

Digital Marketing Report

Impressions

How many ads were served:

298,887

Clicks

Times a user clicked on an ad

3,267

Click-Through Rate

(Clicks/Impressions) x 100

1.09%

Your Product Breakout by Impressions



Display

Total Engagement Rate

1.10%

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

X the National Average

15.62

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%)
Window Depot USA of Eastern Iowa - Cedar Rapids - Homeowner/Home Improvement Behavioral Display	85,869	413	0.48%	6.87
Window Depot USA of Eastern Iowa - Quad Cities - Homeowner/Home Improvement Behavioral Display	76,712	1,247	1.63%	23.22
Window Depot USA of Eastern Iowa - Quad Cities - AI Display	44,457	997	2.24%	32.04
Window Depot USA of Eastern Iowa - Cedar Rapids - AI Display	37,943	86	0.23%	3.24
Window Depot USA of Eastern Iowa - Quad Cities - Retargeting Display	28,234	285	1.01%	14.42
Window Depot USA of Eastern Iowa - Cedar Rapids - Retargeting Display	25,672	239	0.93%	13.30

Display Click Conversions

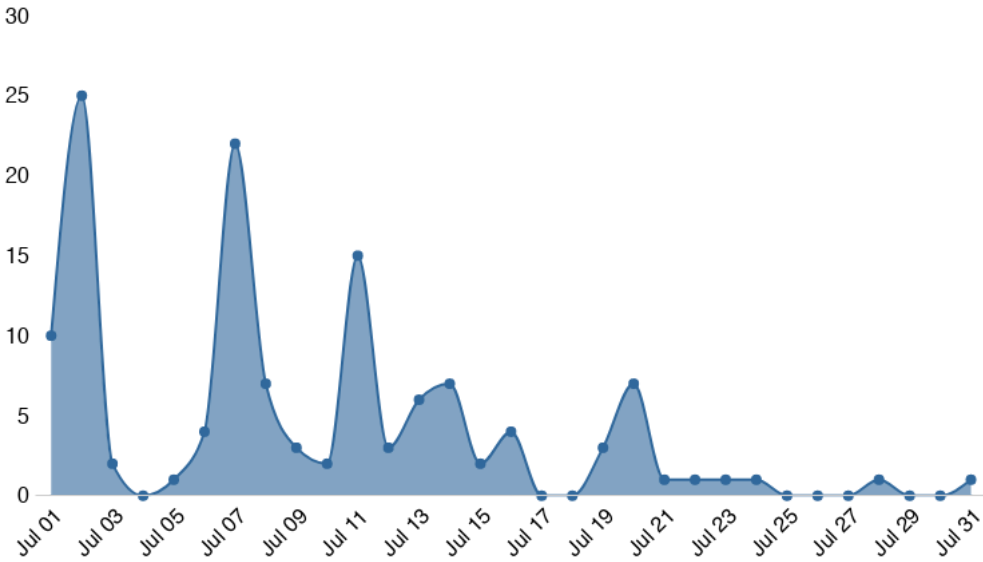


Times users clicked on an ad leading to your site and visited a page or completed an action

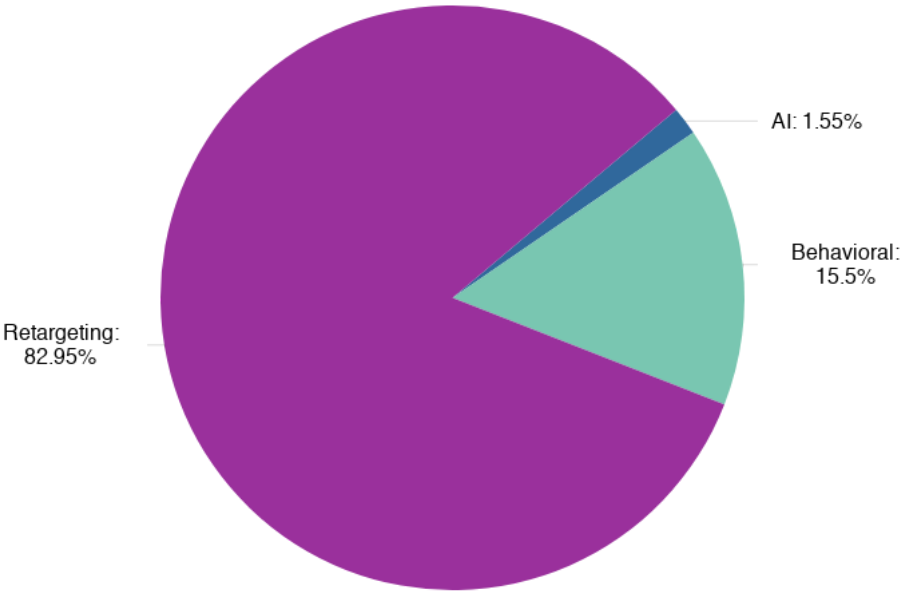
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Window Depot USA of Eastern Iowa Call Click Conversion	55
Window Depot USA of Eastern Iowa Get an Estimate Page View	45
Window Depot USA of Eastern Iowa Roofle Page View	16
Window Depot USA of Eastern Iowa Baths Page View	5
Window Depot USA of Eastern Iowa Windows Page View	4
Window Depot USA of Eastern Iowa Contact Us Page View	2
Window Depot USA of Eastern Iowa Doors Page View	2

