

Digital Marketing Report

Impressions

How many ads were served:

115,696

Clicks

Times a user clicked on an ad

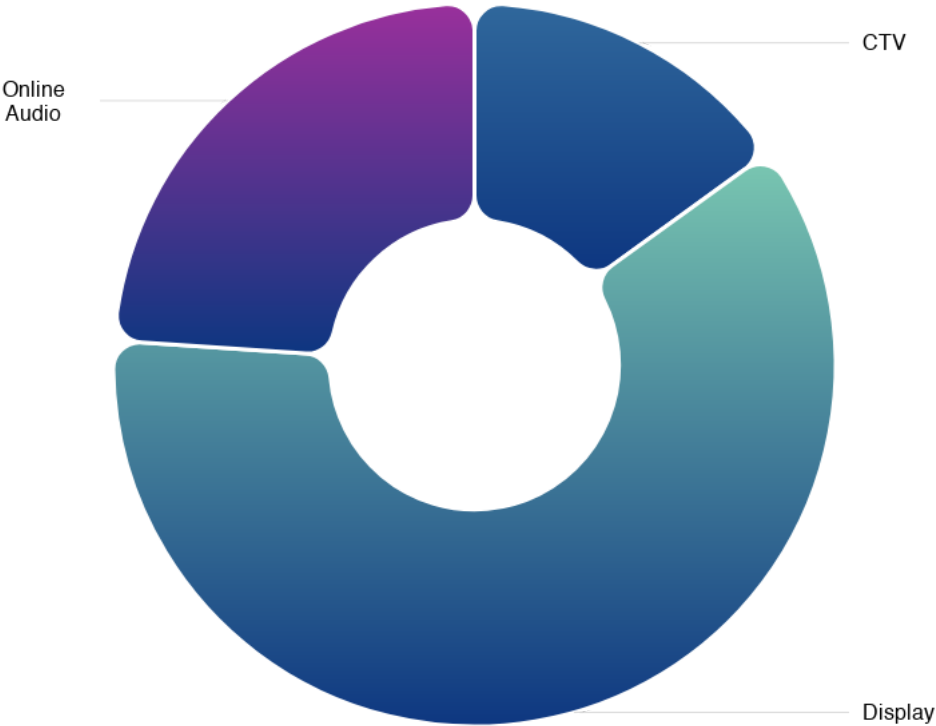
589

Click-Through Rate

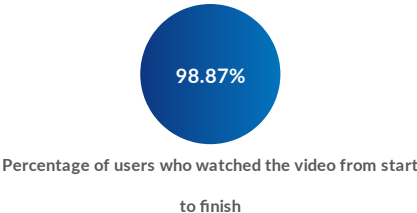
(Clicks/Impressions) x 100

0.60%

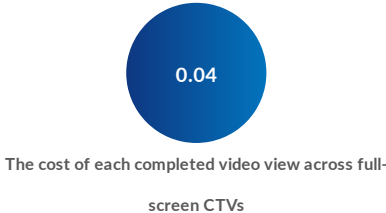
Your Product Breakout by Impressions



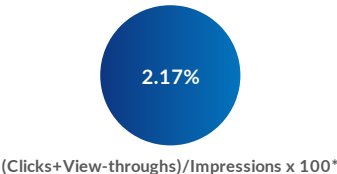
CTV Completion Rate



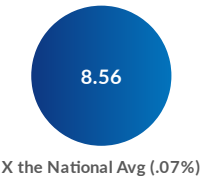
CTV Cost Per Completed View



Total Engagement Rate



X the National Average



*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%)
Mountain Laurel Federal Credit Union - AI Display	53,172	409	0.77%	10.99
Mountain Laurel Federal Credit Union - AI Online Audio	23,087	3	0.01%	0.19
Mountain Laurel Federal Credit Union - Auto Loan/Banks & Bank Services/Checking Account CTV	17,246	44	0.26%	3.64
Mountain Laurel Federal Credit Union - Auto Loan/Banks & Bank Services/Checking Account Display	16,784	173	1.03%	14.72
Mountain Laurel Federal Credit Union - Auto Loan/Banks & Bank Services/Checking Account Online Audio	4,353	0	0.00%	0.00
Mountain Laurel Federal Credit Union - Retargeting Display	642	4	0.62%	8.90
Mountain Laurel Federal Credit Union - Retargeting Online Audio	250	0	0.00%	0.00
Mountain Laurel Federal Credit Union - Retargeting CTV	162	0	0.00%	0.00

