

Digital Marketing Report

Impressions

How many ads were served:

191,025

Clicks

Times a user clicked on an ad

1,169

Click-Through Rate

(Clicks/Impressions) x 100

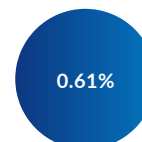
0.61%

Your Product Breakout by Impressions



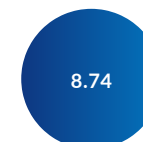
Video

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%)
Belmont Park Video - Tijuana - AI Video	55,100	437	0.79%	11.33
Belmont Park Video -Behavioral Video	37,142	160	0.43%	6.15
Belmont Park Video - Tijuana - Behavioral Video	36,448	235	0.64%	9.21
Belmont Park Video - AI Video	28,394	192	0.68%	9.66
Belmont Park Video - Tijuana - Keyword Video	10,119	9	0.09%	1.27
Belmont Park Video - Behavioral Video	5,666	26	0.46%	6.56
Belmont Park Video - Tijuana - Custom Audience Lookalike Video	3,996	40	1.00%	14.30
Belmont Park Video - Custom Audience Matching Video	3,250	12	0.37%	5.27
Belmont Park Video - Tijuana Custom Audience Matching Video	3,043	12	0.39%	5.63
Belmont Park Video - Retargeting Video	2,486	6	0.24%	3.45
Belmont Park Video - Keyword Video	2,153	5	0.23%	3.32
Belmont Park Video - Tijuana - Retargeting Video	1,665	33	1.98%	28.31
Belmont Park Video - Custom Audience Lookalike Video	1,561	2	0.13%	1.83
Belmont Park Video - Website Visitor ID Feed Video	2	0	0.00%	0.00

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Belmont Park-Spanish- Text Overlay-15 Seconds (1080p) (1).mp4	62,633	594	0.95%	13.55
	Belmont Park-Spanish- Text Overlay- 30 Seconds 1080p (1).mp4	67,815	298	0.44%	6.28
	Belmont Park- English- Text Overlay- 15 Seconds (1080p).mp4	21,010	102	0.49%	6.94
	Belmont Park-English_No Text-30 Seconds (1080p) (2).mp4	20,443	86	0.42%	6.01

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Belmont Park Video - Tijuana - AI Video	89.06%	84.61%	82.08%	79.00%
Belmont Park Video - Retargeting Video	88.82%	83.79%	80.21%	75.30%
Belmont Park Video - Tijuana - Behavioral Video	85.58%	80.79%	78.06%	75.41%
Belmont Park Video - Tijuana - Retargeting Video	84.44%	76.34%	72.79%	69.97%
Belmont Park Video - Custom Audience Lookalike Video	84.11%	79.37%	74.89%	70.72%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	7,389	62	0.84%	11.99
222	6,695	38	0.57%	8.11
220	4,730	27	0.57%	8.15
221	3,762	23	0.61%	8.73
92129	2,581	5	0.19%	2.77
91910	2,294	8	0.35%	4.98
226	2,135	21	0.98%	14.05
92130	2,070	13	0.63%	8.97
92154	2,037	6	0.29%	4.21
92020	1,789	10	0.56%	7.99
92103	1,669	10	0.60%	8.56
92109	1,668	5	0.30%	4.28
224	1,637	15	0.92%	13.09
92021	1,606	7	0.44%	6.23
225	1,510	5	0.33%	4.73
92037	1,437	5	0.35%	4.97
91911	1,403	2	0.14%	2.04
92114	1,351	7	0.52%	7.40
92126	1,308	9	0.69%	9.83
92069	1,298	3	0.23%	3.30

