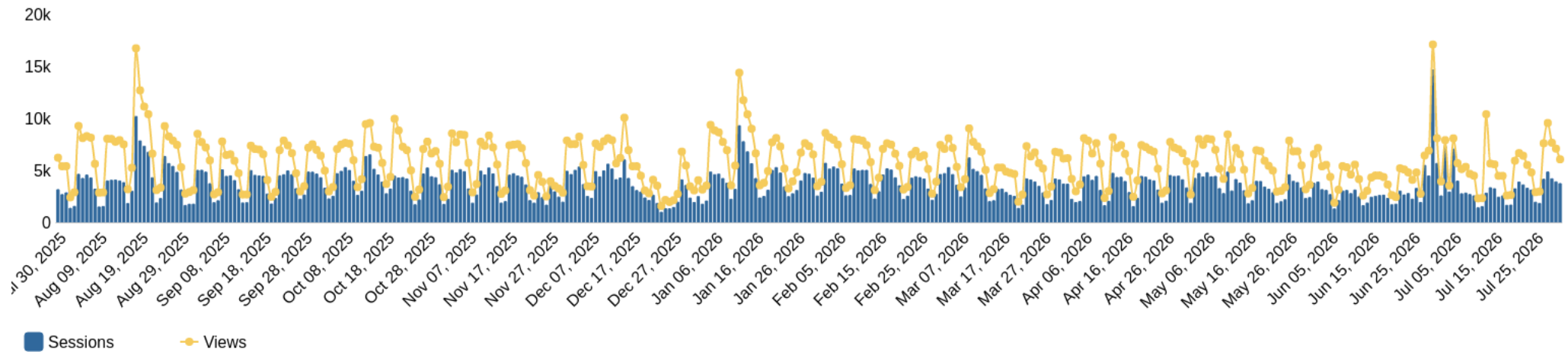
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

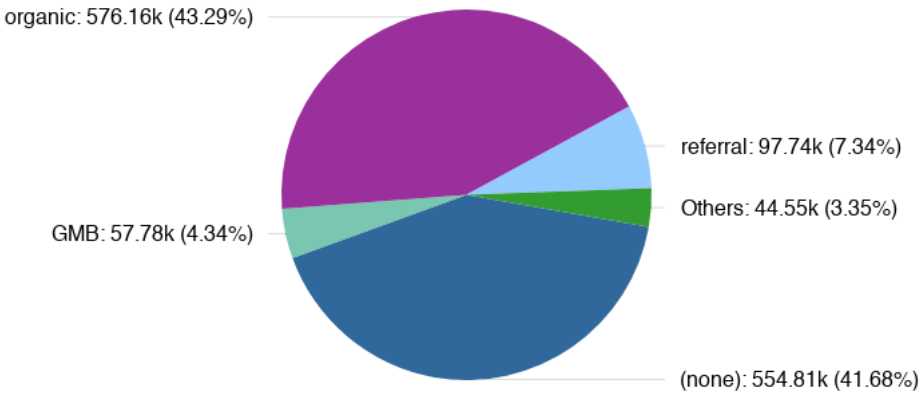
Google Analytics 4 Performance by Day



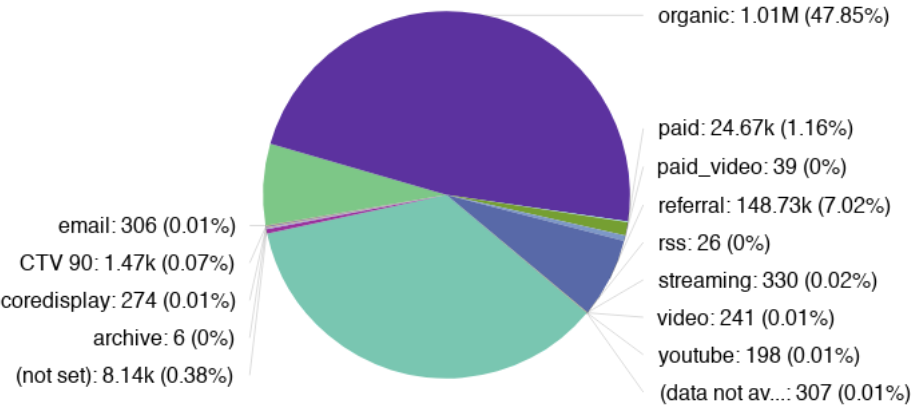
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,330,956	2,119,991	9543:17:19	1.59	38.91%
WVU Parkersburg	674,775	1,068,126	4503:25:01	1.58	36.86%
WVU Parkersburg	656,181	1,051,865	5039:52:18	1.60	41.02%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