Display View-through Conversions

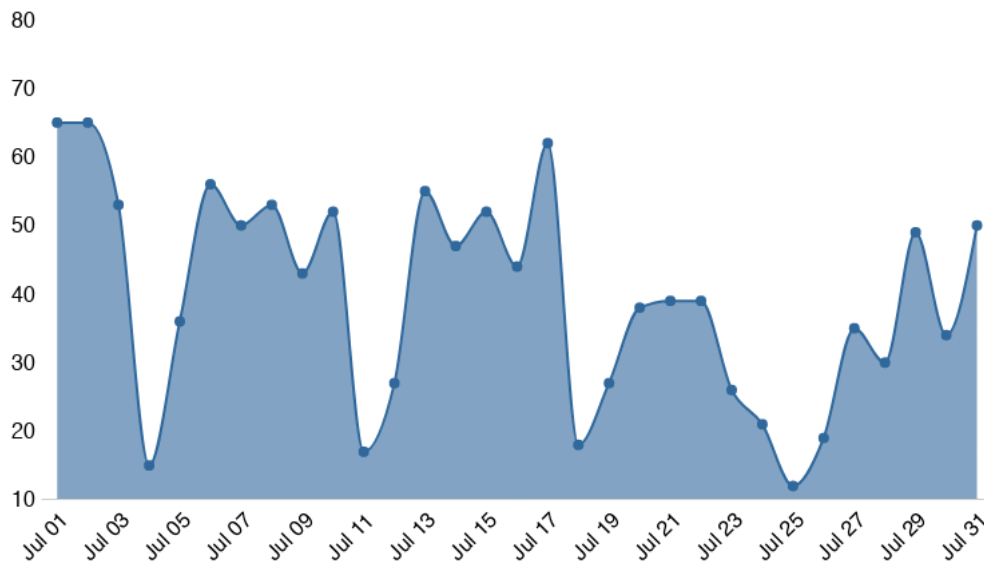
1,229

Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

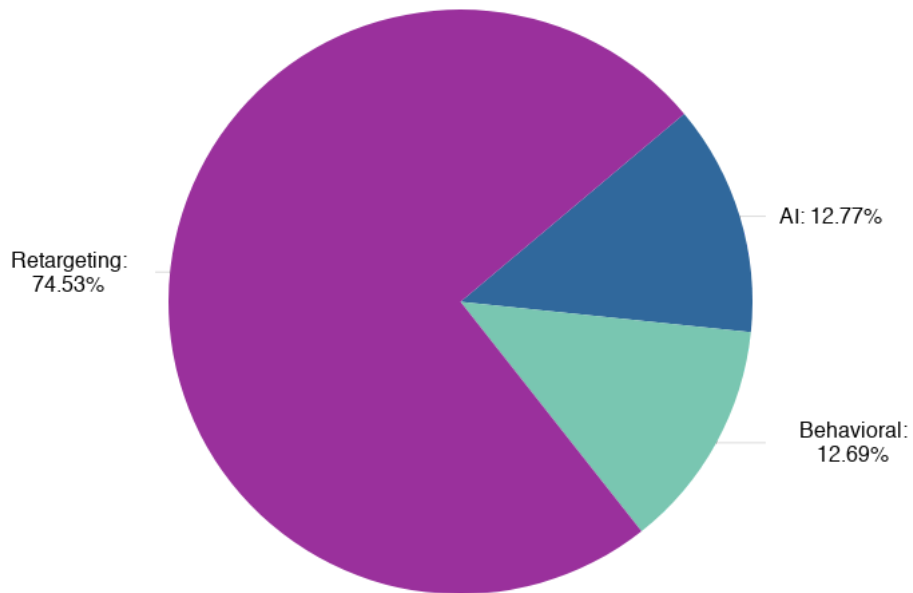
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Mountain Laurel Federal Credit Union Homepage Visits	1,208
Mountain Laurel Federal Credit Union Loan Rates Page View	9
Mountain Laurel Federal Credit Union Branch Locations Page View	4
Mountain Laurel Federal Credit Union Contact Us Page View	4
Mountain Laurel Federal Credit Union Auto Loans Page View	2
Mountain Laurel Federal Credit Union Drive4Less Auto Loans Page View	1
Mountain Laurel Federal Credit Union Home Loans Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