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

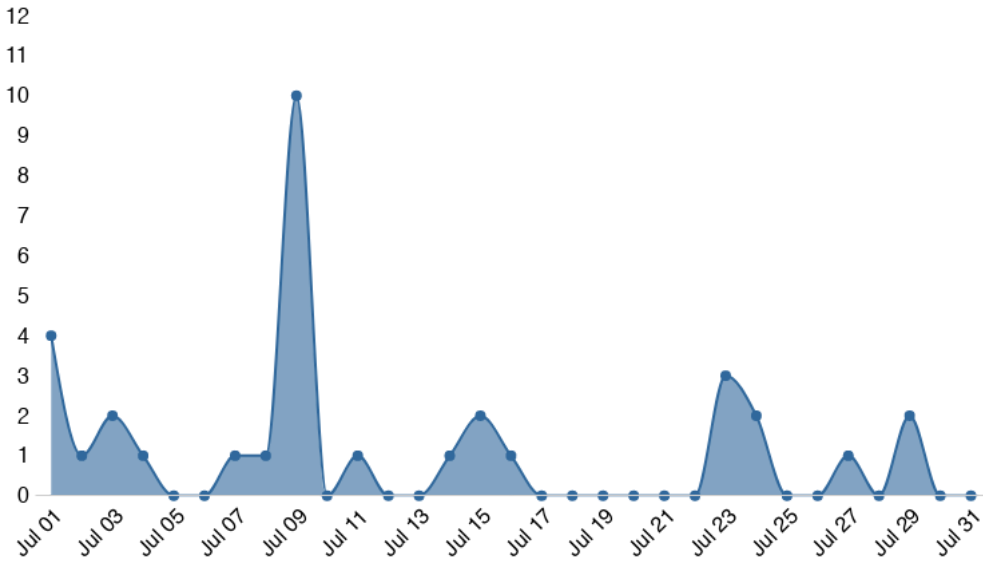


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

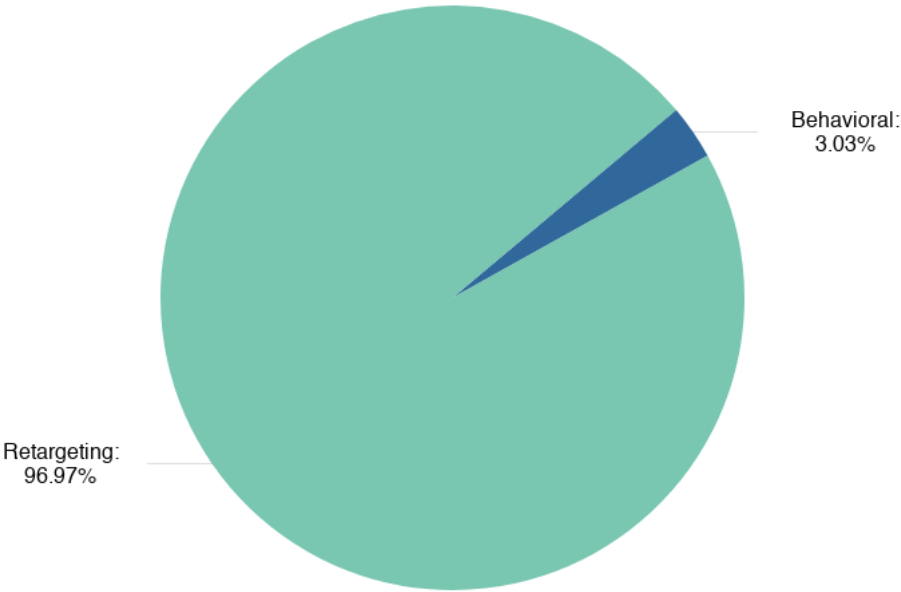
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Window Depot USA of Eastern Iowa Homepage Visits	20
Window Depot USA of Eastern Iowa Get an Estimate Page View	4
Window Depot USA of Eastern Iowa Contact Us Page View	3
Window Depot USA of Eastern Iowa Windows Page View	3
Window Depot USA of Eastern Iowa Roofle Page View	2
Window Depot USA of Eastern Iowa TYP Estimate Page View	1

