



Digital Marketing Report

Impressions

How many ads were served:

101,848

Clicks

Times a user clicked on an ad

426

Click-Through Rate

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

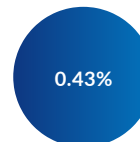
0.42%

Your Product Breakout by Impressions



Video

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%)
Sure Temp - HVAC/Homeowners Behavioral Video	60,496	43	0.07%	1.02
Sure Temp - AI Video	33,236	365	1.10%	15.69
Sure Temp - Retargeting Video	8,116	18	0.22%	3.17



Video Click Conversions

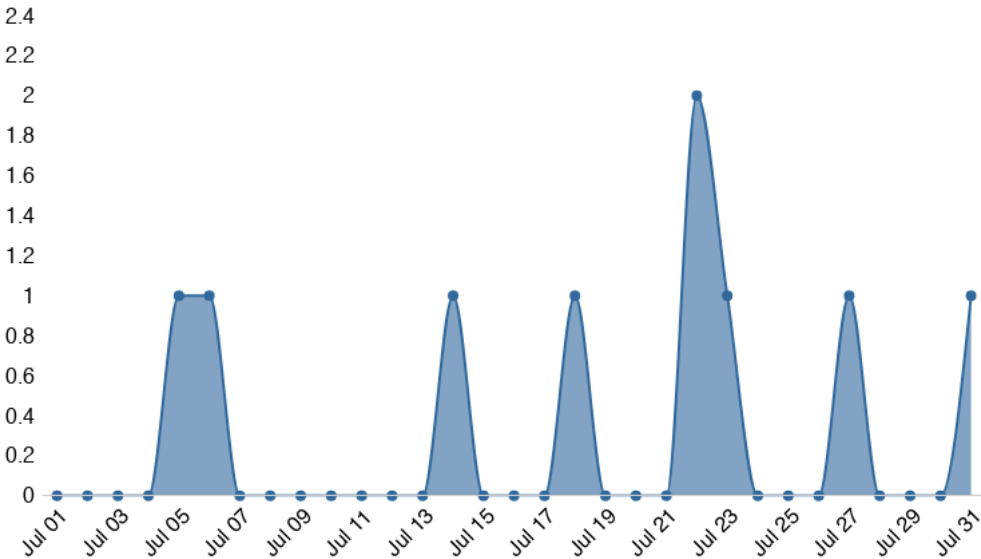


Times users clicked on an ad leading to your site and visited a page or completed an action

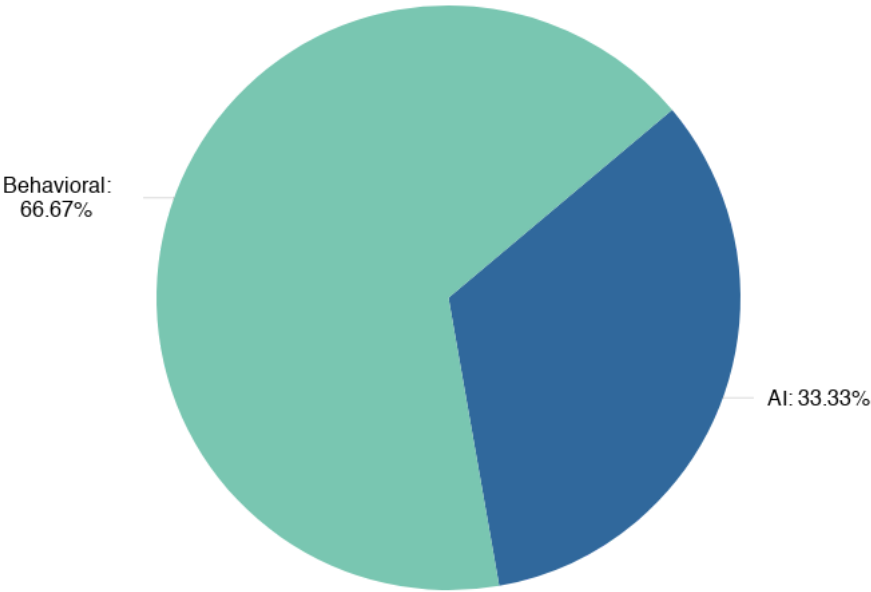
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Sure Temp Cooling Page View	7
Sure Temp Testimonials Page View	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy





Video View-through Conversions

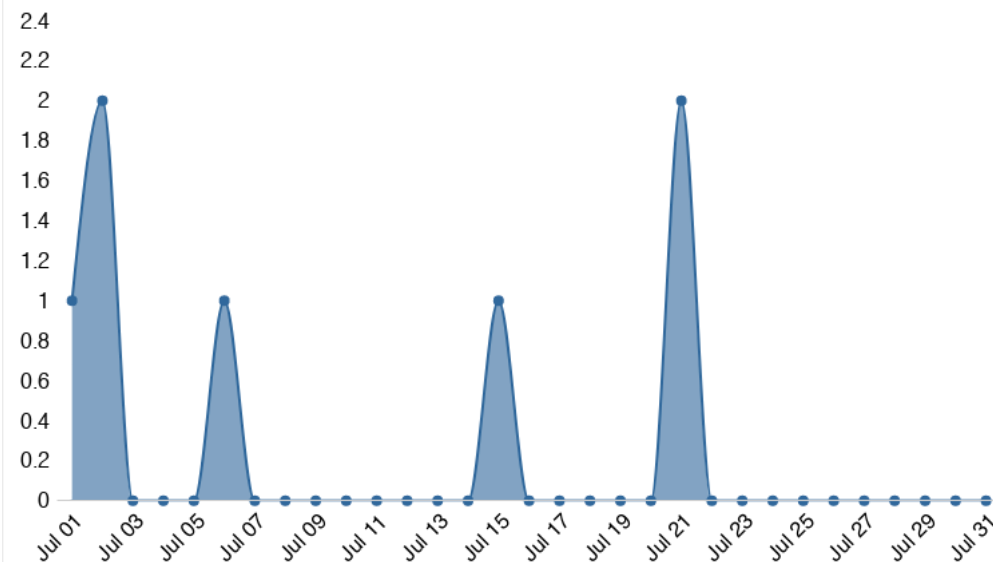


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

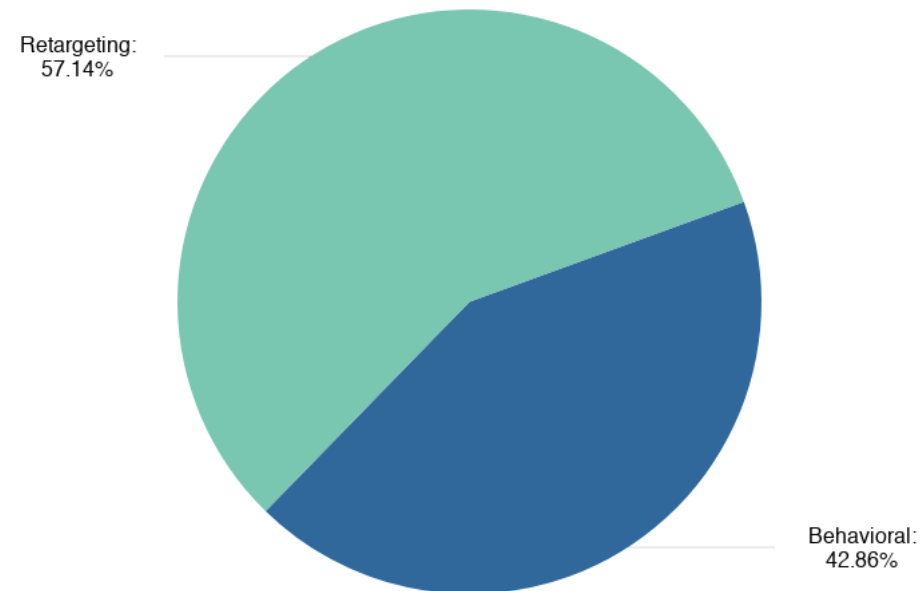
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sure Temp Cooling Page View	4
Sure Temp Click to Call Connversion	1
Sure Temp Contact Page View	1
Sure Temp Testimonials Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy





Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Sure Temp_SureTemp Mit 1225 30.mp4	49,848	255	0.51%	7.31
Thumbnail not available	Sure Temp_ST Rudd 1225 30.mp4	52,000	171	0.33%	4.70

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sure Temp - AI Video	75.48%	62.74%	55.83%	44.74%
Sure Temp - HVAC/Homeowners Behavioral Video	63.02%	56.24%	51.21%	40.89%
Sure Temp - Retargeting Video	42.21%	33.61%	29.26%	23.02%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,443	345	0.51%
Desktop	A personal computing device that remains stationary at one location.	27,334	58	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,071	23	0.33%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	6,991	6	0.09%
binghamtonhomepage.com	4,621	67	1.45%
nypost.com	4,235	7	0.17%
accuweather.com	3,309	2	0.06%
scannernerds.com	3,210	1	0.03%
wbng.com	2,595	7	0.27%
WBNG Storm Track 12	2,262	0	0.00%
huffpost.com	2,036	2	0.10%
BeReal. Your friends for real.	1,707	75	4.39%
biblegateway.com	1,514	2	0.13%
abcnews.com	1,290	2	0.16%
weather.com	1,152	0	0.00%
Pluto TV - Live TV and Movies	909	0	0.00%
vox.com	807	0	0.00%
merriam-webster.com	749	1	0.13%
screenrant.com	727	0	0.00%
localsyr.com	647	5	0.77%
realtor.com	634	0	0.00%
studyfinds.com	577	0	0.00%
buzzfeed.com	542	1	0.18%



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.