CTV View-through Conversions

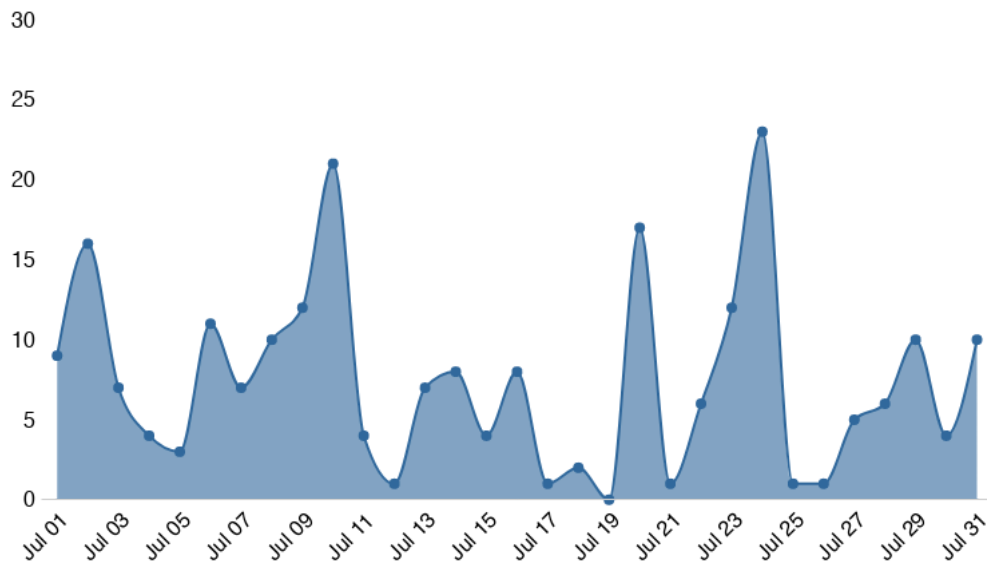
231

Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

CTV View-through Conversion Performance Breakout

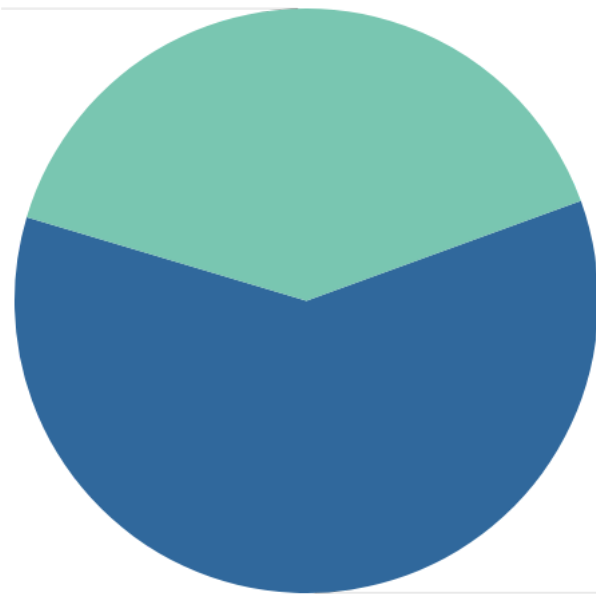
Conversion Name	View-through Conversions ↓
Mountain Laurel Federal Credit Union Homepage Visits	230
Mountain Laurel Federal Credit Union Checking Page View	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy

