

Digital Marketing Report

Impressions

How many ads were served:

548,379

Clicks

Times a user clicked on an ad

2,405

Click-Through Rate

(Clicks/Impressions) x 100

0.44%

Your Product Breakout by Impressions



CTV Completion Rate

13.74%

Percentage of users who watched the video from start to finish

Total Engagement Rate

2.12%

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

X the National Average

6.27

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%)
Waukesha State Bank - Retail Checking - KT - AI Social Mirror	70,226	22	0.03%	0.45
Waukesha State Bank - Mortgage - FTHB - Home Improvement/New Home Owner Behavioral Display	67,461	307	0.46%	6.50
Waukesha State Bank - Retail - Checking - KT Geo-Retargeting Display	62,386	55	0.09%	1.26
Waukesha State Bank - Retail Checking - KT - Geo-Retargeting Video	48,260	34	0.07%	1.01
Waukesha State Bank - Business Banking - Business Decision Maker/Small Business Behavioral Social Mirror	45,051	84	0.19%	2.66
Waukesha State Bank - Commercial General - AI Display	34,083	450	1.32%	18.86
Waukesha State Bank - Commercial General - Business Decision Maker/Small Business Behavioral Display	33,982	207	0.61%	8.70
Waukesha State Bank - Retail Checking - KT - Geo-Retargeting Social Mirror	25,409	61	0.24%	3.43
Waukesha State Bank - Wealth Management - AI Social Mirror	23,442	55	0.23%	3.35
Waukesha State Bank - Wealth Management - Affluent Household/Luxury Fashion Behavioral Social Mirror	23,400	52	0.22%	3.17
Waukesha State Bank - Business Banking - Commercial Payroll - Business Decision Maker/Small Business Behavioral Video	13,534	156	1.15%	16.47
Waukesha State Bank - Business Banking - Commercial Payroll - AI Video	13,487	208	1.54%	22.03
Waukesha State Bank - Mortgage - FTHB - AI Video	13,475	222	1.65%	23.54
Waukesha State Bank - Mortgage - FTHB - Home Improvement/New Home Owner Behavioral Video	13,461	157	1.17%	16.66

Waukesha State Bank - Retail Checking - KT - Retargeting Video	10,803	45	0.42%	5.95
Waukesha State Bank - Retail - Checking - KT Retargeting Display	10,301	13	0.13%	1.80
Waukesha State Bank - Commercial General - Retargeting Display	7,551	159	2.11%	30.08
Waukesha State Bank - Mortgage - FTHB - Retargeting Display	7,479	49	0.66%	9.36
Waukesha State Bank - Wealth Management - Retargeting Social Mirror	5,174	9	0.17%	2.48
Waukesha State Bank - Business Banking - Retargeting Social Mirror	4,998	13	0.26%	3.72
Waukesha State Bank - Retail Checking - KT - Retargeting Social Mirror	4,774	8	0.17%	2.39
Waukesha State Bank - Retail - Checking - KT Geo-Fencing Display	3,402	4	0.12%	1.68
Waukesha State Bank - Business Banking - Commercial Payroll - Retargeting Video	3,033	15	0.49%	7.07
Waukesha State Bank - Mortgage - FTHB - Retargeting Video	3,006	18	0.60%	8.55
Waukesha State Bank - Retail Checking - KT - Geo-Fencing Video	171	2	1.17%	16.71
Waukesha State Bank - Retail Checking - KT - Geo-Fencing Social Mirror	24	0	0.00%	0.00
Waukesha State Bank - Mortgage - FTHB - AI Social Mirror	4	0	0.00%	0.00
Waukesha State Bank - Mortgage - FTHB - Home Improvement/New Home Owner Behavioral Social Mirror	1	0	0.00%	0.00
Waukesha State Bank - Mortgage - FTHB - Retargeting Social Mirror	1	0	0.00%	0.00

