

Digital Marketing Report

Impressions

How many ads were served:

54,223

Clicks

Times a user clicked on an ad

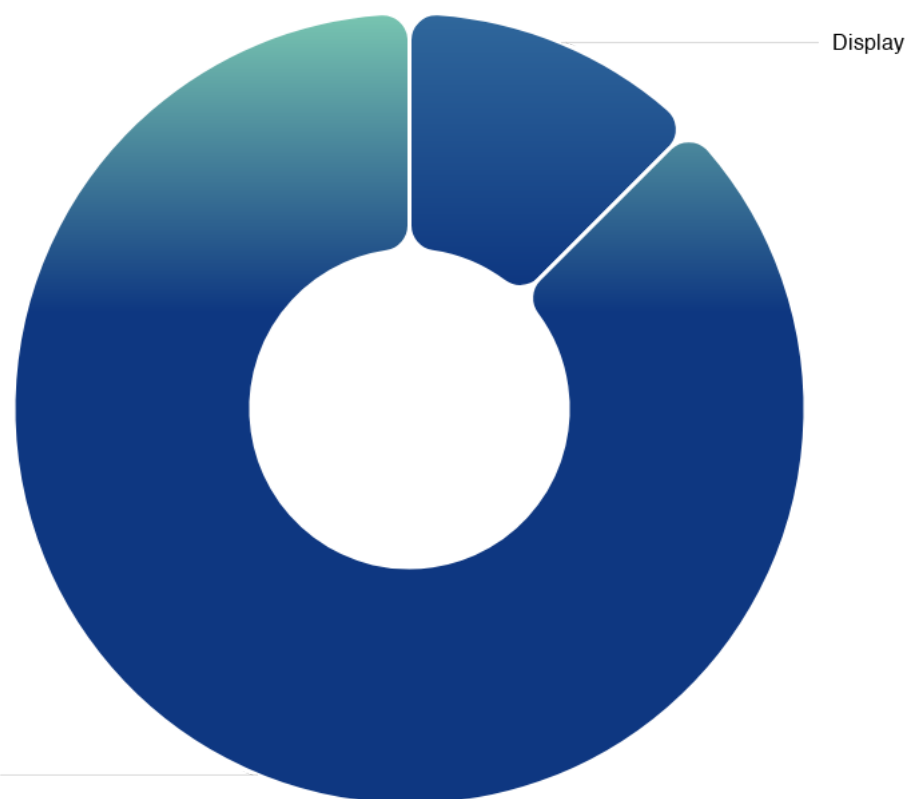
102

Click-Through Rate

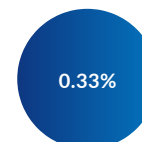
$(\text{Clicks}/\text{Impressions}) \times 100$

0.19%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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.



Spend Performance

Does not include management fee

LinkedIn Spend Performance

Does not include management fee



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
UAA - Student Recruitment Marketing - June KW - Keyword Video	46,980	88	0.19%	2.68
UAA - Student Recruitment Marketing - June KW - Keyword Display	5,959	10	0.17%	2.40
UAA - Student Recruitment Marketing - June Non-Traditional - College-Bound Students Behavioral Display	819	3	0.37%	5.23
UAA - Student Recruitment Marketing - June KW- Retargeting Video	464	1	0.22%	3.08
UAA - Student Recruitment Marketing - Military & Veterans - Behavioral Display	1	0	0.00%	0.00

