

# Digital Marketing Report

## Impressions

How many ads were served:

196,078

## Clicks

Times a user clicked on an ad

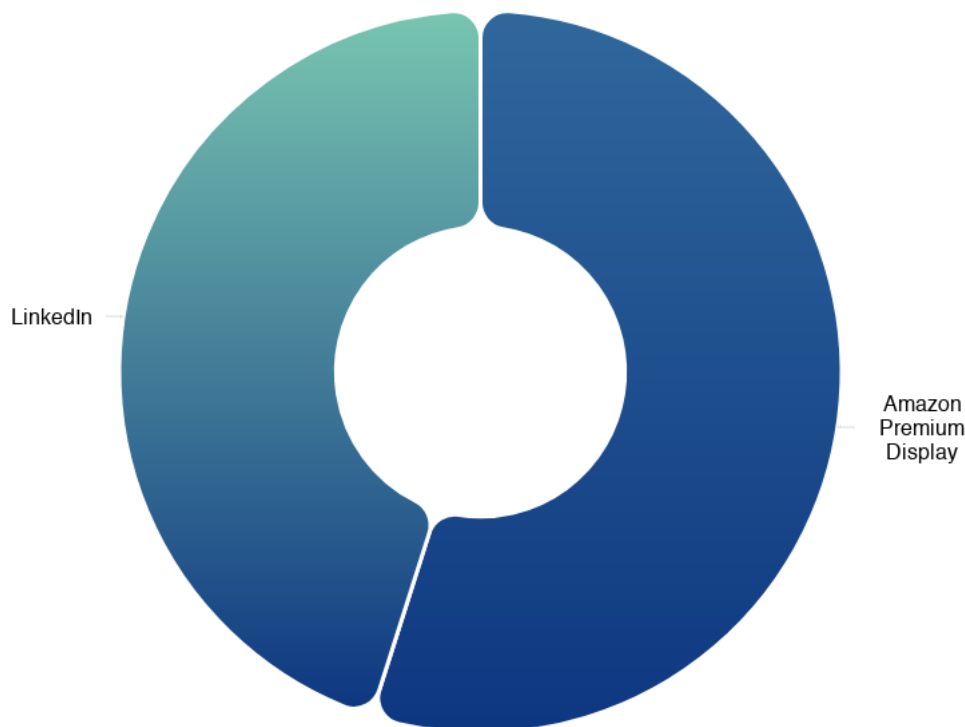
4,105

## Click-Through Rate

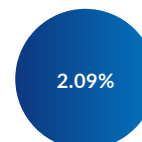
$(\text{Clicks}/\text{Impressions}) \times 100$

2.09%

## Your Product Breakout by Impressions



## 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.

## LinkedIn Spend Performance

*Does not include management fee*

### LinkedIn Ad Cost

Amount spent on the campaign

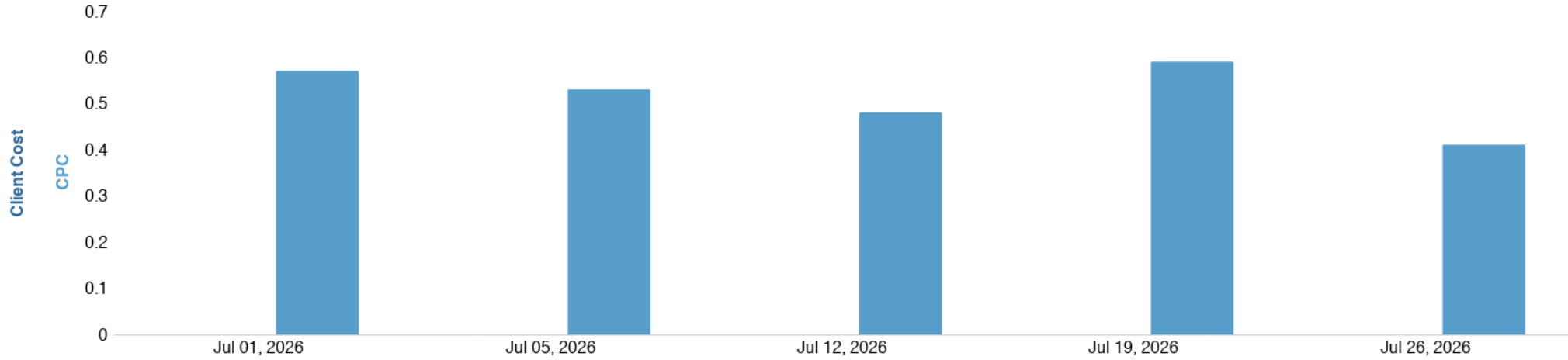
2,090.37

### LinkedIn Cost-Per-Click

Cost/Clicks

0.53

### Week by Week Spend Performance



### Line Item Performance

| Line Item Name                                                                                                      | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|---------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Loma Linda University- Health: Brand - Nurse/Nursing LinkedIn Premium                                               | 88,426        | 3,941  | 4.46% | 63.67                     |
| Loma Linda University- Health: Brand - Recent Movers/Home Furniture and Decor Behavioral Amazon Display             | 73,029        | 122    | 0.17% | 2.39                      |
| Loma Linda University- Health: Brand - Diets and Weight Loss Books/Cardio Training Machines Products Amazon Display | 34,623        | 42     | 0.12% | 1.73                      |