Display Click Conversions

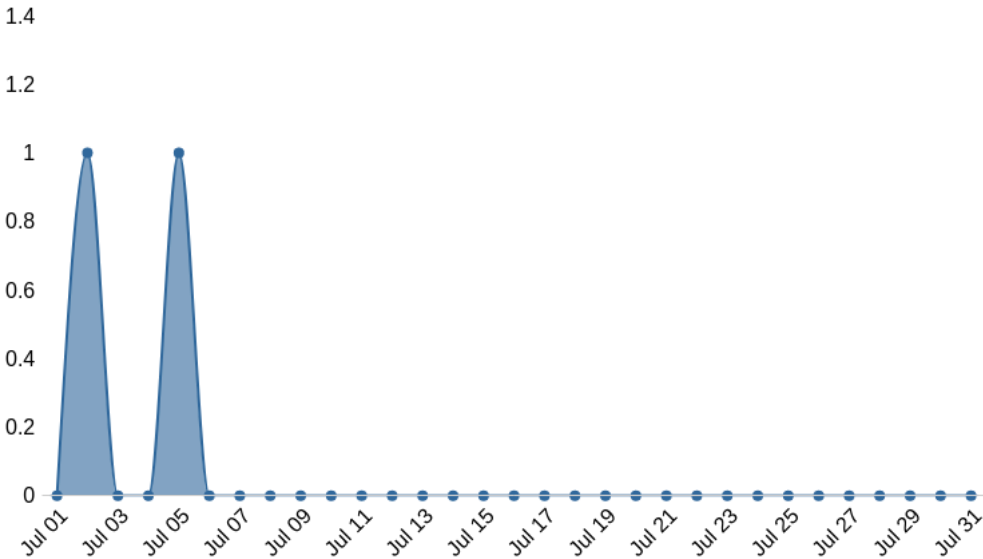


Times users clicked on an ad leading to your site and visited a page or completed an action

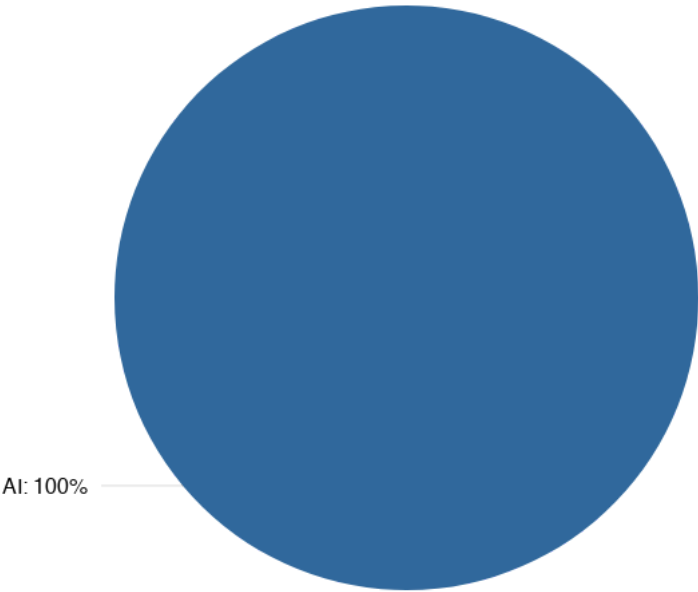
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Waukesha State Bank Payroll Complete Page View	2