Display View-through Conversions

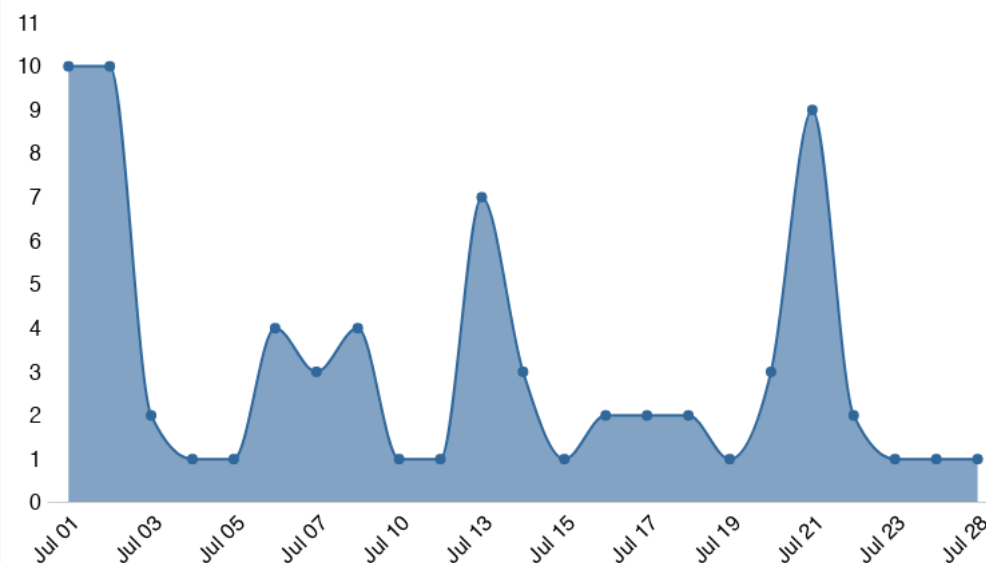
72

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

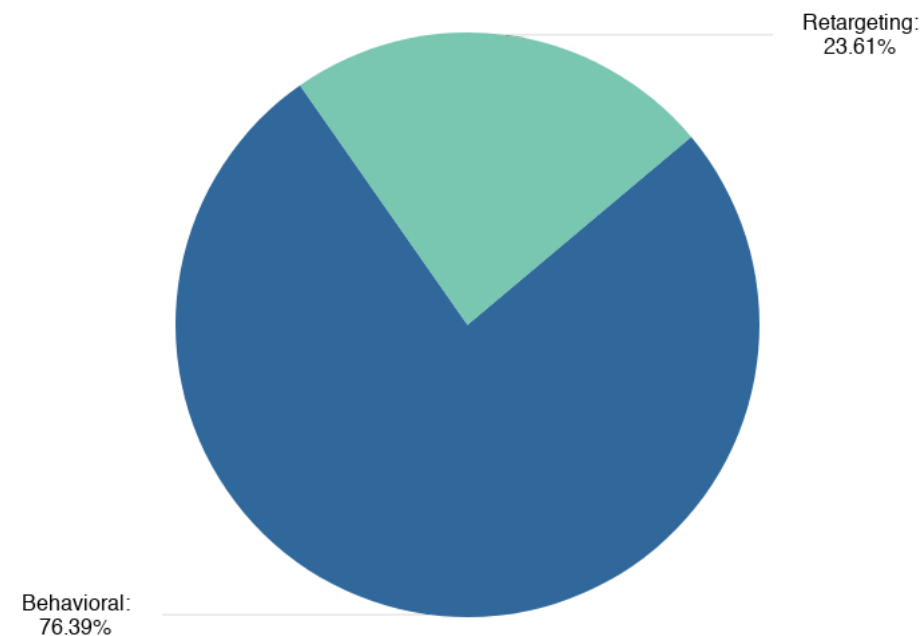
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
UAA - Student Recruitment Marketing Apply Now Click Conversion	65
UAA - Student Recruitment Marketing Submit Application Click Conversion	3
UAA - Student Recruitment Marketing Request Info Click Conversion	2
UAA - Student Recruitment Marketing Start Application Click Conversion	2

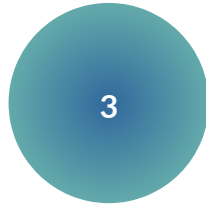
Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Video View-through Conversions

