

Digital Marketing Report

Impressions

How many ads were served:

341,512

Clicks

Times a user clicked on an ad

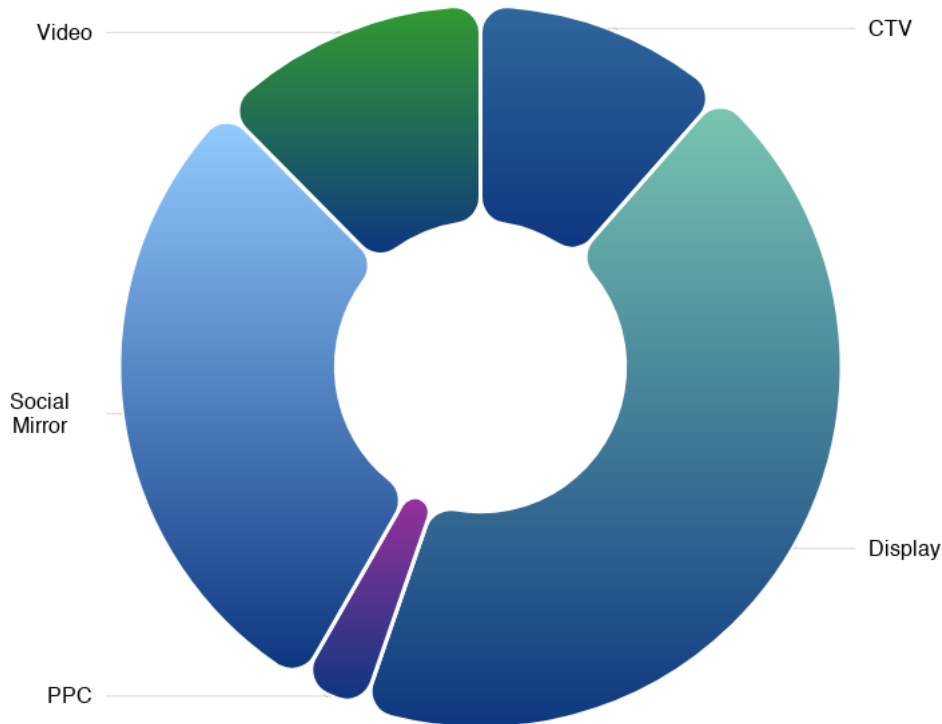
5,102

Click-Through Rate

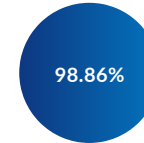
(Clicks/Impressions) x 100

1.69%

Your Product Breakout by Impressions



CTV Completion Rate



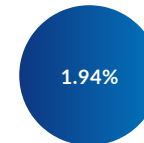
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



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

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.

Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

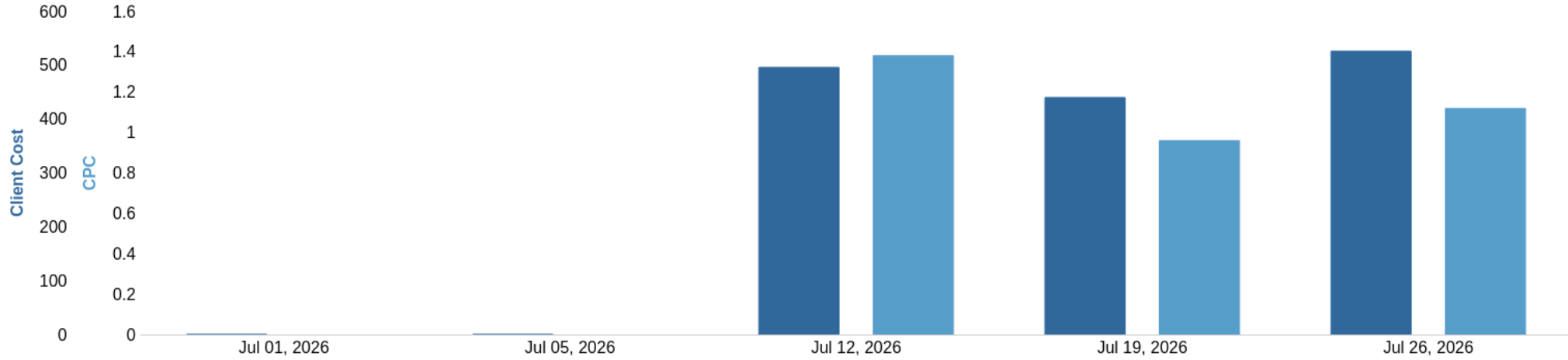
1,462.23

PPC Cost-Per-Click

Cost/Clicks

1.14

Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
American Bank & Trust - QC - Keyword Display - Mortgage - 132858	44,922	502	1.12%	15.96
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Display - Mortgage - 132858	44,892	113	0.25%	3.60
American Bank & Trust - QC - AI Display - Mortgage - 132858	44,783	1,565	3.49%	49.92
American Bank & Trust - QC - Keyword Social Mirror	30,076	313	1.04%	14.87
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Social Mirror - Mortgage - 132860	30,002	37	0.12%	1.76
American Bank & Trust - QC - AI Social Mirror	29,938	697	2.33%	33.26
American Bank & Trust - QC - AI Video - Mortgage - 132859	25,547	317	1.24%	17.73
American Bank & Trust - QC - AI CTV - Mortgage - 132859	17,299	6	0.03%	0.50
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Video - Mortgage - 132859	16,905	82	0.49%	6.93
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral CTV - Mortgage - 132859	15,091	5	0.03%	0.47
American Bank & Trust - QC - Retargeting Display - Mortgage - 132858	14,994	157	1.05%	14.96
American Bank & Trust - QC - Dynamic PPC	10,244	1,287	12.56%	179.48
American Bank & Trust - QC - Retargeting Social Mirror	10,015	30	0.30%	4.28
American Bank & Trust - QC - Retargeting CTV	6,775	2	0.03%	0.42
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Display - Mortgage	6	0	0.00%	0.00

