

Digital Marketing Report

Impressions

How many ads were served:

492,362

Clicks

Times a user clicked on an ad

15,661

Click-Through Rate

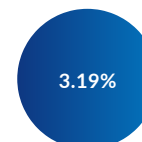
$(\text{Clicks}/\text{Impressions}) \times 100$

3.18%

Your Product Breakout by Impressions



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%)
Bausch + Lomb Surgical - Storz - Ophthalmologists B2B Behavioral Native	131,483	5,555	4.22%	60.36
Bausch + Lomb Surgical - Storz - Ophthalmologists B2B Behavioral Display	129,433	4,138	3.20%	45.67
Bausch + Lomb Surgical - Storz - Keyword Display	75,498	124	0.16%	2.35
Bausch + Lomb Surgical - Storz - Keyword Native	72,233	48	0.07%	0.95
Bausch + Lomb Surgical - Storz - Ophthalmologists B2B Behavioral Video	44,297	4,538	10.24%	146.35
Bausch + Lomb Surgical - Storz - Keyword Video	17,710	44	0.25%	3.55
Bausch + Lomb Surgical - Storz - Retargeting Display	10,838	634	5.85%	83.57
Bausch + Lomb Surgical - Storz - Retargeting Native	8,380	571	6.81%	97.34
Bausch + Lomb Surgical - Storz - Retargeting Video	2,490	9	0.36%	5.16

Display Click Conversions

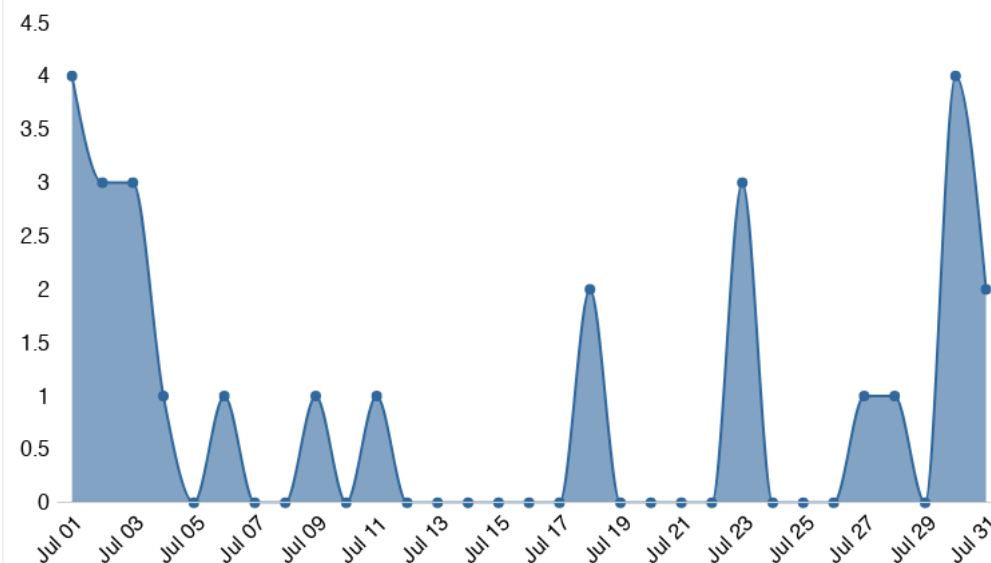


Times users clicked on an ad leading to your site and visited a page or completed an action