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

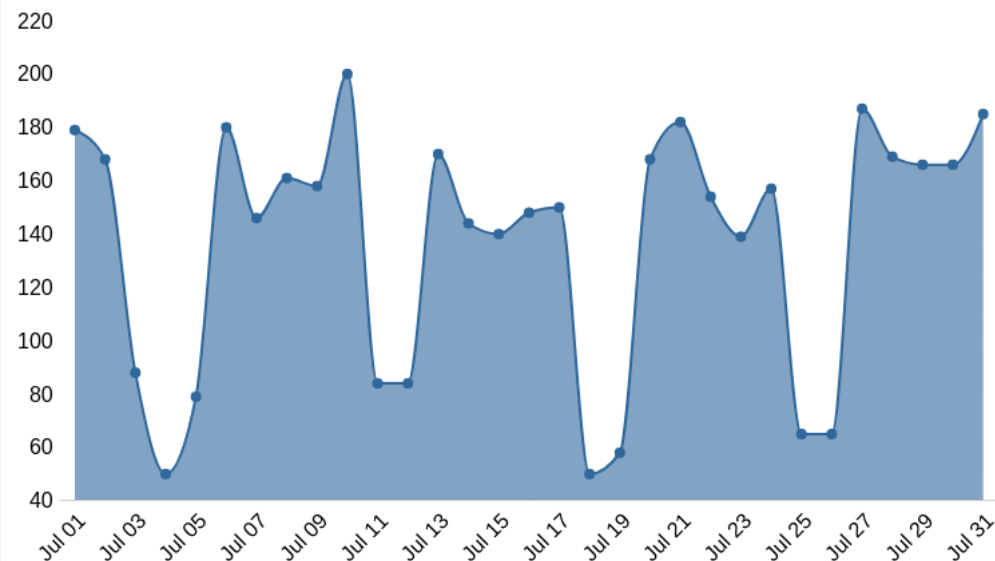
4,240

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

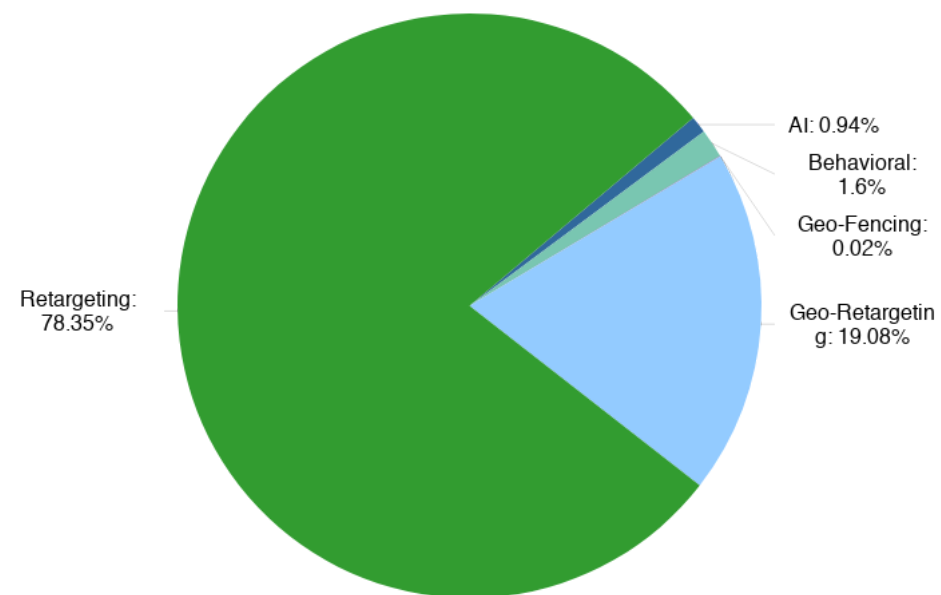
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Waukesha State Bank Homepage Visits	4,234
Waukesha State Bank Payroll Complete Page View	5
Waukesha State Bank Checking Promotion Digital Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror View-through Conversions

