

Digital Marketing Report

Impressions

How many ads were served:

608,117

Clicks

Times a user clicked on an ad

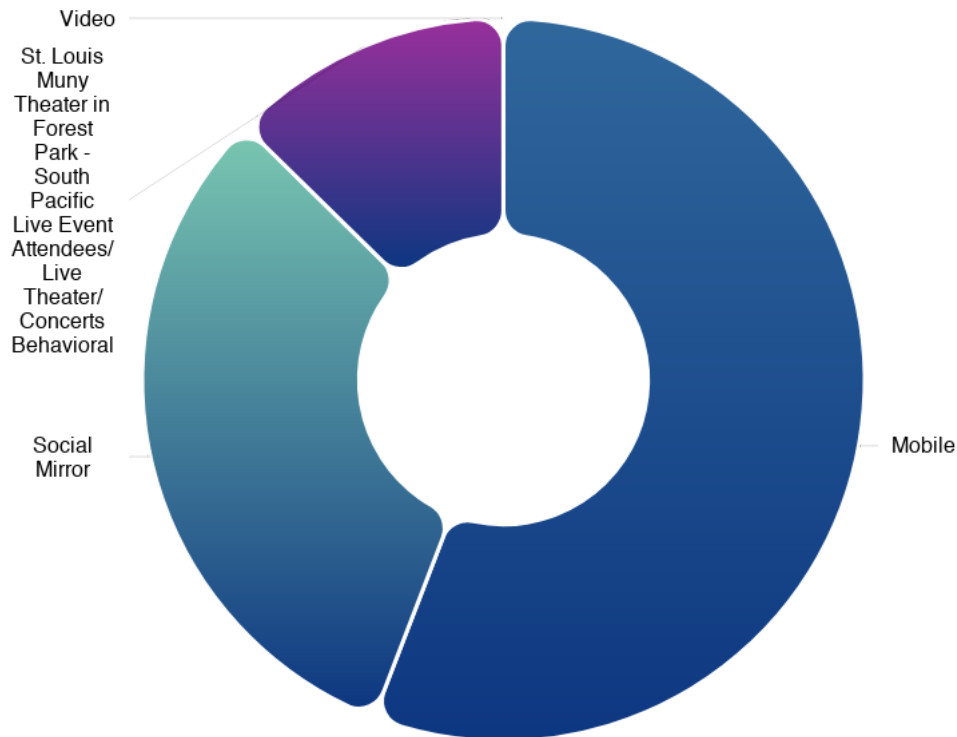
7,705

Click-Through Rate

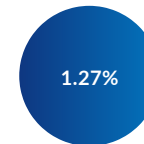
(Clicks/Impressions) x 100

1.27%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

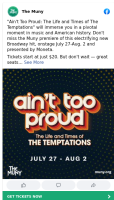
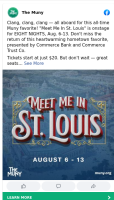
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
St. Louis Muny Theater in Forest Park - Meet Me in St. Louis Entertainment Enthusiasts Mobile	100,750	402	0.40%	5.70
St. Louis Muny Theater in Forest Park - 7.9 Newsies Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	88,854	1,343	1.51%	21.59
St. Louis Muny Theater in Forest Park - Ain't Too Proud Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	85,834	4,770	5.56%	79.39
St. Louis Muny Theater in Forest Park - Newsies Entertainment Enthusiasts Mobile	84,290	264	0.31%	4.47
St. Louis Muny Theater in Forest Park - Aint Too Proud Entertainment Enthusiasts Mobile	84,010	306	0.36%	5.20
St. Louis Muny Theater in Forest Park - South Pacific Live Event Attendees/Live Theater/Concerts Behavioral	76,976	221	0.29%	4.10
St. Louis Muny Theater in Forest Park - South Pacific Entertainment Enthusiasts Mobile	70,538	256	0.36%	5.18
St. Louis Muny Theater in Forest Park - 8.2 Meet Me in St. Louis Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	8,927	115	1.29%	18.40
St. Louis Muny Theater in Forest Park - 7.29 Lionel Richie Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	7,814	27	0.35%	4.94
St. Louis Muny Theater in Forest Park - 6.15 Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	61	0	0.00%	0.00
St. Louis Muny Theater in Forest Park - Valentines Day/Live Theater/Age 25-54 Behavioral Video	33	1	3.03%	43.29
St. Louis Muny Theater in Forest Park - Newsies Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	27	0	0.00%	0.00
St. Louis Muny Theater in Forest Park - Meet Me in St. Louis Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	2	0	0.00%	0.00

St. Louis Muny Theater in Forest Park - 6.1 Shrek Concerts/Live Theater/Age 25-54 Behavioral Social Mirror	1	0	0.00%	0.00
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Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	St. Louis Muny Theater in Forest Park_Social Mirror_7.7_Ain't too proud	85,834	4,770	5.56%	79.39
Thumbnail not available	St. Louis Muny Theater in Forest Park_Social Mirror_6.15_Newsies	88,881	1,343	1.51%	21.59
	St. Louis Muny Theater in Forest Park_Social Mirror_8.2_Clang, clang, clang	8,927	115	1.29%	18.40
	St. Louis Muny Theater in Forest Park_Social Mirror_7.29_Lionel Richie	7,814	27	0.35%	4.94
Thumbnail not available	St. Louis Muny Theater in Forest Park_Social Mirror_6.15_Meet Me in St. Louis	61	0	0.00%	0.00
Thumbnail not available	St. Louis Muny Theater in Forest Park_Social Mirror_Meet Me in St. Louis	2	0	0.00%	0.00
Thumbnail not available	St. Louis Muny Theater in Forest Park_Social Mirror_Shrek	1	0	0.00%	0.00

