

Digital Marketing Report

Impressions

How many ads were served:

252,932

Clicks

Times a user clicked on an ad

222

Click-Through Rate

(Clicks/Impressions) x 100

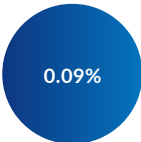
0.09%

Your Product Breakout by Impressions



Display

Total Engagement Rate



0.09%

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

X the National Average



1.25

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.

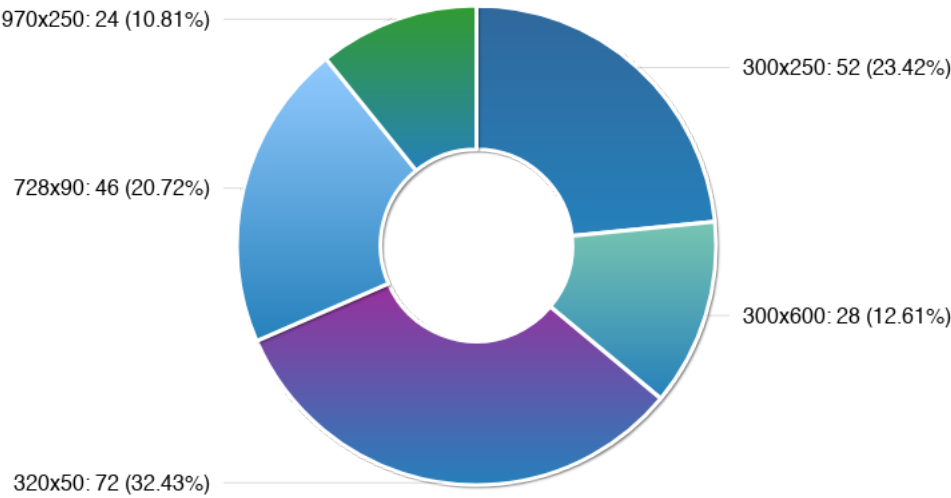
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
SOUTHEASTERN COOLING ATD - Luxury Home Shoppers/Middle-Income Families Behavioral Display	112,509	59	0.05%	0.75
SOUTHEASTERN COOLING NW FL PNHANDLE - Luxury Home Shoppers/Middle-Income Families Behavioral Display	53,005	46	0.09%	1.24
SOUTHEASTERN COOLING - Luxury Home Shoppers/Middle-Income Families Behavioral Display	48,516	87	0.18%	2.56
SOUTHEASTERN COOLING ATD - Keyword Display	38,902	30	0.08%	1.10

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	SOUTHEASTERN COOLING_5.1_WDFX Southeastern Cooling Hot Dog Ad 2023_320x50.gif_320x50	97,853	72	0.07%	1.05
	SOUTHEASTERN COOLING_5.1_WDFX Southeastern Cooling Hot Dog Ad 2023_300x250.gif_300x250	84,806	52	0.06%	0.88
Thumbnail not available	SOUTHEASTERN COOLING_5.1_WDFX Southeastern Cooling Hot Dog Ad 2023_728x90.gif_728x90	41,934	46	0.11%	1.57
	SOUTHEASTERN COOLING_5.1_WDFX Southeastern Cooling Hot Dog Ad 2023_300x600.gif_300x600	18,217	28	0.15%	2.20
	SOUTHEASTERN COOLING_5.1_WDFX Southeastern Cooling Hot Dog Ad 2023_970x250.gif_970x250	10,122	24	0.24%	3.39

Display Click Performance by Ad Size



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
36330	59,668	57	0.10%	1.36
36301	54,279	44	0.08%	1.16
36360	46,761	33	0.07%	1.01
36303	40,822	33	0.08%	1.15
36345	19,182	29	0.15%	2.16
36305	16,565	6	0.04%	0.52
36350	5,392	2	0.04%	0.53
36352	5,250	5	0.10%	1.36
36310	4,769	13	0.27%	3.89

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	140,646	140	0.10%
Desktop	A personal computing device that remains stationary at one location.	105,142	75	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,144	7	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	18,528	6	0.03%
msn.com	15,717	3	0.02%
realtor.com	7,624	0	0.00%
zillow.com	5,929	0	0.00%
quartsoft.com	4,098	0	0.00%
arcamax.com	4,089	4	0.10%
biblegateway.com	3,876	0	0.00%
architecturaldesigns.com	3,872	3	0.08%
wdhn.com	3,556	1	0.03%
foxnews.com	3,384	1	0.03%
nypost.com	3,161	10	0.32%
al.com	2,858	1	0.03%
WAFF 48 First Alert Weather	2,454	0	0.00%
pred.gg	2,324	1	0.04%
The Scoop	2,222	1	0.05%
WBRC First Alert Weather	1,981	0	0.00%
wtvy.com	1,916	0	0.00%
SoundCloud: Play Music & Songs	1,871	0	0.00%
usatoday.com	1,850	2	0.11%
justgroup.link	1,743	1	0.06%

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.