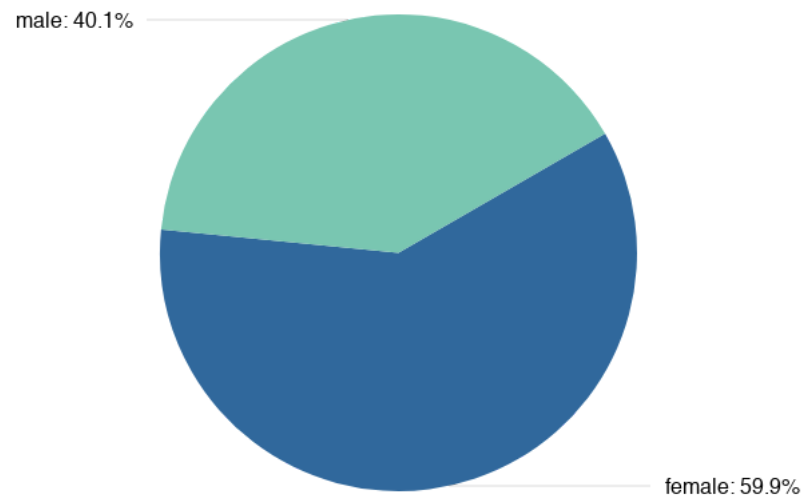


Grid contains more rows, but they have been clipped.

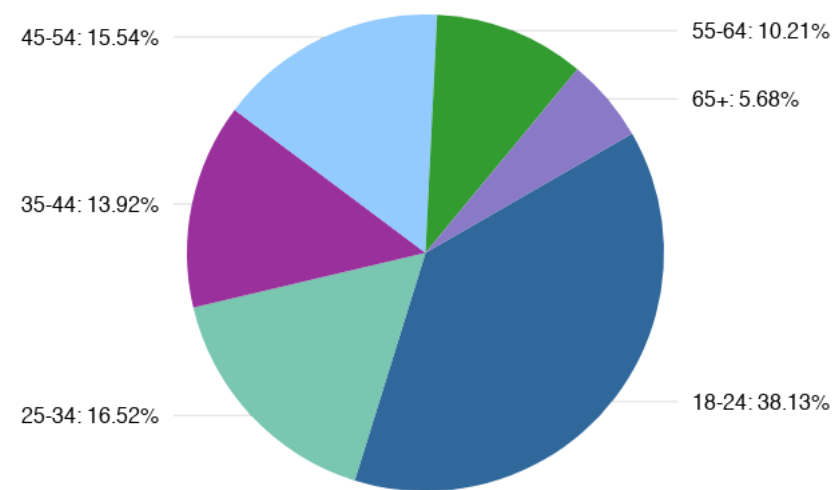
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	5,764,640
page_view	2,119,991
session_start	1,326,940
user_engagement	1,252,882
first_visit	544,859
scroll	220,561
click	178,765
file_download	33,705
form_submit	31,898
form_start	31,244
view_search_results	23,526
Video	165
video_progress	59

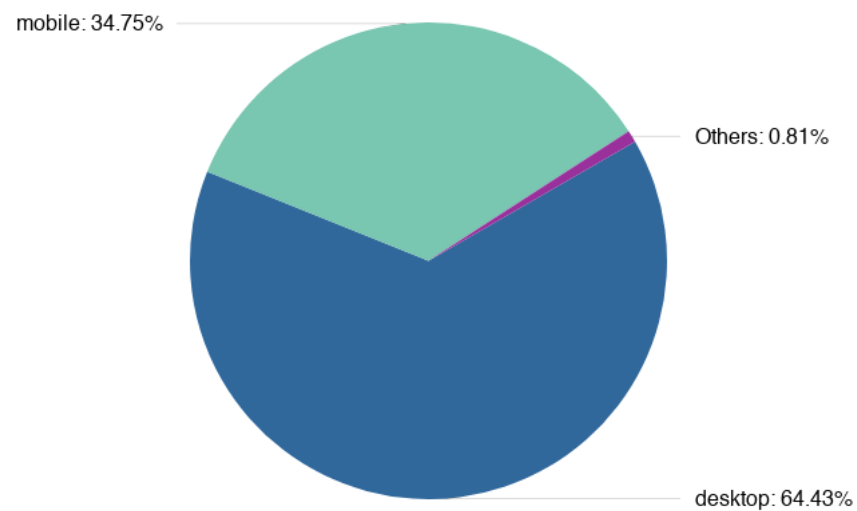
Google Analytics 4 Engaged Sessions by Gender



