

# Digital Marketing Report

## Impressions

How many ads were served:

125,814

## Clicks

Times a user clicked on an ad

576

## Click-Through Rate

(Clicks/Impressions) x 100

0.46%

## Your Product Breakout by Impressions



Display

## Total Engagement Rate

0.46%

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

## X the National Average

6.54

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.

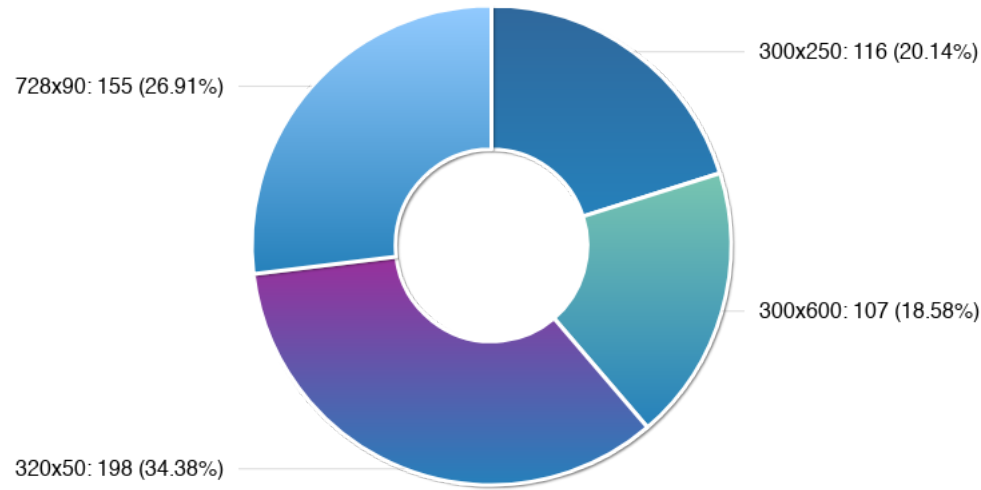
Line Item Performance

| Line Item Name                                                                             | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|--------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Kings Furniture & Appliances - Furniture/Mattresses/Home Appliances Behavioral Display     | 45,973        | 240    | 0.52% | 7.46                      |
| Kings Furniture & Appliances - Furniture/Mattresses/Home Appliances Behavioral Display ATD | 45,663        | 138    | 0.30% | 4.32                      |
| Kings Furniture & Appliances - Keyword Display ATD REACH                                   | 30,153        | 124    | 0.41% | 5.87                      |
| Kings Furniture & Appliances - Geo-Retargeting Display                                     | 4,001         | 74     | 1.85% | 26.42                     |
| Kings Furniture & Appliances - Geo-Fencing Display                                         | 24            | 0      | 0.00% | 0.00                      |

Display Creative Performance

| Preview Image                                                                     | Creative Name                                                       | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                           | Kings Furniture & Appliances_2.24_WDFXKingsFurnitureJan2023_320x50  | 55,837      | 198      | 0.35% | 5.07                      |
| Thumbnail not available                                                           | Kings Furniture & Appliances_2.24_WDFXKingsFurnitureJan2023_728x90  | 32,133      | 155      | 0.48% | 6.89                      |
|  | Kings Furniture & Appliances_2.24_WDFXKingsFurnitureJan2023_300x250 | 29,197      | 116      | 0.40% | 5.68                      |
|  | Kings Furniture & Appliances_2.24_WDFXKingsFurnitureJan2023_300x600 | 8,647       | 107      | 1.24% | 17.68                     |

Display Click Performance by Ad Size



BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 36301    | 56,888        | 258    | 0.45% | 6.48                      |
| 36303    | 32,308        | 144    | 0.45% | 6.37                      |
| 36305    | 16,608        | 87     | 0.52% | 7.48                      |
| 36330    | 4,257         | 9      | 0.21% | 3.02                      |
| 36360    | 3,363         | 10     | 0.30% | 4.25                      |
| 36345    | 1,161         | 4      | 0.34% | 4.92                      |
| 36312    | 1,014         | 4      | 0.39% | 5.64                      |
| 36322    | 985           | 12     | 1.22% | 17.40                     |
| 36323    | 691           | 0      | 0.00% | 0.00                      |
| 36535    | 654           | 2      | 0.31% | 4.37                      |
| 36352    | 590           | 4      | 0.68% | 9.69                      |
| 39823    | 537           | 3      | 0.56% | 7.98                      |
| 36340    | 502           | 3      | 0.60% | 8.54                      |
| 36310    | 437           | 2      | 0.46% | 6.54                      |
| 36375    | 412           | 4      | 0.97% | 13.87                     |
| 36477    | 411           | 2      | 0.49% | 6.95                      |
| 36350    | 390           | 2      | 0.51% | 7.33                      |
| 36344    | 330           | 1      | 0.30% | 4.33                      |
| 35212    | 299           | 1      | 0.33% | 4.78                      |
| 36320    | 278           | 3      | 1.08% | 15.42                     |

Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 98,713        | 446    | 0.45% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 19,641        | 103    | 0.52% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 7,460         | 27     | 0.36% |

Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| The Scoop                      | 14,344        | 44     | 0.31% |
| spotify.com                    | 4,295         | 2      | 0.05% |
| usatoday.com                   | 3,994         | 11     | 0.28% |
| nypost.com                     | 2,001         | 13     | 0.65% |
| foxnews.com                    | 1,962         | 1      | 0.05% |
| tmz.com                        | 1,542         | 5      | 0.32% |
| imdb.com                       | 1,534         | 5      | 0.33% |
| T-Mobile Play                  | 1,477         | 86     | 5.82% |
| hollywoodpq.com                | 1,434         | 7      | 0.49% |
| themirror.com                  | 1,228         | 8      | 0.65% |
| MyRadar Weather Radar          | 1,046         | 0      | 0.00% |
| Podcast Player                 | 724           | 0      | 0.00% |
| Life360: Find Friends & Family | 485           | 0      | 0.00% |
| Fox News: US & World Headlines | 449           | 0      | 0.00% |
| cryptodealflow.net             | 422           | 0      | 0.00% |
| huffpost.com                   | 403           | 0      | 0.00% |
| tpimediagroup.org              | 403           | 0      | 0.00% |
| WTVY News 4                    | 391           | 0      | 0.00% |
| buzzfeed.com                   | 389           | 1      | 0.26% |
| jcpenny.com                    | 374           | 2      | 0.53% |

# 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.