Display View-through Conversions by Day

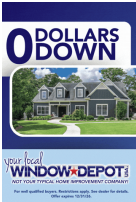


Top Display View-through Conversions by Strategy

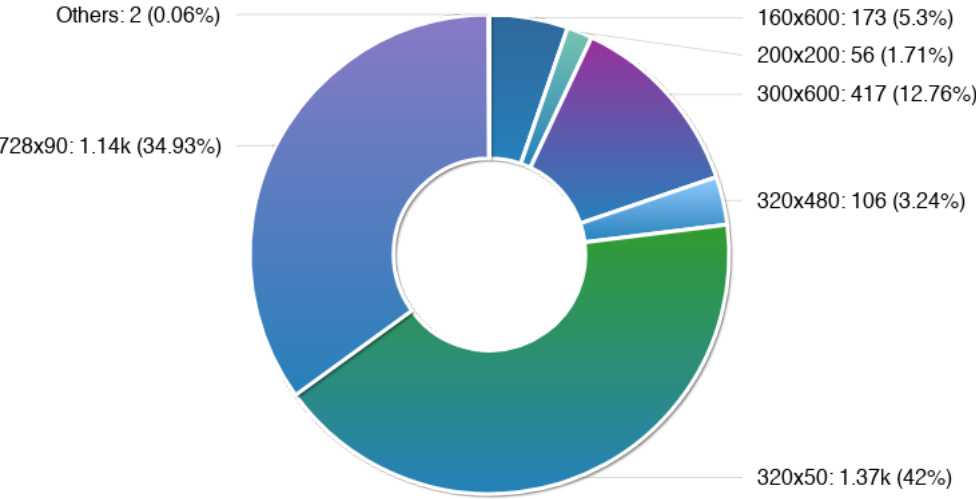


Grid contains more rows, but they have been clipped.

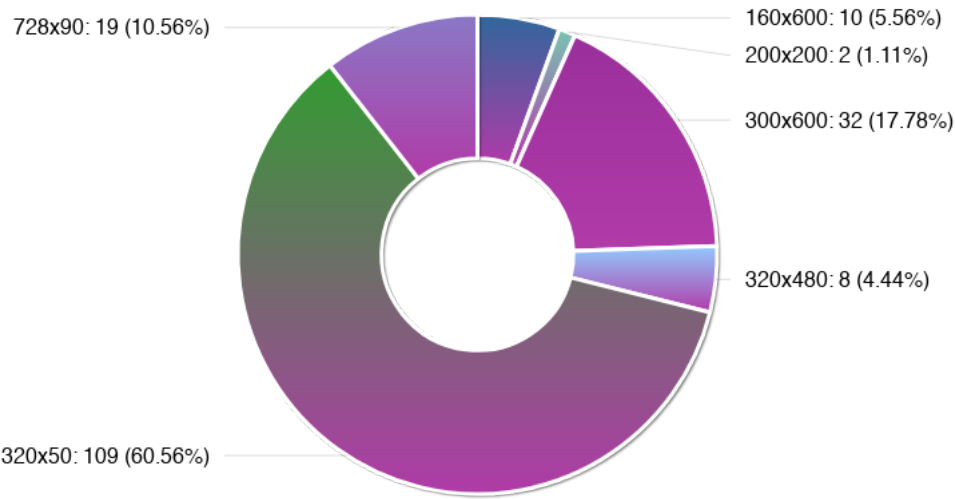
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 320X50	143,449	1,331	0.93%	13.26
	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 728X90	86,340	1,120	1.30%	18.53
	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 (300 x 600 px)	28,191	400	1.42%	20.27
Thumbnail not available	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 (160 x 600 px)	15,726	170	1.08%	15.44
	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 (320 x 480 px)	4,763	101	2.12%	30.29
	Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 (200 x 200 px)	12,154	56	0.46%	6.58
	Window Depot USA of Eastern Iowa_5.1_WD EIA - Display Ads - May 2026 - 320x50	3,786	41	1.08%	15.47

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Display Ad Screenshots

Window Depot of Eastern Iowa_7.1_WD EIA Display Ads - July 2026 (160 x 600 px)	
Screenshot Urls	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	168,391	2,079	1.23%
Desktop	A personal computing device that remains stationary at one location.	102,460	322	0.31%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	28,036	866	3.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	6,949	1	0.01%
imdb.com	5,774	7	0.12%
press-citizen.com	3,804	8	0.21%
thegazette.com	3,216	10	0.31%
usatoday.com	2,644	15	0.57%
foxnews.com	2,255	6	0.27%
aol.com	2,158	0	0.00%
biblegateway.com	1,794	4	0.22%
ebay.com	1,752	0	0.00%
merriam-webster.com	1,684	3	0.18%
themirror.com	1,526	12	0.79%
arcamax.com	1,509	22	1.46%
T-Mobile Play	1,472	59	4.01%
wqad.com	1,346	1	0.07%
KCRG-TV9 First Alert Weather	1,340	0	0.00%
desmoinesregister.com	1,323	20	1.51%
usssa.com	1,270	0	0.00%
huffpost.com	1,226	1	0.08%
Yahoo Mail – Organized Email	1,208	1	0.08%
Spider Solitaire	1,155	2	0.17%

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.