## Amazon Premium Display Creative Performance

| Creative Name                                                                                                       | Preview Link                 | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|---------------------------------------------------------------------------------------------------------------------|------------------------------|---------------|--------|-------|---------------------------|
| Loma Linda University- Health: Brand_7.9_14410-HR-26 Amazon Dietitian Group Hiring Event Ads 320x50 PRESS 6.26.jpg  | <a href="#">View Preview</a> | 81,334        | 134    | 0.16% | 2.35                      |
| Loma Linda University- Health: Brand_7.9_14410-HR-26 Amazon Dietitian Group Hiring Event Ads 300x250 PRESS 6.26.jpg | <a href="#">View Preview</a> | 17,451        | 21     | 0.12% | 1.72                      |
| Loma Linda University- Health: Brand_7.9_14410-HR-26 Amazon Dietitian Group Hiring Event Ads 728x90 PRESS 6.26.jpg  | <a href="#">View Preview</a> | 8,867         | 9      | 0.10% | 1.45                      |

Device Performance

| Device       |                                                                                                                                 |               |        |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name  | Description                                                                                                                     | Impressions ↓ | Clicks | CTR   |
| Mobile       | A portable electronic device that can connect to the internet.                                                                  | 99,652        | 161    | 0.16% |
| Desktop      | A personal computing device that remains stationary at one location.                                                            | 4,572         | 1      | 0.02% |
| Tablet       | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 3,413         | 2      | 0.06% |
| Connected TV | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device. | 12            | 0      | 0.00% |

Amazon Inventory Source Performance

| Inventory                 |                                                                                                                                                                                                               |               |        |       |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Inventory Type            | Where your ads appear                                                                                                                                                                                         | Impressions ↓ | Clicks | CTR   |
| Amazon Publisher Services | Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices | 105,782       | 164    | 0.16% |
| IMDB Site                 | Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads                                   | 2,114         | 0      | 0.00% |

## Amazon Premium Site and App Performance

| Name                                                                               | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------------------------------------------|---------------|--------|-------|
| Block Blast Adventure Master (ID: 1617391485)                                      | 7,394         | 3      | 0.04% |
| TextNow: Call + Text Unlimited (ID: com.enflick.android.TextNow)                   | 5,060         | 27     | 0.53% |
| yahoo.com                                                                          | 4,288         | 1      | 0.02% |
| Block Blast Adventure Master (ID: com.block.juggle)                                | 2,800         | 12     | 0.43% |
| imdb.com                                                                           | 2,652         | 0      | 0.00% |
| 3D Bolt Master™ (ID: com.screw3d.match.nuts.bolts.pin.jam.away.puzzle)             | 2,402         | 0      | 0.00% |
| Vigor Mahjong (ID: com.godlike.vigormahjong)                                       | 2,378         | 14     | 0.59% |
| Color Cube Match: Sort Puzzle (ID: com.belkagames.mc)                              | 2,289         | 0      | 0.00% |
| Block Puzzle - Classic Style (ID: com.staplegames.blocksClassicSGGP)               | 2,193         | 3      | 0.14% |
| NewsBreak: Local News & Alerts (ID: com.particlenews.newsbreak)                    | 2,116         | 6      | 0.28% |
| Woodle Screw Jam: Nuts & Bolts (ID: com.wood.bolt.wordle.screw.nuts.puzzle)        | 1,650         | 1      | 0.06% |
| Goods 3D Sorting: Match Games (ID: com.sorting.games.match3d.goods.triple.puzzle)  | 1,362         | 0      | 0.00% |
| fandom.com                                                                         | 1,162         | 2      | 0.17% |
| Block Puzzle (ID: com.dxm.nopuzzle)                                                | 1,078         | 6      | 0.56% |
| Jigsaw®: Solitaire (ID: jigsawsolitaire.jigsaw.solitaire.puzzle)                   | 1,015         | 0      | 0.00% |
| Shape Escape: Block Puzzle (ID: com.flogonia.blockjam)                             | 987           | 0      | 0.00% |
| mlb.com                                                                            | 923           | 0      | 0.00% |
| Goods Triple Match: Sorting 3D (ID: com.goods.sorting.games.triple.match3d.puzzle) | 874           | 2      | 0.23% |
| now.gg                                                                             | 857           | 0      | 0.00% |
| OfferUp: Buy. Sell. Letgo. (ID: com.offerup)                                       | 826           | 0      | 0.00% |

