

# Digital Marketing Report

## Impressions

How many ads were served:

343,823

## Clicks

Times a user clicked on an ad

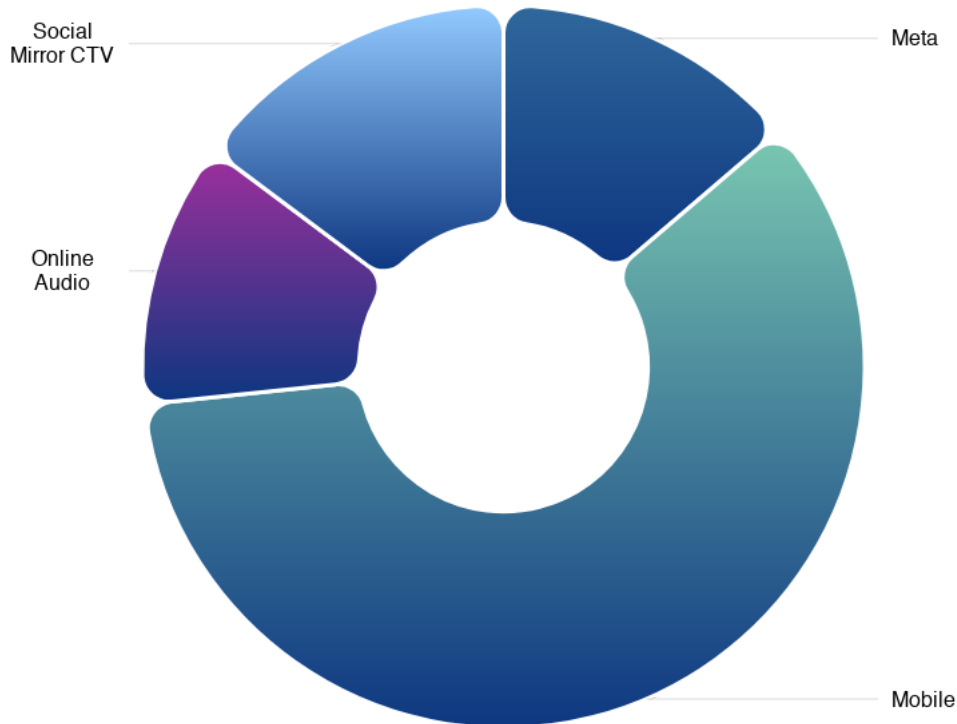
1,753

## Click-Through Rate

(Clicks/Impressions) x 100

0.60%

## Your Product Breakout by Impressions



## CTV Completion Rate

97.63%

Percentage of users who watched the video from start to finish

## CTV Cost Per Completed View

0.03

The cost of each completed video view across full-screen CTVs

## Total Engagement Rate

0.60%

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

## X the National Average

8.55

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%) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Overhead Door Co. of Indianapolis - HHI \$100K+/Home Improvement Shoppers/Recent Movers Mobile                                                                | 189,679       | 162    | 0.09% | 1.22                      |
| Overhead Door Co. of Indianapolis - Age 30+ AND Doors & Windows (Home Improvement)/Home Repair Facebook/Instagram Premium                                     | 47,223        | 1,546  | 3.27% | 46.77                     |
| Overhead Door Co. of Indianapolis - Home Improvement > Fences, Fireplaces and Garage Doors/Plans to buy - Garage Door Opener Behavioral Online Audio          | 27,818        | 9      | 0.03% | 0.46                      |
| Overhead Door Co. of Indianapolis - Home Improvement > Fences, Fireplaces and Garage Doors/Plans to buy - Garage Door Opener Behavioral Social Mirror CTV Feb | 27,204        | 1      | 0.00% | 0.05                      |
| Overhead Door Co. of Indianapolis - AI Social Mirror CTV Feb                                                                                                  | 23,708        | 3      | 0.01% | 0.18                      |
| Overhead Door Co. of Indianapolis - Site Retargeting Mobile                                                                                                   | 15,265        | 36     | 0.24% | 3.37                      |
| Overhead Door Co. of Indianapolis - AI Online Audio                                                                                                           | 12,926        | 0      | 0.00% | 0.00                      |

### Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

### Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

### Meta Post Shares



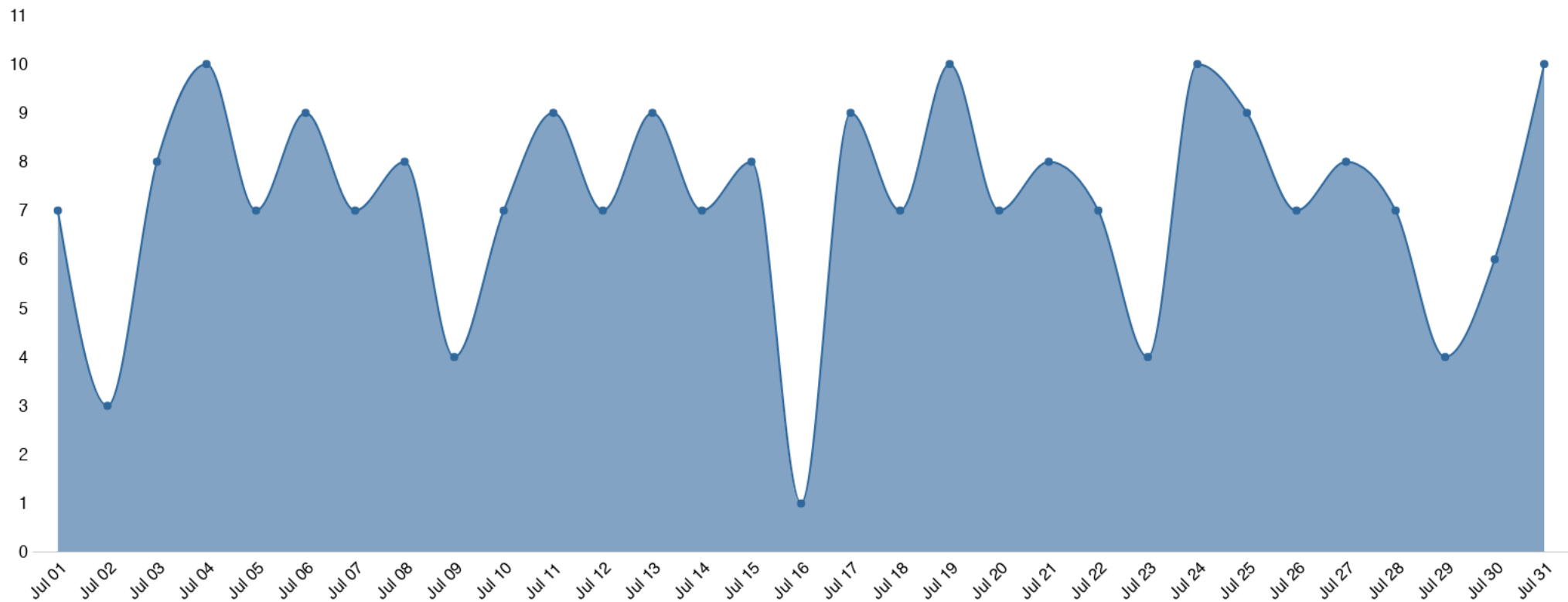
The total number of people who shared your ad, giving your campaign free impressions