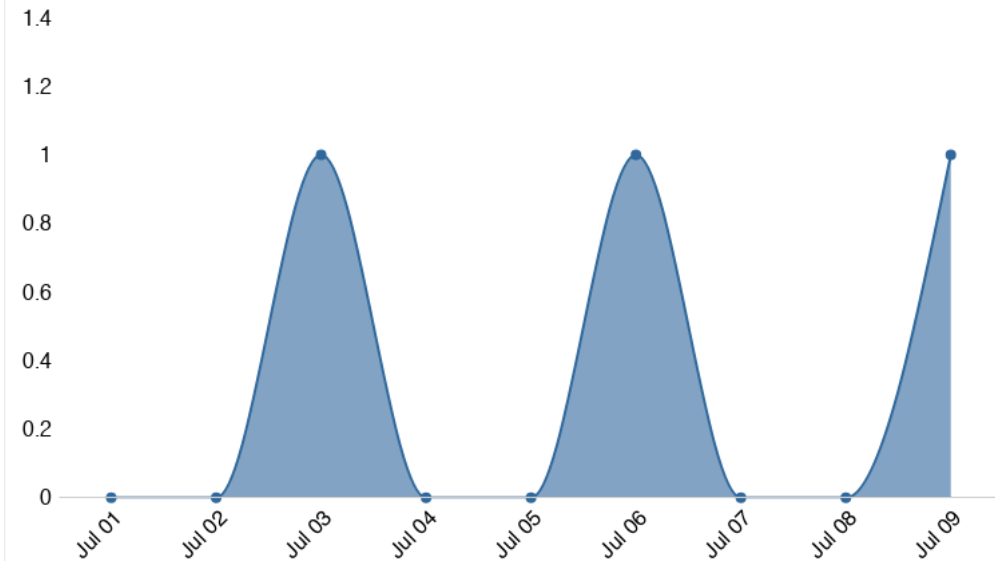


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

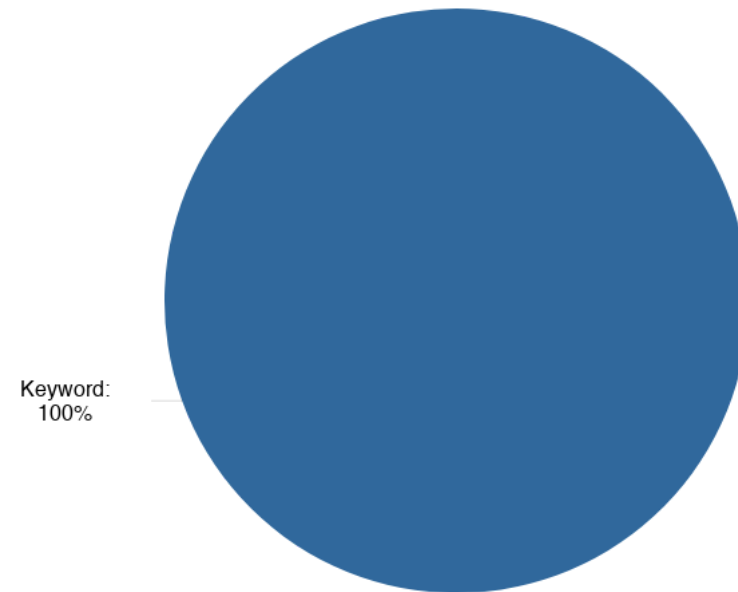
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
UAA - Student Recruitment Marketing Request Info Click Conversion	2
UAA - Student Recruitment Marketing Submit Application Click Conversion	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



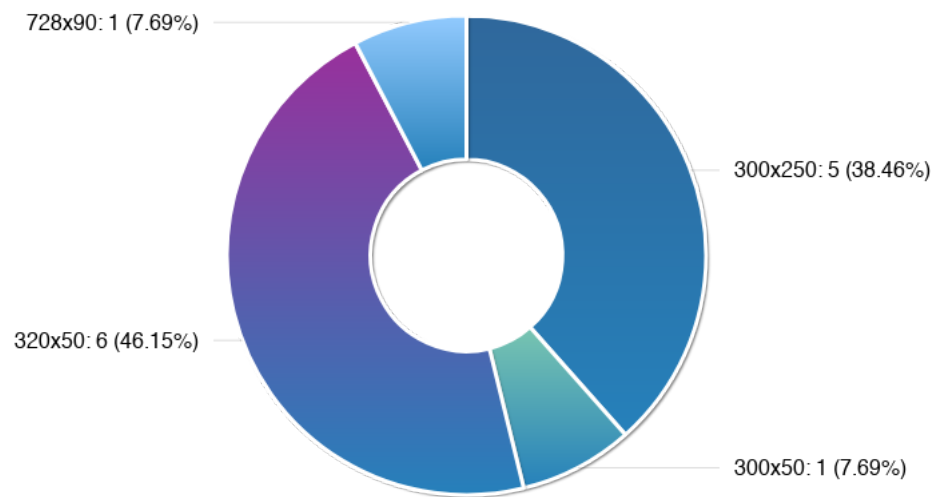


Grid contains more rows, but they have been clipped.