Retargeting:
39.83%



Behavioral:
60.17%

Online Audio View-through Conversions

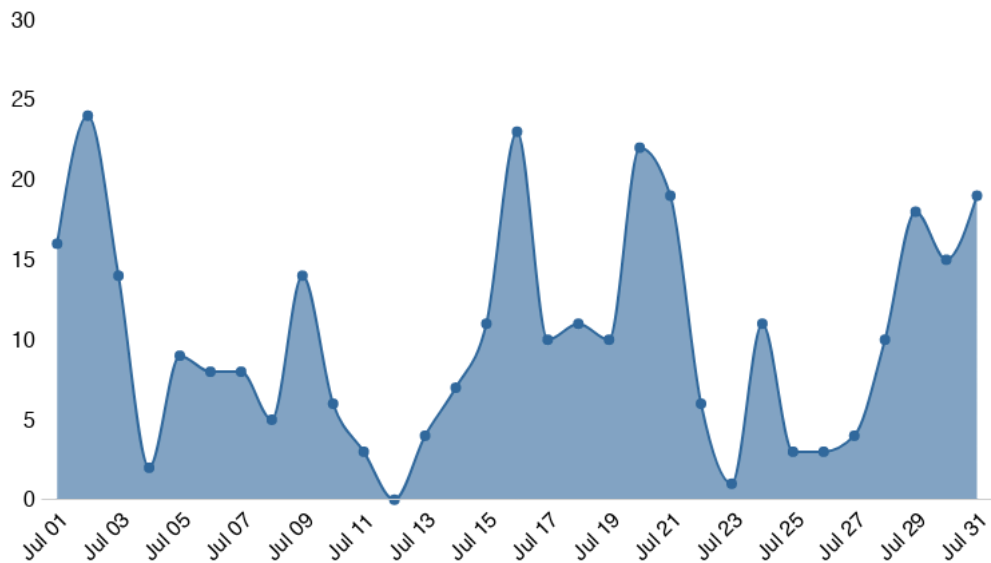
316

Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mountain Laurel Federal Credit Union Homepage Visits	307
Mountain Laurel Federal Credit Union Contact Us Page View	3
Mountain Laurel Federal Credit Union Loan Rates Page View	3
Mountain Laurel Federal Credit Union Home Loans Page View	2
Mountain Laurel Federal Credit Union Branch Locations Page View	1