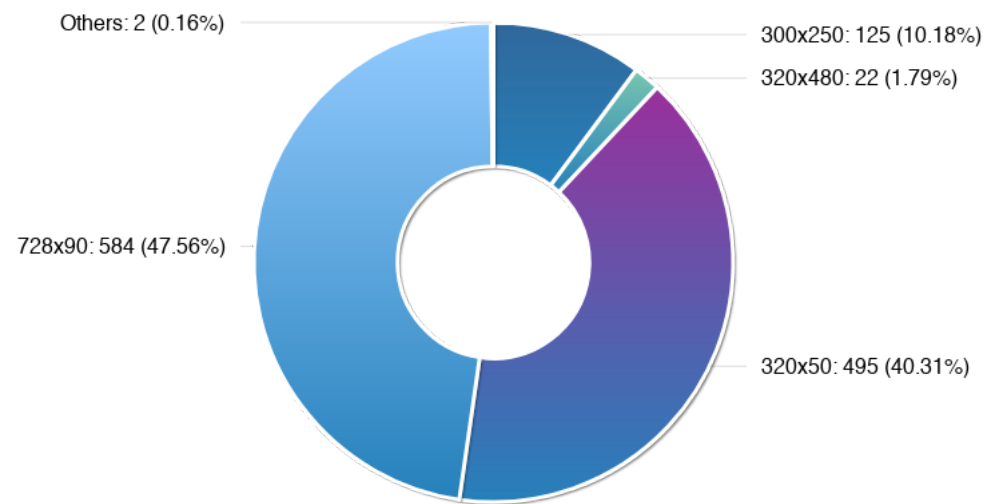
Social Mirror Ad Screenshots

	St. Louis Muny Theater in Forest Park _Social Mirror_7.29_Lionel Richie
Screenshot Urls	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	St. Louis Muny Theater in Forest Park_MUNY_KSDK_728x90.jpg	73,903	253	0.34%	4.89
	St. Louis Muny Theater in Forest Park_Newsies Digital Ads_320x50.jpg	60,783	145	0.24%	3.41
	St. Louis Muny Theater in Forest Park_ATP_Mobile Conquesting_320x50.jpg	54,197	161	0.30%	4.24
	St. Louis Muny Theater in Forest Park_SP Digital Ads_320x50.jpg	46,824	135	0.29%	4.12
	St. Louis Muny Theater in Forest Park_ATP_Mobile Conquesting_728x90.jpg	25,863	110	0.43%	6.08
	St. Louis Muny Theater in Forest Park_SP Digital Ads_728x90.jpg	20,769	101	0.49%	6.95
	St. Louis Muny Theater in Forest Park_Newsies Digital Ads_728x90.jpg	19,498	86	0.44%	6.30
	St. Louis Muny Theater in Forest Park_MMSTL_Mobile Conquesting_320x50.jpg	10,771	54	0.50%	7.16
	St. Louis Muny Theater in Forest Park_DIGITAL_MSL_300x250.jpg	9,955	38	0.38%	5.45
	St. Louis Muny Theater in Forest Park_MMSTL_Mobile Conquesting_728x90.jpg	5,047	34	0.67%	9.62

Mobile Conquesting Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	St. Louis Muny Theater in Forest Park_Newsies 5 sec v.2 - HD 1080p.mov	33	1	3.03%	43.29

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
St. Louis Muny Theater in Forest Park - Valentines Day/Live Theater/Age 25-54 Behavioral Video	103.03%	100.00%	96.97%	93.94%

Device Performance

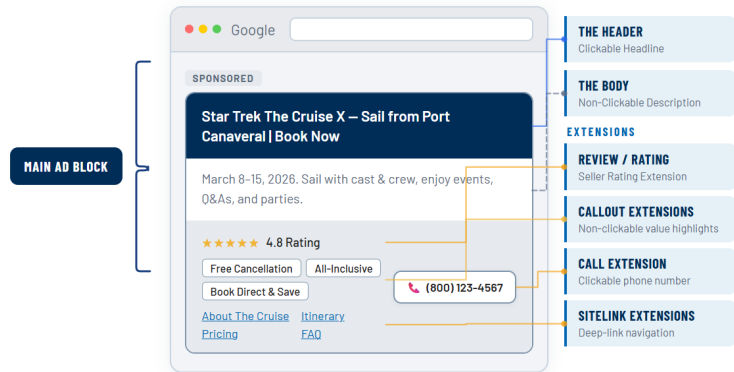
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	121,151	376	0.31%
Mobile	A portable electronic device that can connect to the internet.	116,499	417	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	30,879	5,684	18.41%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	15,322	4	0.03%
aol.com	13,377	2	0.01%
imdb.com	7,488	8	0.11%
nypost.com	5,824	10	0.17%
zillow.com	5,534	0	0.00%
ebay.com	4,896	1	0.02%
themirror.com	3,265	5	0.15%
arcamax.com	3,056	6	0.20%
fox2now.com	2,789	4	0.14%
tmz.com	2,674	4	0.15%
Pinterest	2,466	4	0.16%
apnews.com	2,207	2	0.09%
realclearpolitics.com	2,165	1	0.05%
stltoday.com	2,142	0	0.00%
huffpost.com	2,078	5	0.24%
foxnews.com	1,988	3	0.15%
theScore: Sports News & Scores	1,821	3	0.16%
usatoday.com	1,738	19	1.09%
pinterest.com	1,595	0	0.00%
crispcrumbs.com	1,577	4	0.25%

"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, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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

Location Extensions are not currently available to be shown.

"Phone calls" are 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.

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



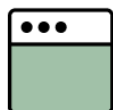
Live Chat



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.