



Digital Marketing Report

Impressions

How many ads were served:

181,021

Clicks

Times a user clicked on an ad

265

Click-Through Rate

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

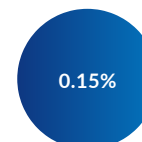
0.15%

Your Product Breakout by Impressions



Display

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.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Synergy HomeCare New Jersey - Accenture/ADP B2B Display	181,021	265	0.15%	2.09

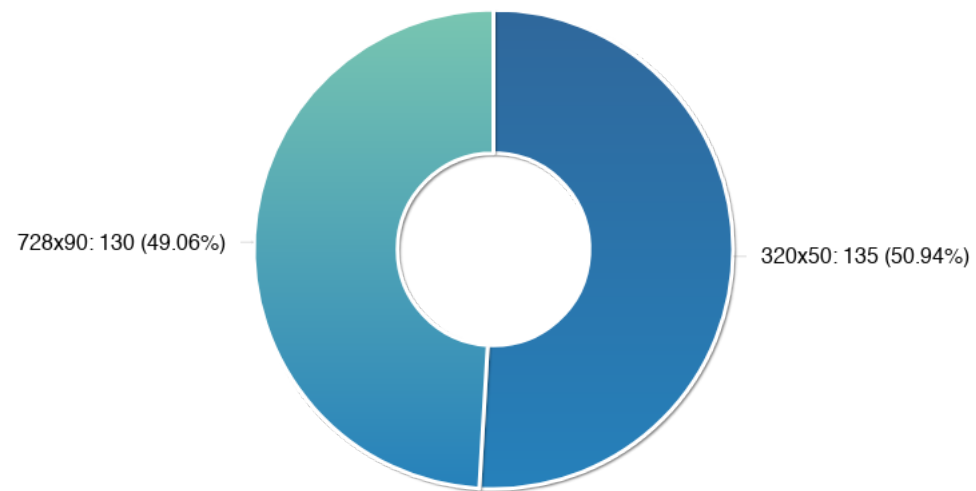


Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HR Benefits Home Care (320 x 50 px) (1)	120,286	135	0.11%	1.60
	HR Benefits Home Care (728 x 90 px) (1).png_728x90	60,735	130	0.21%	3.06



Display Click Performance by Ad Size





Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	115,403	200	0.17%
Desktop	A personal computing device that remains stationary at one location.	59,060	35	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,558	30	0.46%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	16,667	8	0.05%
imdb.com	8,536	2	0.02%
SoundCloud: Play Music & Songs	4,375	2	0.05%
Weather by WeatherBug	4,101	0	0.00%
New York Post for Phone	2,192	0	0.00%
vava8.com	2,047	1	0.05%
bestcrosswords.com	1,944	0	0.00%
Podcast Player	1,864	0	0.00%
myfitnesspal.com	1,663	1	0.06%
zillow.com	1,428	0	0.00%
WeatherBug – Weather Forecast	1,396	0	0.00%
worldstar.com	1,294	0	0.00%
tmz.com	1,286	1	0.08%
usatoday.com	1,178	4	0.34%
SoundCloud: Discover New Music	978	0	0.00%
Stocktwits	912	0	0.00%
nj.com	896	0	0.00%
Car Out - Car Parking Jam 3D	888	0	0.00%
lotterypost.com	833	0	0.00%
ms.now	832	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.