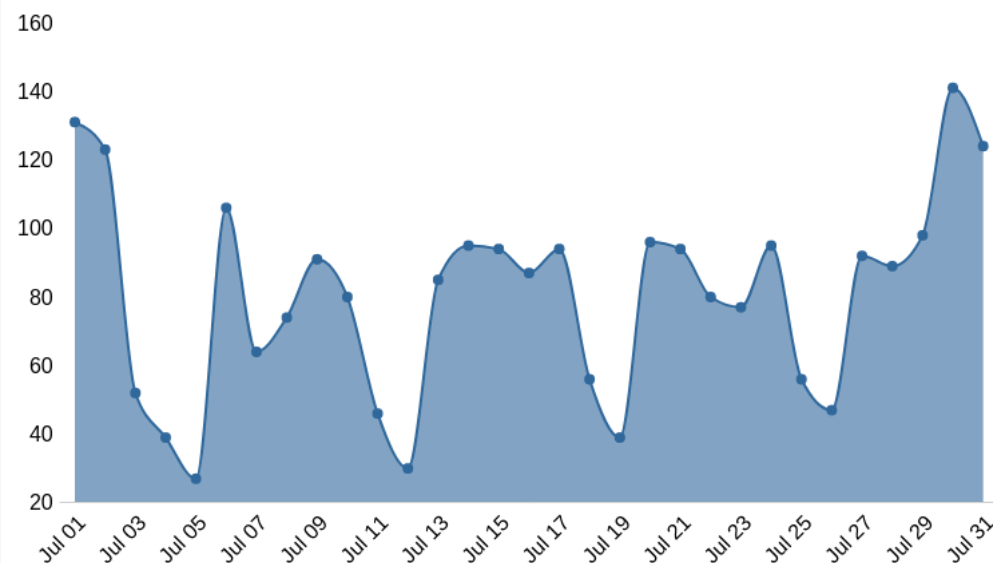
2,502

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

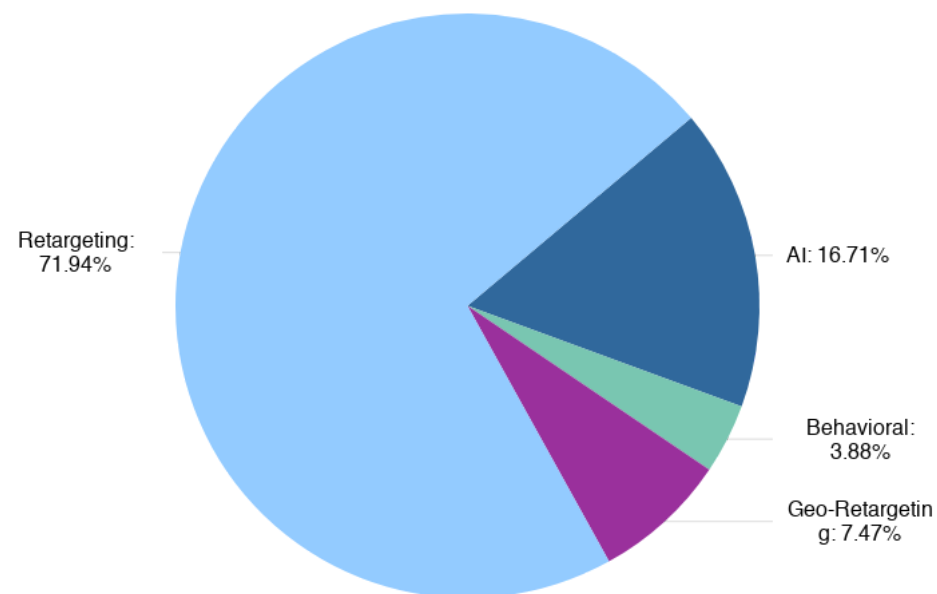
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Waukesha State Bank Homepage Visits	2,485
Waukesha State Bank Payroll Complete Page View	16
Waukesha State Bank Checking Promotion Digital Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

