

Digital Marketing Report

Impressions

How many ads were served:

145,820

Clicks

Times a user clicked on an ad

1,230

Click-Through Rate

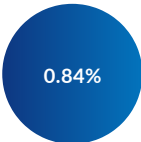
(Clicks/Impressions) x 100

0.84%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



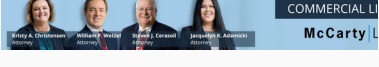
X the National Avg (.07%)

*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.

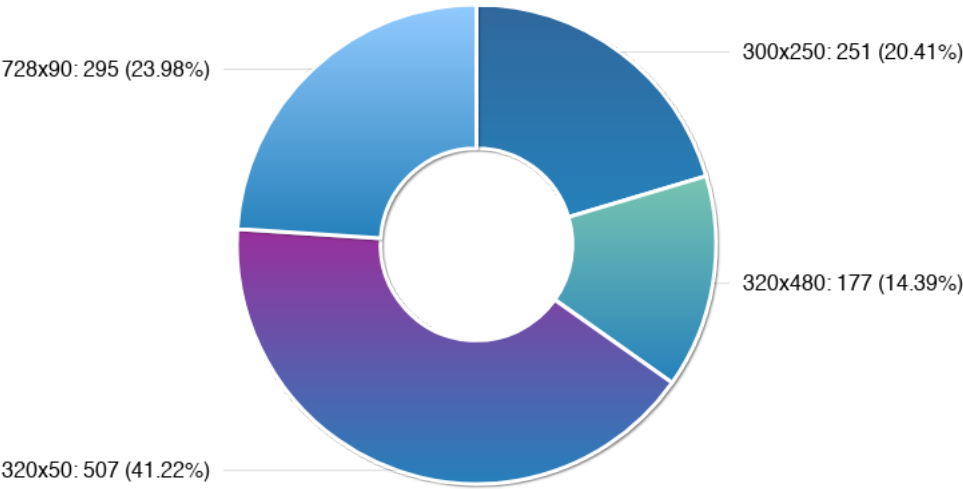
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
McCarty Law - Legal Lawyer/Construction/Decision Maker B2B Behavioral Display	99,798	1,049	1.05%	15.02
McCarty Law - Keyword B2B Display	29,427	144	0.49%	6.99
McCarty Law - WVID Feed B2B Display	16,595	37	0.22%	3.19

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	McCarty Law_6.18_728x90_2_v2.png	18,977	223	1.18%	16.79
	McCarty Law_6.18_728x90_1_v2.png	18,640	146	0.78%	11.19
	McCarty Law_320x50_3.png	20,659	138	0.67%	9.54
	McCarty Law_6.18_320x50_1_v2.png	13,111	101	0.77%	11.00
	McCarty Law_728x90_3.png	12,882	100	0.78%	11.09
	McCarty Law_300x250_2.png	14,697	95	0.65%	9.23
	McCarty Law_6.18_320x50_2_v2.png	10,487	94	0.90%	12.80
Thumbnail not available	McCarty Law_300x250_1.png	17,087	92	0.54%	7.69
Thumbnail not available	McCarty Law_6.18_300x250_3_v2.png	11,416	64	0.56%	8.01
	McCarty Law_320x480_1.png	2,610	61	2.34%	33.39

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.	88,289	837	0.95%
Desktop	A personal computing device that remains stationary at one location.	46,133	310	0.67%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,398	83	0.73%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	8,296	290	3.50%
msn.com	2,943	0	0.00%
merriam-webster.com	2,364	7	0.30%
jsonline.com	2,283	10	0.44%
imdb.com	1,852	3	0.16%
wisn.com	1,623	5	0.31%
encyclopedia-titanica.org	1,574	1	0.06%
buzzliftnow.site	1,497	0	0.00%
huffpost.com	1,471	2	0.14%
venix.me	1,417	0	0.00%
lawandcrime.com	1,165	14	1.20%
usatoday.com	1,096	8	0.73%
cryptopennywise.com	1,078	0	0.00%
greenbaypressgazette.com	984	6	0.61%
The Scoop	961	7	0.73%
Pinterest	947	0	0.00%
Weather by WeatherBug	861	1	0.12%
postcrescent.com	773	2	0.26%
fox11online.com	769	2	0.26%
nypost.com	760	19	2.50%

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.