American Bank & Trust - QC - AI B2B Social Mirror - Business	6	0	0.00%	0.00
American Bank & Trust - QC - AI Display - Mortgage	4	0	0.00%	0.00
American Bank & Trust - QC - AI Social Mirror - Mortgage	4	0	0.00%	0.00
American Bank & Trust - QC - AI B2B Display - Business	3	0	0.00%	0.00
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Social Mirror - Mortgage	2	0	0.00%	0.00
American Bank & Trust - QC - Keyword B2B Display - Business	1	0	0.00%	0.00
American Bank & Trust - QC - Keyword B2B Social Mirror - Business	1	0	0.00%	0.00
American Bank & Trust - QC - Keyword Display - Mortgage	1	0	0.00%	0.00
American Bank & Trust - QC - Retargeting B2B Display - Business	1	0	0.00%	0.00

Display Click Conversions

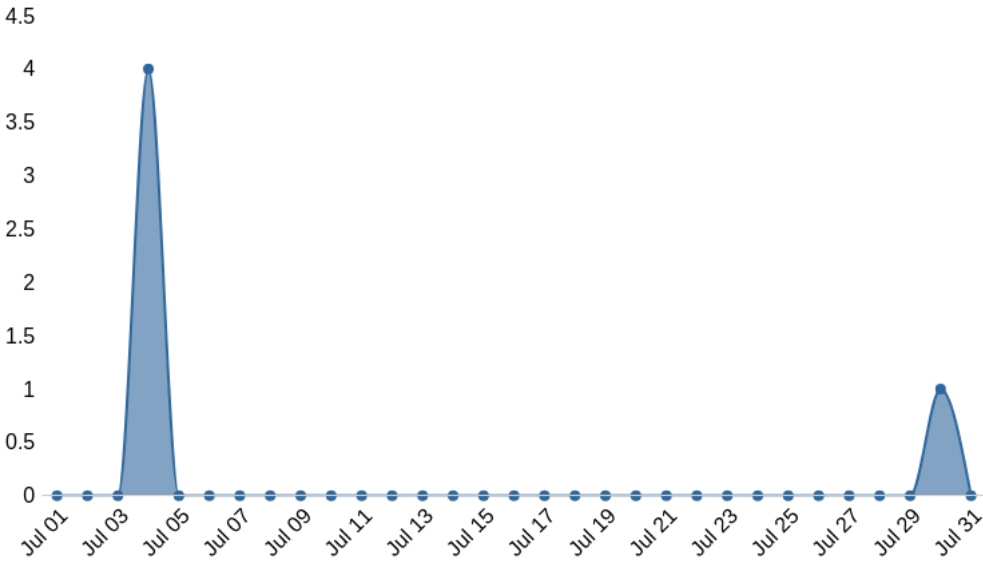


Times users clicked on an ad leading to your site and visited a page or completed an action

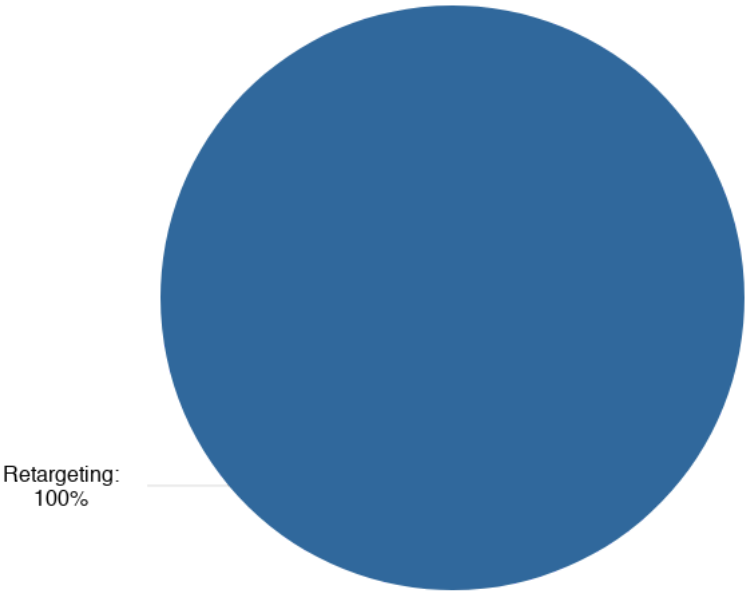
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
American Bank & Trust Business Page View	2
American Bank & Trust Wealth Page View	2
American Bank & Trust Personal Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

