

Digital Marketing Report

Impressions

How many ads were served:

46,485

Clicks

Times a user clicked on an ad

54

Click-Through Rate

(Clicks/Impressions) x 100

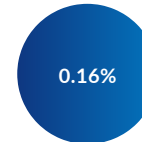
0.12%

Your Product Breakout by Impressions



Native
Display

Total Engagement Rate



0.16%

(Clicks+View-throughs)/Impressions x 100*

X the National Average



1.66

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%)
Lifestream Services - Age 30+/Donor/Charities Behavioral Native	21,827	13	0.06%	0.85
Lifestream Services - AI Native	20,821	39	0.19%	2.68
Lifestream Services - Retargeting Native	3,837	2	0.05%	0.74

Native Click Conversions

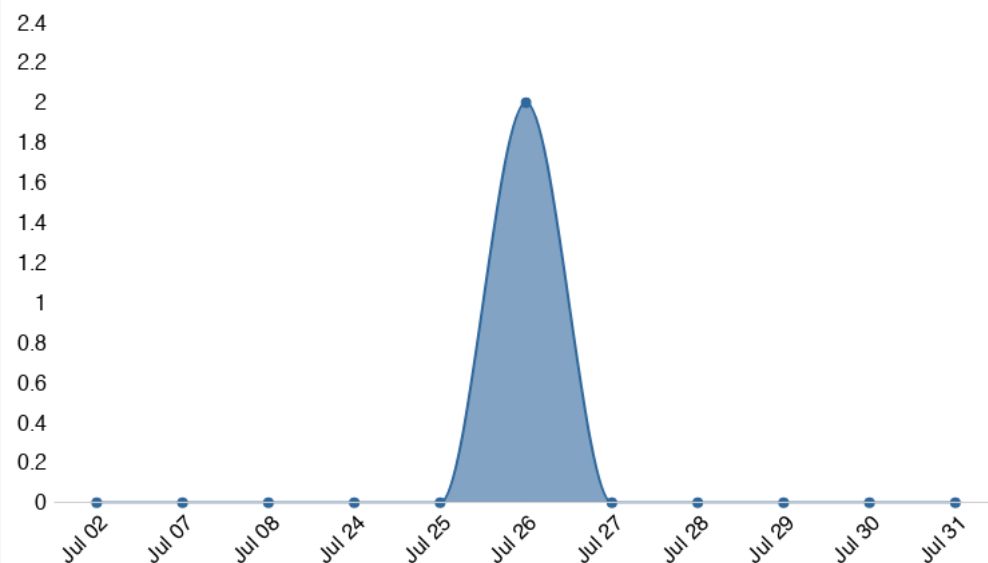


Times users clicked on an ad leading to your site and visited a page or completed an action

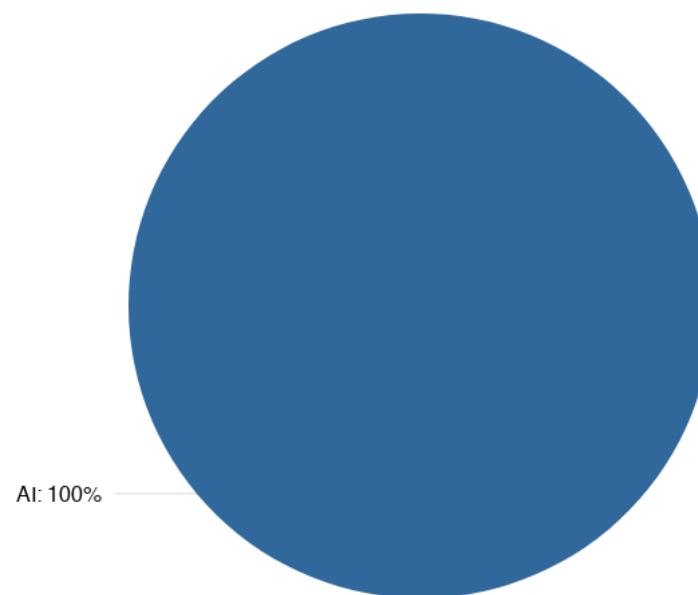
Native Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lifestream Services Contact Page View	2

