



Digital Marketing Report

Impressions

How many ads were served:

287,549

Clicks

Times a user clicked on an ad

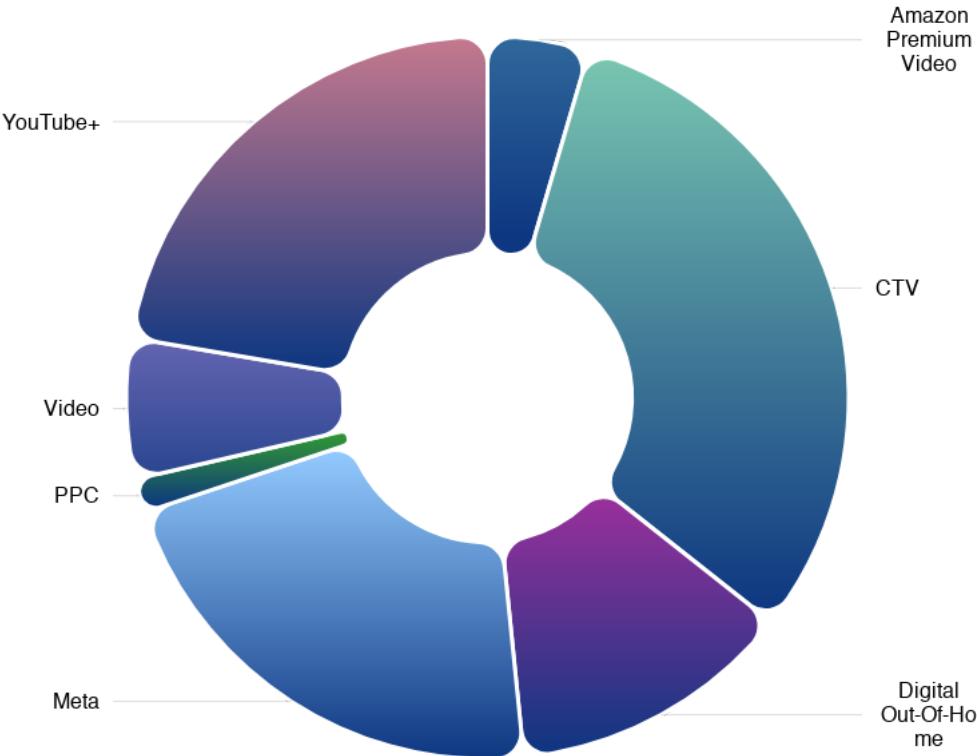
3,008

Click-Through Rate

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

2.24%

Your Product Breakout by Impressions



CTV Completion Rate

78.74%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.05

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

Total Engagement Rate

2.24%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

21.69

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.



Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

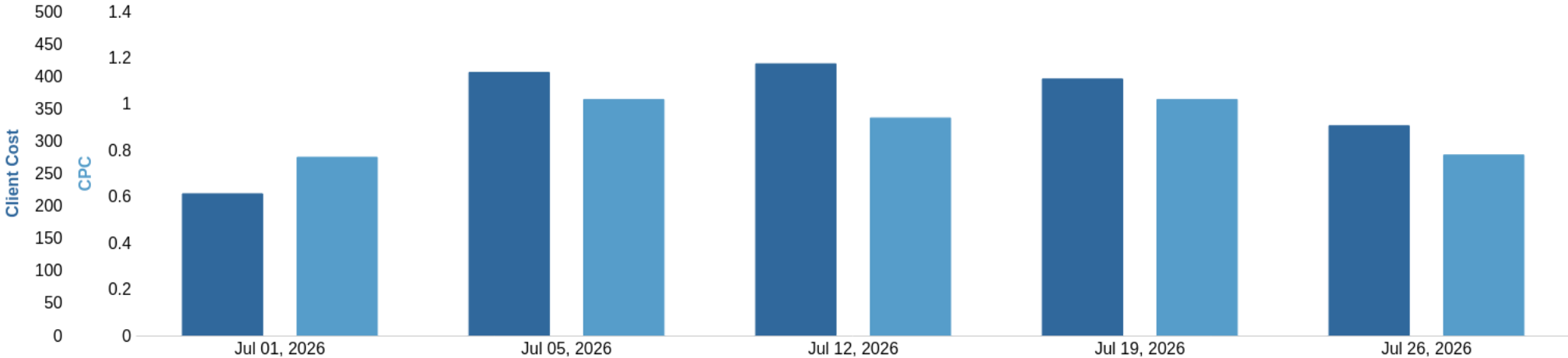
1,763.28

PPC Cost-Per-Click

Cost/Clicks

0.91

Week by Week Spend Performance





DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
Service One Credit Union - Venue Targeting DOOH Video	36,666



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Service One Credit Union - Auto Loans/Banking Services/Car Financing YouTube+	64,242	8	0.01%	0.18
Service One Credit Union - Facebook/Instagram	61,790	714	1.16%	16.51
Service One Credit Union - Personal Finance/Banking Services Behavioral CTV	36,314	61	0.17%	2.40
Service One Credit Union - AI CTV	36,057	41	0.11%	1.62
Service One Credit Union - Personal Finance/Banking Services Behavioral Video	18,035	185	1.03%	14.65
Service One Credit Union - Financial Services/Personal Finance Amazon Video	11,532	170	1.47%	21.06
Service One Credit Union - Financial Services/Personal Finance Amazon CTV	9,449	0	0.00%	0.00
Service One Credit Union - Retargeting Amazon CTV	7,612	1	0.01%	0.19
Service One Credit Union - Dynamic PPC	4,331	1,930	44.56%	636.61
Service One Credit Union - Retargeting Amazon Video	1,521	1	0.07%	0.94

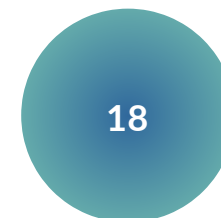


Meta Post Engagements



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

Meta Post Reactions



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

Meta Post Shares



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



Grid contains more rows, but they have been clipped.