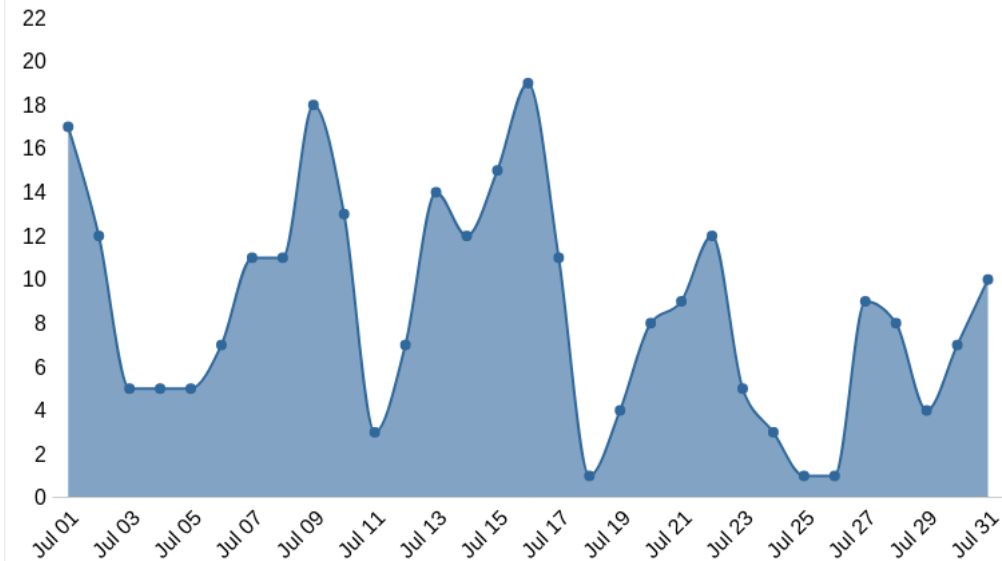


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

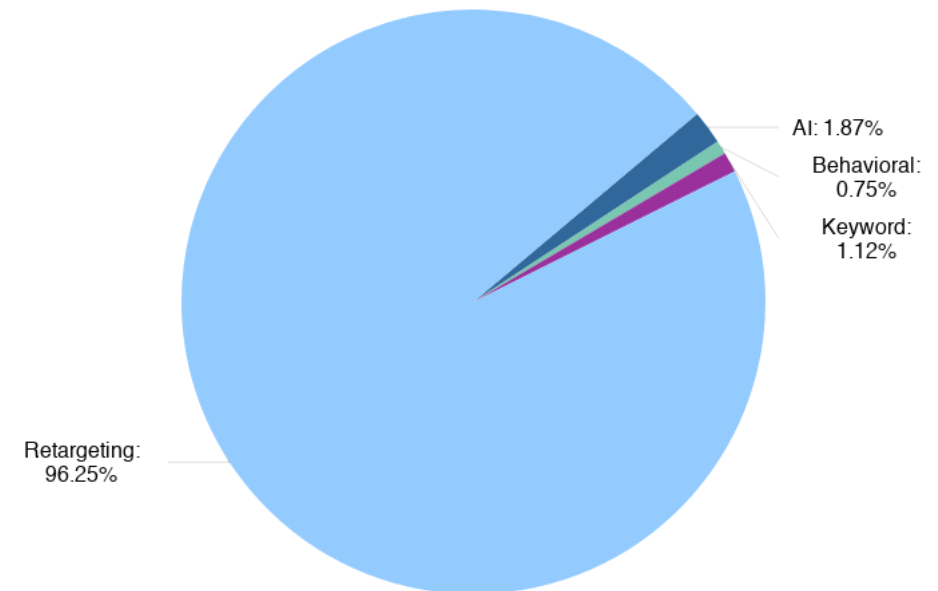
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
American Bank & Trust Homepage Visits	263
American Bank & Trust Personal Page View	3
American Bank & Trust Credit Cards Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions

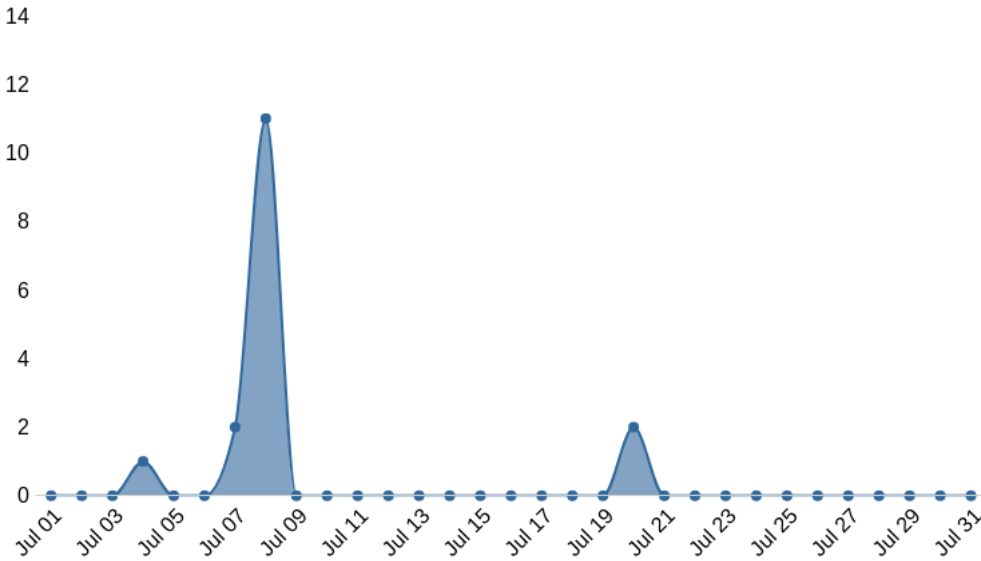


Times users clicked on an ad leading to your site and visited a page or completed an action

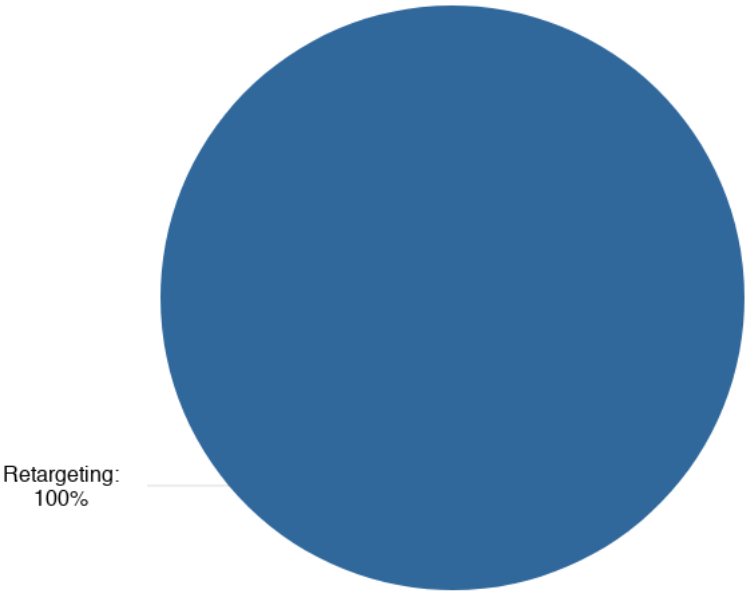
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
American Bank & Trust Personal Loans Mortgage Page View	16

