

Digital Marketing Report

Impressions

How many ads were served:

74,398

Clicks

Times a user clicked on an ad

511

Click-Through Rate

(Clicks/Impressions) x 100

0.69%

Your Product Breakout by Impressions



TikTok

Total Engagement Rate

0.95%

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

X the National Average

9.81

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%)
St. Francis AMT Program - 18-24/Males/Continuing Education/#tradeschool TikTok	63,045	431	0.68%	9.77
St. Francis AMT Program - Retargeting TikTok	11,353	80	0.70%	10.07

TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

TikTok Profile Visits



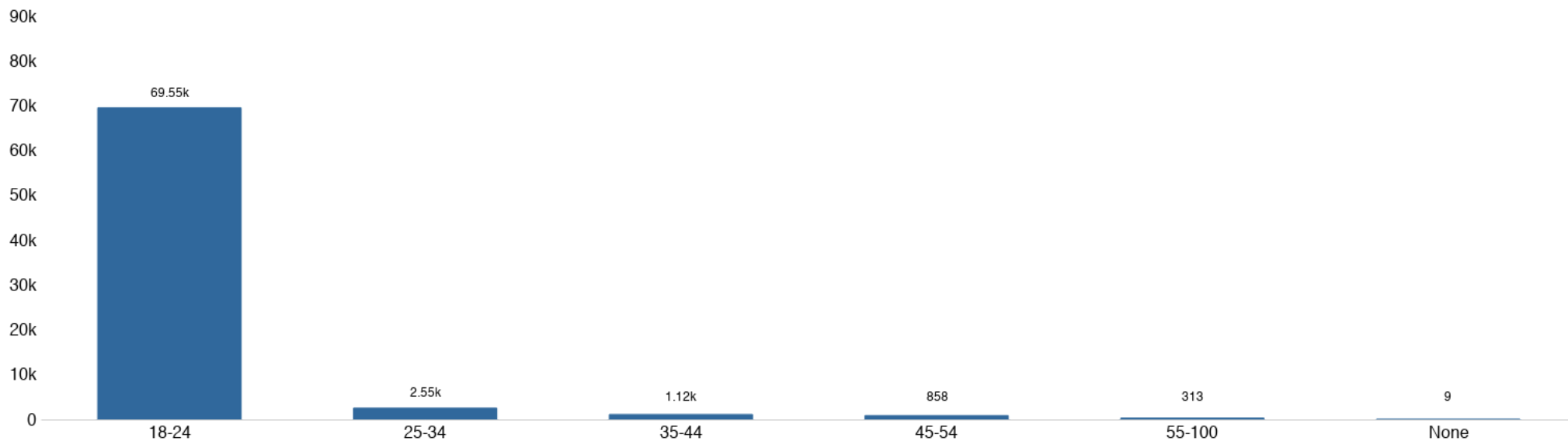
The number of profile visits the ad drove

TikTok Shares

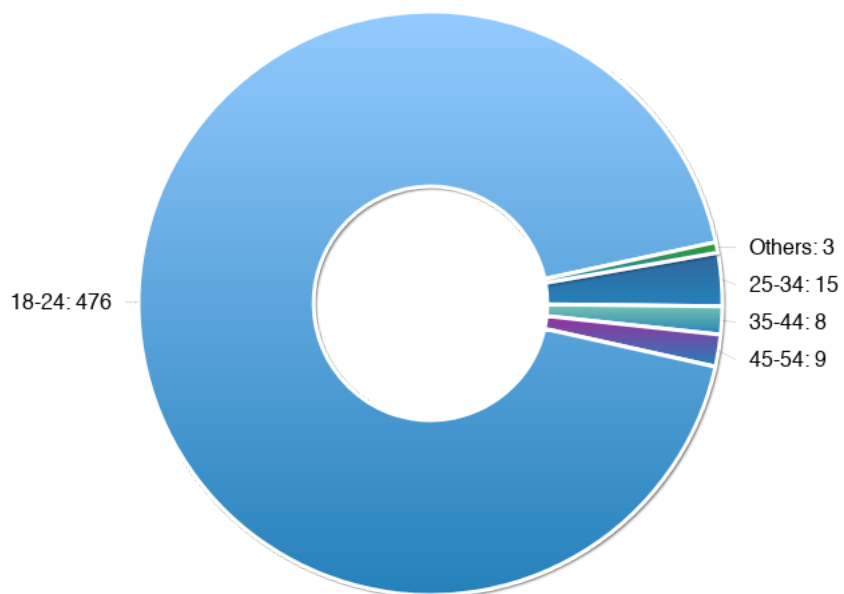


The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
St. Francis AMT Program_Ready to launch your aviation career	74,398	511	0.69%	9.81

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	71,309	487	0.68%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,078	24	0.78%

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.