

Digital Marketing Report

Impressions

How many ads were served:

104,790

Clicks

Times a user clicked on an ad

72

Click-Through Rate

(Clicks/Impressions) x 100

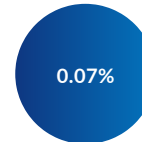
0.07%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

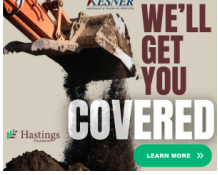
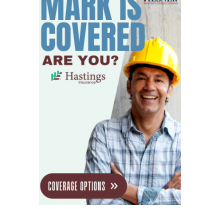
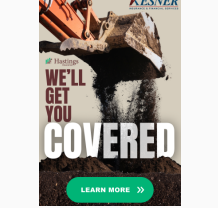
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



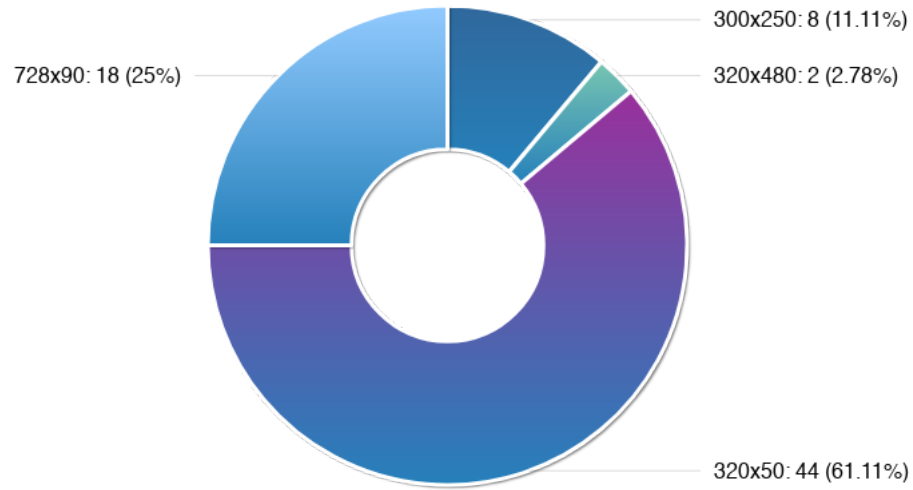
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kesner Insurance Agency Inc - Home Contractors/Business Travelers Categories Mobile	98,185	62	0.06%	0.90
Kesner Insurance Agency Inc - Site Retargeting Mobile	6,605	10	0.15%	2.16

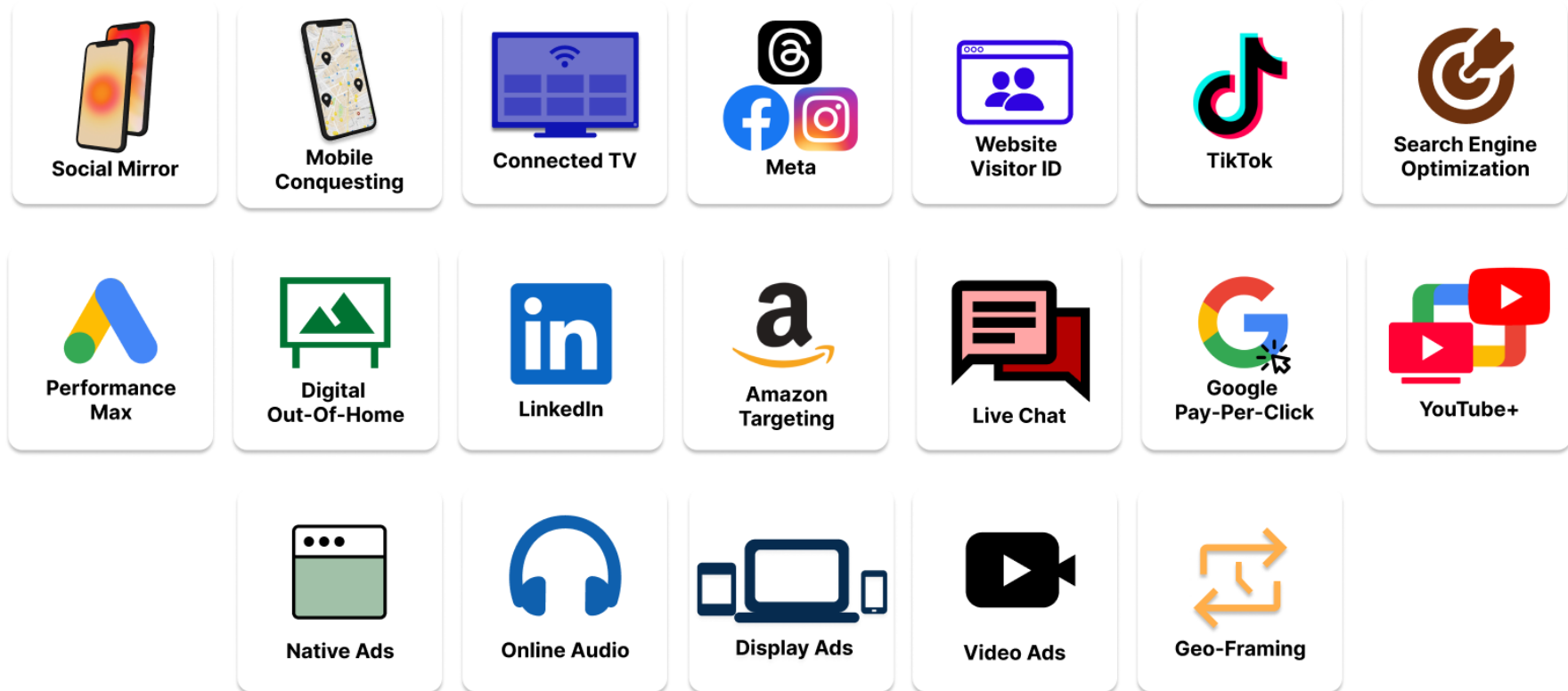
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kesner Insurance Agency Inc_Mark 320x50.png	46,640	24	0.05%	0.74
	Kesner Insurance Agency Inc_Covered 320x50.png	45,386	20	0.04%	0.63
	Kesner Insurance Agency Inc_Covered 728x90.png	4,408	9	0.20%	2.92
	Kesner Insurance Agency Inc_Mark 728x90.png	4,281	9	0.21%	3.00
	Kesner Insurance Agency Inc_Covered 300x250.png	2,126	2	0.09%	1.34
	Kesner Insurance Agency Inc_Mark 300x250.png	1,930	6	0.31%	4.44
	Kesner Insurance Agency Inc_Mark 320x480.png	11	2	18.18%	259.74
	Kesner Insurance Agency Inc_Covered 320x480.png	8	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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