## QR Code Scan Performance

224

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

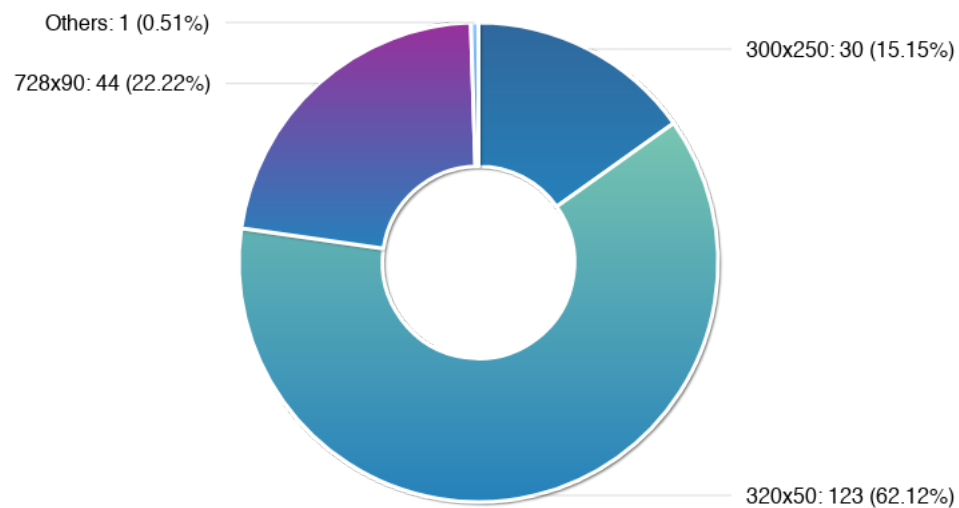
## QR Code Performance Day by Day



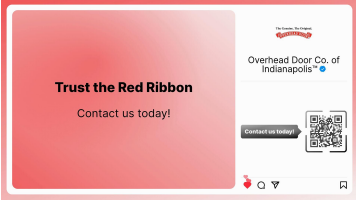
## Mobile Conquesting Creative Performance

| Preview                                                                            | Creative Name                                                                             | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
|    | 26 July Overhead Door 320 x 50 px (1).png                                                 | 139,204       | 109    | 0.08% | 1.12                      |
|    | Overhead Door Co. of Indianapolis_3.20_2026 March Overhead Door 320 x 50 px (1).png       | 17,829        | 7      | 0.04% | 0.56                      |
|    | Overhead Door Co. of Indianapolis_3.20_2026 March ENTRY Overhead Door 320 x 50 px (1).png | 17,558        | 7      | 0.04% | 0.57                      |
|    | 26 July Overhead Door 728 x 90 px (2).png                                                 | 14,086        | 32     | 0.23% | 3.25                      |
|    | 26 July Overhead Door 300x250.png                                                         | 8,270         | 28     | 0.34% | 4.84                      |
|    | Overhead Door Co. of Indianapolis_3.20_2026 March Overhead Door 728 x 90 px (1).png       | 2,950         | 7      | 0.24% | 3.39                      |
|  | Overhead Door Co. of Indianapolis_3.20_2026 March ENTRY Overhead Door 728 x 90 px (1).png | 2,873         | 5      | 0.17% | 2.49                      |
|  | Overhead Door Co. of Indianapolis_3.20_2026 March Overhead Door 300x250 (1).png           | 2,127         | 2      | 0.09% | 1.34                      |
|                                                                                    | 26 July Overhead Door 320x480 (1).png                                                     | 36            | 1      | 2.78% | 39.68                     |

## Mobile Conquesting Click Performance by Ad Size



## Social Mirror CTV Creative Performance

| Preview Image                                                                     | Creative Name                                                                                              | Impressions ↓ | Video Completion Rate |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------|-----------------------|
|  | Overhead Door Co. of Indianapolis_Social Mirror<br>OTT_- Old Time - Overhead Indianapolis_Click to<br>Call | 50,912        | 97.60%                |



Online Audio Creative Performance

| Creative Name                                                          | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Overhead Door Co. of Indianapolis_3.26_Overhead Door BBB FINAL (1).mp3 | 40,744        | 9      | 0.02% | 0.32                      |

Online Audio Completion Performance by Line Item

| Line Item Name                                                                                                                                       | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|---------------|----------------|
| Overhead Door Co. of Indianapolis - Home Improvement > Fences, Fireplaces and Garage Doors/Plans to buy - Garage Door Opener Behavioral Online Audio | 90.27%          | 89.33%        | 88.35%        | 87.11%         |
| Overhead Door Co. of Indianapolis - AI Online Audio                                                                                                  | 12.74%          | 12.09%        | 11.43%        | 11.04%         |



Meta Creative Performance

| Ad                                                                      | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Overhead Door Co. of Indianapolis_Adding insulation to your garage door | 47,178      | 1,542    | 3.27% | 46.69                     |
| Overhead Door Co. of Indianapolis_26.07.06 INDY Facebook Video (1).mp4  | 45          | 4        | 8.89% | 126.98                    |

Meta Carousel Card Performance

| Card Name                         | Ad                                                                      | Count ↓ |
|-----------------------------------|-------------------------------------------------------------------------|---------|
| 1:                                | Overhead Door Co. of Indianapolis_Adding insulation to your garage door | 271     |
| Overhead Door Co. of Indianapolis | Overhead Door Co. of Indianapolis_Adding insulation to your garage door | 92      |
| 2:                                | Overhead Door Co. of Indianapolis_Adding insulation to your garage door | 69      |