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

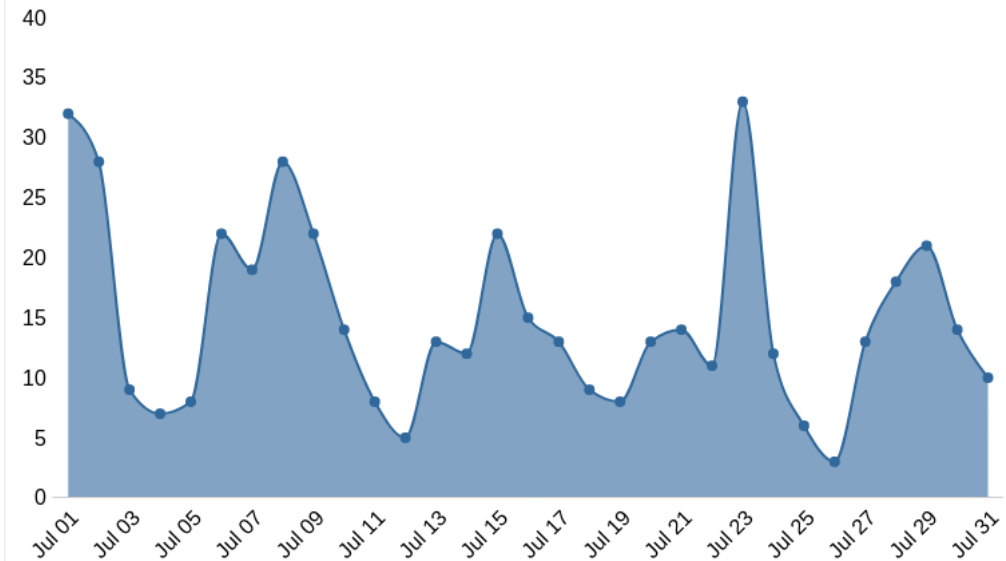
462

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

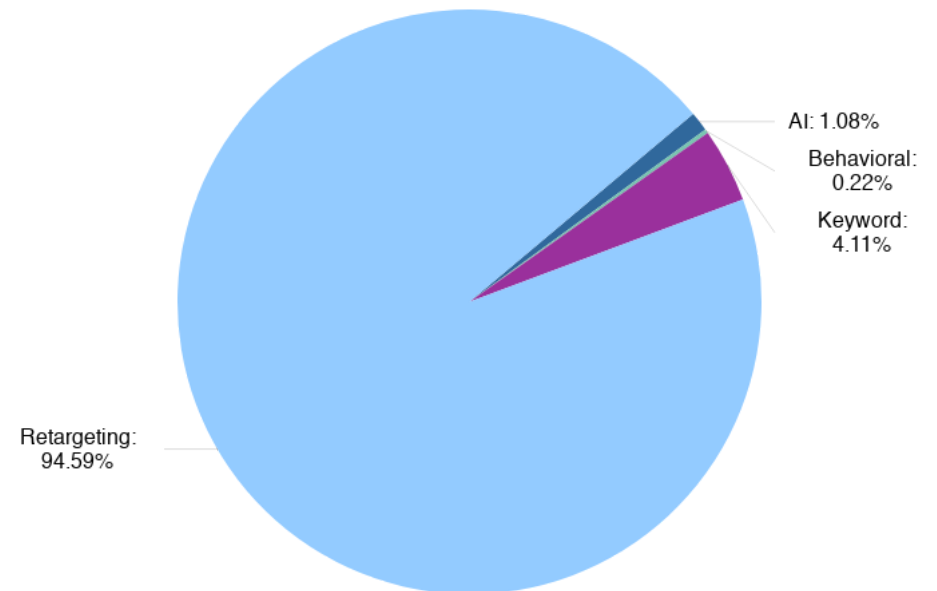
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
American Bank & Trust Homepage Visits	444
American Bank & Trust Personal Page View	8
American Bank & Trust About Us Page View	5
American Bank & Trust Business Page View	2
	1
American Bank & Trust Personal Loans Mortgage Page View	1
American Bank & Trust Wealth Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

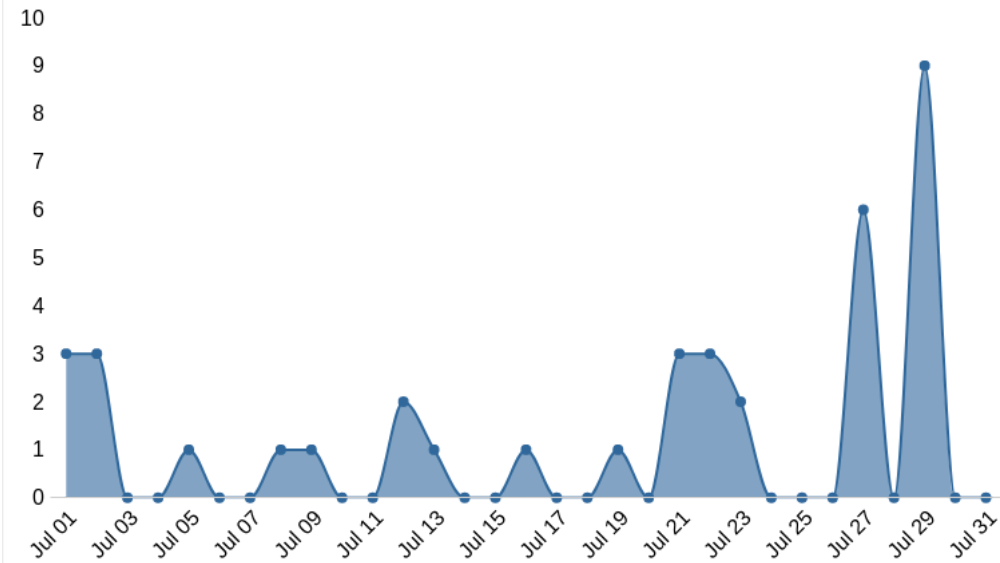


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

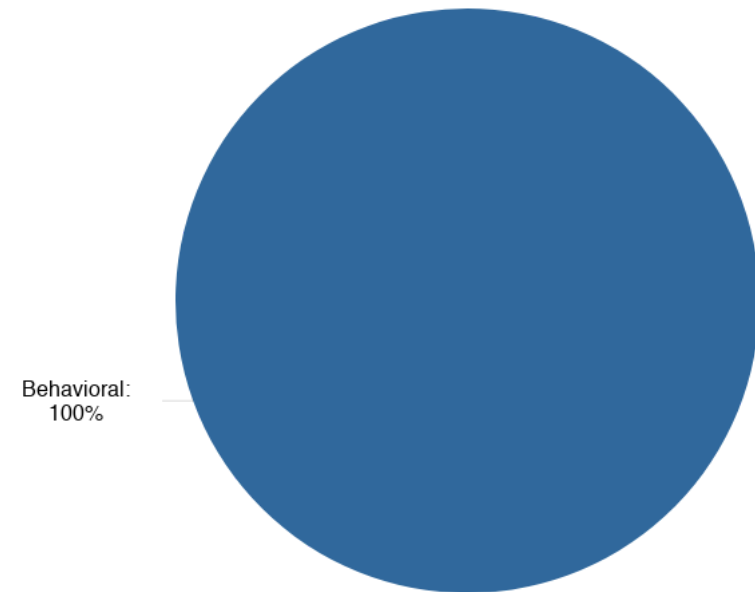
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
American Bank & Trust Homepage Visits	28
American Bank & Trust Wealth Page View	9

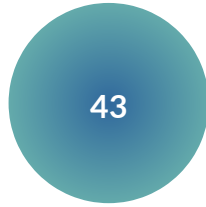
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

