

Digital Marketing Report

Impressions

How many ads were served:

255,724

Clicks

Times a user clicked on an ad

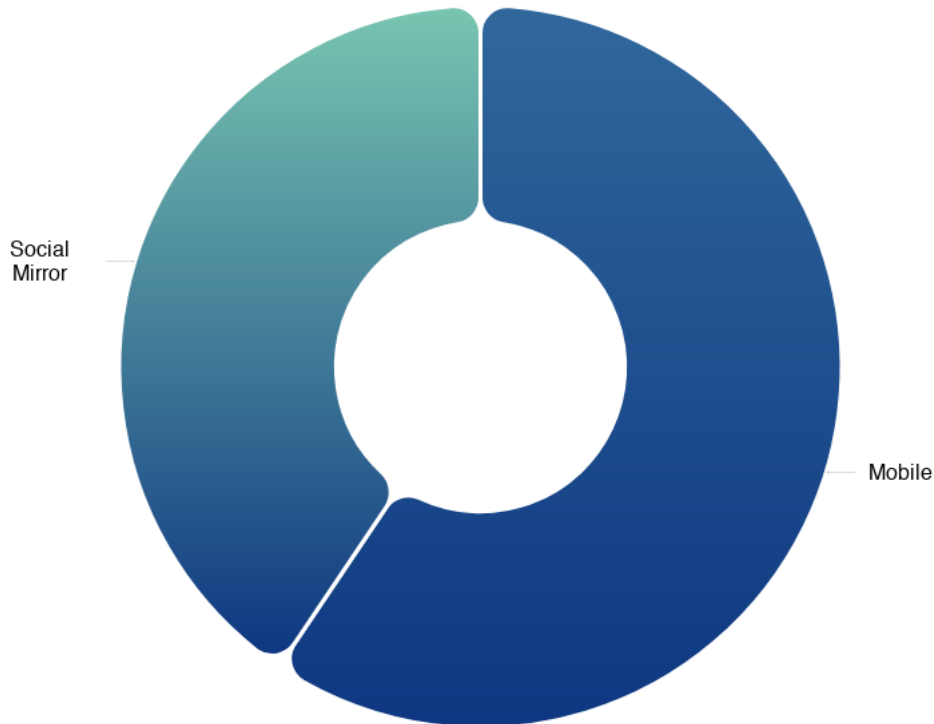
615

Click-Through Rate

(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



CTV Completion Rate

63.80%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.24%

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

X the National Average

3.44

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



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Tigers Community Credit Union - A25-54/Home Improvement/Business Owners Mobile	151,960	288	0.19%	2.71
Tigers Community Credit Union Creative 1 Parents of Young Children/M/F, 30-54 Social Mirror	28,725	21	0.07%	1.04
Tigers Community Credit Union Creative 2 AI Social Mirror	26,949	167	0.62%	8.85
Tigers Community Credit Union Creative 2 Parents of Young Children/M/F, 30-54 Social Mirror	25,436	29	0.11%	1.63
Tigers Community Credit Union Creative 1 AI Social Mirror	22,654	110	0.49%	6.94

Grid contains more rows, but they have been clipped.

