

Digital Marketing Report

Impressions

How many ads were served:

79,692

Clicks

Times a user clicked on an ad

3,365

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

4.22%

Your Product Breakout by Impressions



LinkedIn

Total Engagement Rate

9.02%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

60.32

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.*

LinkedIn Spend Performance

Does not include management fee

LinkedIn Ad Cost

Amount spent on the campaign

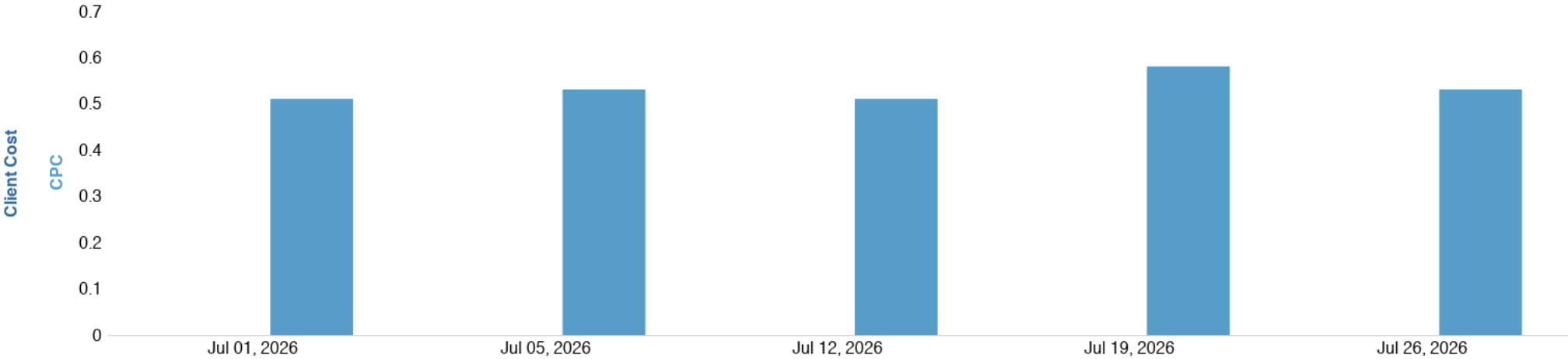
1,793.34

LinkedIn Cost-Per-Click

Cost/Clicks

0.53

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
UVA Community Credit Union - Elevate Small Business - Business Ownership/Decision Making/Product Management LinkedIn	68,692	2,965	4.32%	61.66
UVA Community Credit Union - Elevate Small Business - Retargeting LinkedIn	11,000	400	3.64%	51.95

LinkedIn Cost per Line Item

Campaign Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
UVA Community Credit Union - Elevate Small Business - Business Ownership/Decision Making/Product Management LinkedIn	68,692	2,965	4.32%	1,467.97	0.50
UVA Community Credit Union - Elevate Small Business - Retargeting LinkedIn	11,000	400	3.64%	325.37	0.81
Total	79,692	3,365	4.22%	1,793.34	0.53

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

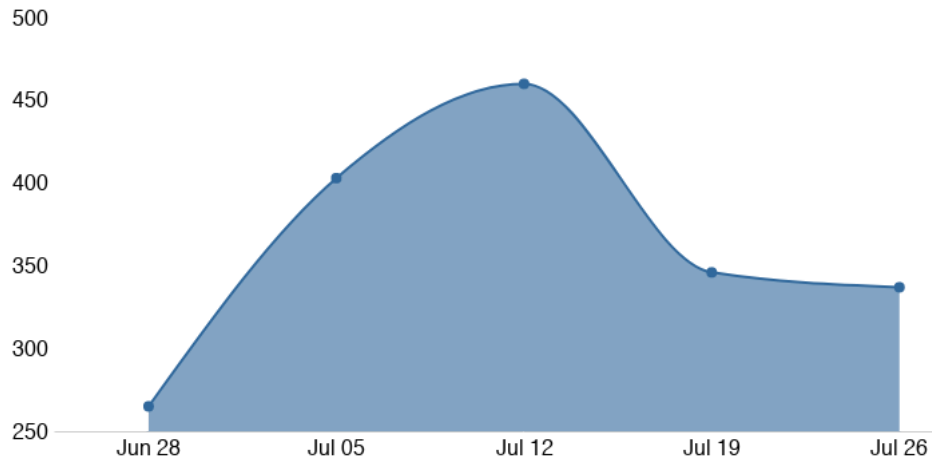
CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee.