Device Performance

| Device           |                                                                                                                                                   |               |        |       |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name      | Description                                                                                                                                       | Impressions ↓ | Clicks | CTR   |
| Mobile           | A portable electronic device that can connect to the internet.                                                                                    | 60,260        | 1,504  | 2.50% |
| Connected TV     | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.                   | 42,349        | 2      | 0.00% |
| Streaming Device | A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast. | 17,530        | 2      | 0.01% |
| Media Player     | A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.                                               | 6,864         | 0      | 0.00% |
| Desktop          | A personal computing device that remains stationary at one location.                                                                              | 4,460         | 0      | 0.00% |
| Connected Audio  | An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.                                    | 2,850         | 0      | 0.00% |
| Tablet           | A portable personal computer with a touchscreen interface that can connect to the internet.                                                       | 2,182         | 50     | 2.29% |
| Unknown          | ---                                                                                                                                               | 47            | 1      | 2.13% |



Top Online Audio Device Makes

| Device Make | Impressions ↓ | Clicks | CTR   |
|-------------|---------------|--------|-------|
| Vizio       | 6,747         | 0      | 0.00% |
| Samsung     | 6,549         | 6      | 0.09% |
| Apple       | 6,052         | 0      | 0.00% |
| Motorola    | 952           | 2      | 0.21% |
| Google      | 461           | 0      | 0.00% |
| Roku        | 281           | 0      | 0.00% |
| Amazon      | 134           | 0      | 0.00% |
| LG          | 114           | 0      | 0.00% |
| Huawei      | 82            | 0      | 0.00% |
| Oppo        | 29            | 0      | 0.00% |



## Site and App Performance

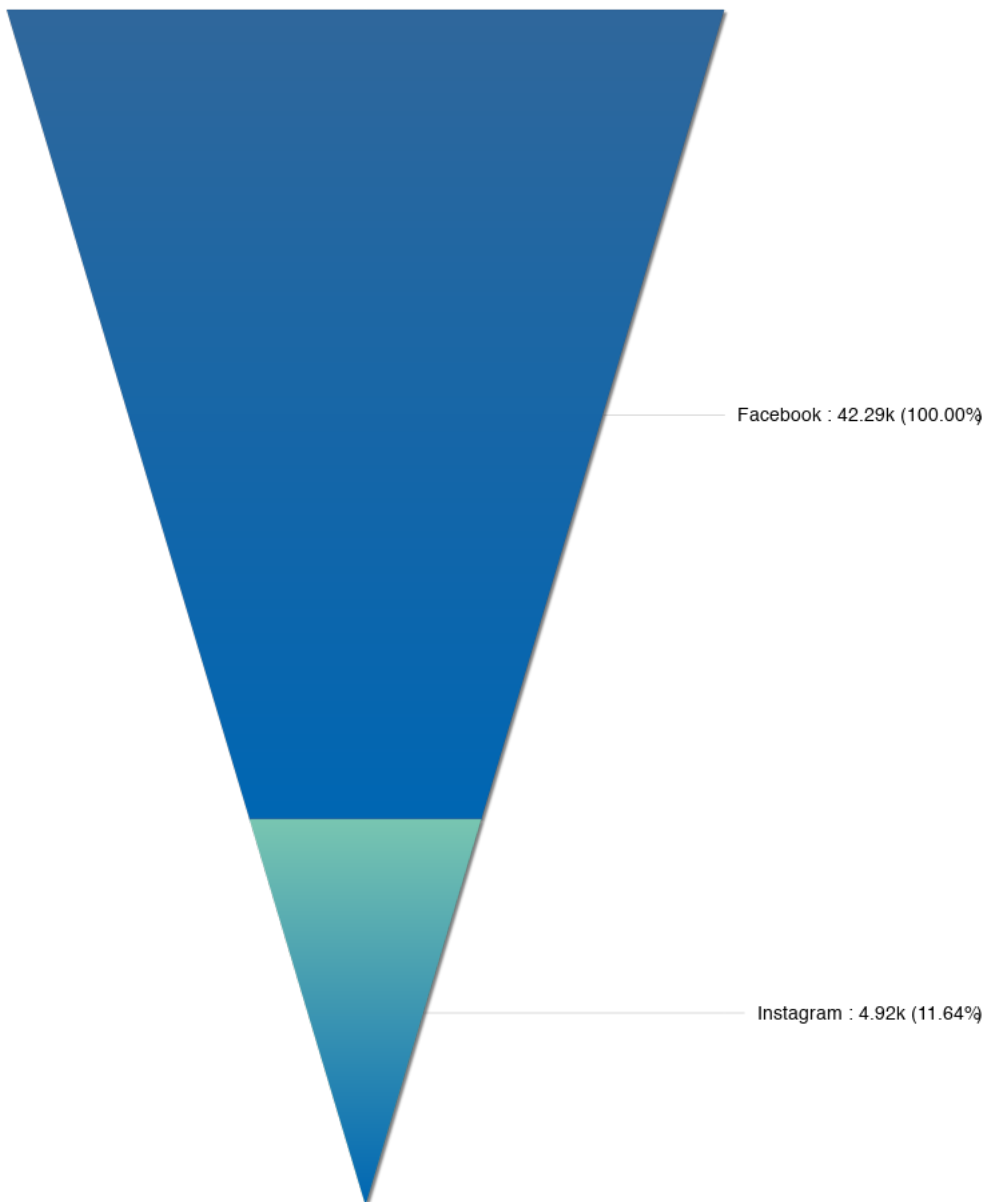
| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| rollingstone.com                               | 2,502         | 0      | 0.00% |
| cumulusmedia.com                               | 1,447         | 0      | 0.00% |
| idobi.com                                      | 1,151         | 0      | 0.00% |
| Spotify - Music and Podcasts                   | 816           | 0      | 0.00% |
| Spotify: Play music & podcasts                 | 803           | 0      | 0.00% |
| robbreport.com                                 | 772           | 0      | 0.00% |
| thescorchicago.com                             | 730           | 0      | 0.00% |
| libsyn.com                                     | 652           | 0      | 0.00% |
| iheart.com                                     | 528           | 0      | 0.00% |
| live365.com                                    | 264           | 0      | 0.00% |
| spotify.com                                    | 232           | 0      | 0.00% |
| Watch Free                                     | 195           | 0      | 0.00% |
| sonos.com                                      | 186           | 0      | 0.00% |
| LiveXLive - Streaming Music and Live Events    | 168           | 0      | 0.00% |
| 181fm.com                                      | 127           | 0      | 0.00% |
| wfms.com                                       | 108           | 0      | 0.00% |
| Audiomack: Music Downloader                    | 61            | 0      | 0.00% |
| bleav.com                                      | 61            | 0      | 0.00% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 56            | 0      | 0.00% |
| 971theriver.com                                | 46            | 0      | 0.00% |



