

Digital Marketing Report

Impressions

How many ads were served:

41,128

Clicks

Times a user clicked on an ad

19

X the National Average

0.66

X the National Avg (.07%)

Your Product Breakout by Impressions



**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%)
Studle Financial Services - 45-64/Financial Planning YouTube+	41,128	19	0.05%	0.66

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Studle Financial Services_Feel Understood at Studle	39,286	18	89.94%	0.04
Studle Financial Services_59 and a Half	1,842	1	89.58%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Studle Financial Services_Feel Understood at Studle	93.41%	91.33%	90.45%	89.94%
Studle Financial Services_59 and a Half	91.75%	90.28%	89.74%	89.58%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	33,727	7	0.02%
Mobile	A portable electronic device that can connect to the internet.	3,493	8	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,856	4	0.14%
Desktop	A personal computing device that remains stationary at one location.	1,052	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

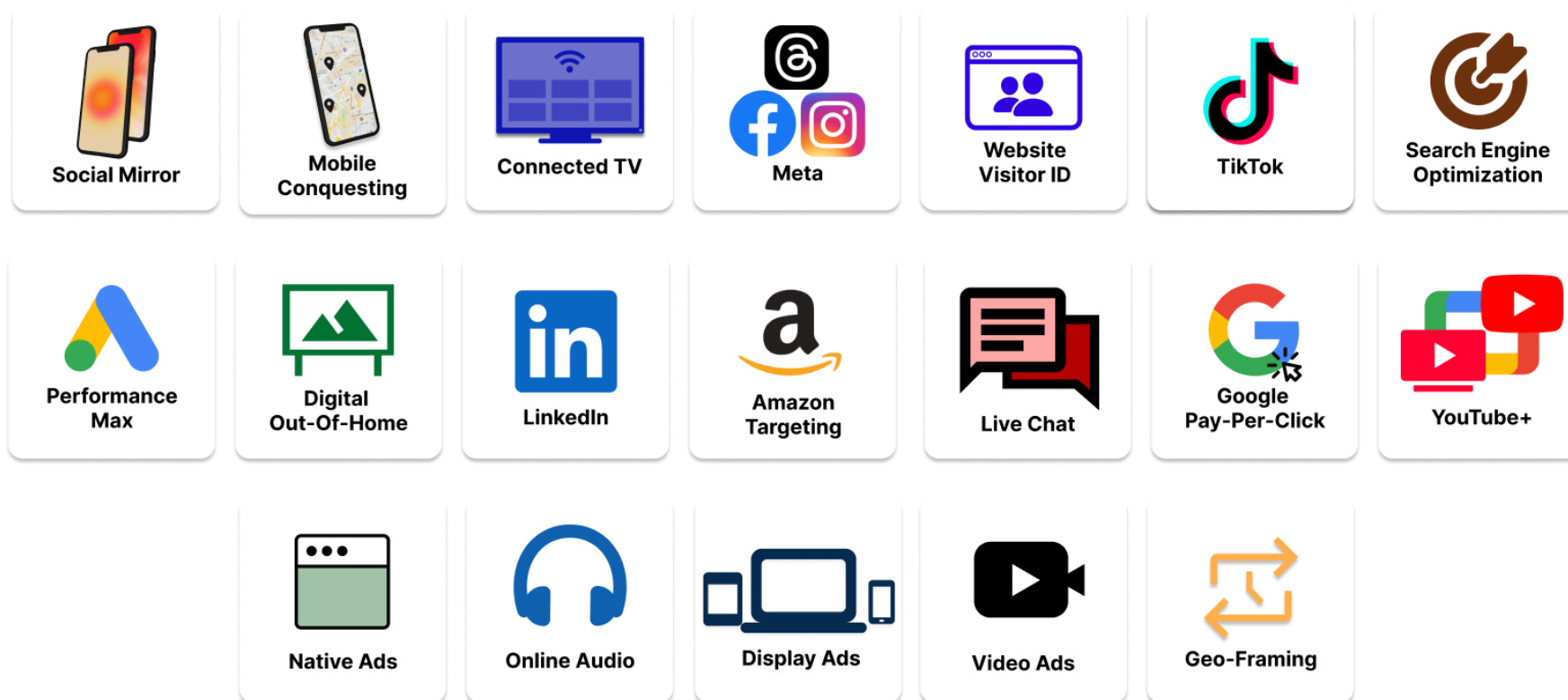
Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	197	0	0.00%
Fox News	98	0	0.00%
CaseOh	80	0	0.00%
48 Hours	77	0	0.00%
Candace Owens	64	0	0.00%
Joe Bart Games	61	0	0.00%
Joe Bartolozzi	49	0	0.00%
Jordan Matter	43	0	0.00%
CrossFit Games	40	0	0.00%
Unspeakable Studios	39	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	510
(YouTube TV) ESPN	116
(YouTube TV) MS NOW	100
(YouTube TV) TV Land	99
(YouTube TV) Investigation Discovery	77
(YouTube TV) Hallmark TV	76
(YouTube TV) TBS	72
(YouTube TV) HGTV	67
(YouTube TV) CNN	58
(YouTube TV) Discovery	53

All available products in our *toolbox*.



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