

Digital Marketing Report

Impressions

How many ads were served:

96,326

Clicks

Times a user clicked on an ad

3

Total Engagement Rate

0.12%

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

Your Product Breakout by Impressions

X the National Average

0.04

X the National Avg (.07%)



Online
Audio

*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%)
LMSD -- 91X(Nielsen) - Behavioral Online Audio	79,595	1	0.00%	0.02
LMSD -- 91X(Nielsen) - Custom Audience Lookalike Audio	11,144	1	0.01%	0.13
LMSD -- 91X(Nielsen) - Custom Audience Matching - Online Audio	5,587	1	0.02%	0.26

Online Audio View-through Conversions

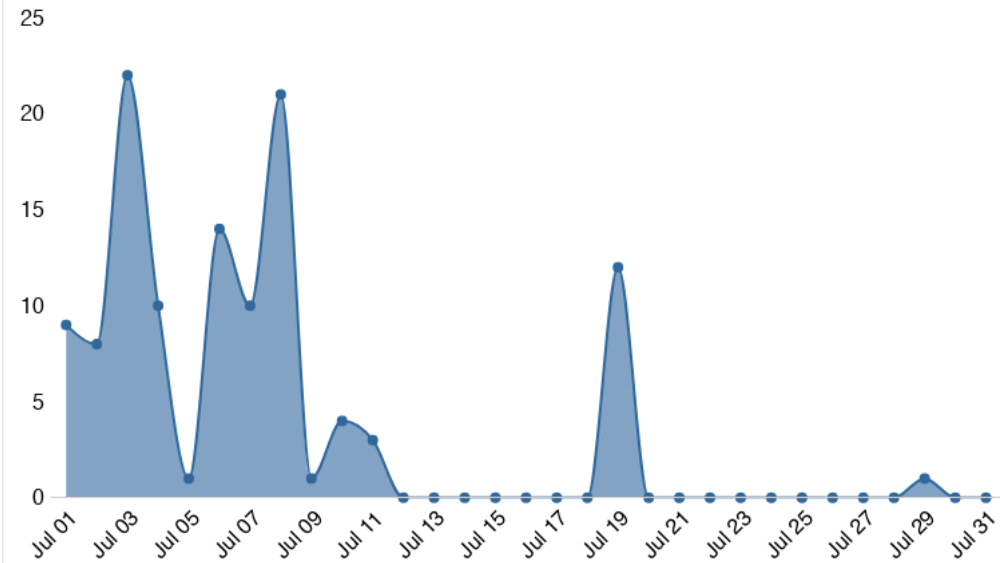


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

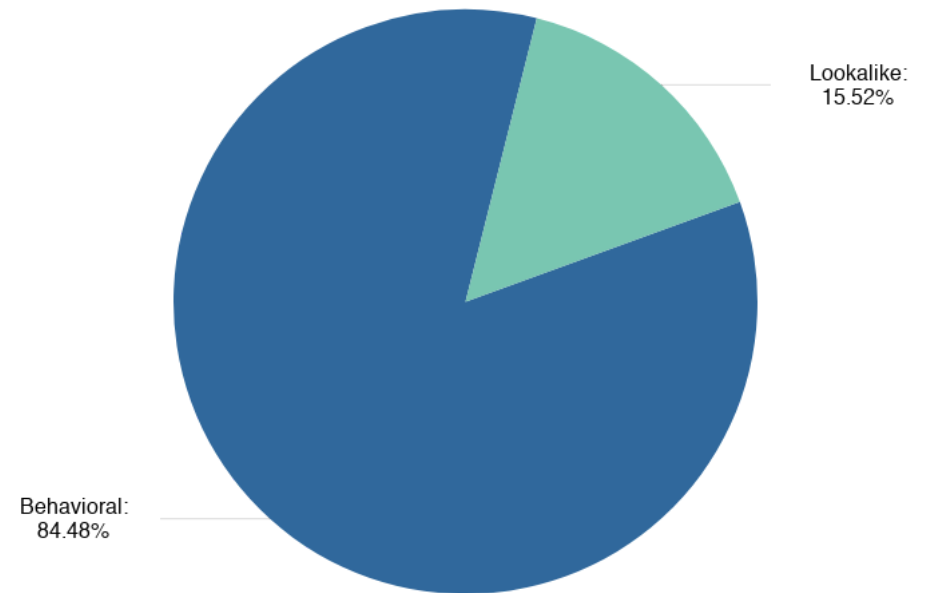
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
LMSD - 91X Secret Page View	71
LMSD - 91X Free Stuff Page View	28
LMSD - 91X Homepage Visits	9
LMSD - 91X Listen Page View	8

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HILARY-SECRET JUNE 15.mp3.mp3	51,943	1	0.00%	0.03
HILARY-SECRET JUNE 30.mp3	44,383	2	0.00%	0.06

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
LMSD -- 91X(Nielsen) - Behavioral Online Audio	99.08%	98.60%	98.20%	96.71%
LMSD -- 91X(Nielsen) - Custom Audience Matching - Online Audio	94.56%	93.70%	93.34%	92.41%
LMSD -- 91X(Nielsen) - Custom Audience Lookalike Audio	33.35%	32.83%	32.54%	31.87%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92154	5,377	0	0.00%	0.00
91910	4,447	0	0.00%	0.00
91911	3,709	0	0.00%	0.00
92109	3,553	2	0.06%	0.80
92114	3,464	0	0.00%	0.00
92115	3,150	0	0.00%	0.00
92128	2,867	0	0.00%	0.00
92021	2,749	0	0.00%	0.00
92129	2,727	0	0.00%	0.00
92111	2,649	0	0.00%	0.00
92020	2,374	0	0.00%	0.00
92103	2,227	1	0.04%	0.64
92113	2,131	0	0.00%	0.00
92126	2,068	0	0.00%	0.00
92105	2,054	0	0.00%	0.00
92083	1,885	0	0.00%	0.00
92130	1,884	0	0.00%	0.00
92056	1,874	0	0.00%	0.00
92025	1,859	0	0.00%	0.00
92009	1,826	0	0.00%	0.00