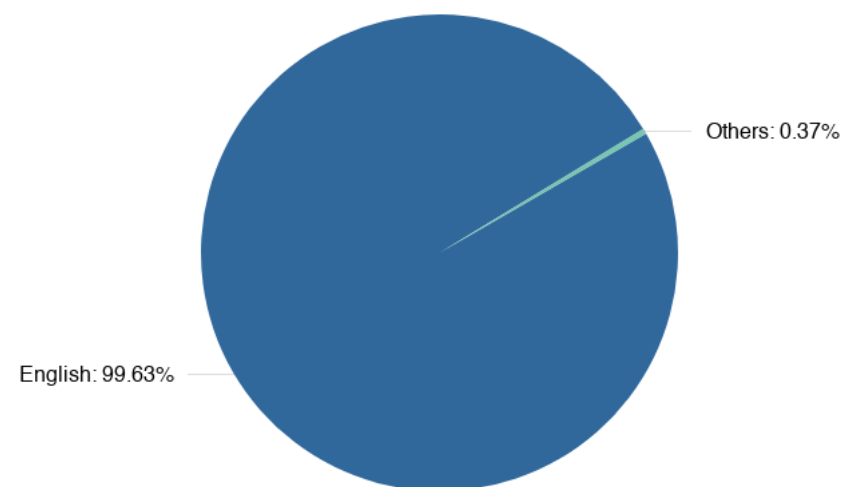
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	1,335,459	2,119,991	521,849	39.08%	9543:17:19
Chrome	742,739	1,144,638	268,402	36.14%	5327:24:31
Safari	377,835	656,581	159,313	42.16%	2491:11:22
Edge	137,789	207,207	70,561	51.21%	1361:46:02
Android Webview	25,751	32,437	4,711	18.29%	68:56:51
Firefox	21,147	37,498	10,604	50.14%	169:15:07

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,061,001
/	364,291
/current-students/olsis/	60,231
/current-students/student-resources/course-schedules/	48,190
/academics/programs/	33,614
/faculty-staff/information-for-faculty-staff/employment-opportunities/	30,836
/faculty-staff/	25,645
/academics/	22,051
/academic-calendars/	21,564
/academics/nursing-health-sciences/	16,156
/faculty-staff/information-for-faculty-staff/human-resources/	12,990

Grid contains more rows, but they have been clipped.

Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	259,521	516,549	141,237	54.42%	2965:32:03
News & Politics/Avid News Readers	18,396	35,860	9,891	53.77%	205:23:14
Technology/Technophiles	16,878	32,398	8,966	53.12%	169:29:02
News & Politics/Avid News Readers/Avid Local News Readers	13,917	32,029	8,319	59.78%	200:33:25
Sports & Fitness/Sports Fans/Fans of American Football	13,528	27,227	7,525	55.63%	164:40:47
Shoppers/Shopping Enthusiasts	12,405	25,133	6,767	54.55%	141:16:16
Media & Entertainment/Book Lovers	11,694	19,700	5,744	49.12%	92:30:32
News & Politics/Avid News Readers/Entertainment News Enthusiasts	11,544	22,140	6,319	54.74%	140:40:08
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	10,743	22,475	5,854	54.49%	127:18:11
Media & Entertainment/Gamers/Casual & Social Gamers	9,831	17,933	4,992	50.78%	92:11:28
Lifestyles & Hobbies/Shutterbugs	8,497	16,741	4,572	53.81%	93:19:21
Media & Entertainment/Gamers/Hardcore Gamers	8,042	14,947	3,932	48.89%	67:19:44
Travel/Travel Buffs	7,807	16,299	4,520	57.90%	101:20:18
News & Politics/Avid News Readers/Avid Political News Readers	7,044	15,132	3,966	56.30%	89:09:26

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,410,099	2,119,991	566,719	40.19%	9543:17:19
Parkersburg	West Virginia	223,818	381,066	107,511	48.04%	1982:20:18
Singapore	(not set)	71,164	45,747	3,547	4.98%	34:12:11
Vienna	West Virginia	65,518	96,931	26,532	40.50%	444:50:53
Lanzhou	Gansu	61,654	59,971	3,744	6.07%	11:52:11
Martinsburg	West Virginia	60,866	129,907	34,314	56.38%	710:45:23
(not set)	West Virginia	59,886	97,798	28,754	48.01%	632:46:12
Charleston	West Virginia	52,270	86,641	24,929	47.69%	538:02:35
Pittsburgh	Pennsylvania	42,325	70,825	18,392	43.45%	316:36:51
(not set)	(not set)	35,900	56,729	16,566	46.14%	215:46:22
Ashburn	Virginia	32,033	53,125	14,986	46.78%	233:04:37
Indianapolis	Indiana	26,420	46,835	12,750	48.26%	189:31:50
New York	New York	25,537	32,577	5,912	23.15%	85:19:50
(not set)	(not set)	25,000	24,374	2,295	9.18%	10:53:03
Marietta	Ohio	20,615	34,783	10,645	51.64%	238:58:58
Columbus	Ohio	19,694	31,014	9,174	46.58%	135:12:07

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.