

# Digital Marketing Report

## Impressions

How many ads were served:

63,992

## Clicks

Times a user clicked on an ad

91

## Click-Through Rate

(Clicks/Impressions) x 100

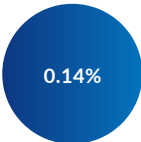
0.14%

## Your Product Breakout by Impressions



Display

## Total Engagement Rate



0.14%

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

## X the National Average



2.03

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.

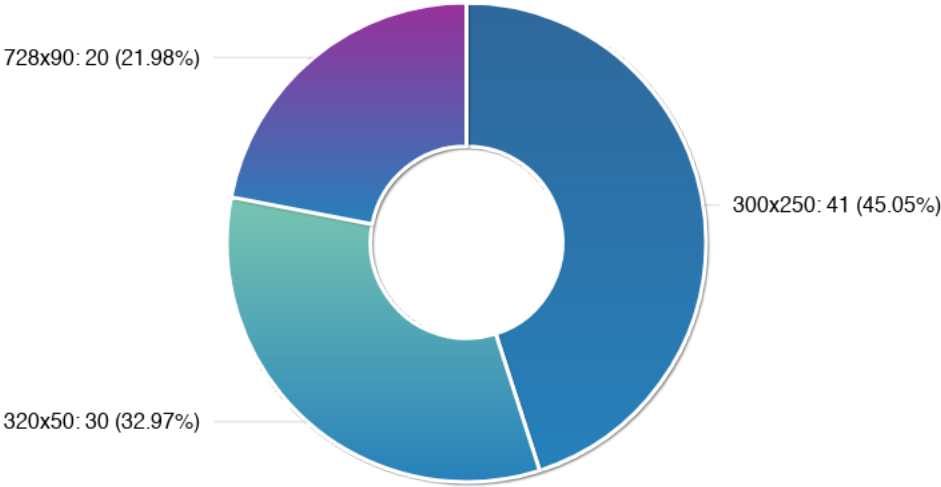
Line Item Performance

| Line Item Name                                                                                                       | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Westgate Christian School - Parents of Infant, Toddler or Young Children / with Kids Under 6 Years Old Display REACH | 32,165        | 30     | 0.09% | 1.33                      |
| Westgate Christian School - Keyword Display                                                                          | 31,827        | 61     | 0.19% | 2.74                      |

Display Creative Performance

| Preview Image                                                                     | Creative Name                          | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|----------------------------------------|-------------|----------|-------|---------------------------|
|  | Westgate Christian School_2.24_300x250 | 29,930      | 41       | 0.14% | 1.96                      |
| Thumbnail not available                                                           | Westgate Christian School_2.24_320x50  | 23,844      | 30       | 0.13% | 1.80                      |
|   | Westgate Christian School_2.24_728x90  | 10,218      | 20       | 0.20% | 2.80                      |

Display Click Performance by Ad Size



BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 36303    | 43,907        | 59     | 0.13% | 1.92                      |
| 36305    | 19,953        | 32     | 0.16% | 2.29                      |

Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 37,775        | 61     | 0.16% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 21,233        | 25     | 0.12% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 4,984         | 5      | 0.10% |

Site and App Performance

| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| msn.com                                        | 2,886         | 1      | 0.03% |
| foxnews.com                                    | 1,889         | 1      | 0.05% |
| aol.com                                        | 1,424         | 0      | 0.00% |
| Pinterest                                      | 1,128         | 1      | 0.09% |
| ebay.com                                       | 829           | 0      | 0.00% |
| Life360: Find Friends & Family                 | 771           | 2      | 0.26% |
| usatoday.com                                   | 762           | 1      | 0.13% |
| Life360: Live Location Sharing                 | 741           | 0      | 0.00% |
| imdb.com                                       | 703           | 0      | 0.00% |
| dothaneagle.com                                | 698           | 3      | 0.43% |
| pinterest.com                                  | 665           | 0      | 0.00% |
| randymajors.org                                | 633           | 1      | 0.16% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 531           | 0      | 0.00% |
| wdhn.com                                       | 511           | 2      | 0.39% |
| nypost.com                                     | 431           | 5      | 1.16% |
| biblegateway.com                               | 344           | 1      | 0.29% |
| bonsaimary.com                                 | 344           | 0      | 0.00% |
| lovewhatmatters.com                            | 336           | 0      | 0.00% |
| themirror.com                                  | 326           | 4      | 1.23% |
| america-focus.com                              | 323           | 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.