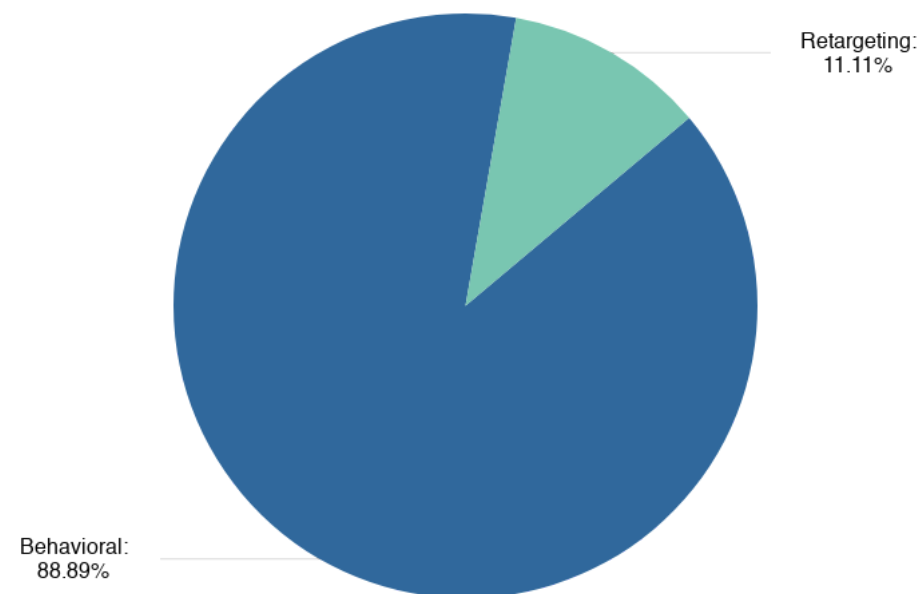
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Bausch + Lomb Surgical Storz Request a Catalog Page View	15
Bausch + Lomb Surgical Storz Contact Page View	9
Bausch + Lomb Surgical Storz Quote Request Page View	3

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

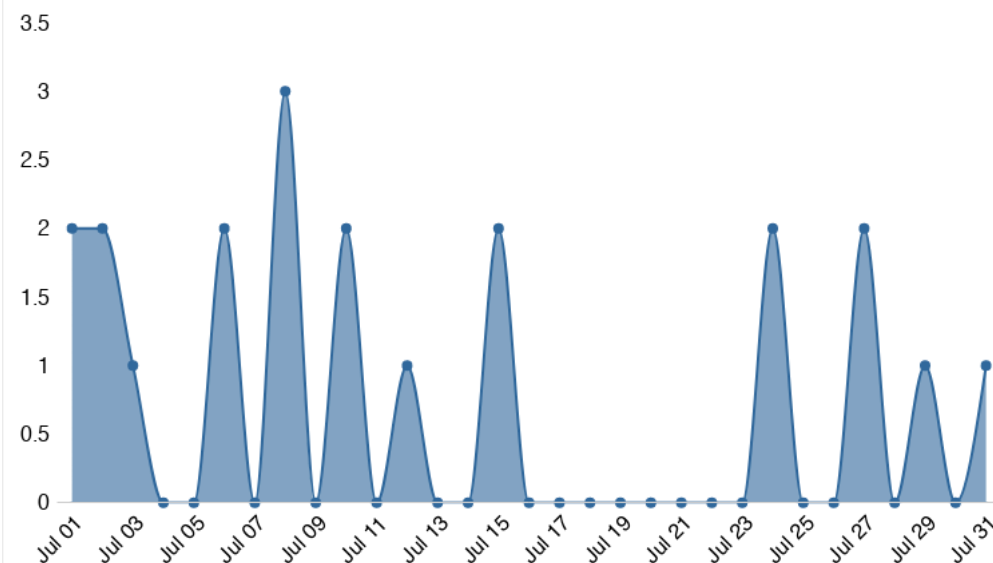


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Bausch + Lomb Surgical Storz Homepage Visits	21

