

Digital Marketing Report

Impressions

How many ads were served:

94,508

Clicks

Times a user clicked on an ad

841

Click-Through Rate

(Clicks/Impressions) x 100

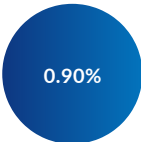
0.89%

Your Product Breakout by Impressions



Display

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%)
White House of Music - Avant Grand - AI Display	41,272	376	0.91%	13.01
White House of Music - Avant Grand - Fine Arts Enthusiasts/Luxury Goods Shopper Behavioral Display	38,285	288	0.75%	10.75
White House of Music - Avant Grand - Geo-Retargeting Display	12,940	172	1.33%	18.99
White House of Music - Avant Grand - Geo-Fencing Display	1,989	5	0.25%	3.59
White House of Music - Avant Grand - Retargeting Display	22	0	0.00%	0.00

Display Click Conversions

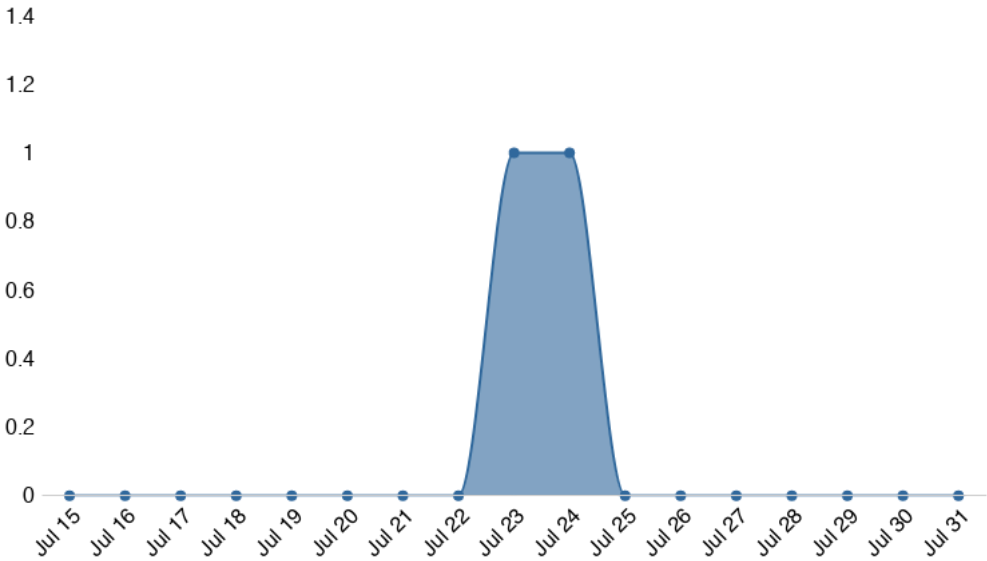


Times users clicked on an ad leading to your site and visited a page or completed an action

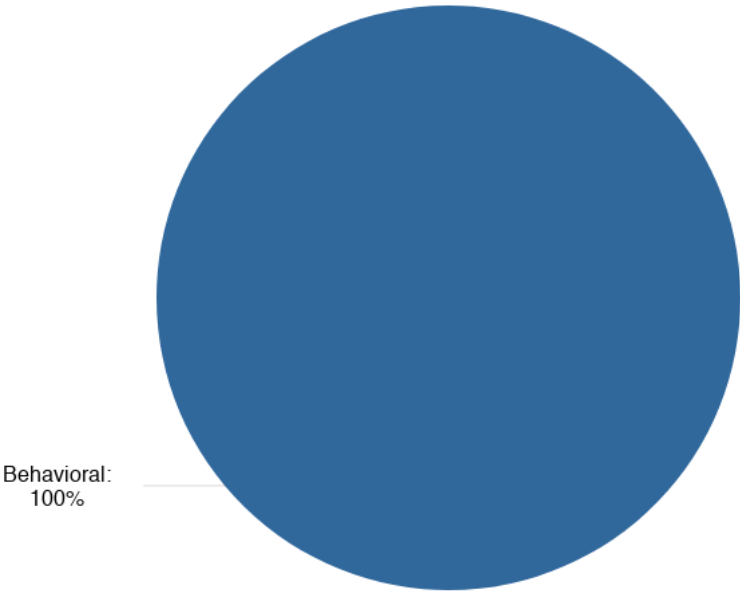
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
White House of Music Rentals Page View	2

