

# Digital Marketing Report

## Impressions

How many ads were served:

101,356

## Clicks

Times a user clicked on an ad

370

## Click-Through Rate

(Clicks/Impressions) x 100

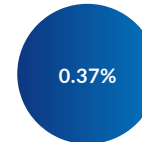
0.37%

## Your Product Breakout by Impressions



Display

## Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.



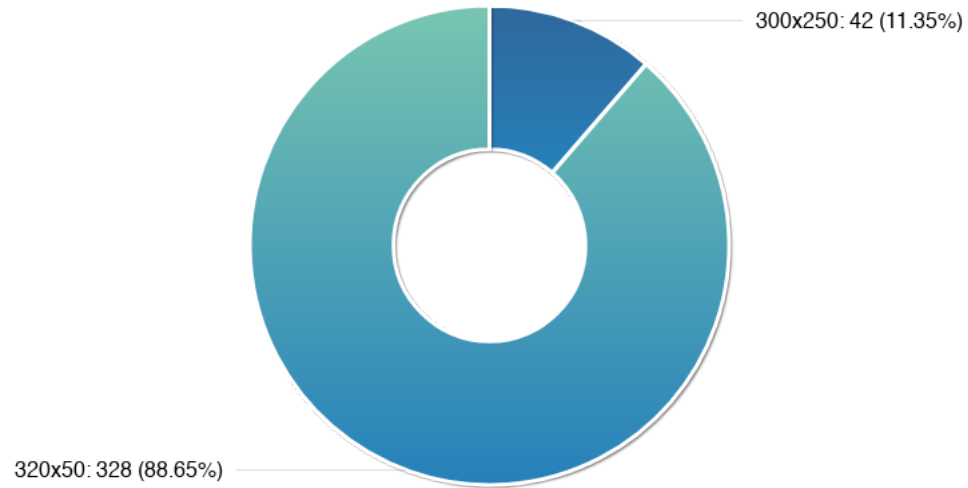
Line Item Performance

| Line Item Name                                                                                  | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Keystone Payroll- Altoona - HR Managers/Payroll/Business Decision Makers Behavioral B2B Display | 101,356       | 370    | 0.37% | 5.21                      |

## Display Creative Performance

| Preview Image           | Creative Name                                                    | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------|------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available | Keystone Payroll-<br>Altoona_4.24_KEYSTONE-JUNE2-<br>320x50.jpg  | 85,830      | 328      | 0.38% | 5.46                      |
| Thumbnail not available | Keystone Payroll-<br>Altoona_4.24_KEYSTONE-JUNE2-<br>300x250.jpg | 15,526      | 42       | 0.27% | 3.86                      |

## Display Click Performance by Ad Size





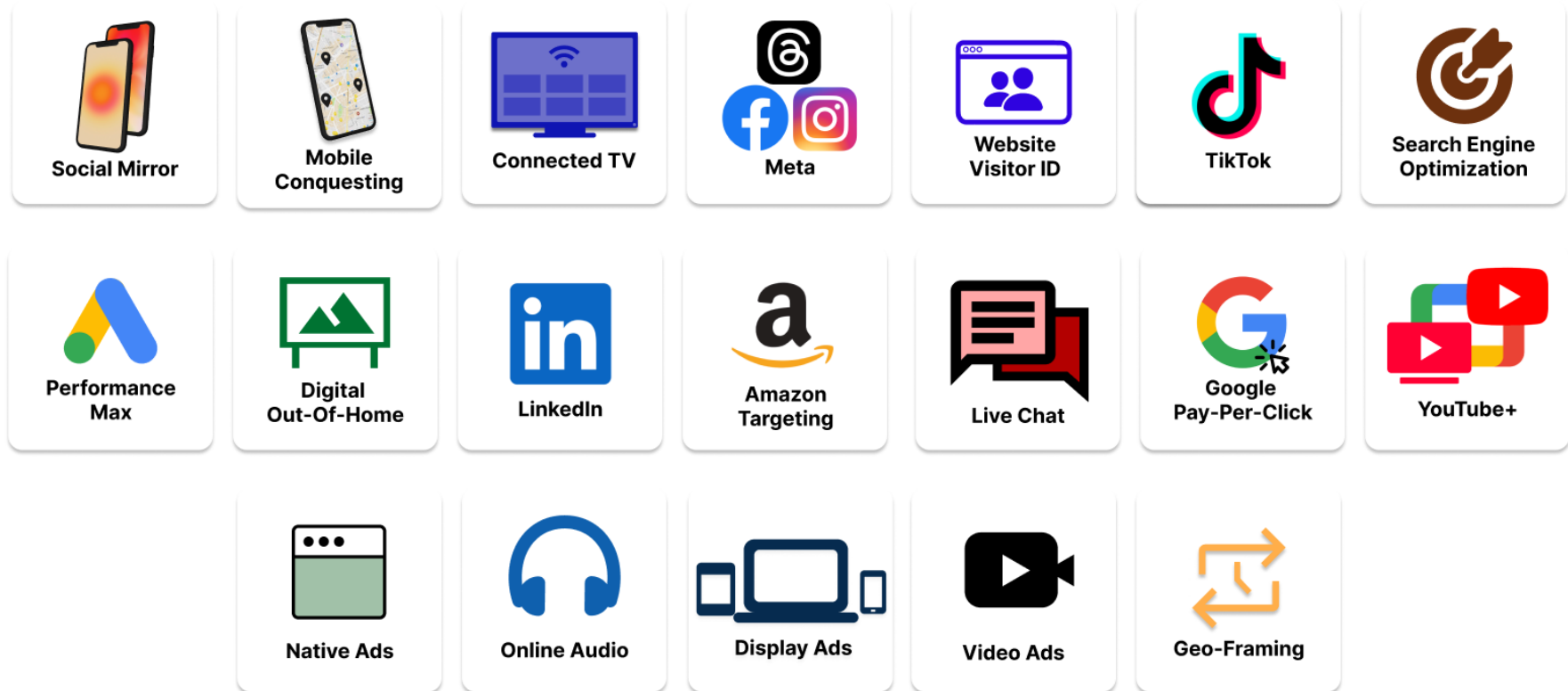
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 93,855        | 356    | 0.38% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 4,987         | 10     | 0.20% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 2,514         | 4      | 0.16% |

## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| The Scoop                      | 47,079        | 212    | 0.45% |
| nypost.com                     | 1,582         | 3      | 0.19% |
| WTAJ News                      | 1,067         | 0      | 0.00% |
| usatoday.com                   | 849           | 1      | 0.12% |
| arcamax.com                    | 646           | 2      | 0.31% |
| RadarNow! ®                    | 490           | 0      | 0.00% |
| tmz.com                        | 485           | 2      | 0.41% |
| msn.com                        | 423           | 0      | 0.00% |
| capwages.com                   | 417           | 0      | 0.00% |
| foxnews.com                    | 338           | 1      | 0.30% |
| themirror.com                  | 324           | 1      | 0.31% |
| dailyamerican.com              | 285           | 0      | 0.00% |
| dozuscook.com                  | 282           | 0      | 0.00% |
| statesymbolsusa.org            | 277           | 2      | 0.72% |
| WJAC WX                        | 272           | 0      | 0.00% |
| courttv.com                    | 218           | 0      | 0.00% |
| storyfy.today                  | 217           | 0      | 0.00% |
| Grocery Shopping List Listonic | 204           | 1      | 0.49% |
| mediotiempo.com                | 198           | 0      | 0.00% |
| radio-en-vivo.mx               | 193           | 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.