



Digital Marketing Report

Impressions

How many ads were served:

35,050

Your Product Breakout by Impressions



Online
Audio

**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%)
City of Ridgecrest - AI Audio	34,672	0	0.00%	0.00
City of Ridgecrest - HH Income \$75k+/Family Vacations/Outdoor Enthusiasts Behavioral Audio	378	0	0.00%	0.00



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
City of Ridgecrest_RIDGECREST BUREAU SPEC REV.mp3.wav	35,050	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
City of Ridgecrest - HH Income \$75k+/Family Vacations/Outdoor Enthusiasts Behavioral Audio	99.74%	99.74%	99.74%	94.71%
City of Ridgecrest - AI Audio	99.63%	99.54%	99.31%	96.18%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	29,410	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	3,324	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	1,240	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	445	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	90	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	57	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	4	0	0.00%



Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	24,121	0	0.00%
Apple	956	0	0.00%
Samsung	217	0	0.00%
Roku	53	0	0.00%
Motorola	43	0	0.00%
Google	24	0	0.00%
Huawei	11	0	0.00%
LG	6	0	0.00%
Xiaomi	6	0	0.00%
Oppo	2	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
iHeart: #1 for Radio, Podcasts	498	0	0.00%
iheart.com	268	0	0.00%
TuneIn Radio: Music & Sports	202	0	0.00%
idobi.com	172	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	120	0	0.00%
tunein.com	99	0	0.00%
Watch Free	63	0	0.00%
Deezer: Music & Podcast Player	3	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.