## Social Placement Performance

|                           |                                                                                                                                                                                                                                                | Impressions ↓ | Clicks | CTR    |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|--------|
| Placement                 | Where your ads appear                                                                                                                                                                                                                          |               |        |        |
| Facebook Reels            | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 31,985        | 1,134  | 3.55%  |
| Facebook Marketplace      | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 5,047         | 104    | 2.06%  |
| Instagram Reels           | Your ads appear in the Reels tab on Instagram.                                                                                                                                                                                                 | 4,782         | 145    | 3.03%  |
| Facebook Feed             | Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser. | 3,695         | 125    | 3.38%  |
| Facebook Search Results   | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 1,243         | 13     | 1.05%  |
| Facebook In-stream Videos | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 315           | 13     | 4.13%  |
| Instagram Stories         | Your ads appear in people's Stories on Instagram.                                                                                                                                                                                              | 77            | 3      | 3.90%  |
| Instagram Feed            | Your ads appear in the mobile app and on desktop and mobile web.                                                                                                                                                                               | 62            | 8      | 12.90% |
| Facebook Profile Feed     | Your ads appear within the feeds of public user profiles.                                                                                                                                                                                      | 8             | 0      | 0.00%  |
| Facebook Notification     | Your ads appear within a user's notifications feed.                                                                                                                                                                                            | 5             | 1      | 20.00% |