Native Click Conversions by Day



Top Native Click Conversions by Strategy



Native View-through Conversions

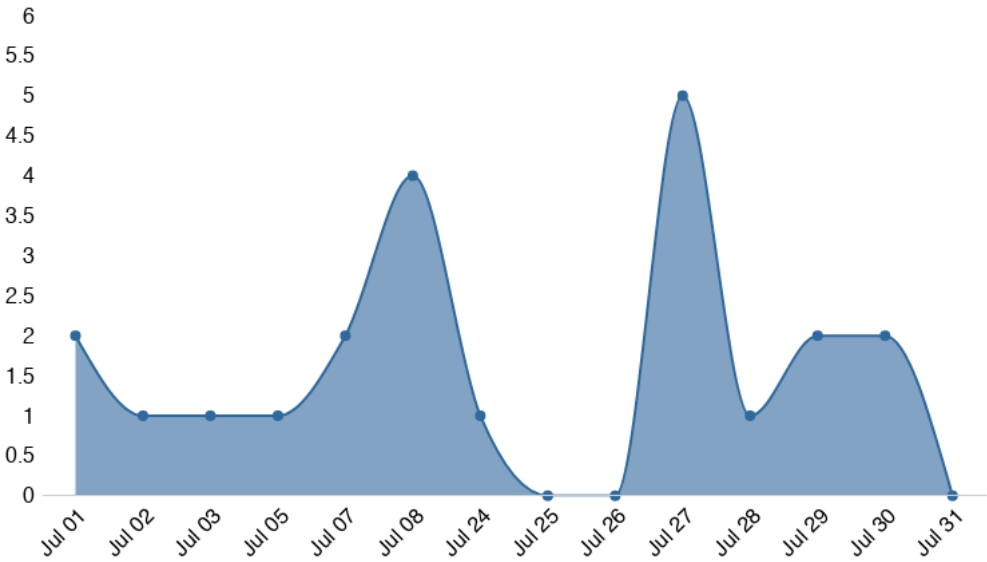


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

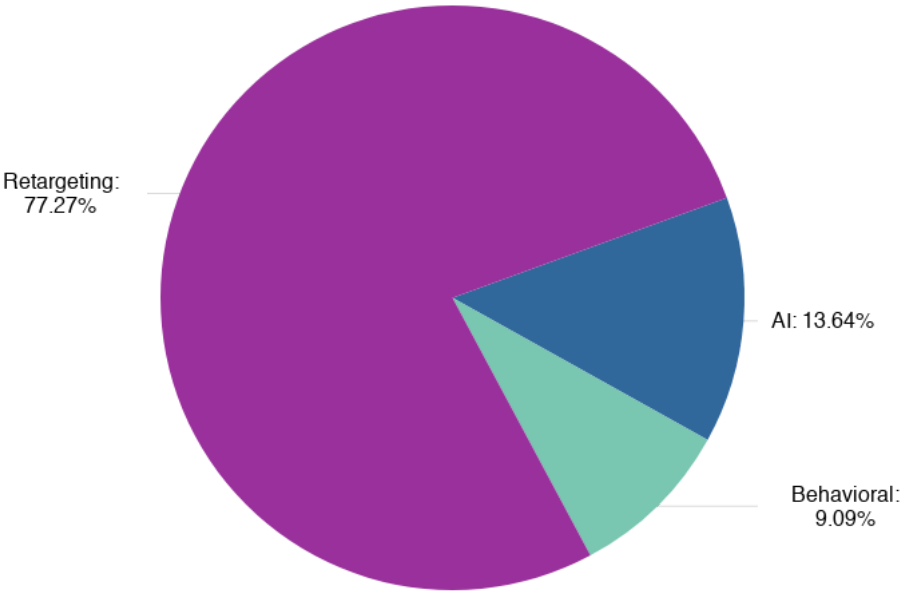
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Lifestream Services Homepage Visits	15
Lifestream Services Resources Page View	3
Lifestream Services Careers Page View	2
Lifestream Services Contact Page View	1
Lifestream Services Services Page View	1

Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lifestream Services_26 July STEP IN	46,485	54	0.12%	1.66



