

# Digital Marketing Report

## Impressions

How many ads were served:

100,744

## Clicks

Times a user clicked on an ad

173

## Click-Through Rate

(Clicks/Impressions) x 100

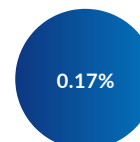
0.17%

## Your Product Breakout by Impressions



Amazon  
Premium  
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%) |
|------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Loma Linda University- Health: Childrens - Children's Books/Kid's Outdoor Fun/Kid's Costumes Behavioral Amazon Display | 75,280        | 144    | 0.19% | 2.73                      |
| Loma Linda University- Health: Childrens - Kid's Costumes/Children's Books Products Amazon Display                     | 25,464        | 29     | 0.11% | 1.63                      |

## Amazon Premium Display Creative Performance

| Creative Name                                                                                                     | Preview Link                 | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------------------------------------|------------------------------|---------------|--------|-------|---------------------------|
| Loma Linda University- Health: Childrens_7.9_14378-CH-26 Amazon CH Gen Peds Doc Hug Web Ad 320x50 PRESS 7.26.jpg  | <a href="#">View Preview</a> | 74,889        | 143    | 0.19% | 2.73                      |
| Loma Linda University- Health: Childrens_7.9_14378-CH-26 Amazon CH Gen Peds Doc Hug Web Ad 300x250 PRESS 7.26.jpg | <a href="#">View Preview</a> | 17,340        | 25     | 0.14% | 2.06                      |
| Loma Linda University- Health: Childrens_7.9_14378-CH-26 Amazon CH Gen Peds Doc Hug Web Ad 728x90 PRESS 7.26.jpg  | <a href="#">View Preview</a> | 8,515         | 5      | 0.06% | 0.84                      |

Device Performance

| Device       |                                                                                                                                 |               |        |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name  | Description                                                                                                                     | Impressions ↓ | Clicks | CTR   |
| Mobile       | A portable electronic device that can connect to the internet.                                                                  | 89,634        | 170    | 0.19% |
| Desktop      | A personal computing device that remains stationary at one location.                                                            | 8,698         | 1      | 0.01% |
| Tablet       | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 2,456         | 2      | 0.08% |
| Connected TV | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device. | 8             | 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 | 95,427        | 172    | 0.18% |
| AMAZON.COM                | Display Impressions served directly on Amazon proper on Desktop and Mobile devices                                                                                                                            | 2,778         | 1      | 0.04% |
| 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                                   | 2,627         | 0      | 0.00% |

## Amazon Premium Site and App Performance

| Name                                                                   | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------------------------------|---------------|--------|-------|
| MetroZone (ID: com.metropcs.metrozone)                                 | 25,921        | 96     | 0.37% |
| Happy Color®: Coloring Book (ID: com.pixel.art.coloring.color.number)  | 4,831         | 6      | 0.12% |
| Happy Color® Art Coloring Book (ID: 1407852246)                        | 3,529         | 2      | 0.06% |
| imdb.com                                                               | 3,195         | 0      | 0.00% |
| amazon.com                                                             | 2,779         | 1      | 0.04% |
| Block Blast Adventure Master (ID: 1617391485)                          | 2,709         | 2      | 0.07% |
| foxnews.com                                                            | 1,516         | 2      | 0.13% |
| Block Blast Adventure Master (ID: com.block.juggle)                    | 1,295         | 5      | 0.39% |
| Wordscapes (ID: com.peoplefun.wordcross)                               | 1,244         | 0      | 0.00% |
| Color Cube Match: Sort Puzzle (ID: com.belkagames.mc)                  | 1,238         | 0      | 0.00% |
| Arrow Puzzle - Tap Away Game (ID: com.easybrain.arrow.puzzle.game)     | 990           | 1      | 0.10% |
| 3D Bolt Master™ (ID: com.screw3d.match.nuts.bolts.pin.jam.away.puzzle) | 955           | 1      | 0.10% |
| TextNow: Call + Text Unlimited (ID: com.enflick.android.TextNow)       | 855           | 6      | 0.70% |
| Block Puzzle - Classic Style (ID: com.staplegames.blocksClassicSGGP)   | 810           | 1      | 0.12% |
| fandom.com                                                             | 776           | 1      | 0.13% |
| Vigor Mahjong (ID: com.godlike.vigormahjong)                           | 725           | 4      | 0.55% |
| Wordscapes (ID: 1207472156)                                            | 680           | 2      | 0.29% |
| Number Match - number games (ID: com.easybrain.number.puzzle.game)     | 659           | 4      | 0.61% |
| Sudoku.com - classic sudoku (ID: com.easybrain.sudoku.android)         | 625           | 0      | 0.00% |
| now.gg                                                                 | 624           | 0      | 0.00% |

# 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



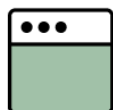
Live Chat



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.