



Digital Marketing Report

Impressions

How many ads were served:

197,604

Clicks

Times a user clicked on an ad

387

Click-Through Rate

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

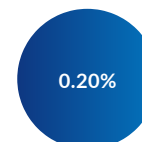
0.20%

Your Product Breakout by Impressions



Display

Total Engagement Rate



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

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%)
Hermes Service and Sales - Heating & Cooling/Home Improvement/Air Conditioning Behavioral Display	138,293	77	0.06%	0.80
Hermes Service and Sales 25658 - AI Display	33,673	164	0.49%	6.96
Hermes Service and Sales #25658 - AI Display	25,638	146	0.57%	8.14

Display View-through Conversions

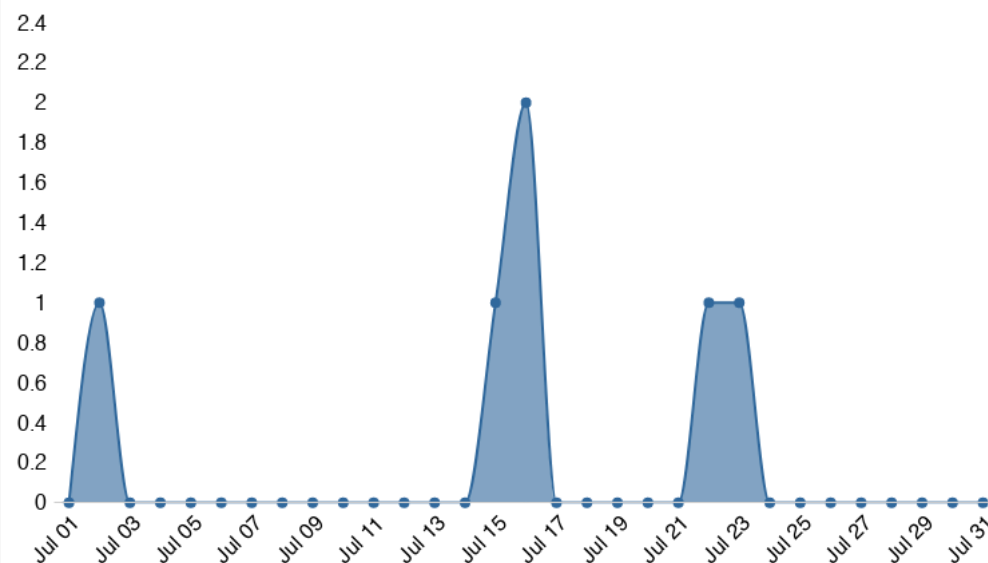


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

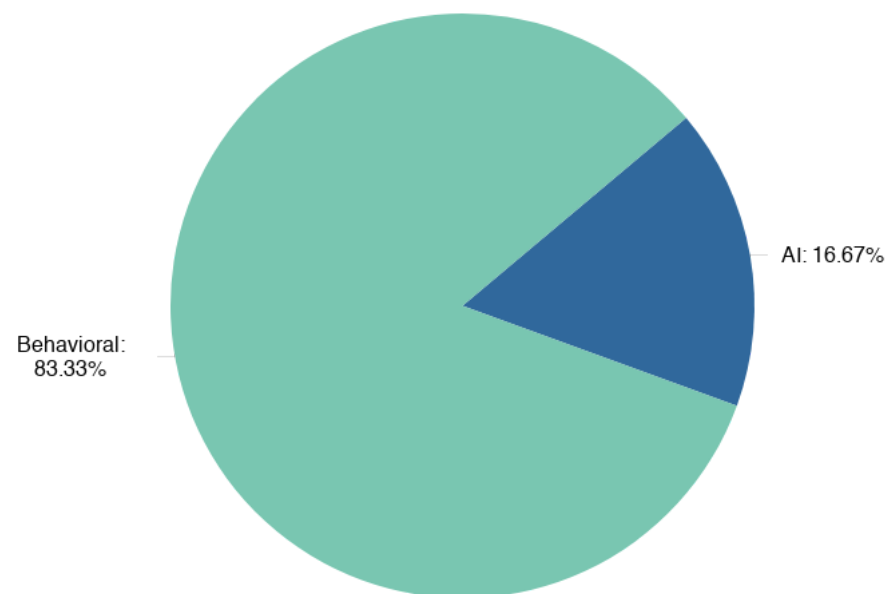
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Hermes Service and Sales Homepage Visits	5
Hermes Service and Sales Estimate Request Page View	1

