

Digital Marketing Report

Impressions

How many ads were served:

73,759

Clicks

Times a user clicked on an ad

240

Click-Through Rate

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

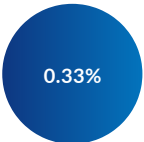
0.33%

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.*

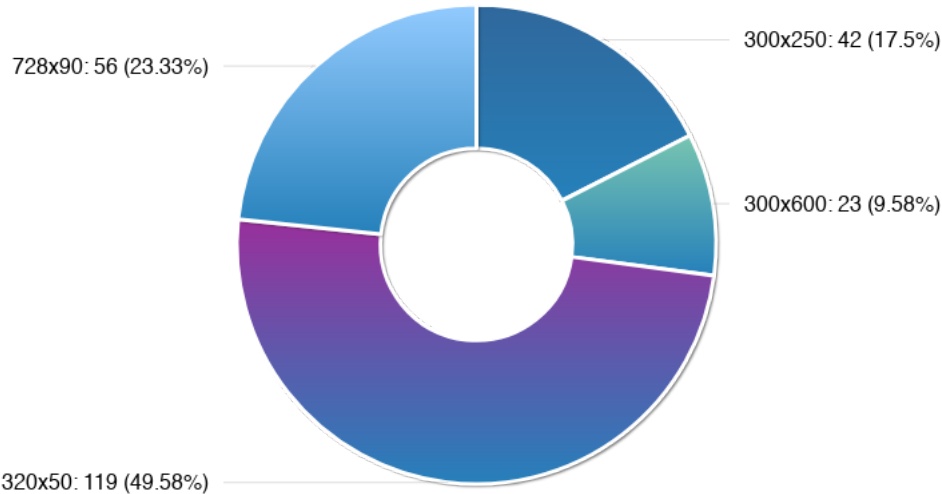
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Rooterman - Homeowners/Home Improvement/Plumbing Behavioral Display	73,759	240	0.33%	4.65

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Rooterman_rootermancville_dontdi y_320x50	29,400	119	0.40%	5.78
	Rooterman_rootermancville_dontdi y_728x90	21,457	56	0.26%	3.73
	Rooterman_rootermancville_dontdi y_300x250	13,689	42	0.31%	4.38
	Rooterman_rootermancville_dontdi y_300x600	9,213	23	0.25%	3.57

Display Click Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,810	189	0.38%
Desktop	A personal computing device that remains stationary at one location.	17,343	39	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,606	12	0.18%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	8,150	1	0.01%
The Scoop	2,800	3	0.11%
usatoday.com	2,064	1	0.05%
tmz.com	1,734	4	0.23%
Alfred Home Security Camera	1,637	60	3.67%
spotify.com	1,138	0	0.00%
Hilokal Learn Languages & Chat	662	1	0.15%
arcamax.com	533	5	0.94%
nypost.com	459	4	0.87%
Meetup: Social Events & Groups	443	0	0.00%
huffpost.com	394	1	0.25%
courier-record.com	326	0	0.00%
npr.org	310	0	0.00%
abcnews.com	305	0	0.00%
courttv.com	294	2	0.68%
themirror.com	254	4	1.57%
crispcrums.com	252	1	0.40%
dailymail.com	234	3	1.28%
myfitnesspal.com	205	0	0.00%
foxnews.com	198	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.