

Digital Marketing Report

Impressions

How many ads were served:

88,521

Clicks

Times a user clicked on an ad

1,181

Click-Through Rate

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

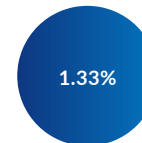
1.33%

Your Product Breakout by Impressions



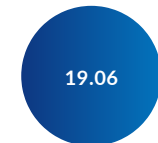
Display

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.*

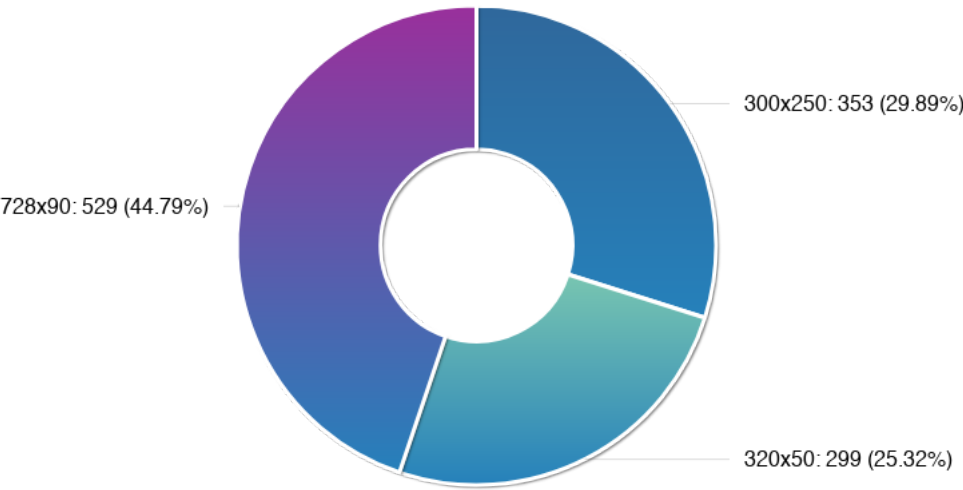
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
IBEW Local 24 - B2B Electricians/Job Seekers/Blue Collar Workers Behavioral Display	44,307	348	0.79%	11.22
IBEW Local 24 - AI Display	44,214	833	1.88%	26.91

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	IBEW Local 24_7.15_728(1).png	26,599	529	1.99%	28.41
Thumbnail not available	IBEW Local 24_7.15_250.png	15,801	257	1.63%	23.24
	IBEW Local 24_7.15_320.png	17,788	165	0.93%	13.25
	IBEW Local 24_7.15_50(1).png	18,414	134	0.73%	10.40
	IBEW Local 24_7.15_300.png	9,919	96	0.97%	13.83

Display Click Performance by Ad Size



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
21234	4,924	50	1.02%	14.51
21224	4,023	44	1.09%	15.62
21157	3,979	40	1.01%	14.36
21117	3,714	50	1.35%	19.23
21133	3,478	79	2.27%	32.45
21206	3,452	48	1.39%	19.86
21221	3,273	92	2.81%	40.16
21222	2,947	33	1.12%	16.00
21136	2,910	36	1.24%	17.67
21212	2,861	35	1.22%	17.48
21704	2,853	13	0.46%	6.51
21703	2,741	19	0.69%	9.90
21702	2,655	32	1.21%	17.22
21228	2,561	35	1.37%	19.52
21208	2,547	40	1.57%	22.44
21093	2,434	44	1.81%	25.82
21237	2,267	18	0.79%	11.34
21244	2,253	51	2.26%	32.34
21286	2,151	12	0.56%	7.97
21236	1,939	17	0.88%	12.52