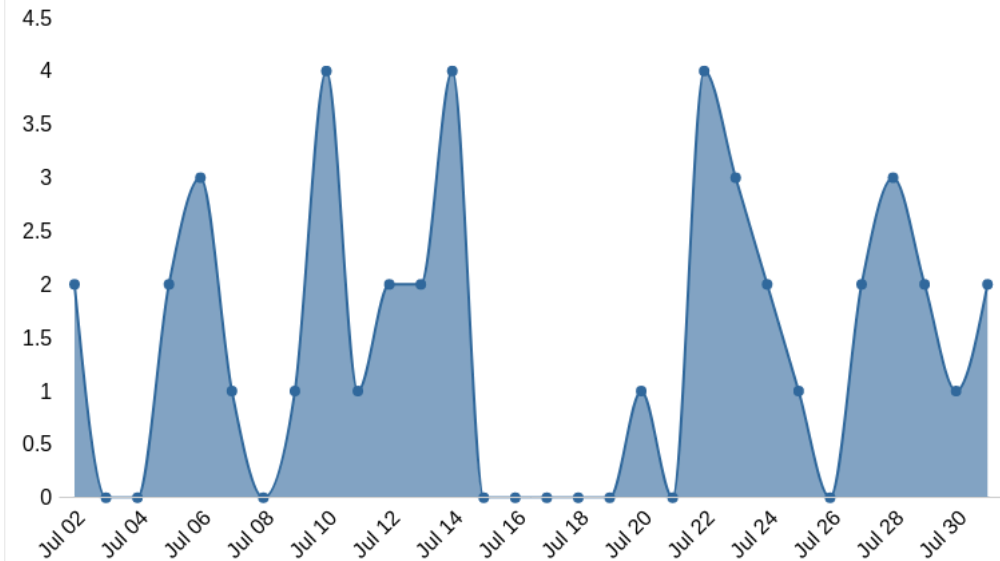


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

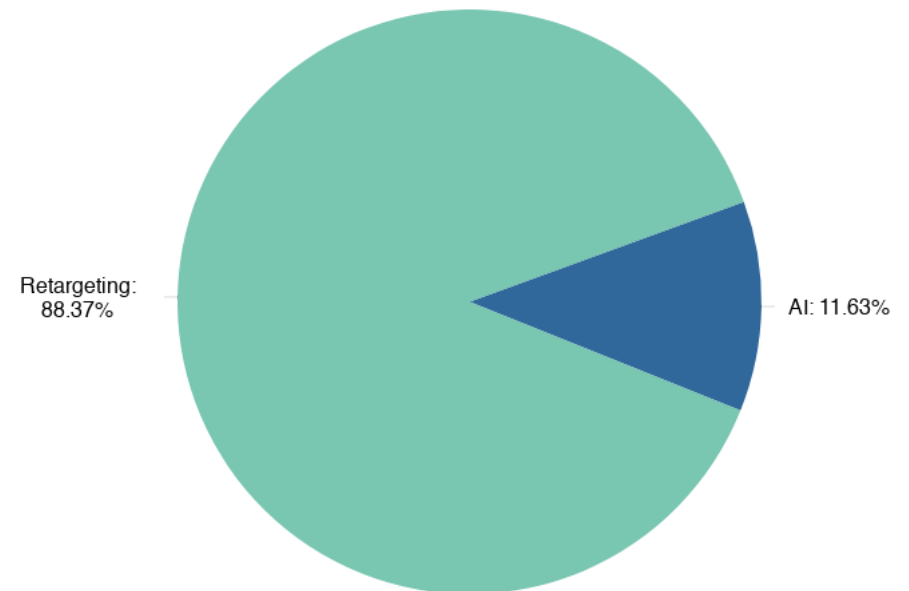
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
American Bank & Trust Homepage Visits	41
American Bank & Trust Business Page View	1
American Bank & Trust Personal Page View	1

CTV View-through Conversions by Day



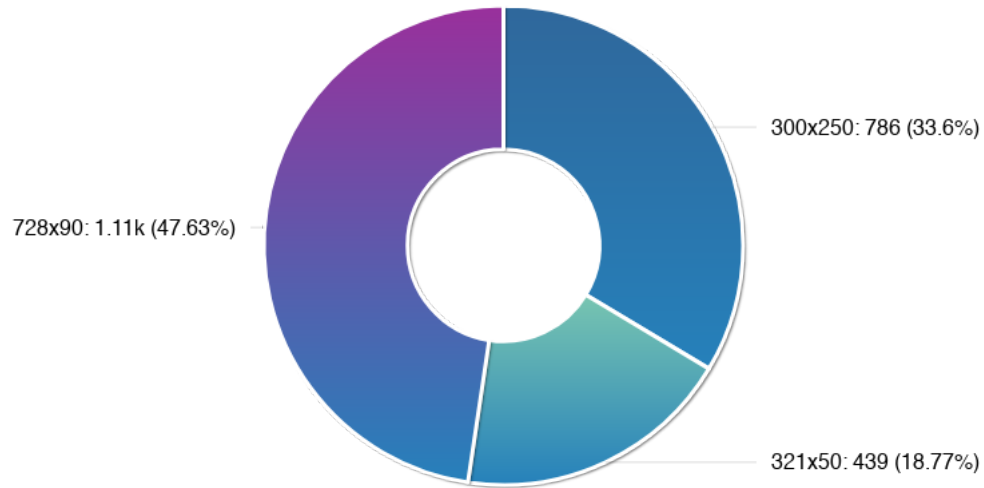
Top CTV View-through Conversions by Strategy