Video Creative Performance

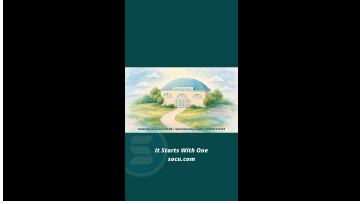
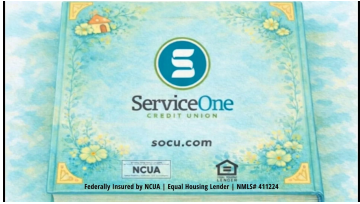
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Service One Credit Union_16-9_SOCU-ISWO-CREDIT-BUILDER-2026_60.mp4	5,585	64	1.15%	16.37
	Service One Credit Union_16-9_SOCU-ISWO-AUTO-LOAN-2026_60.mp4	4,485	44	0.98%	14.01
	Service One Credit Union_SOCU-ISWO-BRAND-STORY-2026_60.mp4	988	33	3.34%	47.72
Thumbnail not available	Service One Credit Union 5.29.26 16-	2,943	21	0.71%	10.19

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Service One Credit Union - Personal Finance/Banking Services Behavioral Video	58.79%	45.14%	37.89%	30.73%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Service One Credit Union_16-9_SOCU-ISWO-CREDIT-BUILDER-2026_60.mp4	12,268	97.78%
Thumbnail not available	Service One Credit Union_16-9_SOCU-ISWO-AUTO-LOAN-2026_60.mp4	30,675	97.46%
	Service One Credit Union_9-16_SOCU_ISWO_BRAND-STORY_2026_15D.mp4	13,372	97.21%
Thumbnail not available	Service One Credit Union_5.29.26_16-9_SOCU_ISWO_MORTGAGE_2026_15D (1).mp4	13,444	96.62%
	Service One Credit Union_SOCU-ISWO-BRAND-STORY-2026_60.mp4	1,223	95.61%
	Service One Credit Union_5.29.26_SOCU-ISWO_MORTGAGE_2026_60 (1).mp4	1,389	95.39%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Service One Credit Union - Personal Finance/Banking Services Behavioral CTV	100.00%	99.39%	98.31%	97.95%
Service One Credit Union - AI CTV	100.00%	99.31%	98.33%	96.53%



YouTube+ Creative Performance

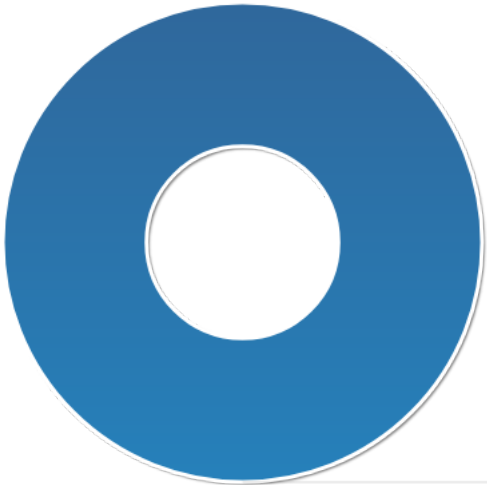
Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Service One Credit Union_5.29.26_Home Buying Made Simple	29,060	5	92.63%	0.04
Service One Credit Union_5.29.26_It Starts With One	26,433	1	98.22%	0.04
Service One Credit Union_5.29.26_00:16 Quick Solutions for Life's Surprises	8,748	2	97.37%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Service One Credit Union_5.29.26_It Starts With One	99.09%	98.63%	98.42%	98.22%
Service One Credit Union_5.29.26_00:16 Quick Solutions for Life's Surprises	98.32%	97.78%	97.52%	97.37%
Service One Credit Union_5.29.26_Home Buying Made Simple	94.48%	93.40%	92.92%	92.63%



Amazon Premium Display Click Performance by Ad Size



1920x1080: 1 (100%)

Amazon Premium Video Creative Performance

Grid contains more rows, but they have been clipped.

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Service One Credit Union_9-16_SOCU_ISWO_CREDIT-BUILDER_2026_15D (1)	View Preview	3,467	28	0.81%	11.54
Service One Credit Union_4.15.26_9-16_SOCU_ISWO_BRAND-STORY_2026_15D.mp4_OLV	View Preview	2,804	43	1.53%	21.91
Service One Credit Union_5.29.26_16-9_SOCU_ISWO_MORTGAGE_2026_15D.mp4	View Preview	2,668	33	1.24%	17.67
Service One Credit Union_5.29.26_16-9_SOCU_ISWO_FAST-CASH_2026_15D.mp4	View Preview	2,639	29	1.10%	15.70
Service One Credit Union_9-16_SOCU_ISWO_AUTO-LOAN_2026_15D	View Preview	1,475	38	2.58%	36.80



Amazon Premium Video Completion Performance by Creative

Grid contains more rows, but they have been clipped.

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Service One Credit Union_9-16_SOCU_ISWO_CREDIT-BUILDER_2026_15D (1)	87.68%	85.76%	66.91%	58.90%
Service One Credit Union_9-16_SOCU_ISWO_AUTO-LOAN_2026_15D	83.38%	29.65%	20.69%	18.32%
Service One Credit Union_4.15.26_9-16_SOCU_ISWO_BRAND-STORY_2026_15D.mp4_OLV	83.26%	76.63%	61.61%	54.52%
Service One Credit Union_5.29.26_16-8_SOCU_ISWO_MORTGAGE_2026_15D	81.81%	75.37%	60.93%	55.41%



Grid contains more rows, but they have been clipped.

Meta Creative Performance

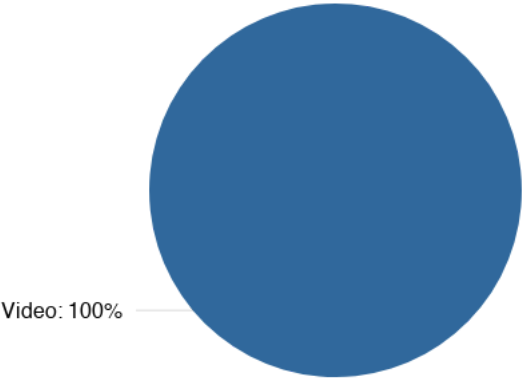
Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Service One Credit Union_9-16_SOCU_ISWO_CREDIT-BUILDER_2026_15D (1).mp4	30,641	330	1.08%	15.39
Service One Credit Union_9-16_SOCU_ISWO_AUTO-LOAN_2026_15D.mp4	15,168	197	1.30%	18.55
Service One Credit Union_9-16_SOCU_ISWO_AUTO-LOAN_2026_60D	6,982	82	1.17%	16.78
Service One Credit Union_16-9_SOCU_ISWO_MORTGAGE_2026_15D.mp4	3,590	42	1.17%	16.71
Service One Credit Union_16-9_SOCU-ISWO-AUTO-LOAN-2026_60 (1)	936	21	2.24%	32.05
Service One Credit Union_16-9_SOCU-ISWO-CREDIT-BUILDER-2026_60 (1)	1,063	12	1.13%	16.13
Service One Credit Union_16-9_SOCU_ISWO_BRAND-STORY_2026_15D (1).mp4	1,366	11	0.81%	11.50