## LinkedIn Cost per Line Item

| Campaign Name                                                         | Impressions   | Clicks ↓     | CTR          | Client Cost     | CPC         |
|-----------------------------------------------------------------------|---------------|--------------|--------------|-----------------|-------------|
| Loma Linda University- Health: Brand - Nurse/Nursing LinkedIn Premium | 88,426        | 3,941        | 4.46%        | 2,090.37        | 0.53        |
| <b>Total</b>                                                          | <b>88,426</b> | <b>3,941</b> | <b>4.46%</b> | <b>2,090.37</b> | <b>0.53</b> |

**Client Cost:** Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

**CPC:** The amount paid for your Ads divided by your total Clicks.

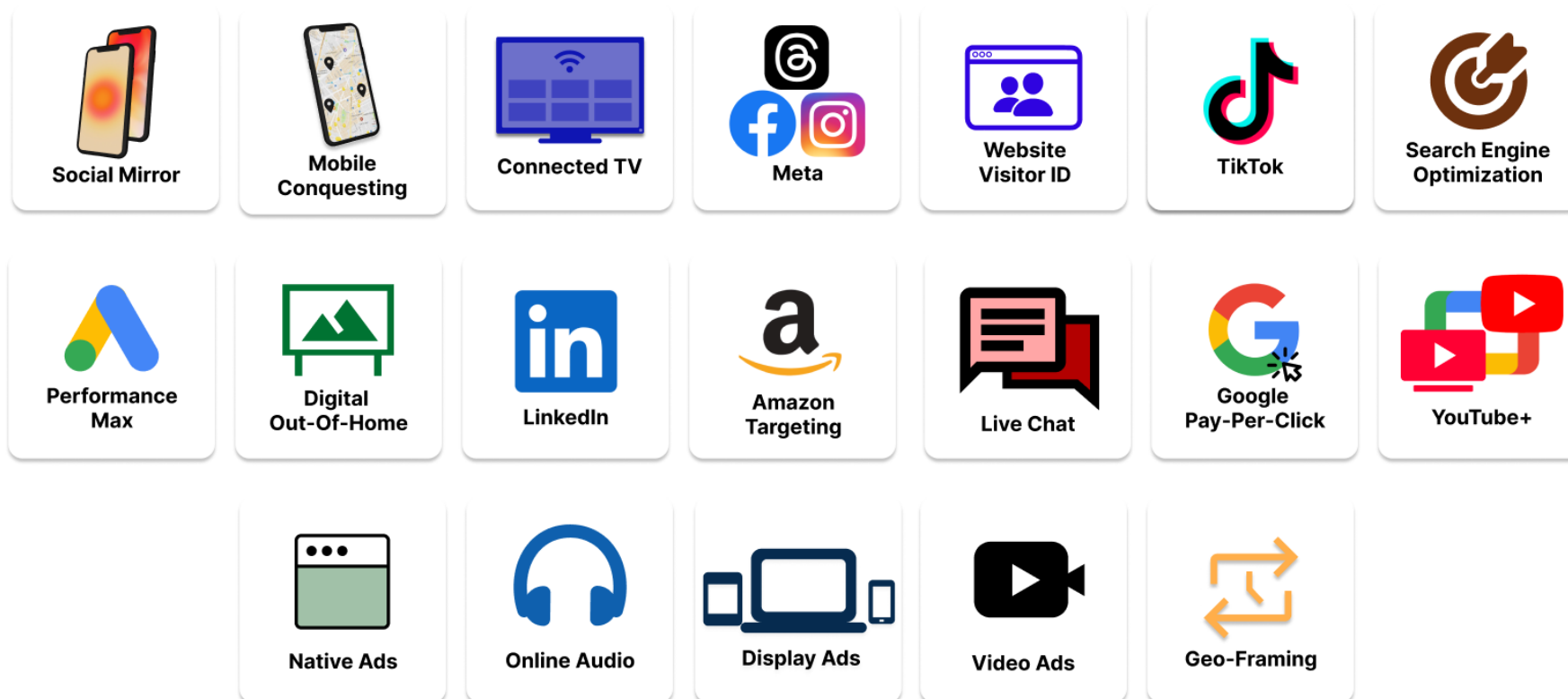
*Note: Costs do not include management fee.*



LinkedIn Creative Performance

| Creative Name  | Impressions | Clicks ↓ | CTR   | Client Cost | CPC  |
|----------------|-------------|----------|-------|-------------|------|
| Ad_1_30Jun2026 | 88,426      | 3,941    | 4.46% | 2,090.37    | 0.53 |

# All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.