

Digital Marketing Report

Impressions

How many ads were served:

101,491

Clicks

Times a user clicked on an ad

799

Click-Through Rate

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

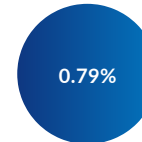
0.79%

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.



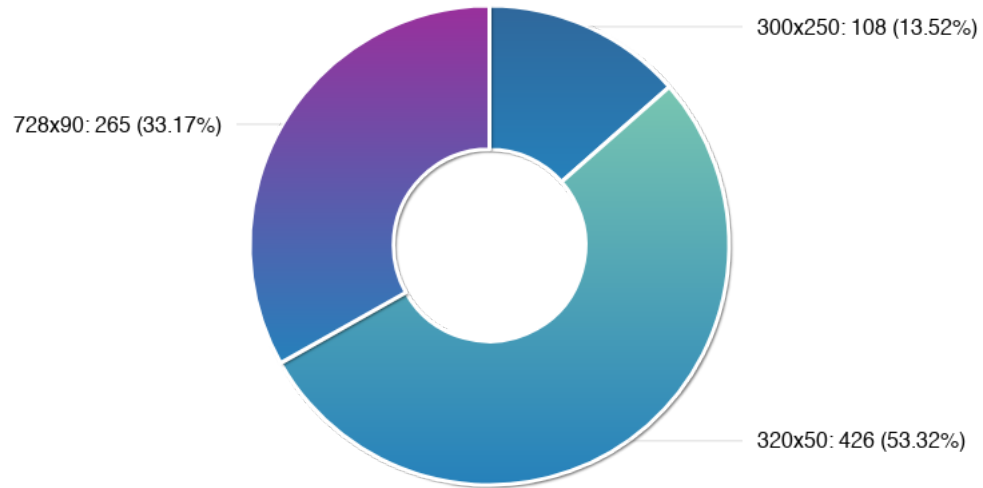
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Keystone Payroll - Payroll/HR Manager/Small Business Owner Behavioral B2B Display	58,471	236	0.40%	5.77
Keystone Payroll - AI B2B Display	43,020	563	1.31%	18.70

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Keystone Payroll_4.24_KEYSTONE-JUNE2-320x50.jpg	69,502	426	0.61%	8.76
	Keystone Payroll_4.24_KEYSTONE-JUNE2-728x90.jpg	15,011	265	1.77%	25.22
Thumbnail not available	Keystone Payroll_4.24_KEYSTONE-JUNE2-300x250.jpg	16,978	108	0.64%	9.09

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.	85,827	525	0.61%
Desktop	A personal computing device that remains stationary at one location.	11,861	260	2.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,803	14	0.37%

Site and App Performance

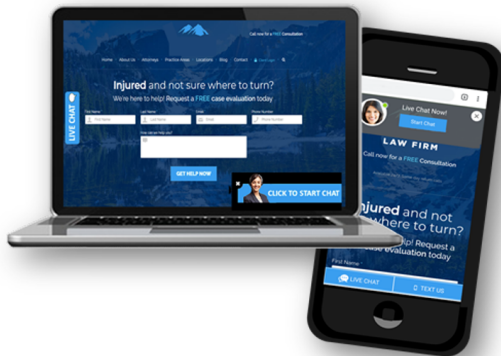
Name	Impressions ↓	Clicks	CTR
The Scoop	48,117	275	0.57%
T-Mobile Play	2,682	143	5.33%
ABC27 News WHTM-TV	1,578	0	0.00%
bitcoinisok.com	967	0	0.00%
spotify.com	949	1	0.11%
nypost.com	936	7	0.75%
mcd-menu.com	929	20	2.15%
Life360: Find Friends & Family	715	0	0.00%
sweepstakestoday.com	626	0	0.00%
usatoday.com	436	1	0.23%
msn.com	432	0	0.00%
wgal.com	350	0	0.00%
soccerreporters.com.ng	347	0	0.00%
Weather by WeatherBug	342	0	0.00%
Golf GPS SwingU	339	0	0.00%
tmz.com	313	3	0.96%
gameravv.com	305	0	0.00%
The Dayton Daily News ePaper	280	0	0.00%
howlonghowmany.com	277	0	0.00%
HiPER Scientific Calculator	255	0	0.00%