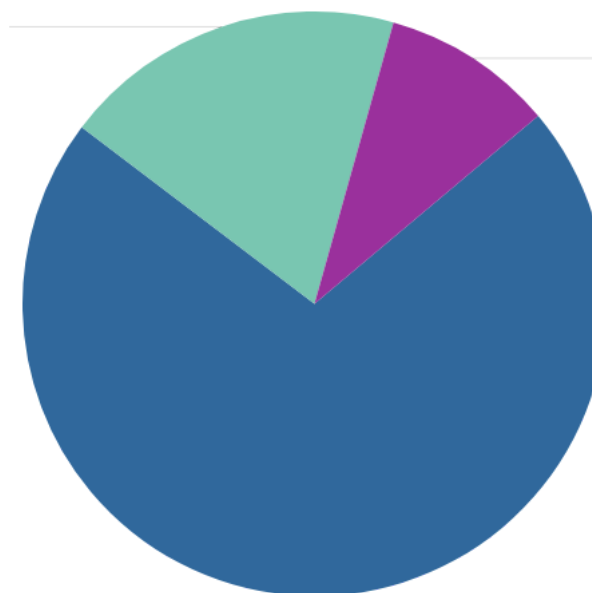
Display View-through Conversions by Day



Top Display View-through Conversions by Strategy

Keyword:
19.05%

Retargeting:
9.52%



Behavioral:
71.43%

Video View-through Conversions

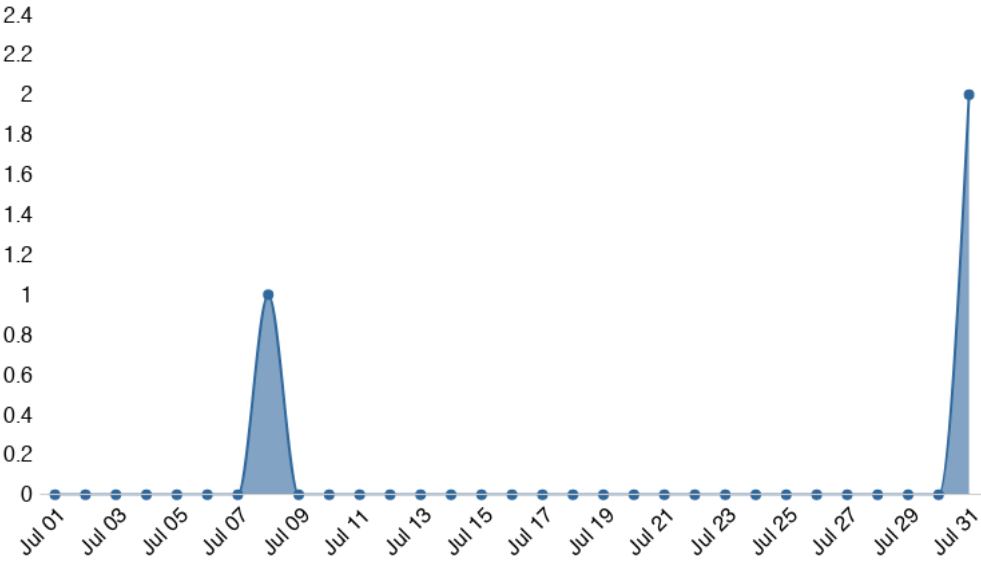


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

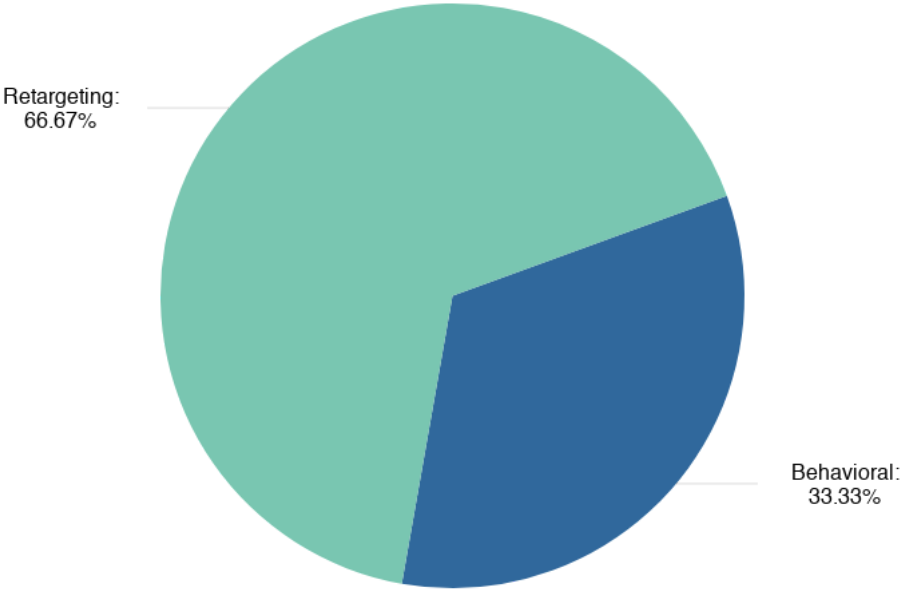
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bausch + Lomb Surgical Storz Quote Request Page View	2
Bausch + Lomb Surgical Storz Homepage Visits	1