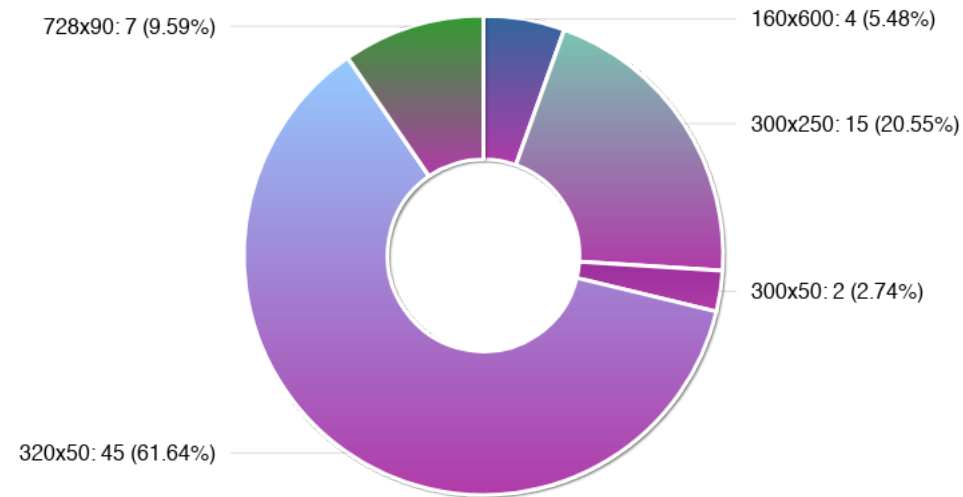
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	UAA-0043-2602_Highschool_Banner_v1_300x250.zip	2,097	4	0.19%	2.72
Thumbnail not available	UAA-0043-2602_Highschool_Banner_v1_320x50.zip	1,245	4	0.32%	4.59
Thumbnail not available	UAA-0043-2602_Non-Traditional_Banner_v1_320x50.zip	364	2	0.55%	7.85
Thumbnail not available	UAA-0043-2602_Highschool_Banner_v1_300x50.zip	1,866	1	0.05%	0.77
Thumbnail not available	UAA-0043-2602_Highschool_Banner_v1_728x90.zip	634	1	0.16%	2.25
Thumbnail not available	UAA-0043-2602_Non-Traditional_Banner_v1_300x250.zip	122	1	0.82%	11.71
Thumbnail not available	UAA-0043-2602_Highschool_Banner_v1_160x600.zip	117	0	0.00%	0.00
Thumbnail not available	UAA-0043-2602_Military_Banner_v1_728x90.zip	1	0	0.00%	0.00
Thumbnail not available	UAA-0043-2602_Non-Traditional_Banner_v1_160x600.zip	9	0	0.00%	0.00
Thumbnail not available	UAA-0043-2602_Non-Traditional_Banner_v1_300x50.zip	190	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	30 Traditional.mp4	21,747	45	0.21%	2.96
	15 Traditional.mp4	25,697	44	0.17%	2.45

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
UAA - Student Recruitment Marketing - June KW- Retargeting Video	77.37%	68.32%	64.44%	57.54%
UAA - Student Recruitment Marketing - June KW - Keyword Video	73.01%	66.05%	60.95%	51.83%
UAA - Student Recruitment Marketing - March through May - Keyword Video	-	-	-	-



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	42,211	81	0.19%
Desktop	A personal computing device that remains stationary at one location.	9,720	14	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,292	7	0.31%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	0	0	-



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	1,425	0	0.00%
climatecosmos.com	924	0	0.00%
aseaofblue.com	781	0	0.00%
thatoregonlife.com	646	1	0.15%
elle.com.au	624	1	0.16%
subinspectorjobs.com	619	0	0.00%
refer.io	550	4	0.73%
studyfinds.com	486	0	0.00%
storypart2.online	476	1	0.21%
thecoppertable.com	475	0	0.00%
federalbaseball.com	442	0	0.00%
postcardstoseattle.com	403	0	0.00%
Yahoo Sports: Scores and News	368	1	0.27%
cyberguy.com	350	0	0.00%
celticsblog.com	343	1	0.29%
lovelybellbakes.com	316	0	0.00%
punsdigest.com	306	0	0.00%
theguardian.com	291	0	0.00%
spacedaily.com	285	0	0.00%
smackofflavor.com	283	0	0.00%

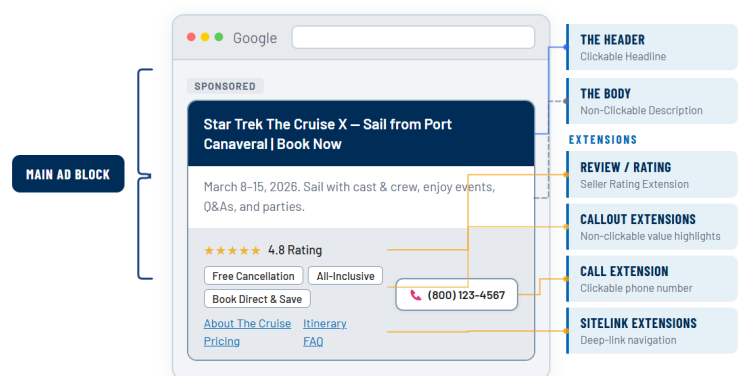
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

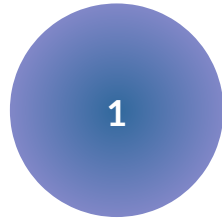
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Client Cost: Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee.

LinkedIn View-through Conversions



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

1.2
1.1
1.1
1
1
0.9
0.9

Jun 28

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.