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

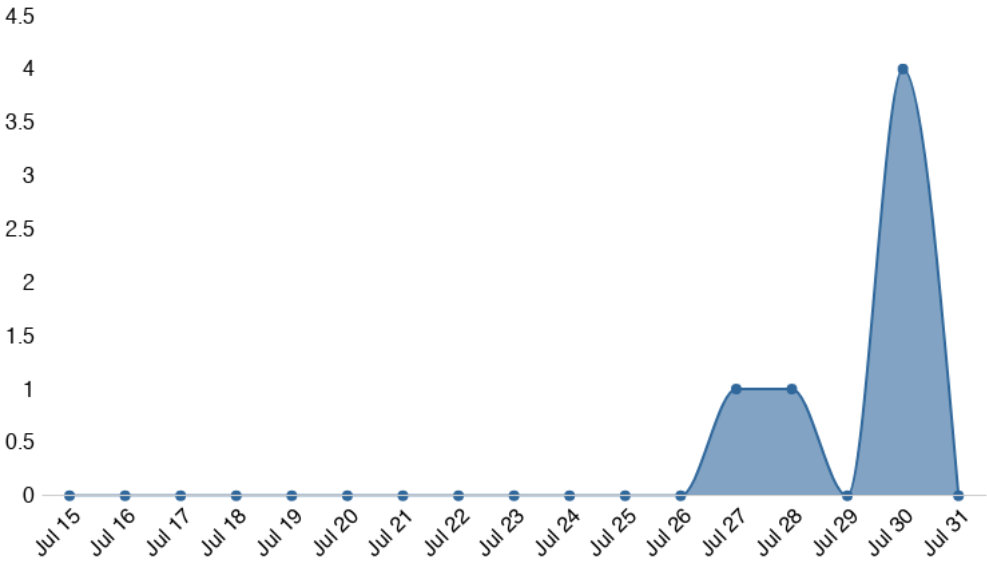


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

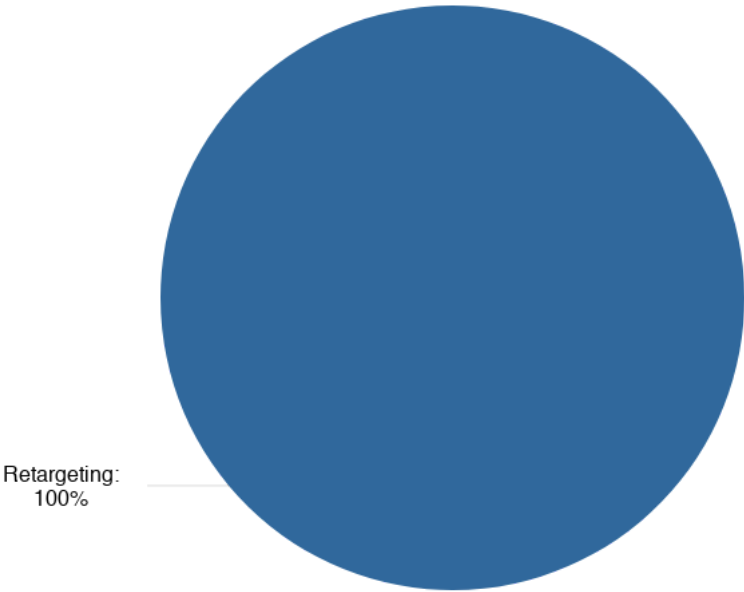
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
White House of Music Homepage Visits	3
White House of Music Rentals Page View	2
White House of Music Lessons Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy