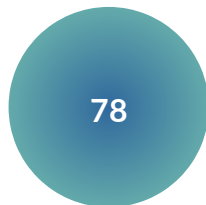
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Native Click Conversions

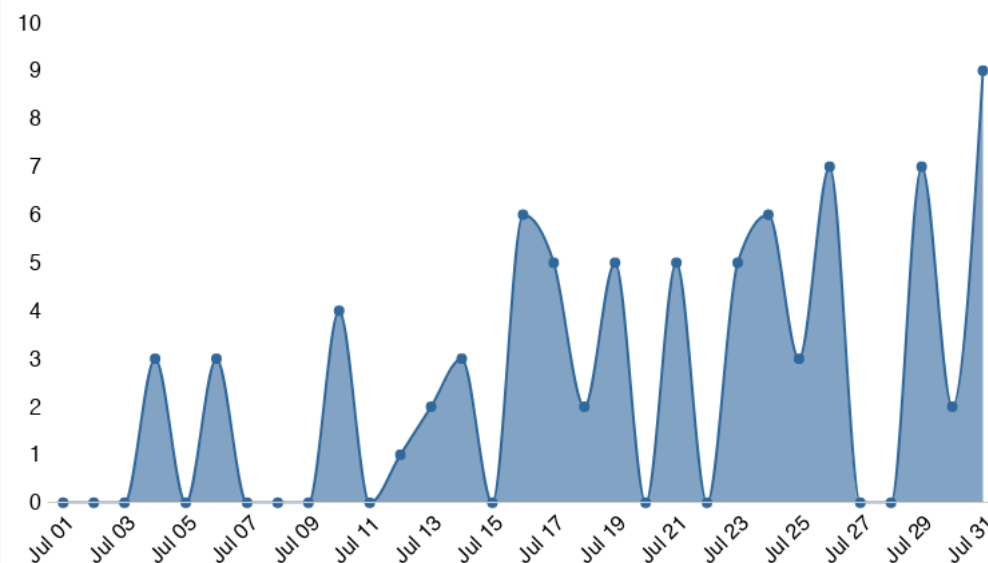


Times users clicked on an ad leading to your site and visited a page or completed an action

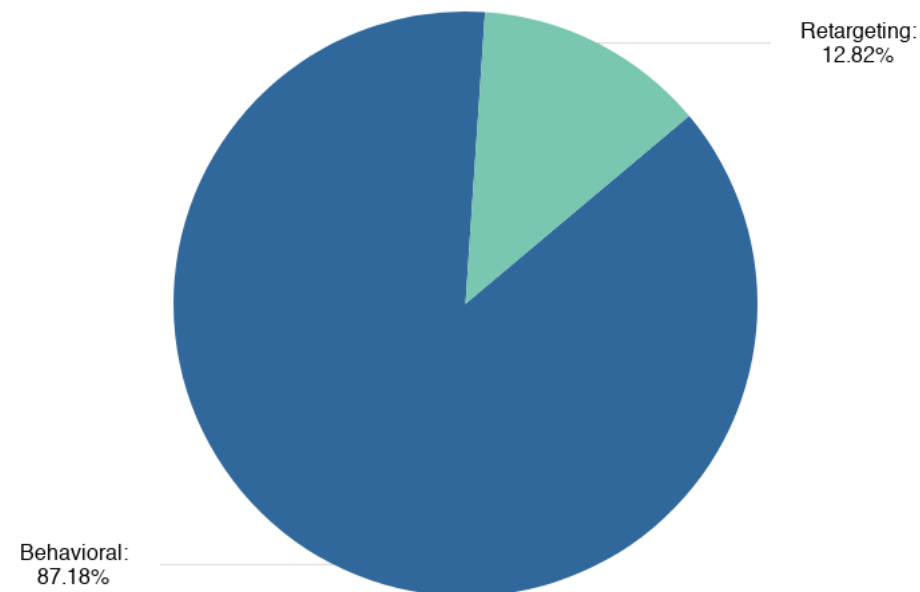
Native Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bausch + Lomb Surgical Storz Request a Catalog Page View	43
Bausch + Lomb Surgical Storz Contact Page View	24
Bausch + Lomb Surgical Storz Quote Request Page View	11