Online Audio View-through Conversions by Day

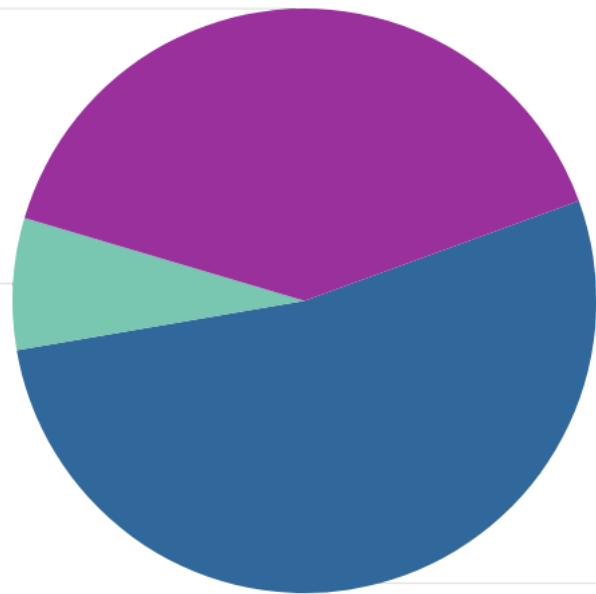


Top Online Audio View-through Conversions by Strategy

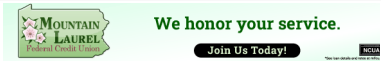
Retargeting:
39.87%

Behavioral:
7.28%

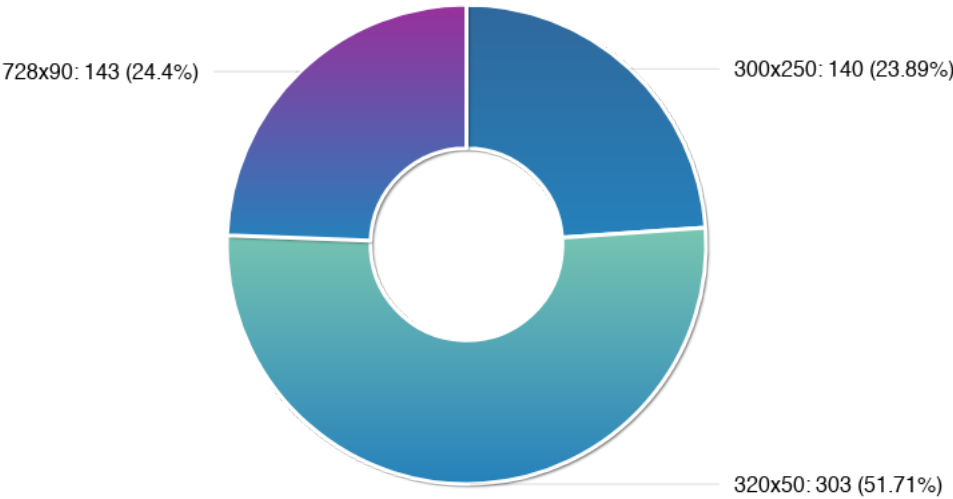
AI: 52.85%



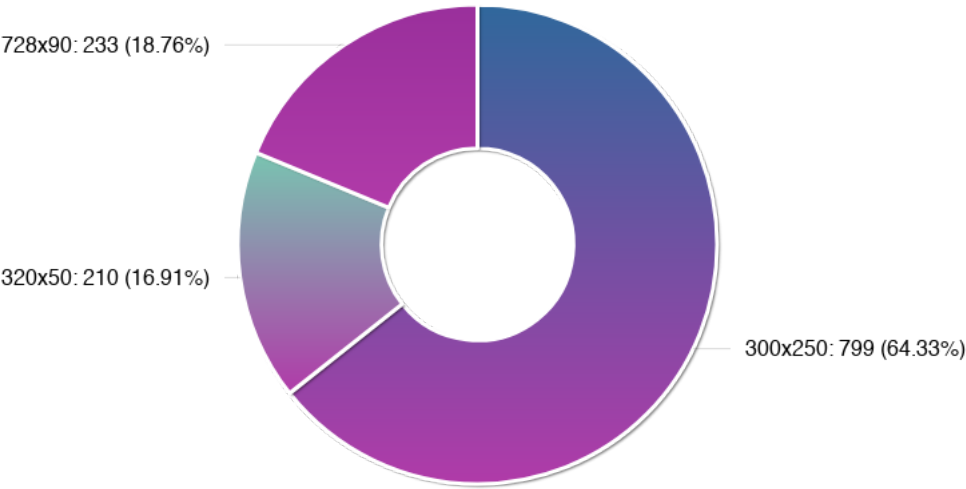
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mountain Laurel Federal Credit Union_6.30_320x50	36,895	270	0.73%	10.45
Thumbnail not available	Mountain Laurel Federal Credit Union_6.30_300x250	18,015	124	0.69%	9.83
	Mountain Laurel Federal Credit Union_6.30_728x90	13,122	117	0.89%	12.74
	Mountain Laurel Federal Credit Union_7.30_320x50	552	18	3.26%	46.58
	Mountain Laurel Federal Credit Union_7.30_320x50_2	500	15	3.00%	42.86
	Mountain Laurel Federal Credit Union_7.30_728x90_2	514	15	2.92%	41.69
	Mountain Laurel Federal Credit Union_7.30_728x90	512	11	2.15%	30.69
	Mountain Laurel Federal Credit Union_7.30_300x250_2	253	10	3.95%	56.47
	Mountain Laurel Federal Credit Union_7.30_300x250	233	6	2.58%	36.79
	Mountain Laurel Federal Credit Union_4.28_300x250	2	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Display Ad Screenshots