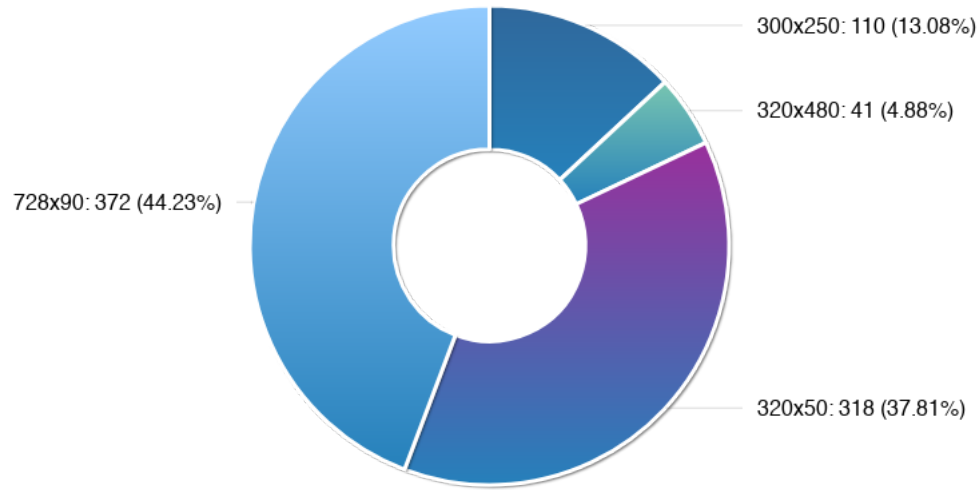


Retargeting:
100%

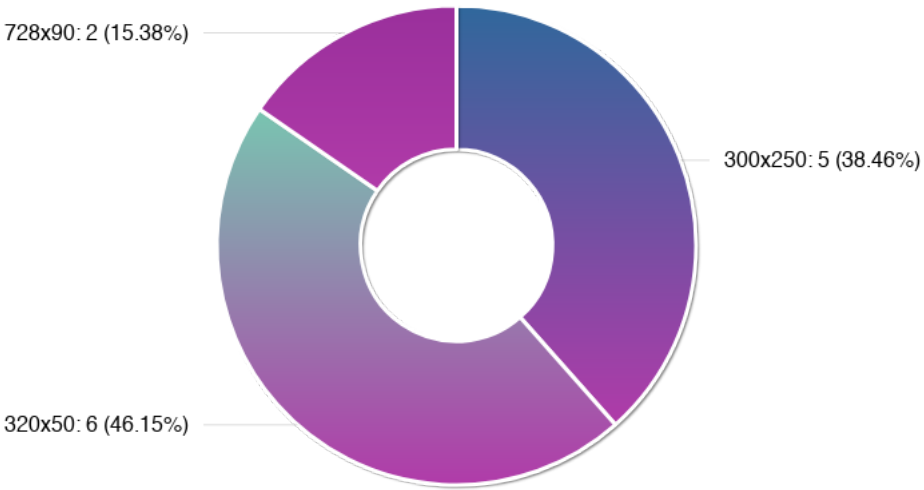
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	White House of Music_29631-AvantGrand-A-July 2026-728x90.jpg	22,022	192	0.87%	12.46
	White House of Music_29631-AvantGrand-B-July 2026-728x90.jpg	21,279	180	0.85%	12.08
	White House of Music_29631-AvantGrand-A-July 2026-320x50.jpg	19,056	166	0.87%	12.44
	White House of Music_29631-AvantGrand-B-July 2026-320x50.jpg	19,764	152	0.77%	10.99
	White House of Music_29631-AvantGrand-A-July 2026-300x250.gif	5,901	69	1.17%	16.70
	White House of Music_29631-AvantGrand-B-July 2026-300x250.jpg	5,063	41	0.81%	11.57
	White House of Music_29631-AvantGrand-A-July 2026-320x480.jpg	787	23	2.92%	41.75

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,476	603	0.94%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,381	93	0.54%
Desktop	A personal computing device that remains stationary at one location.	12,651	145	1.15%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
spotify.com	1,763	2	0.11%
msn.com	1,402	0	0.00%
The Scoop	1,282	5	0.39%
usatoday.com	1,036	14	1.35%
imdb.com	972	8	0.82%
nypost.com	956	22	2.30%
Spider Solitaire	953	23	2.41%
Solitaire	932	5	0.54%
T-Mobile Play	894	26	2.91%
jsonline.com	675	11	1.63%
tmj4.com	533	11	2.06%
tmz.com	523	5	0.96%
wisn.com	460	5	1.09%
Yatzy - Classic Edition	416	4	0.96%
Art Master: Coloring Book	406	0	0.00%
kindnessstorieshub.com	373	1	0.27%
Golf GPS & Scorecard by SwingU	372	0	0.00%
Meetup: Social Events & Groups	339	1	0.29%
Weather by WeatherBug	328	0	0.00%
huffpost.com	317	2	0.63%

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.