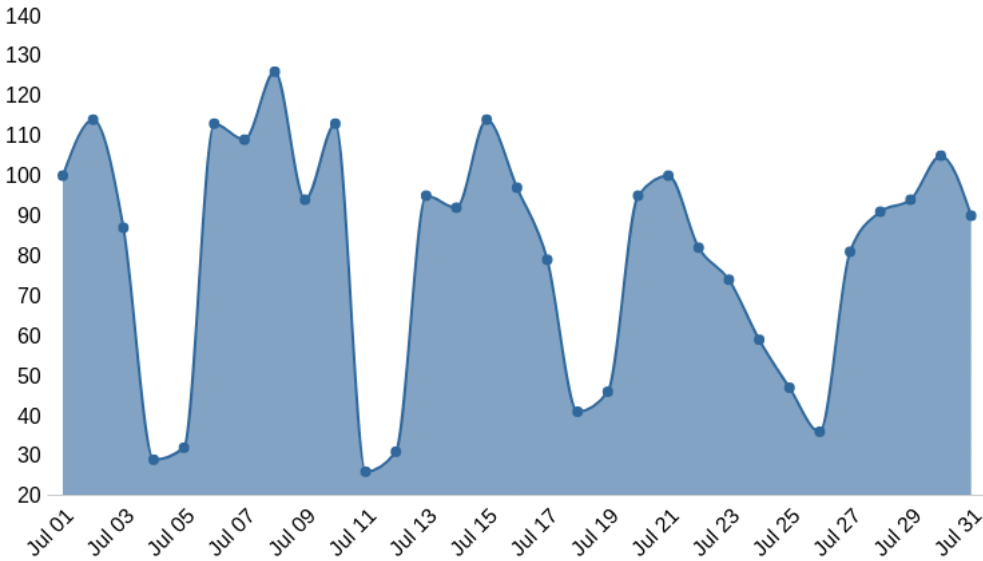


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

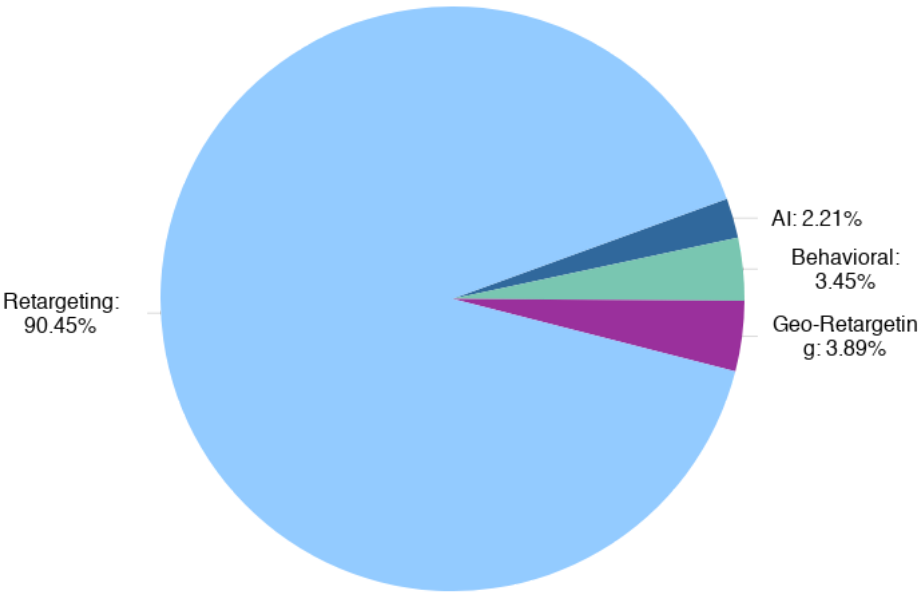
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Waukesha State Bank Homepage Visits	2,484
Waukesha State Bank Checking Promotion Digital Page View	5
Waukesha State Bank Payroll Complete Page View	2
Waukesha State Bank Mortgage Promotion Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy

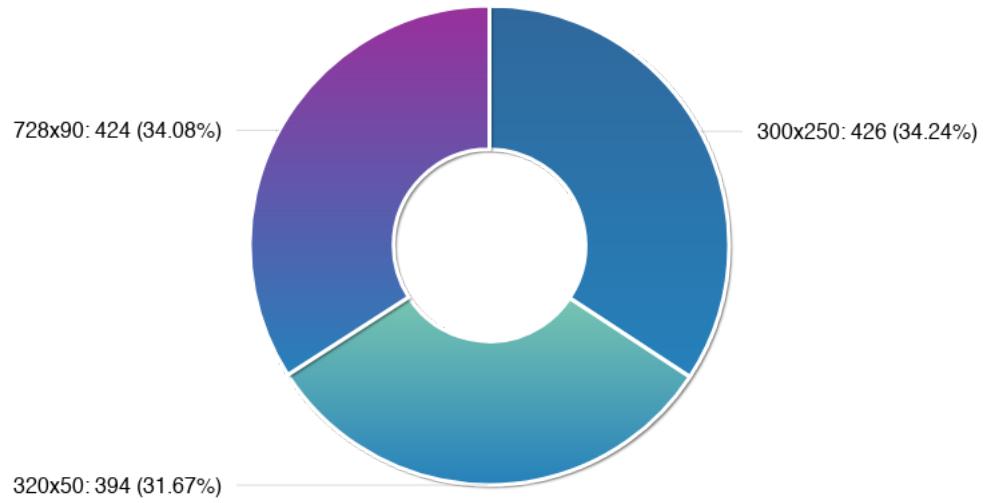


Grid contains more rows, but they have been clipped.

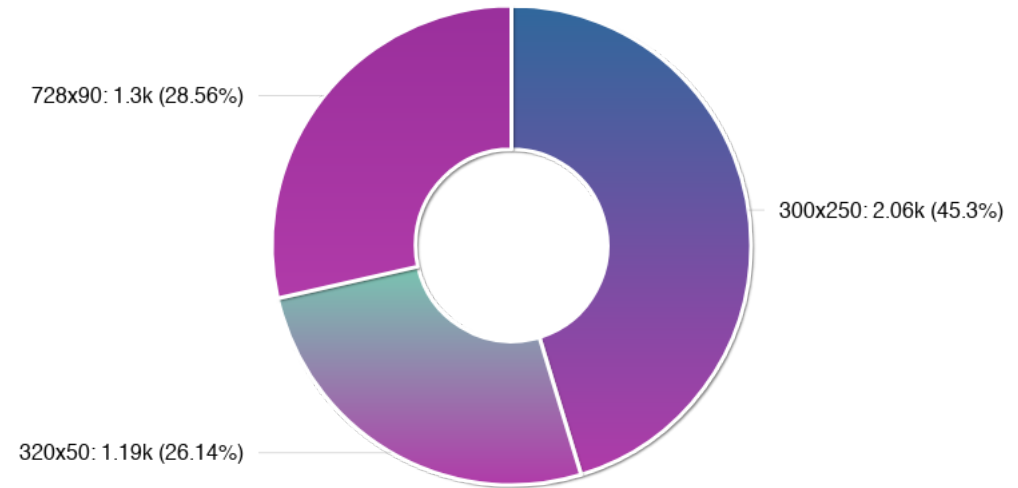
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Waukesha State Bank_Commercial 2026 - 728x90 - June 2026.jpg	25,487	308	1.21%	17.26
Thumbnail not available	Waukesha State Bank_Commercial 2026 - 320x50 - June 2026.jpg	30,149	248	0.82%	11.75
	Waukesha State Bank_Commercial 2026 - 300x250 - June 2026.jpg	10,604	134	1.26%	18.05
	Waukesha State Bank_Mortgage - FTHB 2026 - 320x50-February- 2026.jpg	32,448	127	0.39%	5.59
	Waukesha State Bank_Commercial- 2026---Animated - June 2026.gif	9,376	126	1.34%	19.20
	Waukesha State Bank_Mortgage - FTHB 2026 - 728x90-February- 2026.jpg	21,557	101	0.47%	6.69
Thumbnail not available	Waukesha State Bank_Mortgage - FTHB 2026 - 300x250-February- 2026.jpg	10,322	65	0.63%	9.00
	Waukesha State Bank_Mortgage- FTHB-2026---Animated-February- 2026.gif	10,613	63	0.59%	8.48

