

Digital Marketing Report

Impressions

How many ads were served:

49,799

Clicks

Times a user clicked on an ad

147

X the National Average

4.22

X the National Avg (.07%)

Your Product Breakout by Impressions



YouTube+

**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%)
John 3:16 Mission Youtube+ - Giving to Charity/Family Focused Categories YouTube+	49,799	147	0.30%	4.22

YouTube+ View-Through Conversions

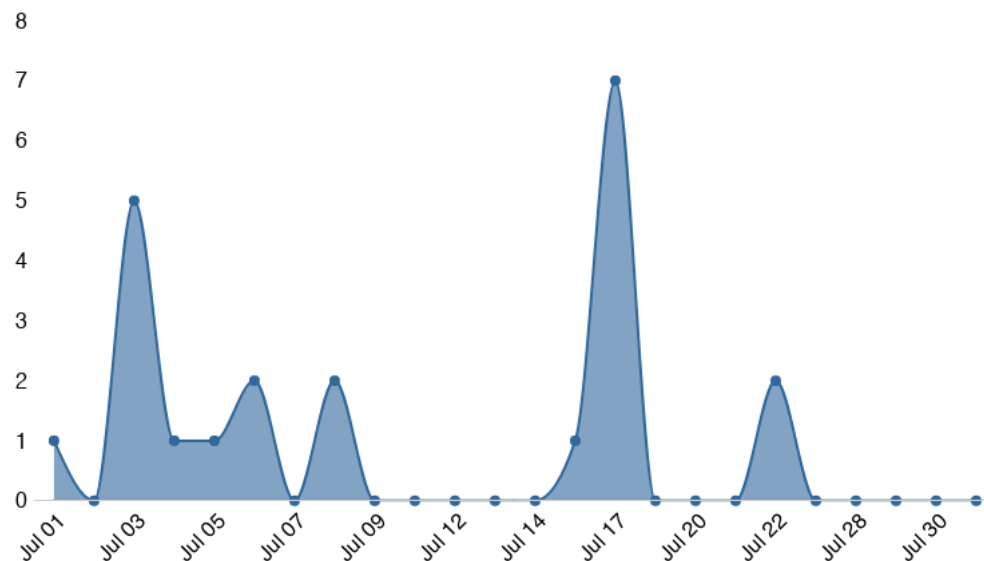


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

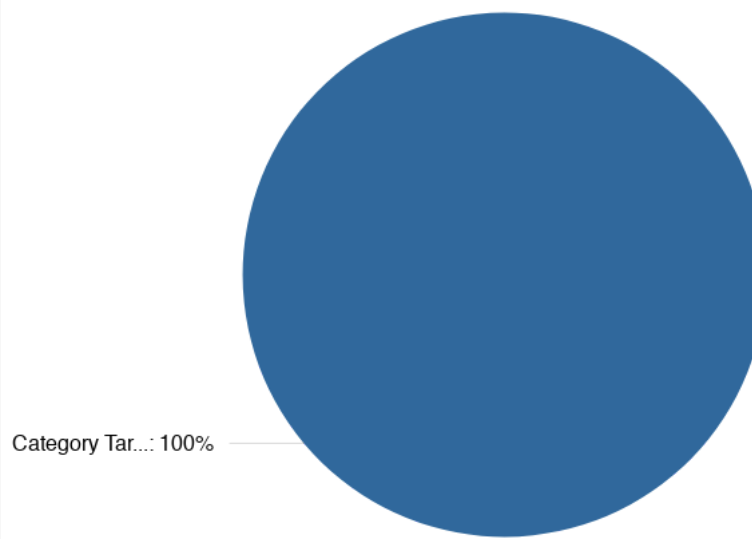
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
John 3:16 Mission Homepage Visits	20
John 3:16 Mission Give Now Page View	2

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
John 3:16 Mission Youtube+_6.30_Heat :15	49,022	145	88.79%	0.05
John 3:16 Mission Youtube+_6.12_Relief :15	773	2	88.33%	0.05

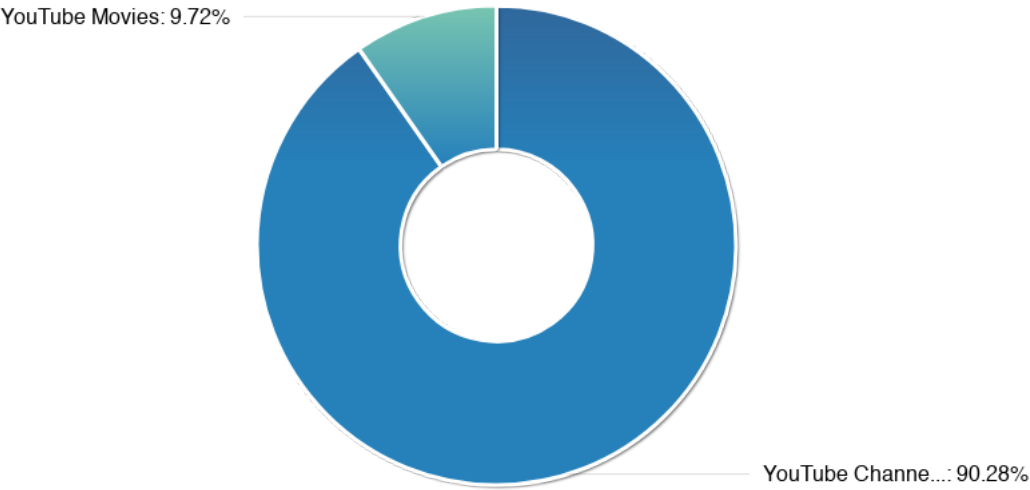
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
John 3:16 Mission Youtube+_6.30_Heat :15	93.38%	90.99%	89.68%	88.79%
John 3:16 Mission Youtube+_6.12_Relief :15	93.26%	90.66%	89.23%	88.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	47,067	139	0.30%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1,669	1	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,003	7	0.70%
Desktop	A personal computing device that remains stationary at one location.	56	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Fox News	175	0	0.00%
Total News Tulsa	150	0	0.00%
Midwest Safety	140	1	0.71%
penguinz0	135	2	1.48%
SML	108	1	0.93%
TED VANG	92	0	0.00%
FOX Sports	83	0	0.00%
IShowSpeed	74	0	0.00%
Joe Bartolozzi	66	0	0.00%
Candace Owens	63	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.