Display View-through Conversions by Day

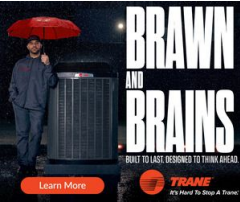


Top Display View-through Conversions by Strategy



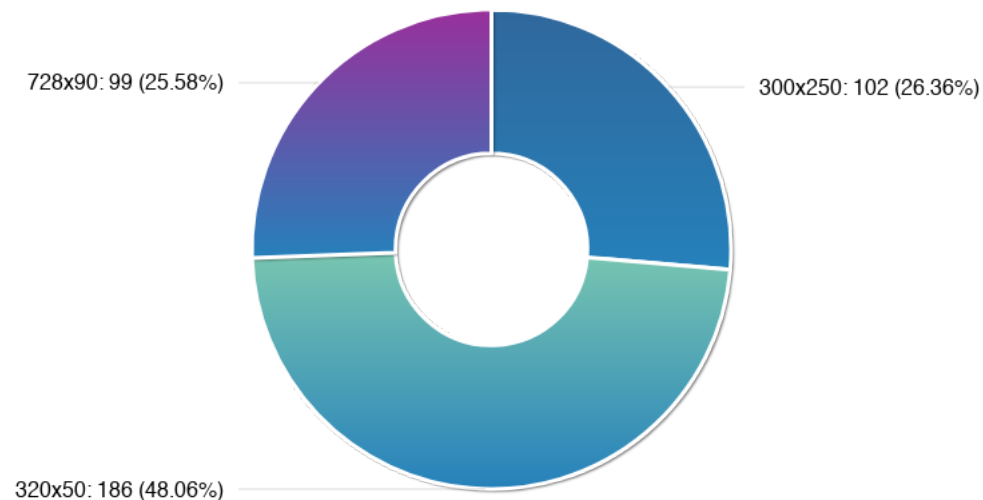


Display Creative Performance

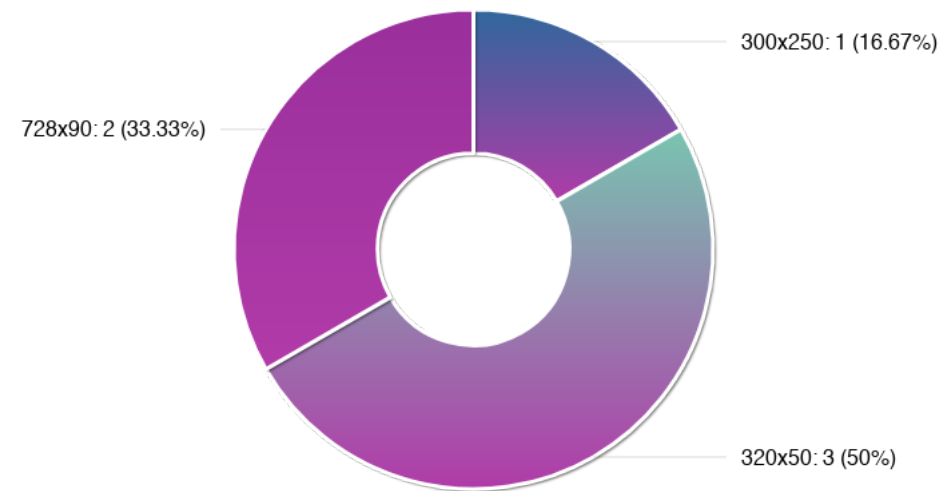
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Trane_Brawn_Brains_320x50_2_25_2026_5_31_34_PM (1).jpg_320x50	70,542	186	0.26%	3.77
	Trane_Brawn_Brains_300x250_2_25_2026_5_31_11_PM (1).jpg_300x250	84,071	102	0.12%	1.73
	Trane_Brawn_Brains_728x90_2_25_2026_5_31_46_PM (1).jpg_728x90	42,991	99	0.23%	3.29



Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	102,996	284	0.28%
Desktop	A personal computing device that remains stationary at one location.	83,250	84	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,358	19	0.17%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	34,460	1	0.00%
aol.com	4,014	0	0.00%
nypost.com	2,354	9	0.38%
imdb.com	1,593	4	0.25%
foxnews.com	1,433	0	0.00%
Yahoo Mail - Organized Email	1,360	0	0.00%
thesmackdownhotel.com	1,215	0	0.00%
biblegateway.com	1,153	1	0.09%
prospectleague.com	1,083	0	0.00%
tmz.com	1,049	9	0.86%
Daily Coloring by Number	997	0	0.00%
dustloop.com	953	0	0.00%
huffpost.com	946	3	0.32%
buzzfeed.com	942	3	0.32%
smitesource.com	933	0	0.00%
pantagraph.com	883	6	0.68%
espboards.dev	865	0	0.00%
merriam-webster.com	850	0	0.00%
lakemchenryscanner.com	830	0	0.00%
last.fm	825	0	0.00%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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