Native Click Conversions by Day



Top Native Click Conversions by Strategy



Native View-through Conversions

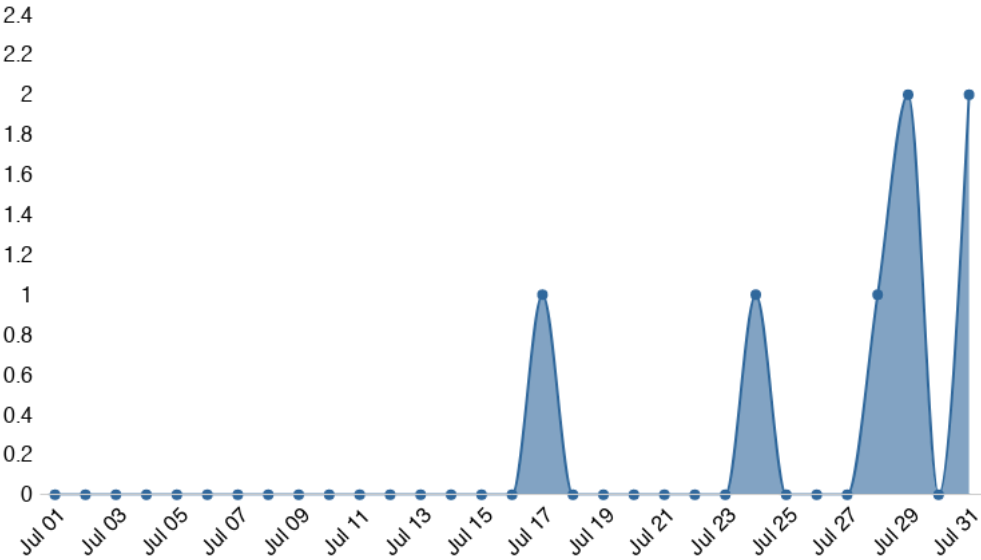


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

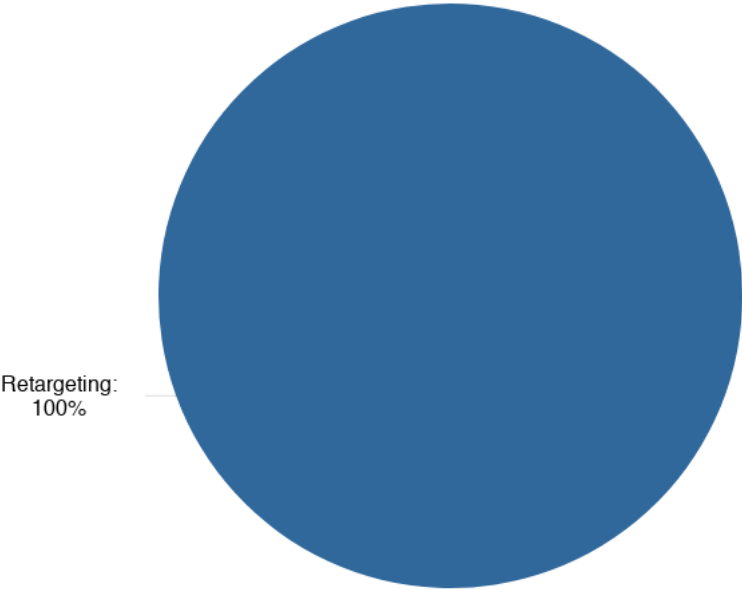
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bausch + Lomb Surgical Storz Homepage Visits	7