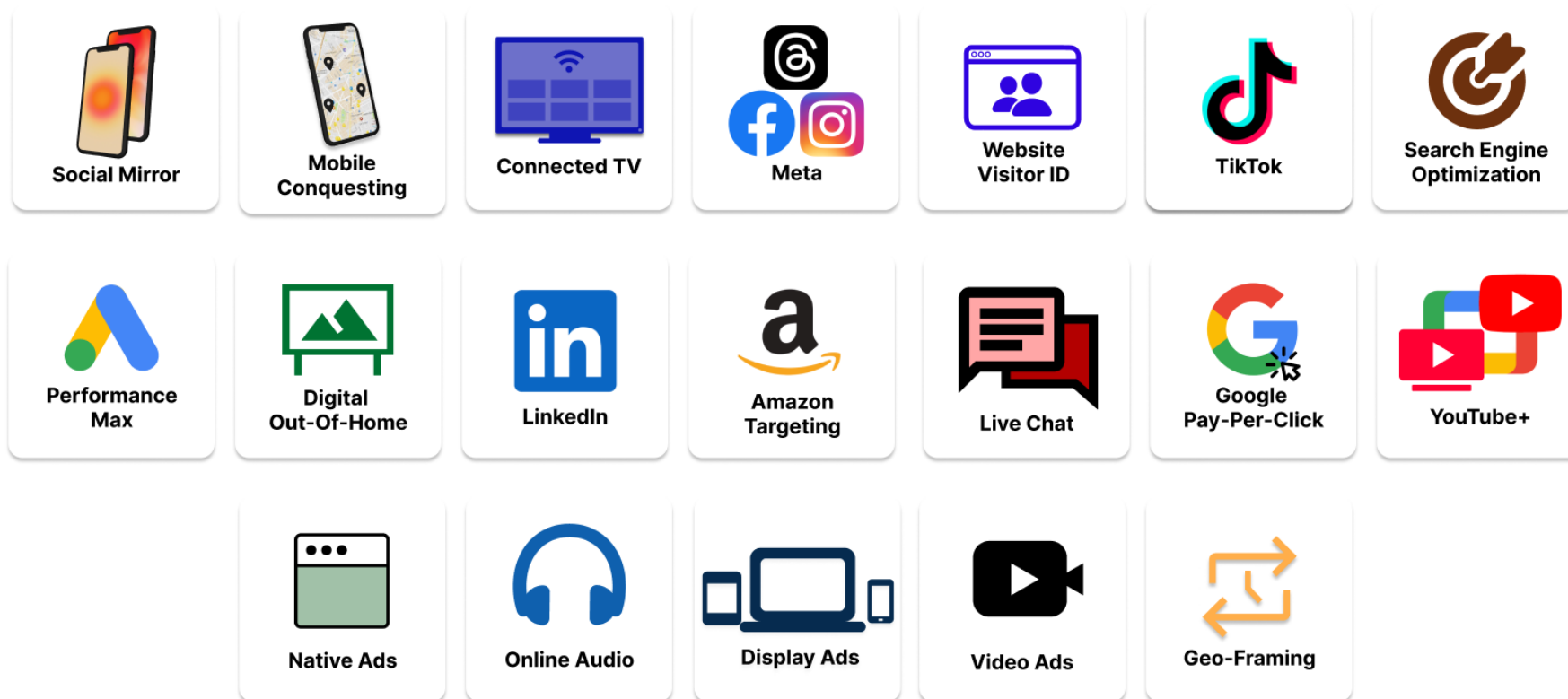
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	52,256	555	1.06%
Desktop	A personal computing device that remains stationary at one location.	27,191	581	2.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,074	45	0.50%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	2,572	9	0.35%
T-Mobile Play	2,275	85	3.74%
usatoday.com	1,911	2	0.10%
nottinghammd.com	1,579	1	0.06%
The Scoop	1,173	3	0.26%
otcmarkets.com	1,053	4	0.38%
Meetup: Social Events & Groups	883	5	0.57%
lingoiam.com	842	5	0.59%
abcnews.com	825	2	0.24%
lawandcrime.com	683	7	1.02%
courttv.com	624	1	0.16%
wmar2news.com	610	1	0.16%
viber.com	606	3	0.50%
imdb.com	585	0	0.00%
truepeoplesearch.com	565	0	0.00%
ultimate-guitar.com	531	2	0.38%
spotify.com	502	1	0.20%
buzzfeed.com	477	3	0.63%
dailymail.com	330	1	0.30%
tmz.com	324	5	1.54%

All available products in our *toolbox*.



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