



Digital Marketing Report

Impressions

How many ads were served:

103,332

Clicks

Times a user clicked on an ad

686

Click-Through Rate

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

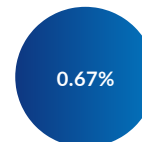
0.66%

Your Product Breakout by Impressions



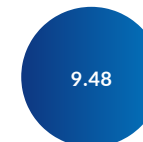
Display

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%)
Total Health Dentistry - Dentistry & Dental Services/Teeth Whitening Display	46,432	305	0.66%	9.38
Total Health Dentistry - AI Display	45,908	322	0.70%	10.02
Total Health Dentistry - Retargeting Display	10,992	59	0.54%	7.67



Display Click Conversions

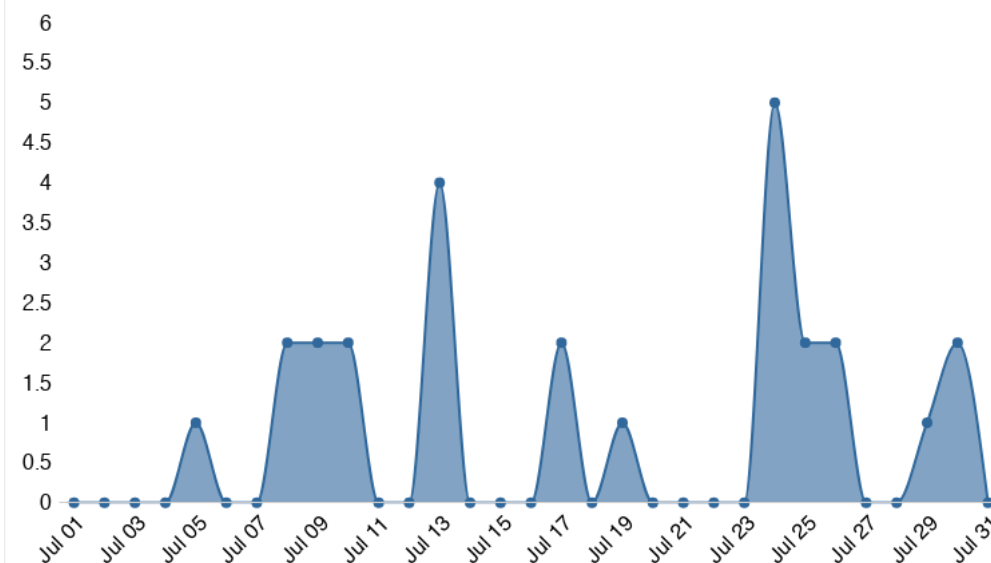
26

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

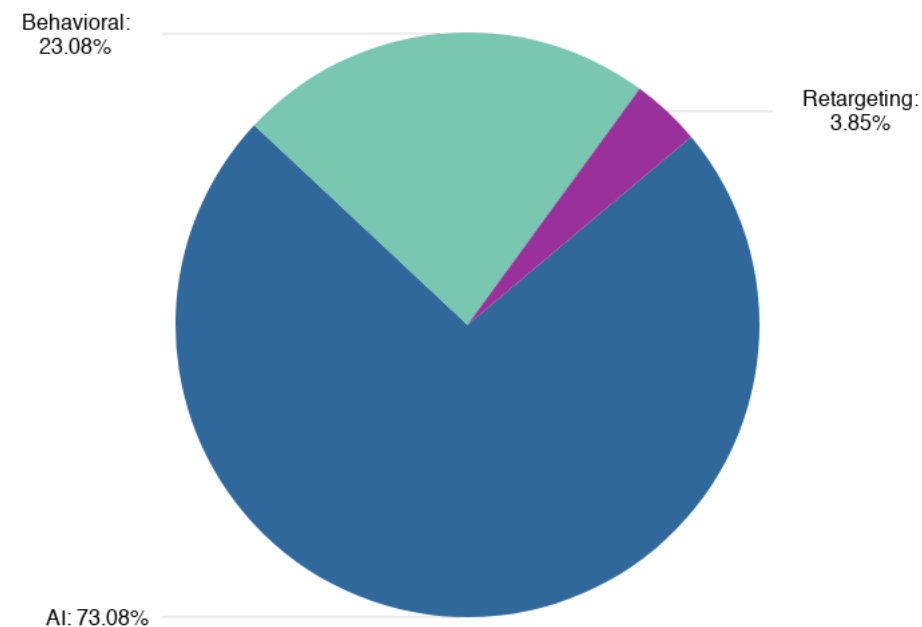
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Total Health Dentistry Huntingdon Office Page View	12
Total Health Dentistry Trudenta Headache Relief Page View	6
Total Health Dentistry What Sets Us Apart Page View	4
Total Health Dentistry Altoona Office Page View	2
Total Health Dentistry Appointment Request Page View	1
Total Health Dentistry Invisalign Info Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy





Display View-through Conversions

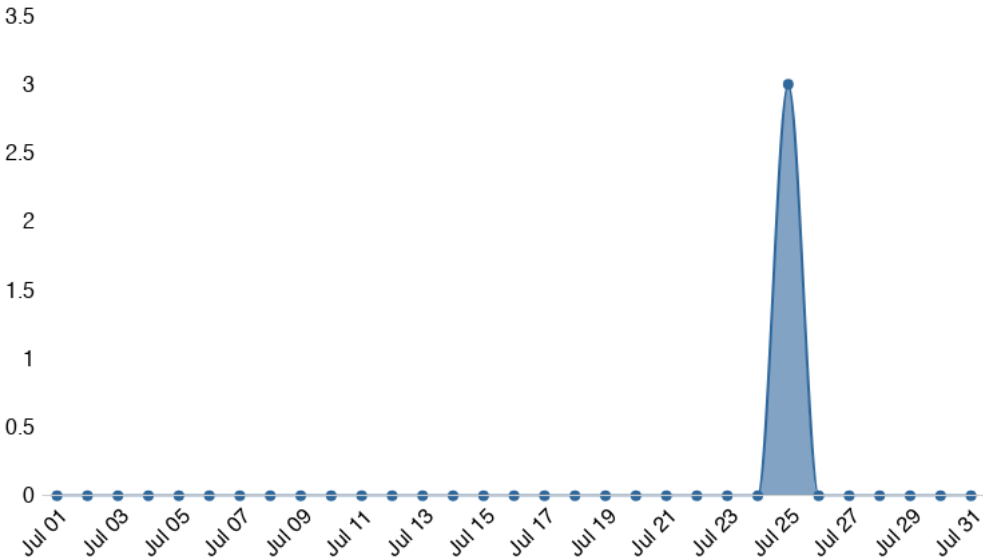


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

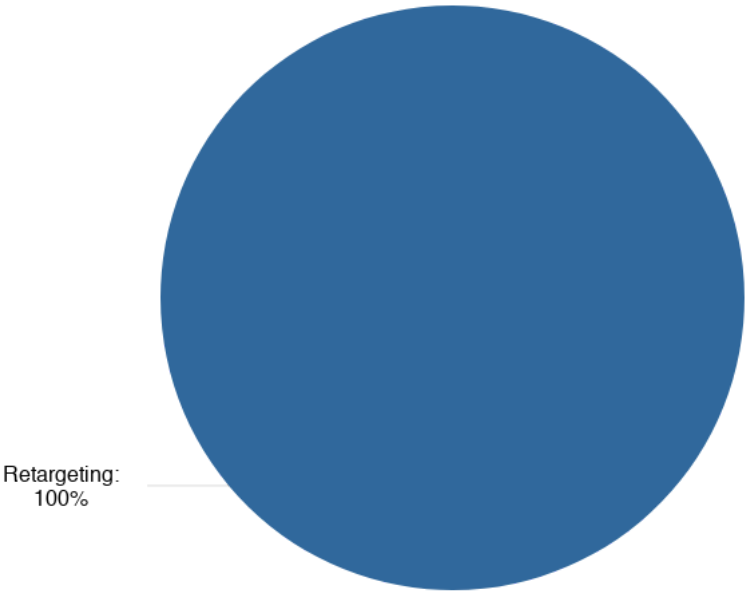
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Total Health Dentistry Appointment Request Page View	3