## Social Placement Performance by Impressions



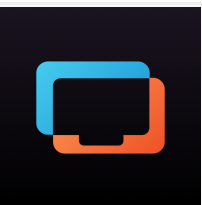
## Facebook News Feed Performance



## Instagram Performance

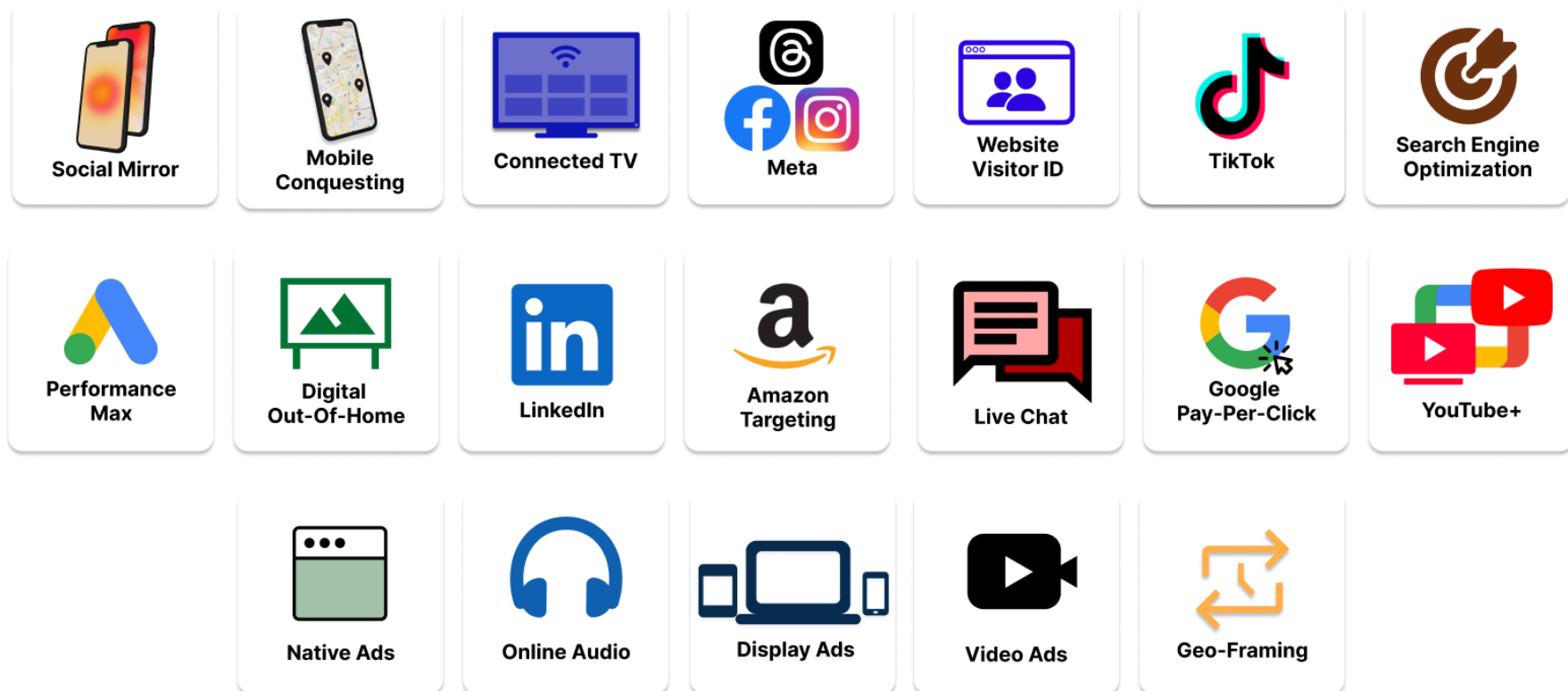


### Top CTV Publishers

| Publisher Image                                                                     | Publisher Name             | Impressions↓ | Completion Rate |
|-------------------------------------------------------------------------------------|----------------------------|--------------|-----------------|
|    | Vizio - Vizio WatchFree+   | 5,820        | 93.97%          |
|    | Telly - The Truly Smart TV | 4,602        | 99.69%          |
|    | Tubi - Free Movies & TV    | 2,762        | 98.88%          |
|   | Xfinity TV - Tubi          | 2,225        | 98.60%          |
|  | Tubi - Movies & TV Shows   | 1,698        | 99.18%          |
|  | SAMSUNG TV PLUS            | 1,507        | 99.62%          |

|                                                                                   |                  |       |        |
|-----------------------------------------------------------------------------------|------------------|-------|--------|
|    | The Roku Channel | 1,232 | 95.36% |
|  | Plex             | 938   | 99.92% |
|  | Scripps News     | 497   | 98.82% |
|  | LG Channel App   | 333   | 66.17% |

# All available products in our *toolbox*.



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