DOOH Creative Performance

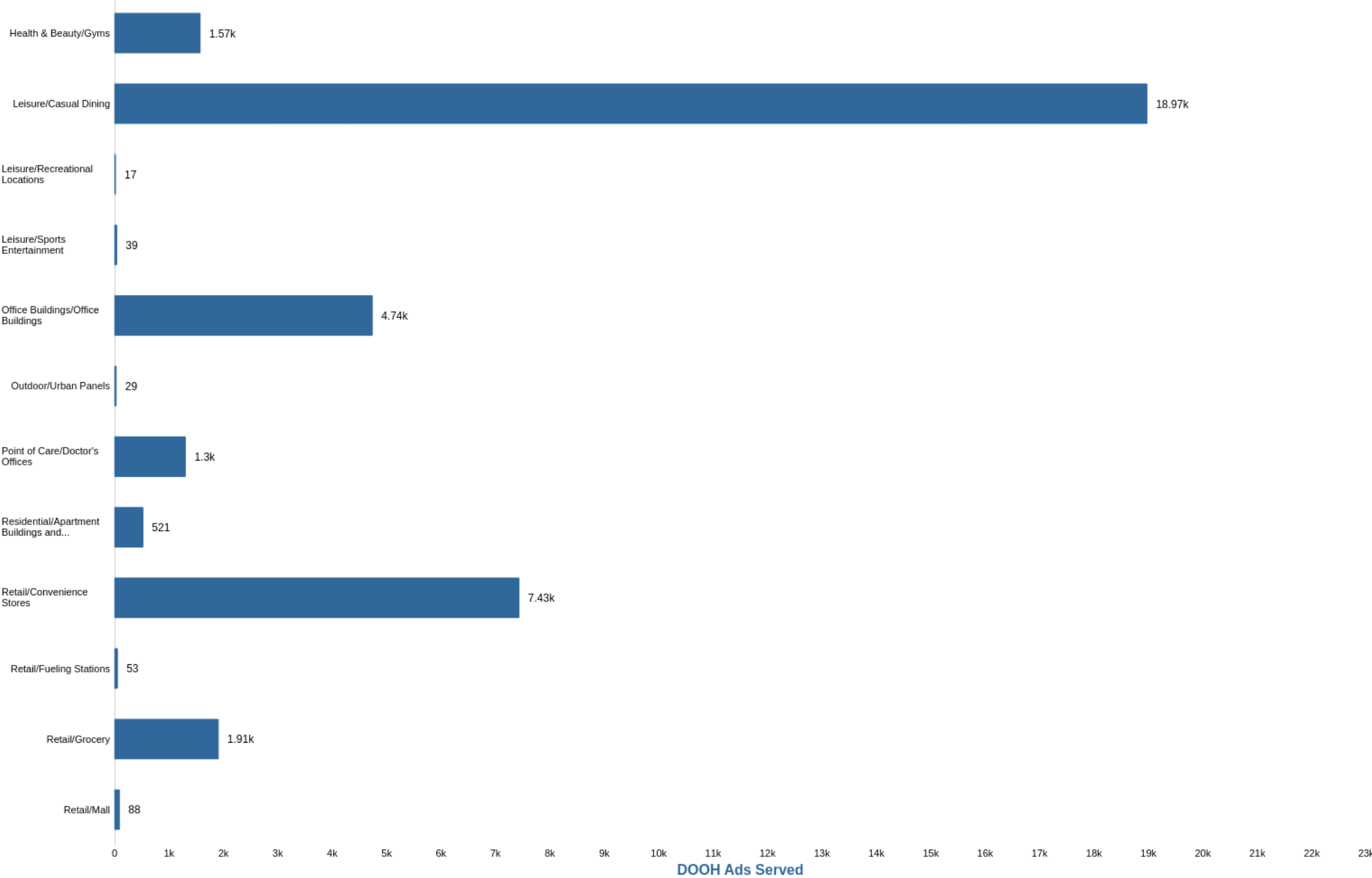
Creative File Name	Campaign Name	DOOH Ads Served ↓
16-9_SOCU-ISWO-AUTO-LOAN-2026_60 (1) (1).mp4	Service One Credit Union - Venue Targeting DOOH Video	7,743
9-16_SOCU_ISWO_CREDIT-BUILDER_2026_15D (1).mp4	Service One Credit Union - Venue Targeting DOOH Video	7,148
16-9_SOCU-ISWO-CREDIT-BUILDER-2026_60.mp4	Service One Credit Union - Venue Targeting DOOH Video	6,299
16-9_SOCU_ISWO_MORTGAGE_2026_15D.mp4	Service One Credit Union - Venue Targeting DOOH Video	2,444
9-16_SOCU_ISWO_YOUNG-SAVERS_2026_15D.mp4	Service One Credit Union - Venue Targeting DOOH Video	2,339
9-16_SOCU_ISWO_HELOC_2026_15D.mp4	Service One Credit Union - Venue Targeting DOOH Video	2,083
16-9_SOCU_ISWO_FAST-CASH_2026_15D.mp4	Service One Credit Union - Venue Targeting DOOH Video	1,983
9-16_SOCU_ISWO_BRAND-STORY_2026_15D.mp4	Service One Credit Union - Venue Targeting DOOH Video	1,653
16-9_SOCU_ISWO_BRAND-STORY_2026_06D (1).mp4	Service One Credit Union - Venue Targeting DOOH Video	1,567
SOCU-ISWO_MORTGAGE_2026_60 (1) (1) (1).mp4	Service One Credit Union - Venue Targeting DOOH Video	1,020
Total		36,666

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 ↓
42103	15,369
42240	10,649
42101	4,968
42104	3,445
42141	1,554
42276	286
42262	202
42171	140
42164	41
42127	10



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	116,425	50	0.04%
Mobile	A portable electronic device that can connect to the internet.	85,219	972	1.14%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	36,666	0	0.00%
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.	35,062	60	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,507	64	1.16%
Desktop	A personal computing device that remains stationary at one location.	4,158	31	0.75%
Unknown	---	168	4	2.38%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	3	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
taiv-us.com	15,027	0	0.00%
atmosphere.com	3,401	0	0.00%
cetvnow.com	2,703	0	0.00%
western-union-us.com	2,523	0	0.00%
directv.com	1,123	0	0.00%
abcnews.com	606	3	0.50%
retailfluent.com	593	0	0.00%
screenverse.com	521	0	0.00%
pursuant-health---walmart.com	517	0	0.00%
newschannel5.com	470	0	0.00%
grocery-tv.com	443	0	0.00%
Pinterest	417	0	0.00%
nypost.com	404	5	1.24%
biblegateway.com	237	0	0.00%
screenverse---touchtunes-us.com	215	0	0.00%
usatoday.com	208	1	0.48%
huffpost.com	174	0	0.00%
BeReal. Your friends for real.	154	13	8.44%
foxnews.com	149	0	0.00%
retail-visions.com	136	0	0.00%



Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	27,905	171	0.61%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,776	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	311	0	0.00%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	70	0	0.00%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	53	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	18	1	5.56%