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



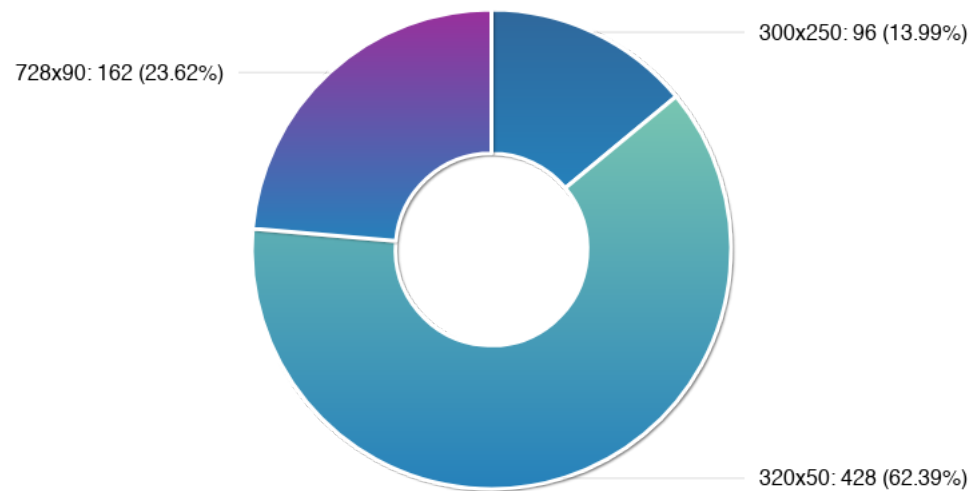


Display Creative Performance

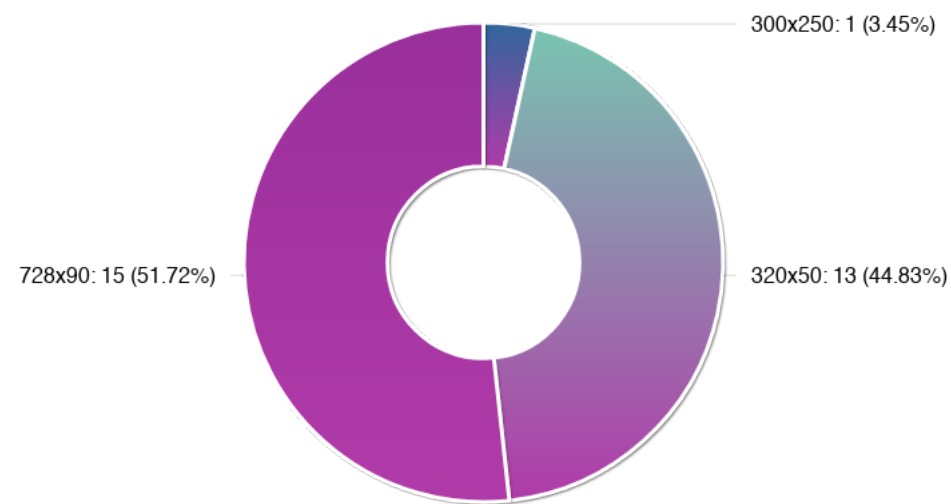
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Total Health Dentistry_26.06_-_Total_Health_Dentistry_-_June_Ads_-_Ad_320x50 (1).gif_320x50	61,876	428	0.69%	9.88
	Total Health Dentistry_26.06_-_Total_Health_Dentistry_-_June_Ads_-_Ad_728x90 (1).gif_728x90	25,746	162	0.63%	8.99
	Total Health Dentistry_26.06_-_Total_Health_Dentistry_-_June_Ads_-_Ad_300x250 (1).gif_300x250	15,710	96	0.61%	8.73



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.	82,561	535	0.65%
Desktop	A personal computing device that remains stationary at one location.	11,064	101	0.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,707	50	0.52%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	20,242	119	0.59%
T-Mobile Play	3,185	127	3.99%
nypost.com	2,056	7	0.34%
usatoday.com	1,193	12	1.01%
spotify.com	902	1	0.11%
arcamax.com	703	8	1.14%
huntingpa.com	630	1	0.16%
imdb.com	603	3	0.50%
wtaj.com	504	1	0.20%
hollywoodpq.com	450	1	0.22%
wrtv.com	448	0	0.00%
tmz.com	430	2	0.47%
Golf GPS SwingU	402	1	0.25%
buzzfeed.com	385	2	0.52%
jcpenney.com	382	0	0.00%
themirror.com	338	7	2.07%
Life360: Find Friends & Family	306	1	0.33%
nola.com	299	0	0.00%
Pandora - Music & Podcasts	273	0	0.00%
WTaj News	271	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.