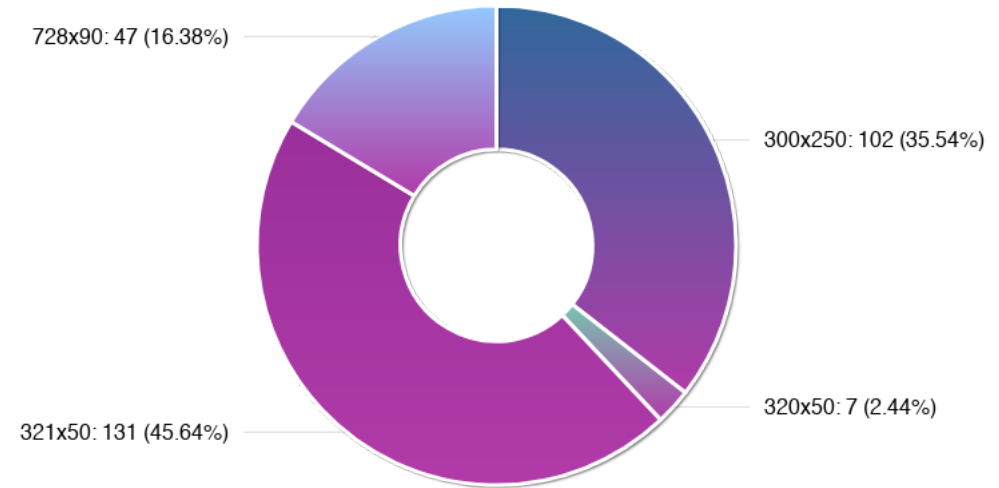
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	American Bank & Trust - QC_4.1_thumbnail_AB&T Loans 728x90.png	48,644	1,114	2.29%	32.72
Thumbnail not available	American Bank & Trust - QC_4.1_AB&T Loans 300x250 (1).png	38,327	786	2.05%	29.30
	American Bank & Trust - QC_4.1_thumbnail_AB&T_320x50 copy.jpg	62,631	439	0.70%	10.01
Thumbnail not available	American Bank & Trust - QC_1.png_300x250	3	0	0.00%	0.00
	American Bank & Trust - QC_3.png_320x50	2	0	0.00%	0.00

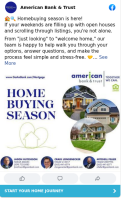
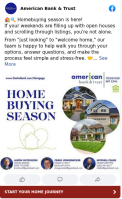
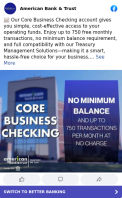
Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	American Bank & Trust - QC_Social Mirror_Homebuying season is here!	82,268	780	0.95%	13.54
	American Bank & Trust - QC_Social Mirror_Homebuying season is here!_300x600	17,769	297	1.67%	23.88
	American Bank & Trust - QC_Social Mirror_Our Core Business Checking account	7	0	0.00%	0.00

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	American Bank & Trust - QC_4.1_American Bank & Trust 4-2024 First-Time Homebuyers (1).mp4	42,452	399	0.94%	13.43

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
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Video - Mortgage - 132859	78.36%	69.32%	62.29%	48.24%
American Bank & Trust - QC - AI Video - Mortgage - 132859	72.31%	62.17%	55.32%	42.46%
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral Video - Mortgage	-	-	-	-

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	American Bank & Trust - QC_4.1_American Bank & Trust 4-2024 First-Time Homebuyers (1).mp4	39,165	98.86%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
American Bank & Trust - QC - Retargeting CTV	100.00%	99.85%	99.69%	99.64%
American Bank & Trust - QC - AI CTV - Mortgage - 132859	100.00%	99.55%	99.17%	98.73%
American Bank & Trust - QC - Age 25-64/Loans and Mortgages/Mortgage Holders - Likely Behavioral CTV - Mortgage - 132859	100.00%	99.41%	99.11%	98.65%
American Bank & Trust - QC - AI CTV - Mortgage	-	-	-	-

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	217,508	3,555	1.63%
Desktop	A personal computing device that remains stationary at one location.	43,766	189	0.43%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	30,829	71	0.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	25,479	6	0.02%
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.	13,686	7	0.05%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
arcamax.com	5,787	13	0.22%
nypost.com	5,053	13	0.26%
lakemchenryscanner.com	5,009	4	0.08%
imdb.com	4,505	2	0.04%
usatoday.com	3,341	12	0.36%
timecalculator.net	3,061	4	0.13%
themirror.com	2,841	8	0.28%
tmz.com	2,601	8	0.31%
cwbchicago.com	2,117	1	0.05%
foxnews.com	2,082	2	0.10%
The Scoop	2,026	40	1.97%
aol.com	1,901	0	0.00%
smartpenniesguide.com	1,526	0	0.00%
huffpost.com	1,349	4	0.30%
hometalk.com	1,303	3	0.23%
apnews.com	1,182	3	0.25%
themompack.com	1,122	2	0.18%
ourquadcities.com	871	1	0.11%
qonline.com	870	2	0.23%
rentcarmiami.com	869	1	0.12%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	10,488	99.83%
	SAMSUNG TV PLUS	3,339	84.21%
	Vizio - Vizio WatchFree+	1,323	95.32%
	DIRECTV	503	99.10%
	Frndly TV	343	99.16%
	Tubi - Free Movies & TV	309	81.82%

	Pluto TV - Live TV and Movies	260	92.07%
	Amazon Fire TV	207	95.41%
	The Roku Channel	203	92.40%
	Univision Now: Univision y Uni	154	100.00%

PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
American Bank & Trust - QC - Dynamic PPC	10,244	1,287	12.56%	1,462.23	1.14

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

Total PPC Conversions



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

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
American Bank & Trust - QC Wealth Page View	4
American Bank & Trust - QC Business Page View	3
American Bank & Trust - QC Mortgage Page View	0

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Local business banking with loans, checking, and cash tools to help your company grow. Open business accounts, explore loan options, and manage cash with secure online tools	10,244	1,287	12.56%	1,462.23	1.14

Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Local business banking with loans, checking, and cash tools to help your company grow.	10,244	1,287	12.56%	1,462.23	1.14