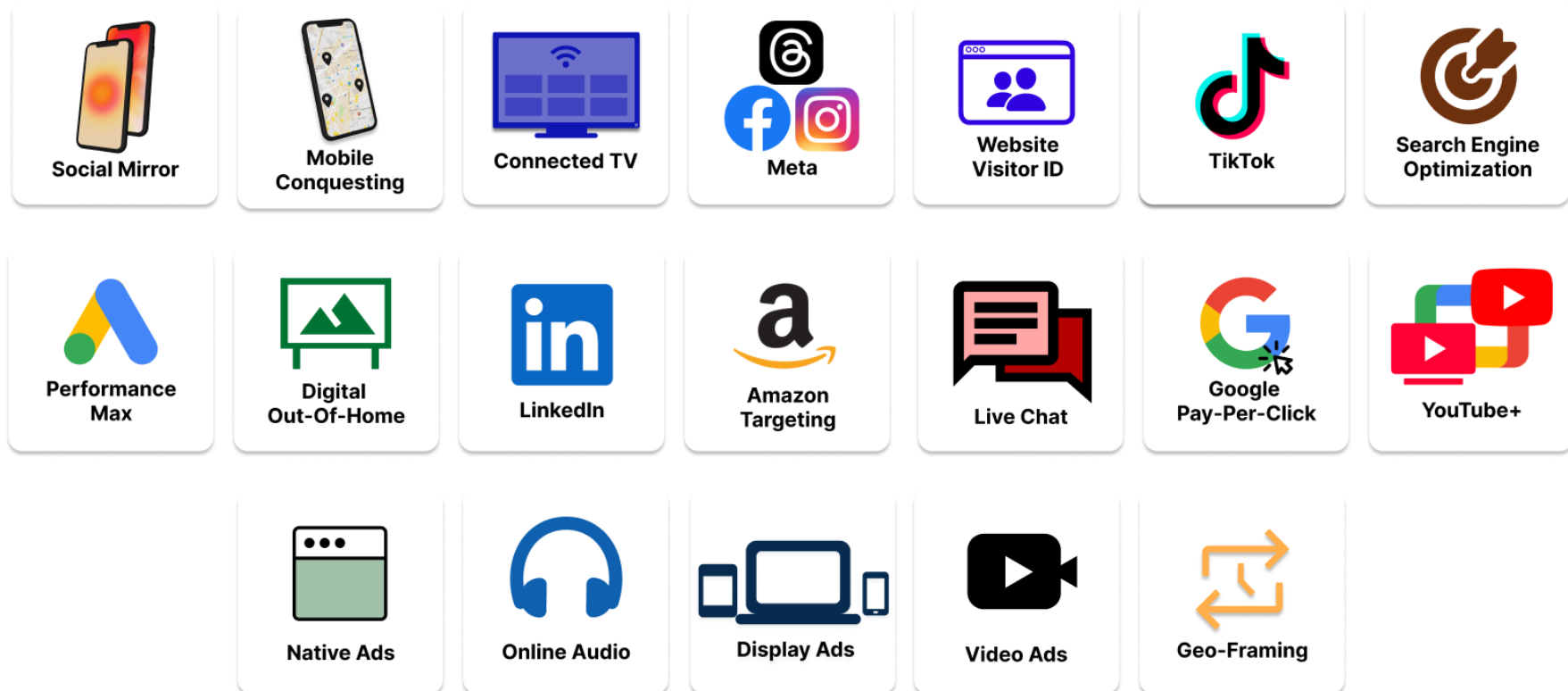
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	26,838	2	0.01%
Vizio	17,223	0	0.00%
Samsung	9,879	1	0.01%
Google	3,559	0	0.00%
Roku	3,210	0	0.00%
Motorola	1,621	0	0.00%
Amazon	1,061	0	0.00%
(1)	439	0	0.00%
'-1	236	0	0.00%
Microsoft	75	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
iheart.com	19,295	0	0.00%
iHeart: #1 for Radio, Podcasts	8,360	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	4,659	0	0.00%
Spotify: Play music & podcasts	4,161	1	0.02%
Spotify - Music and Podcasts	2,631	2	0.08%
missionmedia.ai	2,274	0	0.00%
AUDIOMOB_MS	2,016	0	0.00%
Forza Football - Live Scores	1,985	0	0.00%
pocketfm.com	1,592	0	0.00%
tunein.com	874	0	0.00%
audiomob.com	810	0	0.00%
magic925.com	785	0	0.00%
TuneIn Radio	352	0	0.00%
idobi.com	274	0	0.00%
consumable.com	257	0	0.00%
TuneIn Radio: Music & Sports	243	0	0.00%
Consumable Streaming 2	177	0	0.00%
variety.com	156	0	0.00%
deadline.com	145	0	0.00%
audiomob.io	120	0	0.00%

All available products in our *toolbox*.



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