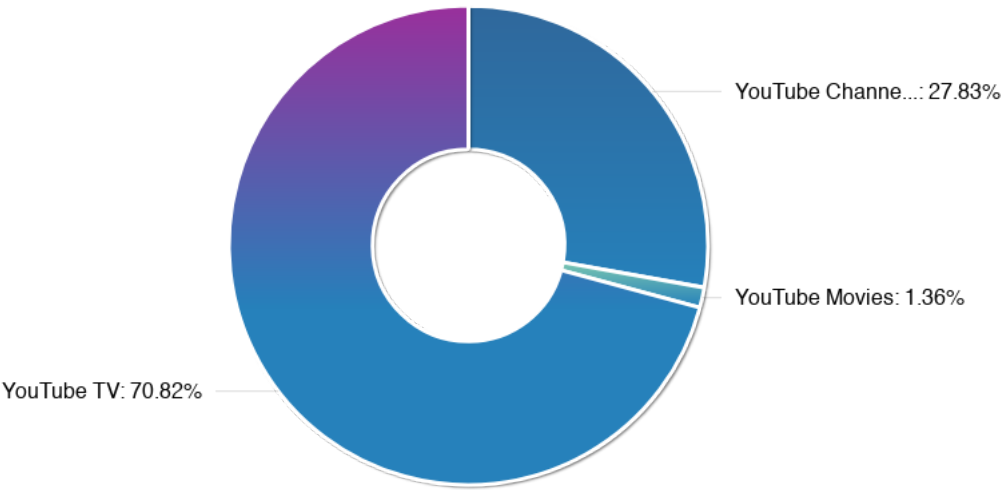


Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	5,202	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	2,305	0	0.00%
twitch.tv	1,776	0	0.00%
FireTV Channels (ID: firetv-video-news)	1,620	0	0.00%
Paramount EyeQ	1,109	0	0.00%
amazon.com	1,041	0	0.00%
roku (ID: 151908)	844	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	840	0	0.00%
imdb.com	784	1	0.13%
Block Blast Adventure Master (ID: com.block.juggle)	625	20	3.20%
48c38e27ff914ab982373e57c4157aa3	605	0	0.00%
67e0c74ccec444e99c8e00fe7d445093	471	0	0.00%
Woodoku - Block Puzzle Games (ID: com.tripledot.woodoku)	416	6	1.44%
978f8d21171a406e97631c41202c0dbc	356	0	0.00%
af6dd00ac1bb49bda30486540ed75442	330	0	0.00%
Vizio Watchfree Plus (ID: bd3ffe4fc652462197bb866858e57315)	326	0	0.00%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	288	5	1.74%
Goods Puzzle: 3D Sorting Games (ID: sorting.games.goods.sort.triple.match3d.puzzle.stuff)	255	4	1.57%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	243	0	0.00%
Roku Channel (ID: ROKU)	201	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	760	0	0.00%
CaseOh	459	0	0.00%
ABC News	427	0	0.00%
Midwest Safety	425	0	0.00%
Joe Bart Games	345	0	0.00%
GLIV	296	0	0.00%
Fox News	275	0	0.00%
CoryxKenshin	183	0	0.00%
48 Hours	178	0	0.00%
Joe Bartolozzi	173	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	8,236
(YouTube TV) MS NOW	1,836
(YouTube TV) ESPN	1,039
(YouTube TV) CNN	967
(YouTube TV) Hallmark TV	530
(YouTube TV) FOX Business	520
(YouTube TV) Investigation Discovery	494
(YouTube TV) TV Land	351
(YouTube TV) FOX Weather	351
(YouTube TV) GREAT	285

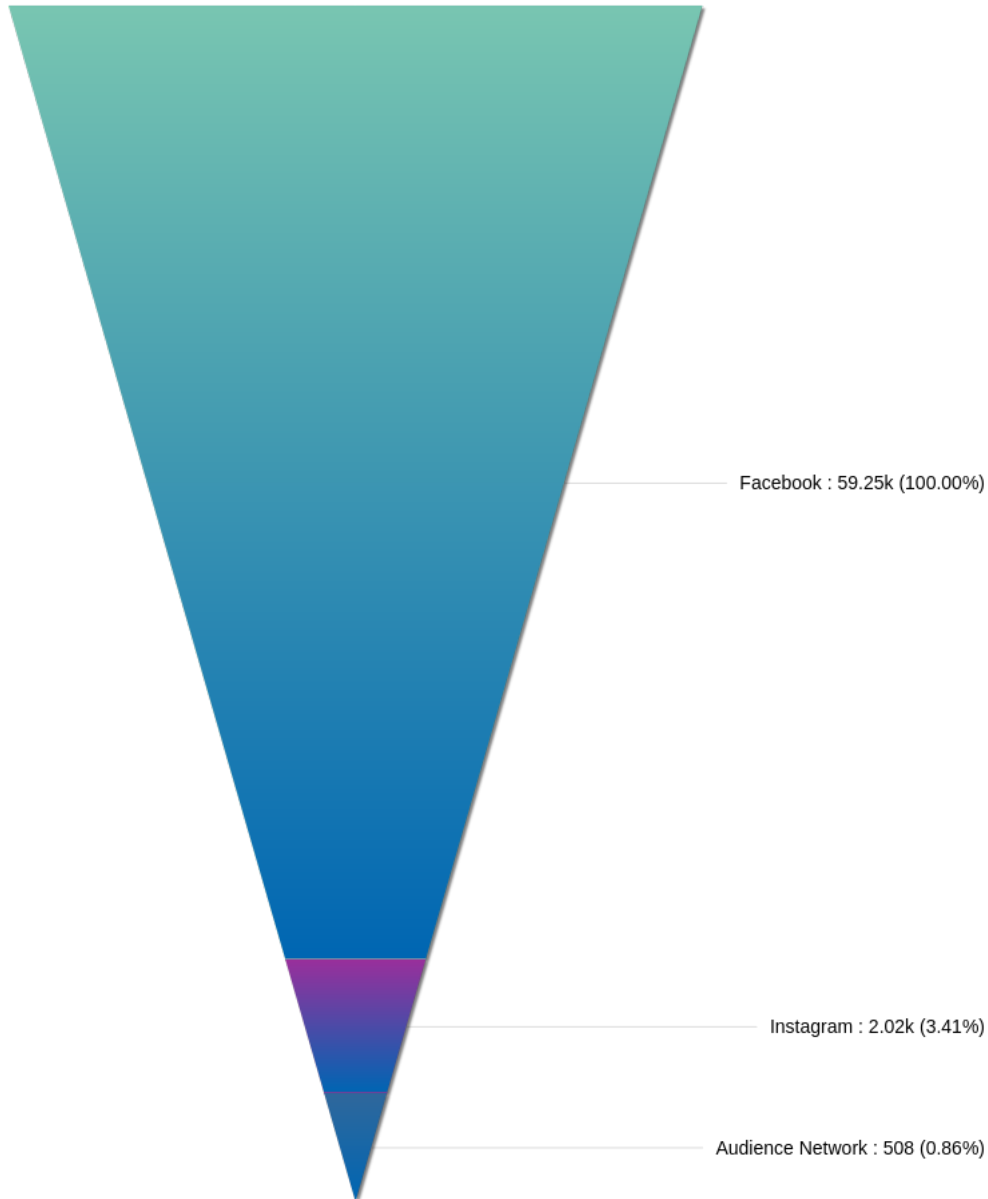


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	42,099	482	1.14%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	13,857	97	0.70%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,546	16	1.03%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,233	9	0.73%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,109	32	2.89%
Facebook Stories	Your ads appear in people's Stories on Facebook.	925	30	3.24%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	438	5	1.14%
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).	258	26	10.08%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	250	17	6.80%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	39	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