Native View-through Conversions by Day



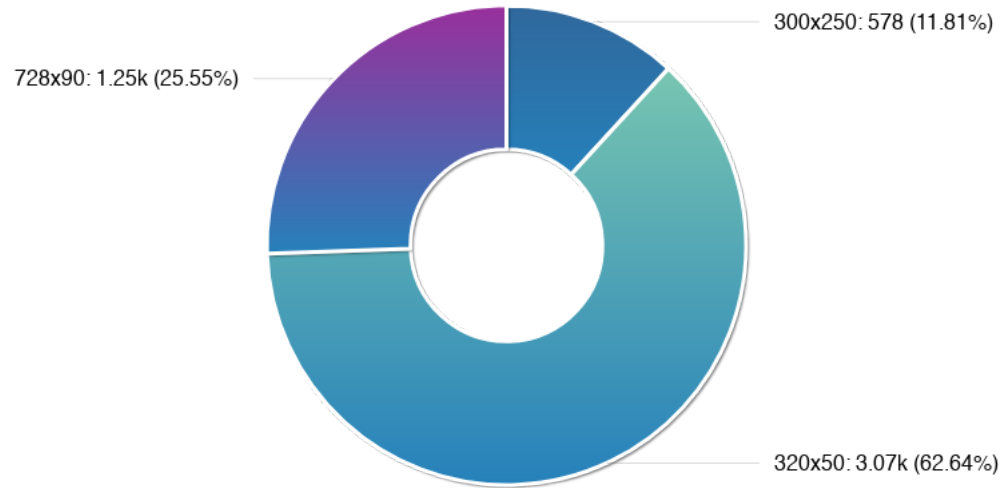
Top Native View-through Conversions by Strategy



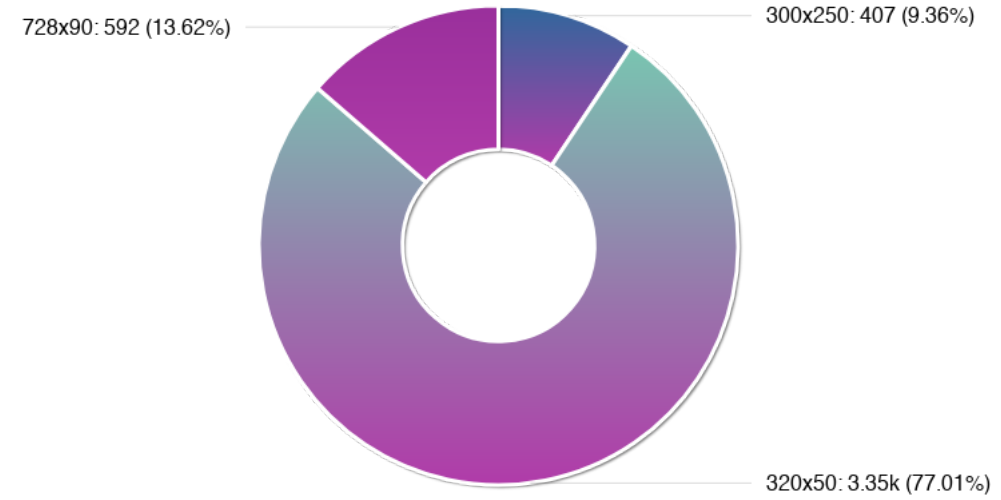
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bausch + Lomb Surgical - Storz_Storz Display SOI0016USA24 320x50	83,006	3,067	3.69%	52.78
	Bausch + Lomb Surgical - Storz_Storz Display SOI0016USA24 728x90	76,374	1,251	1.64%	23.40
	Bausch + Lomb Surgical - Storz_Storz Display SOI0016USA24 300x250	56,389	578	1.03%	14.64

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Bausch + Lomb Surgical - Storz_Storz Native Ad Feb 2026	212,096	6,174	2.91%	41.58

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Bausch + Lomb Surgical - Storz_SOI.0025.USA.25-Storz Craftsmanship Video SUBTITLES 30	64,497	4,591	7.12%	101.69