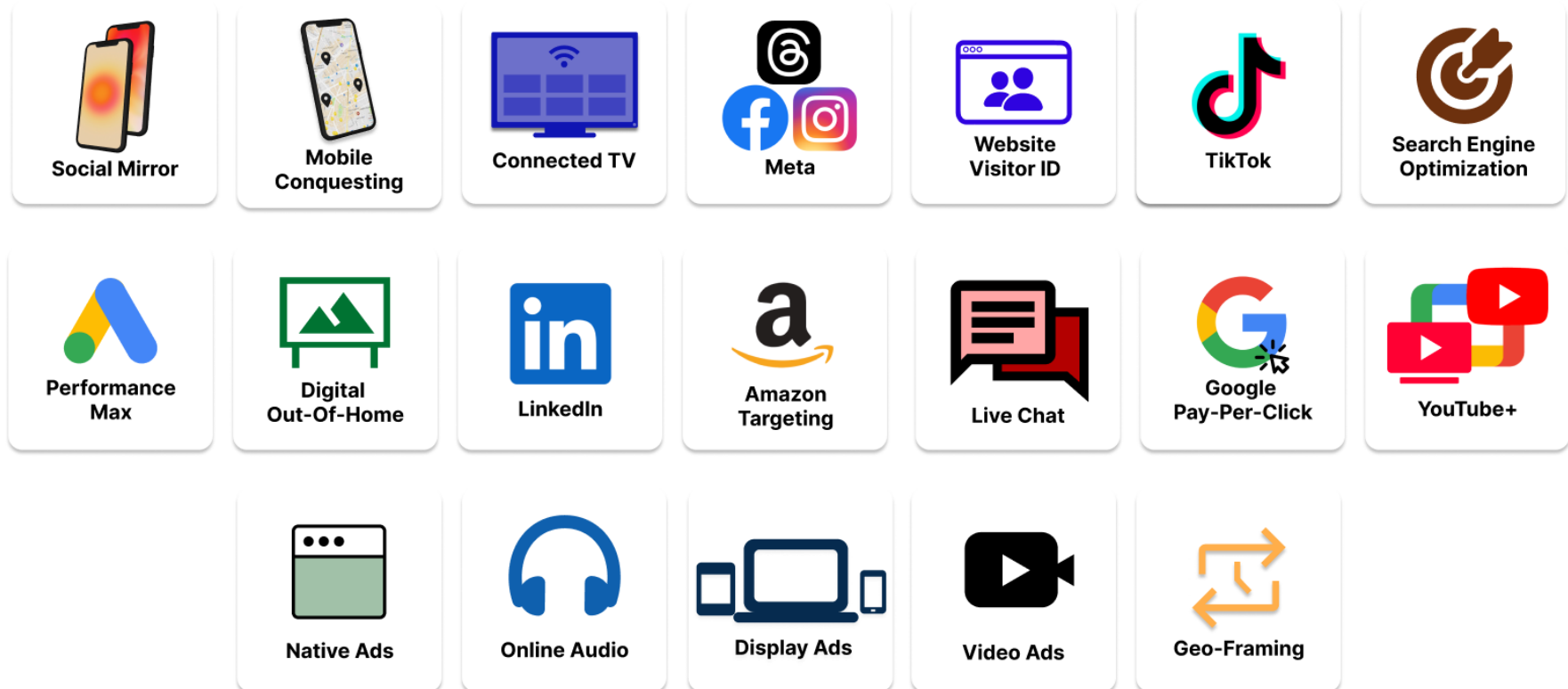
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	118,577	423	0.36%
Desktop	A personal computing device that remains stationary at one location.	63,528	675	1.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,920	71	0.80%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	20,863	615	2.95%
nypost.com	8,528	7	0.08%
Spotify: Play music & podcasts	7,988	63	0.79%
horoscoponegro.com	4,905	12	0.24%
tablademareas.com	4,796	1	0.02%
tunein.com	3,657	0	0.00%
the-sun.com	3,647	2	0.05%
hora.mx	3,382	1	0.03%
warcraftlogs.com	3,329	31	0.93%
ViX-Stream Shows, Sports, News	3,328	19	0.57%
dailymail.com	2,784	1	0.04%
thesun.co.uk	2,501	1	0.04%
thehive.com	2,337	26	1.11%
abcnews.com	2,076	3	0.14%
Plex: Stream Movies & TV	1,886	6	0.32%
reuters.com	1,800	0	0.00%
fazatrip.com	1,798	2	0.11%
w3schools.com	1,654	4	0.24%
latimes.com	1,427	1	0.07%
maplescout.com	1,275	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.