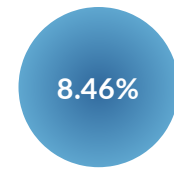
Audience Network Performance



Impressions



Clicks



CTR

Instagram Performance



Impressions



Clicks



CTR



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	10,011	99.36%
		Vizio - Vizio WatchFree+	5,333	98.10%
		DirecTV	4,002	99.17%
		SAMSUNG TV PLUS	1,243	99.54%
		WDRB+	1,038	100.00%
		Frndly TV	966	99.14%

	Philo TV	780	96.76%
	TCL Channel	317	98.17%
	Pluto TV - Live TV and Movies	298	96.54%
	The Roku Channel	239	97.09%



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Service One Credit Union - Dynamic PPC	4,331	1,930	44.56%	1,763.28	0.91

Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Bank smarter with checking, savings, loans & digital banking from SOCU. Start your membership today and take the next step toward your goals.	4,331	1,930	44.56%	1,763.28	0.91



Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Bank smarter with checking, savings, loans & digital banking from SOCU.	4,331	1,930	44.56%	1,763.28	0.91

Top Dynamic Landing Pages

Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://www.socu.com/?gad_source=1&gad_campaignid=23899736630	1,926	720	37.38%	574.54	0.80
https://www.socu.com/online-banking?gad_source=1&gad_campaignid=23899736630	1,775	105	5.92%	145.50	1.39
https://www.socu.com/?gad_source=1&gad_campaignid=23899736630&gbraid=0AAAABDZs-oSMXpKdbCNI6c41-PGUir1gS	50	29	58.00%	11.64	0.40
https://www.socu.com/?gad_source=1&gad_campaignid=23899736630&gbraid=0AAAABDZs-oR2BaDT0iv35-3FMgQsroOEg	54	28	51.85%	7.72	0.28
https://www.socu.com/?gad_source=1&gad_campaignid=23899736630&gbraid=0AAAABDZs-oQG3wBSnJ5CvEiFtBRtjNVz4	38	25	65.79%	19.81	0.79

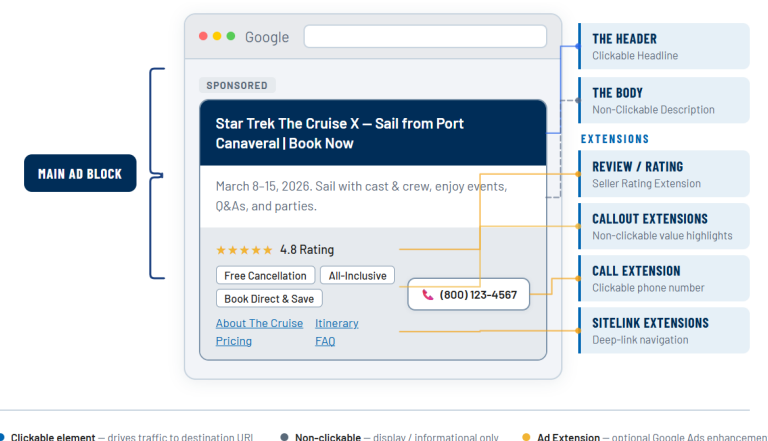
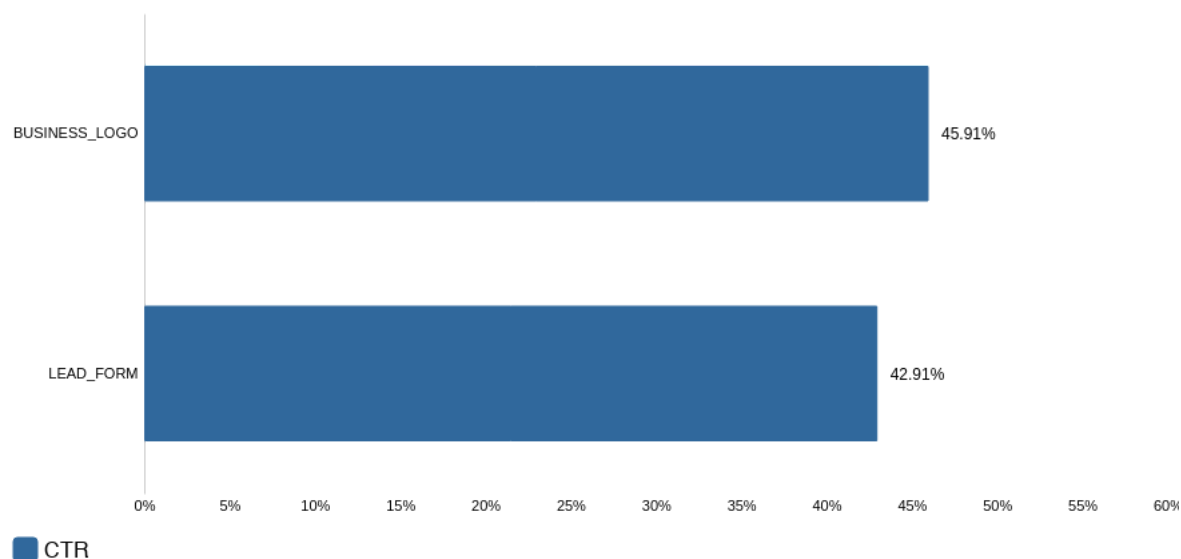


Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	https://tpc.googlesyndication.com/simgad/17399239481867362515	2,198	1,009	45.91%	976.48	0.97
LEAD_FORM	Service One Credit Union, It Starts With One Smart Financial Move — Let's Build Your Future Together., Start With One Today	2,046	878	42.91%	797.87	0.91