Device Performance

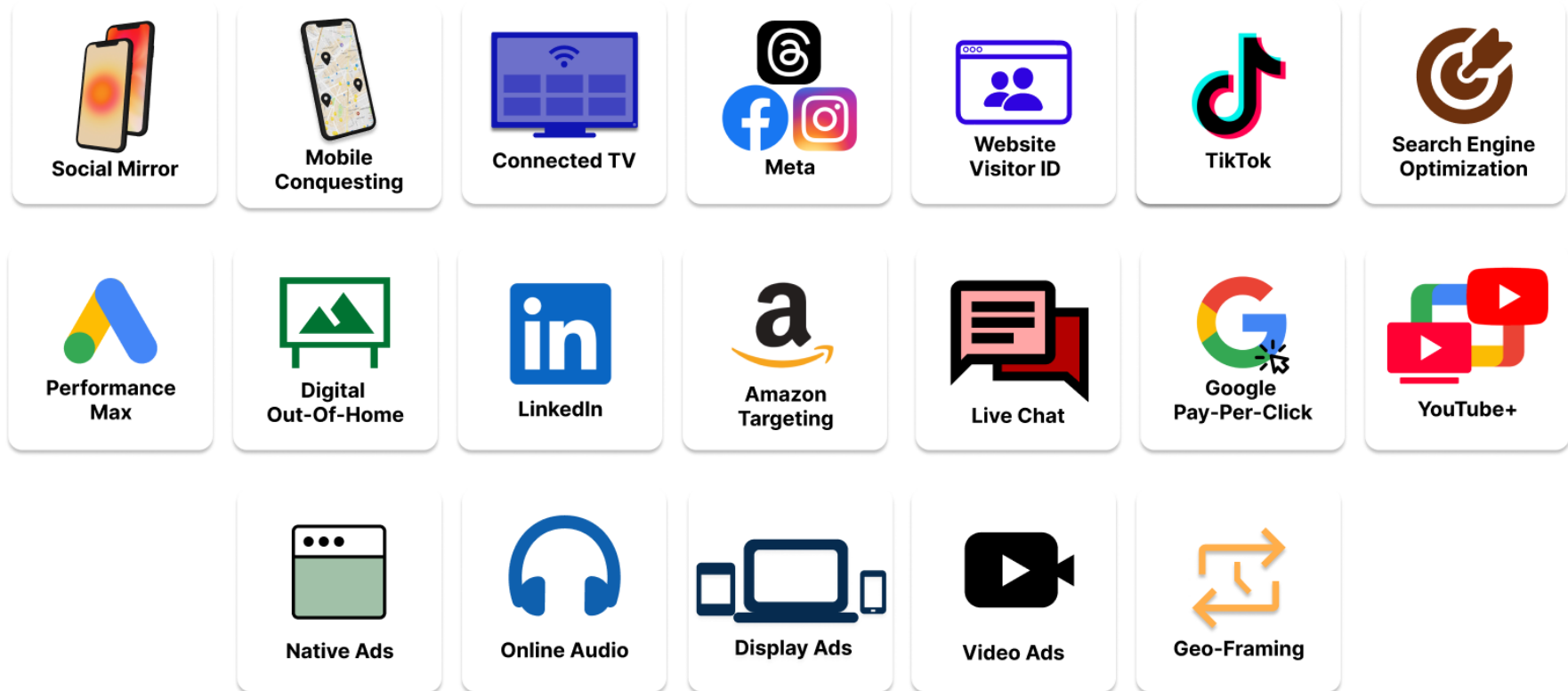
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	32,906	47	0.14%
Desktop	A personal computing device that remains stationary at one location.	7,988	3	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,160	4	0.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	115	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,091	0	0.00%
AOL - News, Mail & Video	1,442	0	0.00%
thestarpress.com	1,364	2	0.15%
wthr.com	1,355	0	0.00%
msn.com	767	1	0.13%
AOL Mail, News, Weather, Video	687	2	0.29%
biblegateway.com	588	1	0.17%
tumblr.com	588	2	0.34%
Yahoo Mail - Organized Email	546	0	0.00%
palpedia.net	438	0	0.00%
Weather by WeatherBug	342	0	0.00%
weather.com	342	0	0.00%
Yahoo Sports: Scores and News	339	0	0.00%
Solar Smash	327	1	0.31%
magma.com	291	0	0.00%
WeatherBug – Weather Forecast	273	0	0.00%
IMDb: Your guide to movies, TV shows, celebrities	253	0	0.00%
indystar.com	231	0	0.00%
usssa.com	207	0	0.00%
Weather - The Weather Channel	188	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.