

Digital Marketing Report

Impressions

How many ads were served:

64,484

Clicks

Times a user clicked on an ad

266

Click-Through Rate

(Clicks/Impressions) x 100

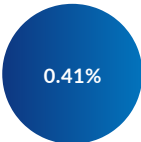
0.41%

Your Product Breakout by Impressions



Video

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%)
Wilkinson Wealth Management, LLC - Age 45-54/HHI\$250k+/Wealth Management Behavioral Video	31,413	89	0.28%	4.05
Wilkinson Wealth Management, LLC - Age 55+/Net Worth \$1M+/Wealth Management Behavioral Video	25,618	143	0.56%	7.97
Wilkinson Wealth Management, LLC - Geo-Fencing Video	6,751	33	0.49%	6.98
Wilkinson Wealth Management, LLC - Geo-Retargeting Video	702	1	0.14%	2.04

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Wilkinson Wealth Management, LLC_4.24_WWMA0426SBREV6 Wilkinson Wealth Management.mp4	64,484	266	0.41%	5.89

Grid contains more rows, but they have been clipped.

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Wilkinson Wealth Management, LLC - Age 55+ / Net Worth \$1M+ / Wealth Management Behavioral Video	76.98%	67.13%	59.79%	47.12%
Wilkinson Wealth Management, LLC - Age 45-54 / HHI \$250k+ / Wealth Management Behavioral Video	71.77%	63.35%	56.88%	43.45%
Wilkinson Wealth Management, LLC - Geo-Fencing Video	55.24%	34.28%	27.66%	22.44%
Wilkinson Wealth Management, LLC - Geo- Retargeting Video	33.33%	25.78%	22.08%	16.10%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	50,832	214	0.42%
Desktop	A personal computing device that remains stationary at one location.	9,462	28	0.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,190	24	0.57%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	2,430	5	0.21%
WDBJ7 Weather & Traffic	1,083	0	0.00%
abcnews.com	982	0	0.00%
foxnews.com	953	5	0.52%
spacedaily.com	844	0	0.00%
wtvr.com	588	1	0.17%
reuters.com	469	0	0.00%
Podcast Player - Castbox	464	0	0.00%
wordtrip.net	412	0	0.00%
aisleofshame.com	407	0	0.00%
Washington Post	388	3	0.77%
biblegateway.com	381	1	0.26%
signupgenius.com	364	2	0.55%
huffpost.com	343	0	0.00%
slashfilm.com	341	0	0.00%
salon.com	310	0	0.00%
Police Scanner - Scanner Radio	288	0	0.00%
chamberofcommerce.com	260	0	0.00%
accuweather.com	257	2	0.78%
merriam-webster.com	248	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.