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

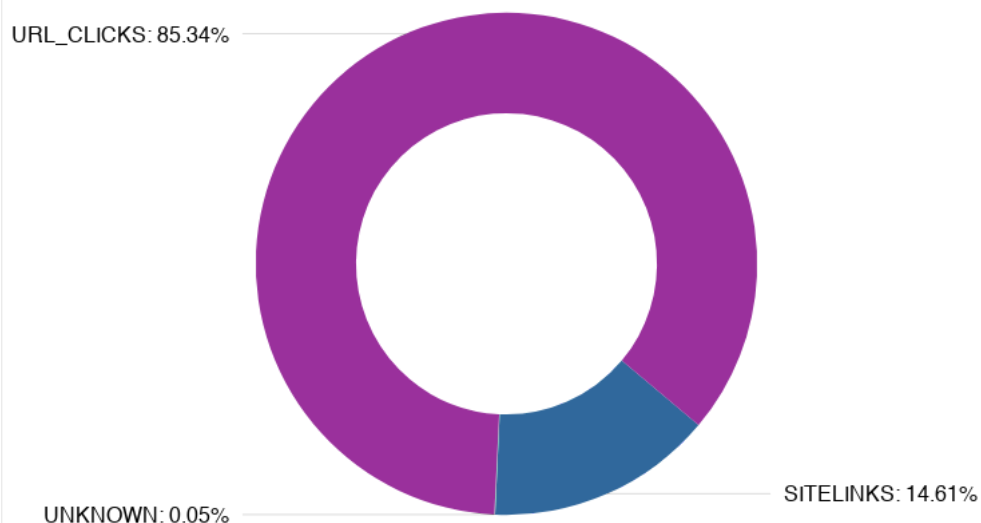
PPC Extension Type Performance



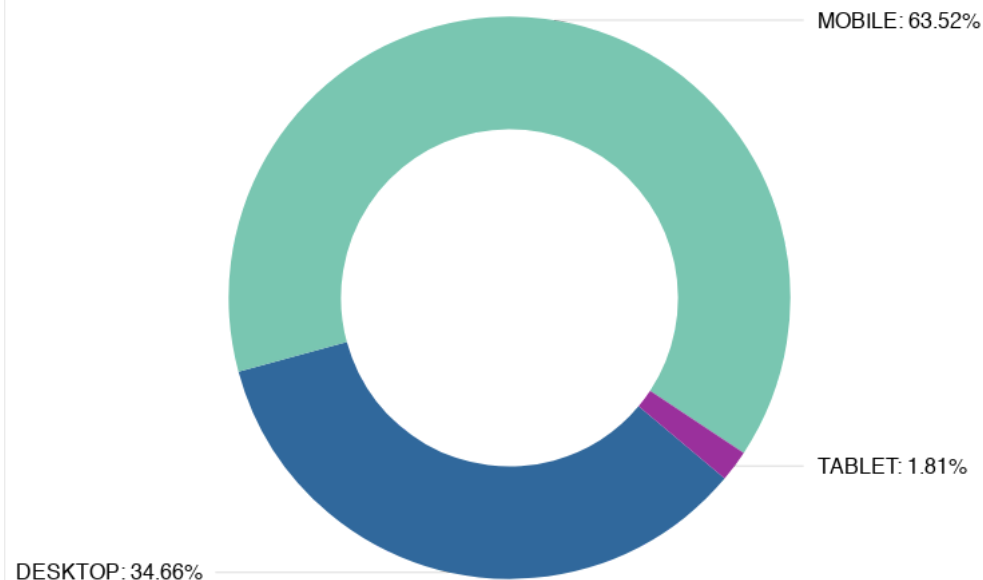
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.



Click Type Performance



Device Performance



URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

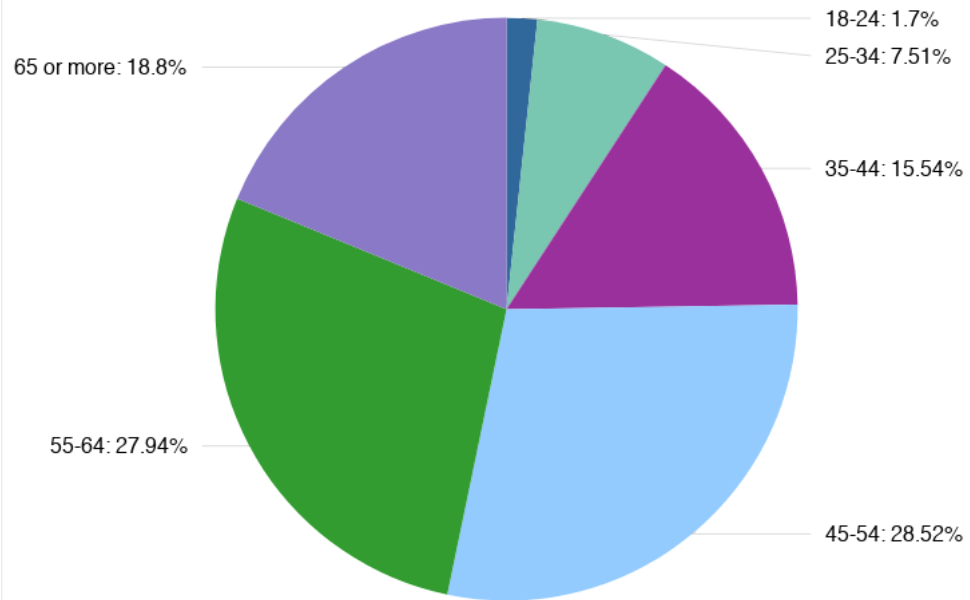
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

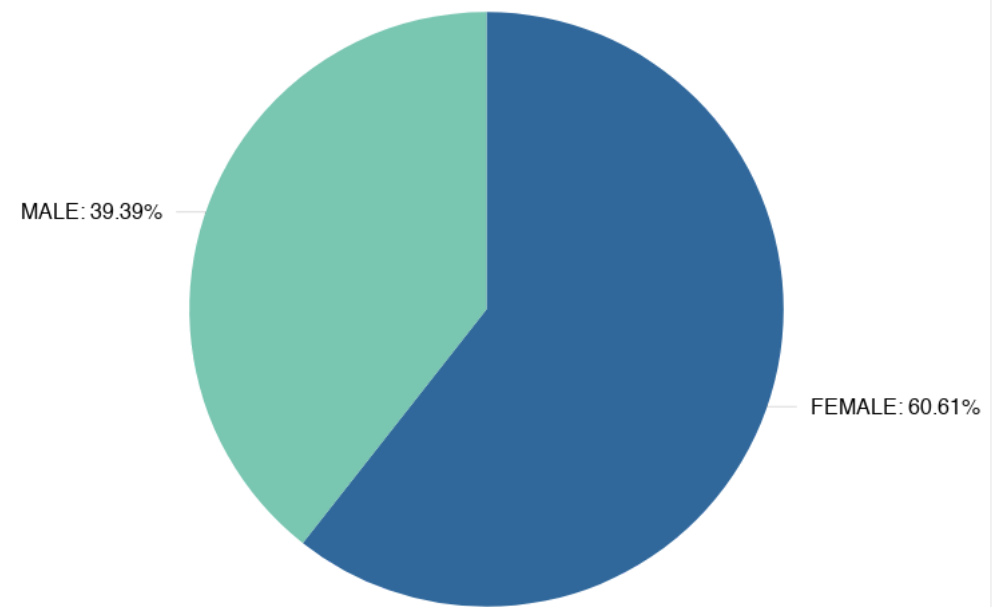
Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.