Top Dynamic Landing Pages

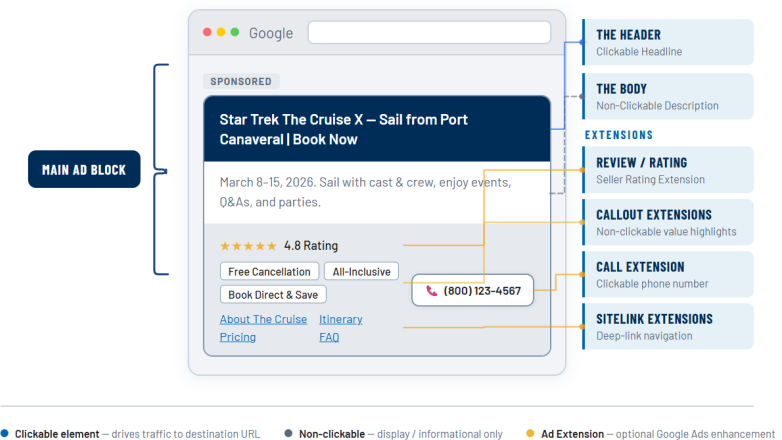
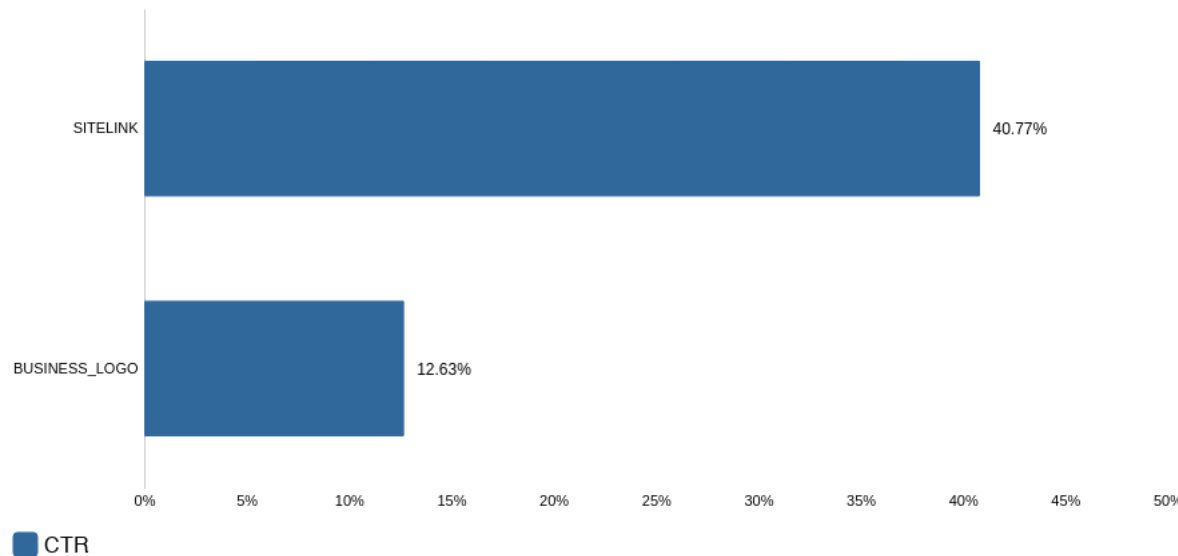
Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://www.goambank.com/?gad_source=1&gad_campaignid=23464568357	549	234	42.62%	79.74	0.34
https://www.goambank.com/Resources/Financial-Calculators/Retirement?gad_source=5&gad_campaignid=23464568357	87	56	64.37%	40.01	0.71
https://www.goambank.com/Personal/Other/Digital-Banking/Online-Banking?gad_source=1&gad_campaignid=23464568357	96	40	41.67%	15.50	0.39
https://www.goambank.com/Resources/Fraud-Prevention-and-Security?gad_source=5&gad_campaignid=23464568357	39	28	71.79%	24.25	0.87
https://www.goambank.com/?gad_source=1&gad_campaignid=23464568357&gbraid=0AAAAAq-AXvLgXPpu5mH6SF8cwFsKKah3R	42	25	59.52%	14.68	0.59

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	https://tpc.googlesyndication.com/simgad/3209124435103800139	9,823	1,241	12.63%	1,405.11	1.13
SITELINK	Checking made for business, Compare account options, Business Checking	1,977	806	40.77%	657.52	0.82

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.

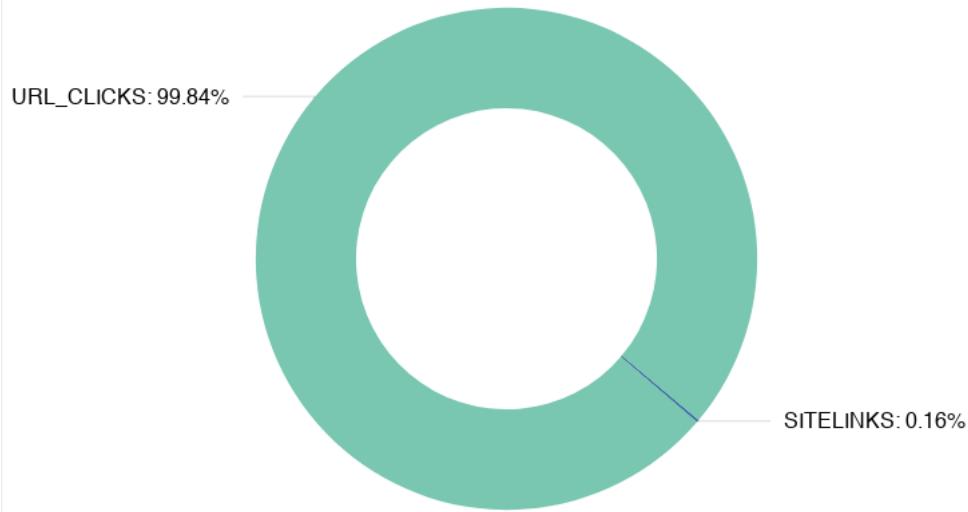
PPC Extension Type Performance



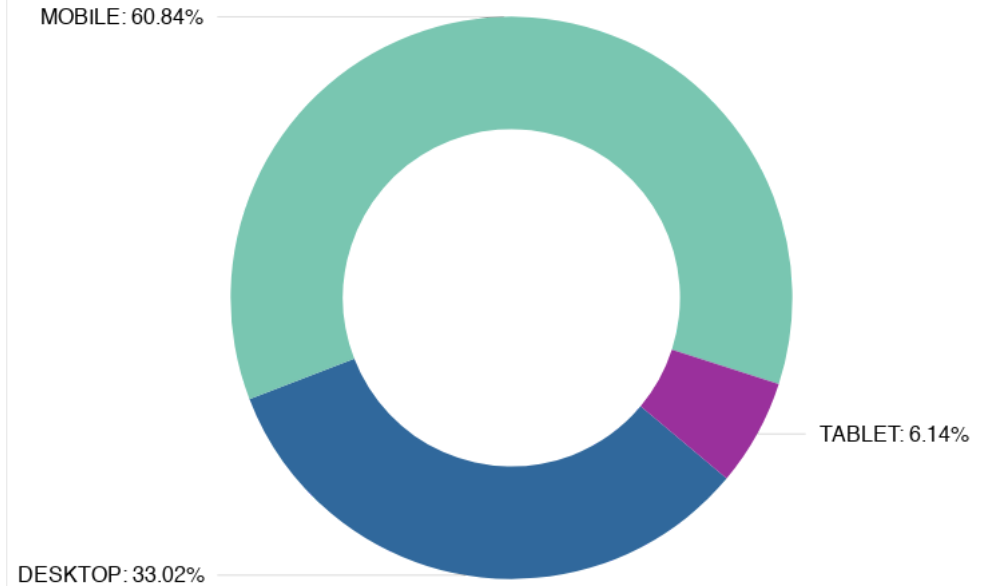
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

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.