	Mountain Laurel Federal Credit Union_7.30__300x250
Screenshot	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Mountain Laurel Federal Credit Union_4.28_MLFCU_Modern Banking, Local Heart 30_FINAL.mp4	17,408	98.87%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Mountain Laurel Federal Credit Union - Retargeting CTV	100.00%	100.00%	100.00%	100.00%
Mountain Laurel Federal Credit Union - Auto Loan/Banks & Bank Services/Checking Account CTV	100.00%	99.60%	99.39%	98.86%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mountain Laurel Federal Credit Union_6.30_America 250 Loan (1).wav	26,583	2	0.01%	0.11
Mountain Laurel Federal Credit Union_7.30_Laurel Honors.wav	1,106	1	0.09%	1.29
Mountain Laurel Federal Credit Union_4.29_Home Equity Loan Pring 2026.mp3	1	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Mountain Laurel Federal Credit Union - Retargeting Online Audio	100.00%	99.60%	99.60%	99.20%
Mountain Laurel Federal Credit Union - Auto Loan/Banks & Bank Services/Checking Account Online Audio	99.29%	98.74%	98.35%	98.19%
Mountain Laurel Federal Credit Union - AI Online Audio	98.28%	97.18%	96.27%	95.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	61,210	443	0.72%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	26,978	5	0.02%
Desktop	A personal computing device that remains stationary at one location.	10,132	107	1.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,232	39	0.54%
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.	6,280	39	0.62%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	1,359	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	11	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	11,779	0	0.00%
Apple	3,382	3	0.09%
Samsung	2,057	0	0.00%
Roku	485	0	0.00%
Motorola	218	0	0.00%
Google	211	0	0.00%
Amazon	141	0	0.00%
Philips	41	0	0.00%
Huawei	11	0	0.00%
LG	8	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	11,237	52	0.46%
T-Mobile Play	2,430	123	5.06%
nypost.com	1,272	11	0.86%
libsyn.com	1,127	0	0.00%
usatoday.com	1,100	7	0.64%
Golf GPS SwingU	1,031	4	0.39%
huntingpa.com	965	9	0.93%
tasteofhome.com	662	0	0.00%
otcmarkets.com	604	4	0.66%
foxnews.com	580	0	0.00%
Spotify - Music and Podcasts	525	3	0.57%
Life360: Find Friends & Family	518	2	0.39%
spotify.com	516	2	0.39%
themirror.com	511	4	0.78%
iheart.com	490	0	0.00%
hollywoodpq.com	478	3	0.63%
tunein.com	475	0	0.00%
accuweather.com	472	0	0.00%
MyRadar Weather Radar	459	6	1.31%
Pandora - Music & Podcasts	412	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	4,032	68.84%
	Telly - The Truly Smart TV	2,279	99.92%
	Vizio - Vizio WatchFree+	643	80.89%
	DirecTV	116	97.31%
	Frndly TV	58	92.38%
	Google TV - Pluto TV	57	100.00%

	Amazon Fire TV	53	94.85%
	Tubi - Free Movies & TV	22	55.56%
	Xfinity TV - Pluto TV	20	97.06%
	Roku - Tubi	17	58.33%

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



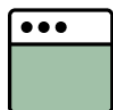
Live Chat



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.