LinkedIn Click Conversions

1,811

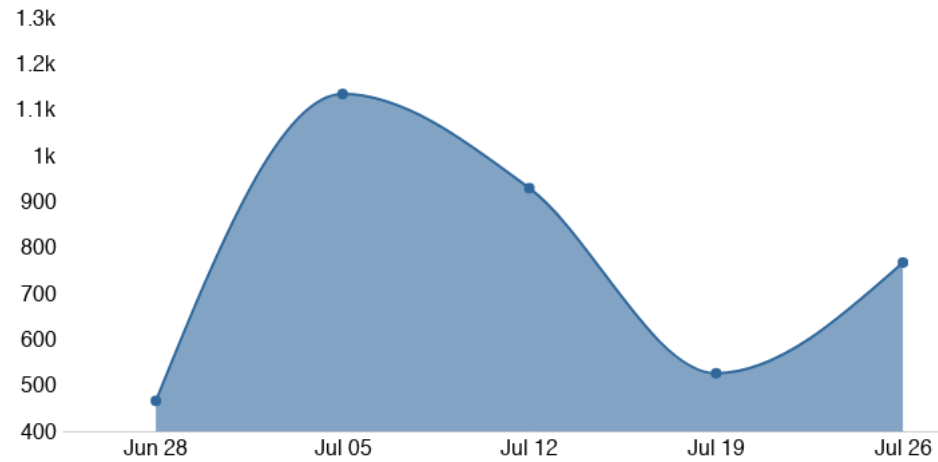
Times users clicked on an ad leading to your site and visited a page
or completed an action



LinkedIn View-through Conversions

3,822

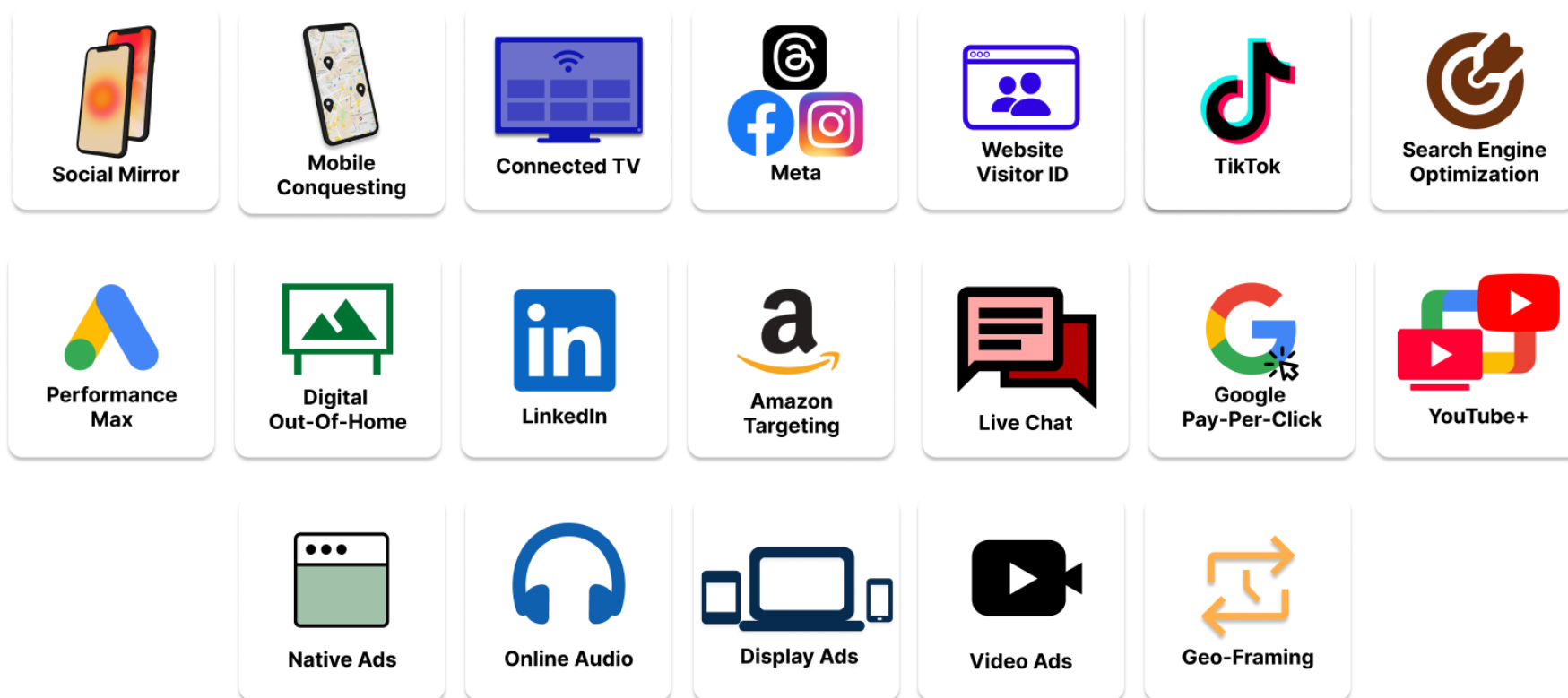
Times users saw an ad, did NOT click, but came to your site and
visited a page or completed an action



LinkedIn Creative Performance

Creative Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
UVA Community Credit Union - Elevate Small Business_3.24_UVA Treasure 1080x1080.png	79,692	3,365	4.22%	1,793.34	0.53

All available products in our *toolbox*.



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