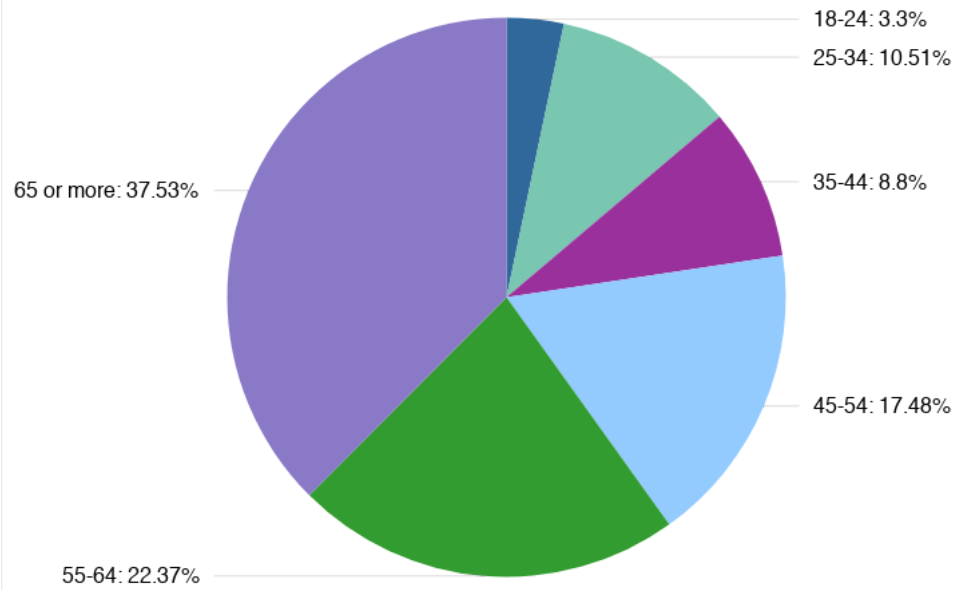
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

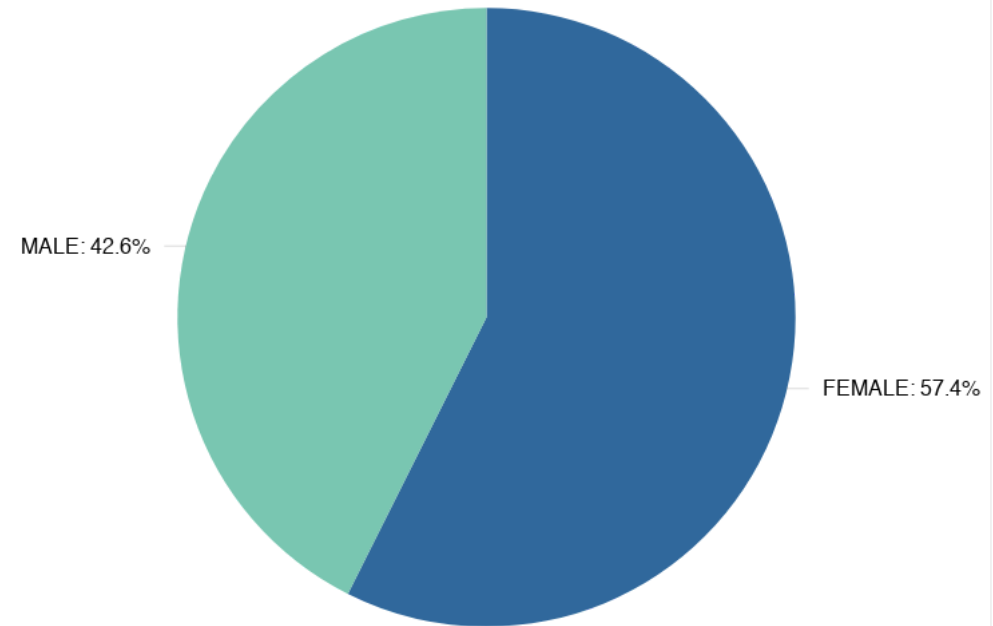
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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
american bank and trust	American Bank & Trust - QC - Dynamic PPC	500	174	34.80%	91.97	0.53
american bank and trust rock island	American Bank & Trust - QC - Dynamic PPC	301	80	26.58%	37.28	0.47
american bank and trust login	American Bank & Trust - QC - Dynamic PPC	102	75	73.53%	9.77	0.13
american bank and trust moline	American Bank & Trust - QC - Dynamic PPC	122	63	51.64%	54.66	0.87
american bank	American Bank & Trust - QC - Dynamic PPC	134	61	45.52%	54.76	0.90
ambankqc	American Bank & Trust - QC - Dynamic PPC	120	41	34.17%	8.42	0.21
american bank and trust davenport	American Bank & Trust - QC - Dynamic PPC	158	37	23.42%	20.40	0.55
goambank	American Bank & Trust - QC - Dynamic PPC	71	28	39.44%	5.95	0.21
compare my retirement savings to others my age	American Bank & Trust - QC - Dynamic PPC	35	27	77.14%	15.75	0.58
americanbankandtrust	American Bank & Trust - QC - Dynamic PPC	38	25	65.79%	10.05	0.40
american bank rock island il	American Bank & Trust - QC - Dynamic PPC	27	16	59.26%	0.88	0.06
mortgage calculator	American Bank & Trust - QC - Dynamic PPC	244	12	4.92%	26.97	2.25
loan calculator	American Bank & Trust - QC - Dynamic PPC	313	11	3.51%	30.40	2.76
steps to prevent fraud	American Bank & Trust - QC - Dynamic PPC	14	10	71.43%	8.75	0.88
ambankqc login	American Bank & Trust - QC - Dynamic PPC	39	9	23.08%	2.72	0.30

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.