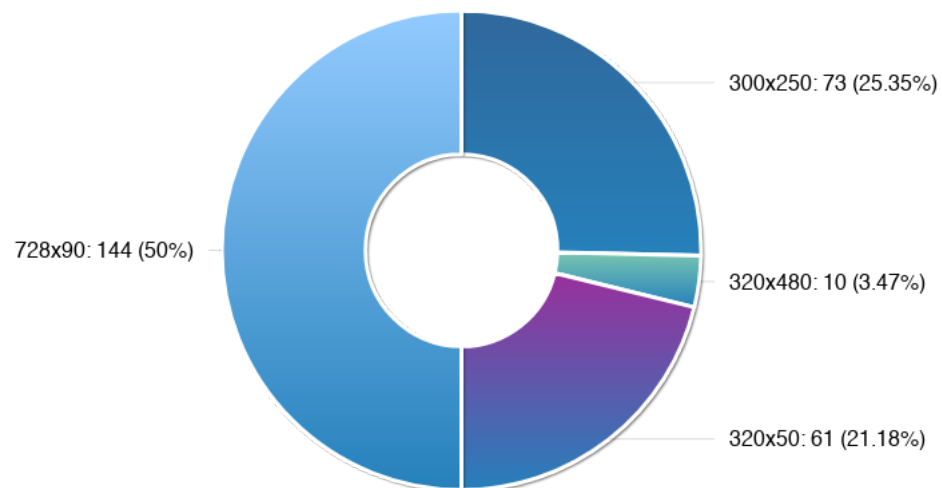
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Tigers Community Credit Union_Social Mirror_Creative 2_TikTok_7.8_Refinance	12,016	48	0.40%	5.71
	Tigers Community Credit Union_Social Mirror_Creative 2_FB_7.8_Refinance	12,667	47	0.37%	5.30
	Tigers Community Credit Union_Social Mirror_Creative 2_IG_7.8_Refinance	13,336	37	0.28%	3.96
Thumbnail not available	Tigers Community Credit Union_Social Mirror_Creative 1_TikTok_6.4_Fraud detection	7,961	36	0.45%	6.46
	Tigers Community Credit Union_Social Mirror_7.16_Creative 1_FB_Your money deserves a raise	26,070	28	0.11%	1.53
Thumbnail not available	Tigers Community Credit Union_Social Mirror_Creative 1_FB_6.4_Fraud detection	8,171	27	0.33%	4.72
	Tigers Community Credit Union_Social Mirror_Creative 1_IG_6.4_Fraud detectio	6,018	20	0.33%	4.75

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	tccu_728x90-auto-refi-special.jpg	48,557	126	0.26%	3.71
	Tigers Community Credit Union_tccu-320x50-cd-4.21-11mo.jpg	34,351	47	0.14%	1.95
	Tigers Community Credit Union_tccu-320x50-checking-fraud-detection.jpg	33,338	14	0.04%	0.60
	Tigers Community Credit Union_7.16_-300x250-auto-refi-special.jpg	27,359	65	0.24%	3.39
	Tigers Community Credit Union_tccu-728x90-cd-4.21-11mo.jpg	2,476	11	0.44%	6.35
	Tigers Community Credit Union_tccu-300x250-checking-fraud-detection.jpg	2,293	3	0.13%	1.87
	Tigers Community Credit Union_tccu-728x90-checking-fraud-detection.jpg	1,901	7	0.37%	5.26
	Tigers Community Credit Union_tccu-300x250-cd-4.21-11mo.jpg	1,238	5	0.40%	5.77
	Tigers Community Credit Union-320x480-auto-refi-special.jpg	418	9	2.15%	30.76

Mobile Conquesting 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.	68,231	189	0.28%
Desktop	A personal computing device that remains stationary at one location.	31,758	119	0.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,775	19	0.50%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	5,222	1	0.02%
nypost.com	4,095	10	0.24%
Weather by WeatherBug	3,617	0	0.00%
foxnews.com	2,132	2	0.09%
WeatherBug – Weather Forecast	1,972	0	0.00%
hollywoodpq.com	1,742	4	0.23%
tmz.com	1,682	4	0.24%
tumblr.com	1,437	0	0.00%
ky3.com	1,429	0	0.00%
huffpost.com	1,201	1	0.08%
accuweather.com	986	1	0.10%
buzzfeed.com	865	1	0.12%
cults3d.com	858	0	0.00%
shopgoodwill.com	848	2	0.24%
firstalert4.com	699	0	0.00%
aol.com	627	0	0.00%
thesimsresource.com	624	0	0.00%
lawandcrime.com	569	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	527	1	0.19%
apnews.com	507	2	0.39%

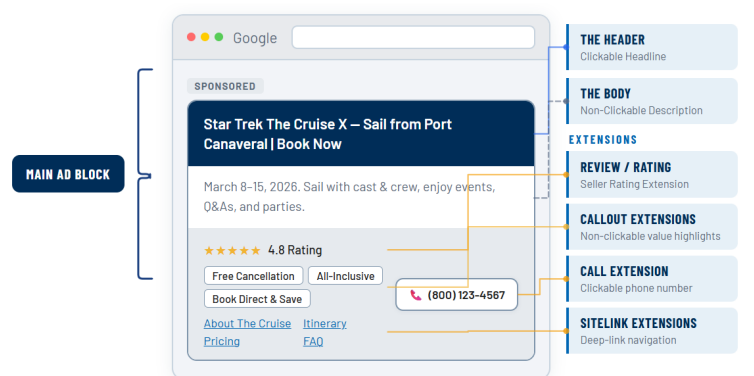
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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

Note: Costs do not include management fee

"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.