131
CHATS

7
LEADS

1
BILLABLE LEADS

0.76%
CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

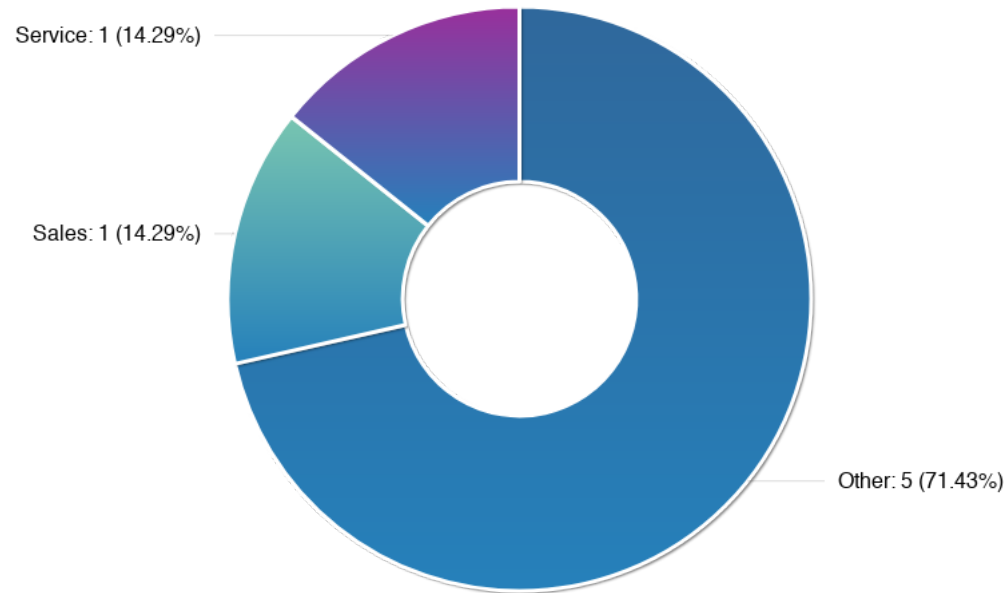
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							0	0	7
Jul 09, 2026	Keystone Payroll	79789433	Sales	Darlene Kern	5702749303	upperaugustatwp@gmail.com	0	0	1
Jul 13, 2026	Keystone Payroll	79839572	Other	Adasdas	2015434323		0	0	1
Jul 14, 2026	Keystone Payroll	79857596	Other	hnbgvf	2103974032	paser11925@homephit.com	0	0	1
Jul 14, 2026	Keystone Payroll	79857636	Other	mnhbgv	2108438932	paser11925@homephit.com	0	0	1
Jul 14, 2026	Keystone Payroll	79864580	Service	Kalyn Erb	2722158767		0	0	1
Jul 15, 2026	Keystone Payroll	79873217	Other	gvbhjnmkl	2014567889		0	0	1
Jul 15, 2026	Keystone Payroll	79873419	Other	Adam	2012948521		0	0	1

Lead Type Performance



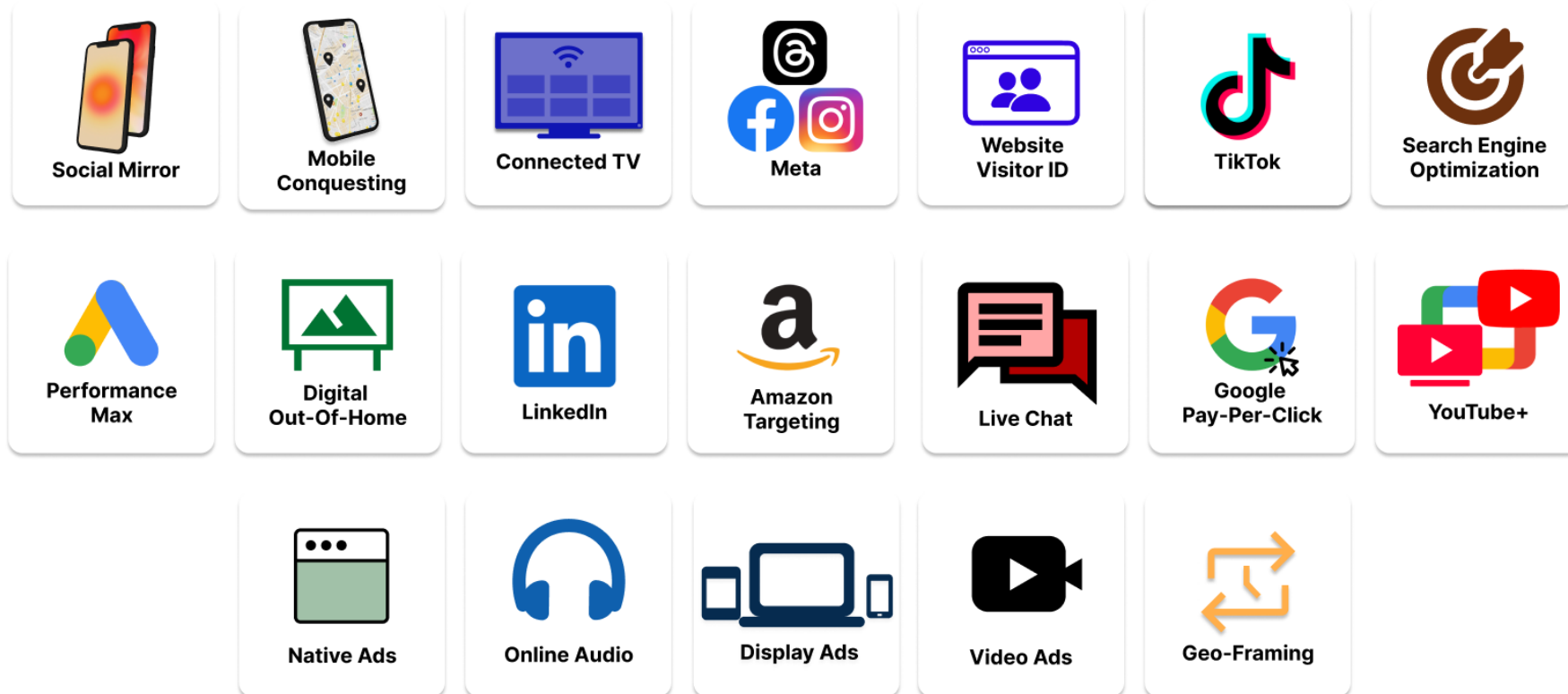
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



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