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Waukesha State Bank_Social Mirror_Stop wondering about when to retire	52,016	116	0.22%	3.19
Thumbnail not available	Waukesha State Bank_Social Mirror_From launching your first venture to growing your team	50,049	97	0.19%	2.77
	Waukesha State Bank_Social Mirror_Start a checking account and earn a \$250 Kwik Trip gift card	100,433	91	0.09%	1.29
Thumbnail not available	Waukesha State Bank_Social Mirror_Buying your first home is a big step	6	0	0.00%	0.00

Social Mirror Ad Screenshots

	Waukesha State Bank_Social Mirror_Stop wondering about when to retire
Screenshot Urls	 The quote in the image reads: "Retirement isn't just about how much you save, it's about how you spend it. A financial advisor can help you create a plan that works for your lifestyle and goals. Don't wait until it's too late to start planning. Contact us today for a free consultation." The photo shows a man and a woman, likely the financial advisor and a client, smiling.

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Waukesha State Bank_29094 - Video Production - Mortgage (First-Time Home Buyers).mp4	29,942	397	1.33%	18.94
Thumbnail not available	Waukesha State Bank_29057 - Video Production - Business Banking (Commercial b Payroll) - January-2026.mp4	30,054	379	1.26%	18.02
	Waukesha State Bank_29097 - Video - Short-Form - -15 Kwik Trip Offer - Final.mp4	59,234	81	0.14%	1.95

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
Waukesha State Bank - Retail Checking - KT - Geo-Fencing Video	95.32%	92.98%	90.06%	56.73%
Waukesha State Bank - Retail Checking - KT - Geo-Retargeting Video	92.71%	90.74%	89.27%	86.47%
Waukesha State Bank - Retail Checking - KT - Retargeting Video	79.02%	73.98%	60.01%	54.61%
Waukesha State Bank - Business Banking - Commercial Payroll - AI Video	72.18%	60.55%	52.67%	38.04%
Waukesha State Bank - Mortgage - FTHB -	71.48%	59.76%	52.12%	37.82%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	316,062	1,578	0.50%
Desktop	A personal computing device that remains stationary at one location.	184,988	719	0.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	47,329	108	0.23%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	30,864	2	0.01%
Tubi - Movies & TV Shows	20,572	10	0.05%
foxnews.com	11,386	22	0.19%
nypost.com	10,686	44	0.41%
jsonline.com	9,248	9	0.10%
usatoday.com	6,651	10	0.15%
tmz.com	6,081	9	0.15%
Tubi - Watch Movies & TV Shows	5,885	7	0.12%
The Scoop	5,839	27	0.46%
aol.com	5,206	1	0.02%
lakemchenryscanner.com	5,069	0	0.00%
huffpost.com	4,470	6	0.13%
BeReal. Your friends for real.	3,620	202	5.58%
imdb.com	3,536	0	0.00%
dailymail.com	3,053	18	0.59%
courttv.com	2,908	2	0.07%
wisn.com	2,778	11	0.40%
biblegateway.com	2,709	0	0.00%
apnews.com	2,386	3	0.13%
Tubi - Free Movies & TV	2,229	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.