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.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.

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.

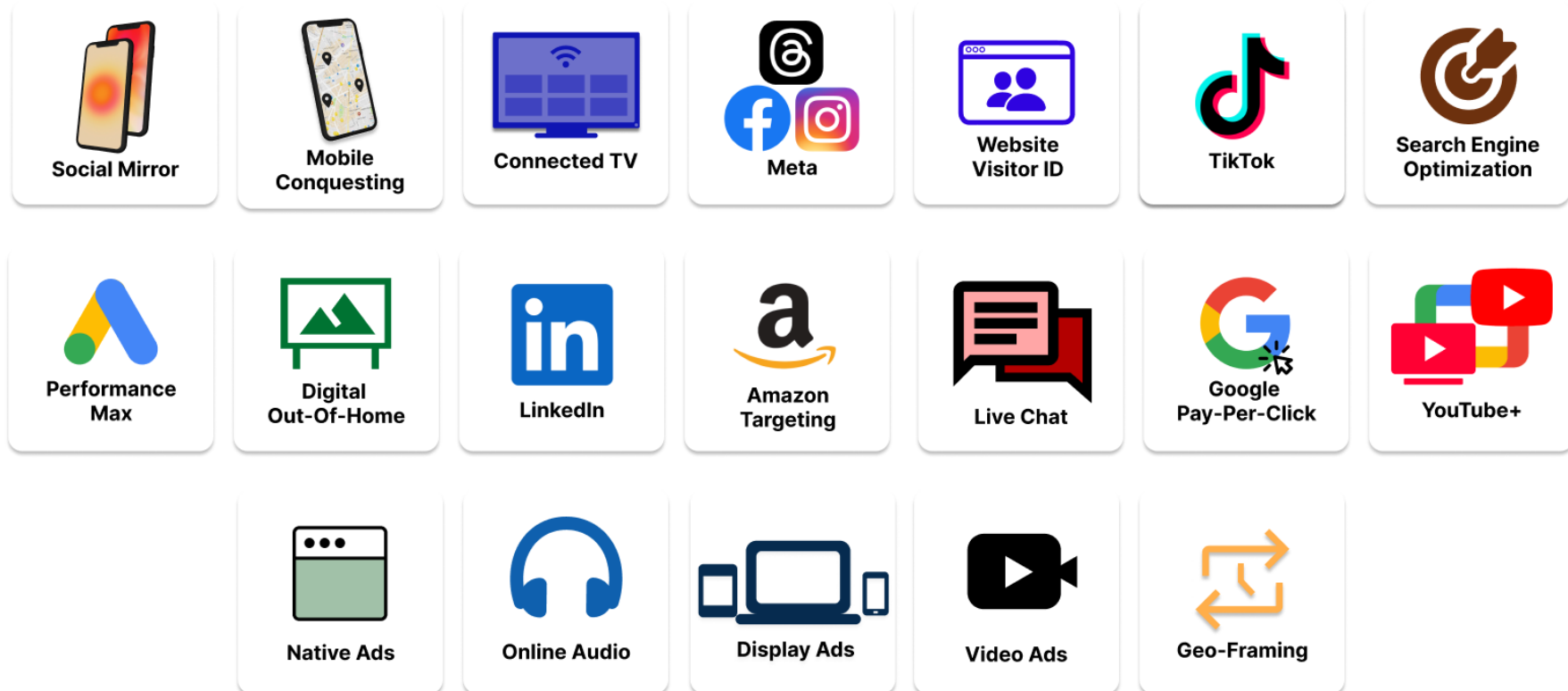
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

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.

"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*.



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