Click Engagement by Age



Click Engagement by Gender





Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
service one credit union	Service One Credit Union - Dynamic PPC	1,591	940	59.08%	647.42	0.69
socu	Service One Credit Union - Dynamic PPC	252	158	62.70%	45.96	0.29
socu login	Service One Credit Union - Dynamic PPC	112	105	93.75%	6.79	0.06
service one credit union bowling green ky	Service One Credit Union - Dynamic PPC	168	99	58.93%	121.29	1.23
socu bg ky	Service One Credit Union - Dynamic PPC	93	77	82.80%	9.44	0.12
service one	Service One Credit Union - Dynamic PPC	159	55	34.59%	74.03	1.35
www socu com	Service One Credit Union - Dynamic PPC	114	38	33.33%	10.99	0.29
socu com login	Service One Credit Union - Dynamic PPC	58	34	58.62%	8.74	0.26
service one credit union bowling green kentucky	Service One Credit Union - Dynamic PPC	70	24	34.29%	52.02	2.17
service one credit union glasgow ky	Service One Credit Union - Dynamic PPC	92	24	26.09%	60.66	2.53
service one credit union login	Service One Credit Union - Dynamic PPC	28	23	82.14%	14.99	0.65
service credit union	Service One Credit Union - Dynamic PPC	58	19	32.76%	14.75	0.78
serviceone credit union	Service One Credit Union - Dynamic PPC	25	16	64.00%	0.84	0.05
socu com	Service One Credit Union - Dynamic PPC	19	16	84.21%	12.05	0.75
socu login online	Service One Credit Union - Dynamic PPC	20	14	70.00%	5.36	0.38



Google Analytics 4 Performance

3,726	1,387	1,366	98.49%	1,256	2,125	1,261
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.10			86:04:58			
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.

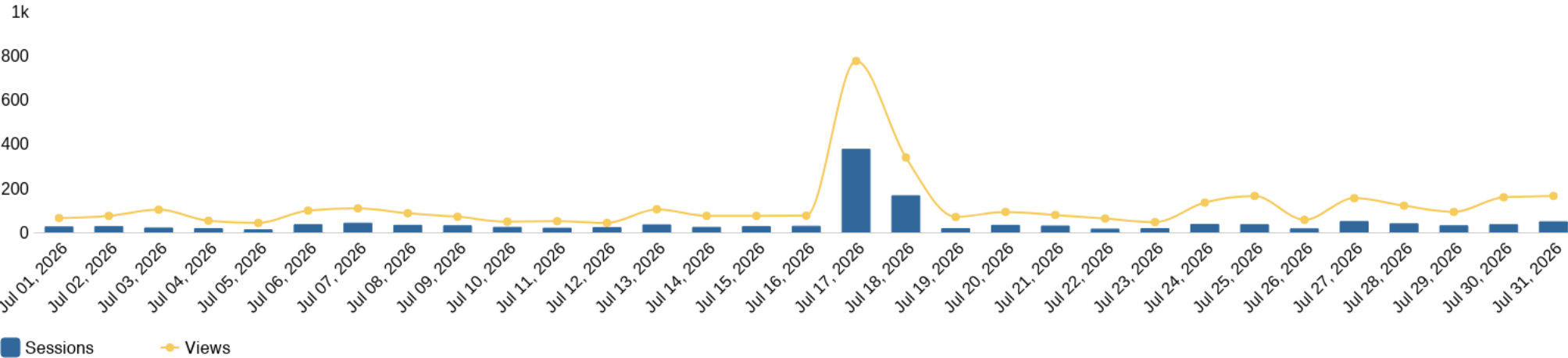
Total Users: The number of unique user IDs that triggered any events.

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

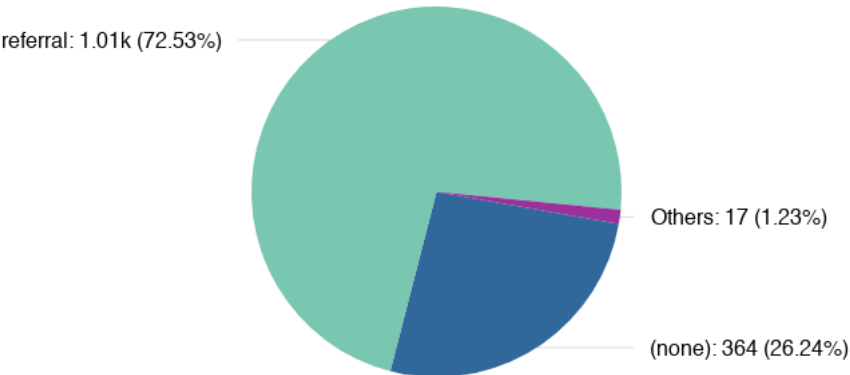


Google Analytics 4 Account Performance

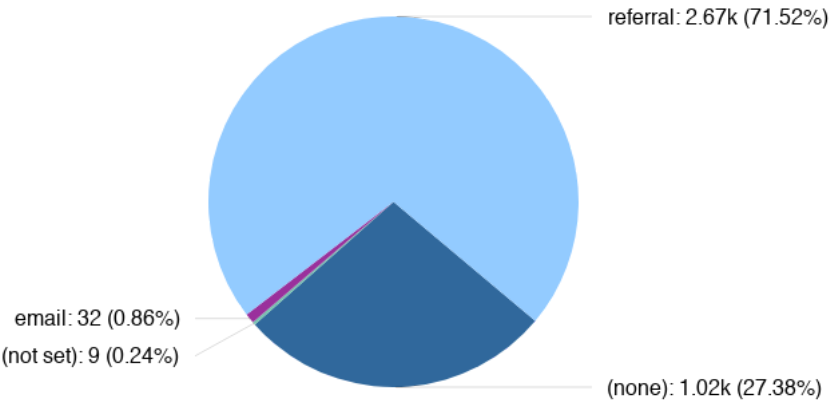
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,387	3,726	86:04:58	2.69	98.49%
Service One CU Website PRIMARY	1,387	3,726	86:04:58	2.69	98.49%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