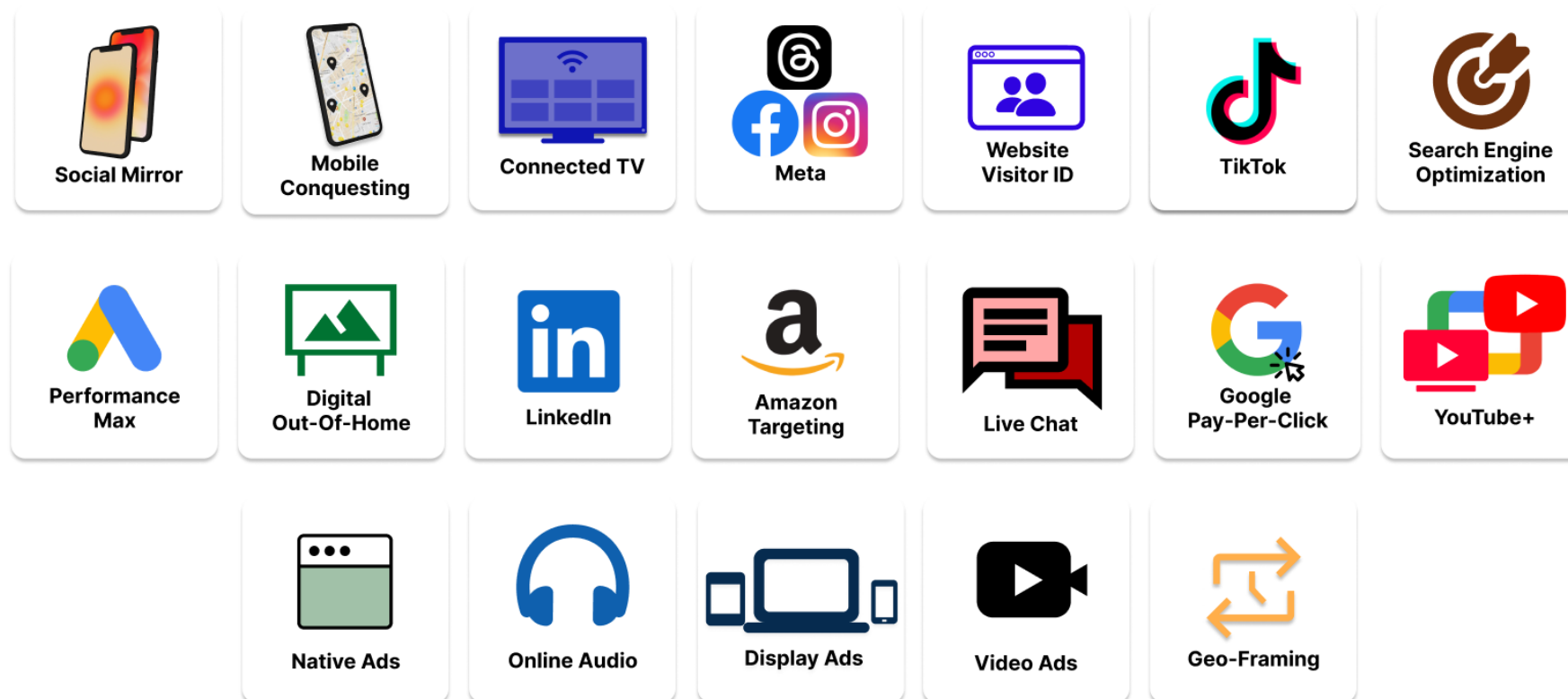
Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Bausch + Lomb Surgical - Storz - Retargeting Video	81.69%	70.88%	64.22%	56.71%
Bausch + Lomb Surgical - Storz - Keyword Video	74.00%	65.10%	59.28%	46.76%
Bausch + Lomb Surgical - Storz - Ophthalmologists B2B Behavioral Video	73.32%	61.45%	53.94%	45.61%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	332,338	11,892	3.58%
Desktop	A personal computing device that remains stationary at one location.	105,273	1,450	1.38%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	54,726	2,319	4.24%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	4	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.