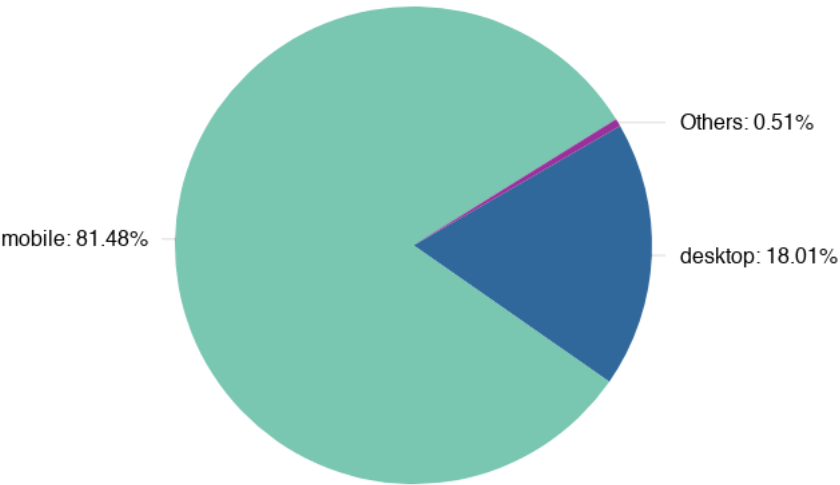


Google Analytics 4 Event Performance

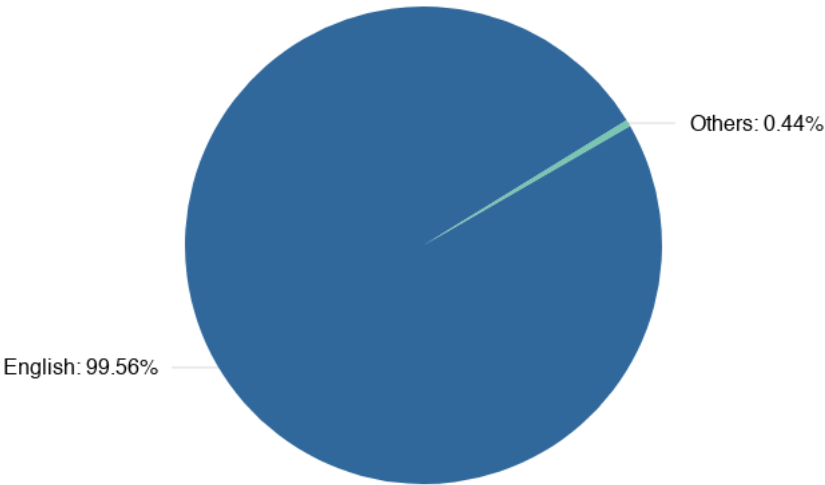
Event name	Event count ↓
Total	20,897
GA4 configuration	4,994
page_view	3,726
user_engagement	2,500
session_start	2,264
first_visit	2,125
scroll	1,953
form_submit	1,195
seg_form_submitted	1,195
form_start	945



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	1,387	3,726	1,366	98.49%	86:04:58
Chrome	469	1,135	465	99.15%	26:55:21
Safari	294	911	293	99.66%	23:03:09
Safari (in-app)	246	778	238	96.75%	16:11:27
Android Webview	185	494	184	99.46%	11:30:06
Edge	59	128	53	89.83%	04:57:10



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,619
/	1,000
/pl/PersonalLoan.aspx	674
/vl/VehicleLoan.aspx	437
/apply.aspx	220
/cc/CreditCard.aspx	102
/xa/xpressApp.aspx	86
/he/HomeEquityLoan.aspx	61
/cu/ViewSubmittedLoans.aspx	39

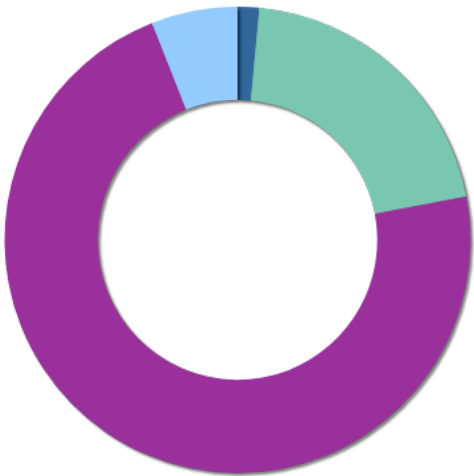


Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,470	3,726	1,449	98.57%	86:04:58
(not set)	(not set)	500	1,002	500	100.00%	07:59:22
Bowling Green	Kentucky	218	737	212	97.25%	21:17:36
Indianapolis	Indiana	48	158	47	97.92%	05:56:43
Louisville	Kentucky	39	128	39	100.00%	05:24:05
Scottsville	Kentucky	39	100	38	97.44%	05:18:54
Russellville	Kentucky	32	72	32	100.00%	01:16:01
Glasgow	Kentucky	24	48	20	83.33%	01:41:34
Chicago	Illinois	16	32	14	87.50%	00:34:31
(not set)	Kentucky	15	56	15	100.00%	00:41:16
New York	New York	14	34	12	85.71%	01:05:46
Hopkinsville	Kentucky	13	50	13	100.00%	01:31:27
Franklin	Kentucky	7	30	7	100.00%	01:16:58
Nashville	Tennessee	7	14	7	100.00%	00:16:45
Orlando	Florida	7	26	7	100.00%	00:30:07
San Francisco	California	7	24	7	100.00%	00:37:55



How customers search for your business on Google



Business Impressions Desktop Maps	235	Business Impressions Desktop Search	3.2k
Business Impressions Mobile Search	11.3k	Business Impressions Mobile Maps	935

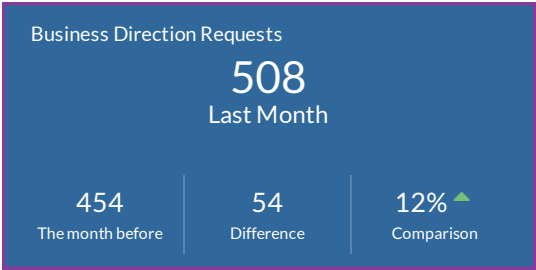
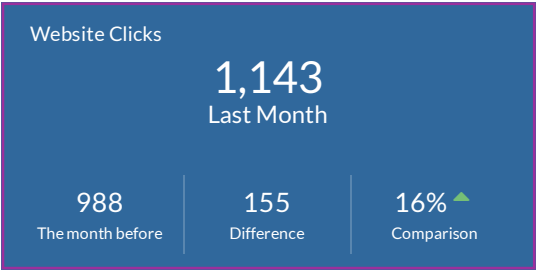
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices

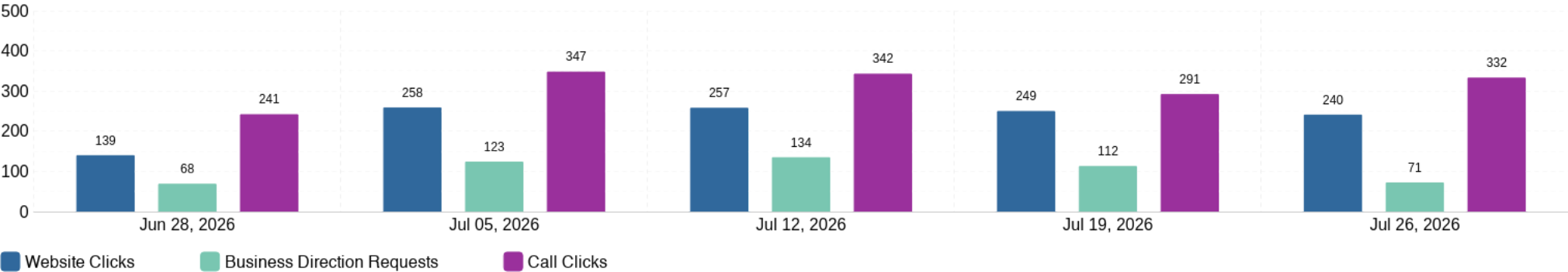
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing





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



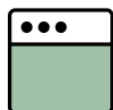
Live Chat



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.