

Digital Marketing Report

Impressions

How many ads were served:

173,123

Clicks

Times a user clicked on an ad

427

Click-Through Rate

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

0.30%

Your Product Breakout by Impressions



CTV Completion Rate

1.86%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.31%

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

X the National Average

3.52

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%)
GuyRome Agency - Unaltered State - Age 18-25 or Parents Behavioral Social Mirror	100,140	33	0.03%	0.47
GuyRome Agency - Unaltered State YouTube+	34,879	8	0.02%	0.33
GuyRome Agency - Unaltered State Teens TikTok	31,858	355	1.11%	15.92
GuyRome Agency - Unaltered State Parents TikTok	5,373	31	0.58%	8.24
GuyRome Agency - Unaltered State - Geo-Fencing Social Mirror	867	0	0.00%	0.00
GuyRome Agency - Know Vape - Age 18-25 or Parents Behavioral Social Mirror	6	0	0.00%	0.00



TikTok Click and View-through Conversion Performance

Campaign Name ↓	Custom Event Type	Total Custom Page Event
GuyRome Agency #49941 - Unaltered State - 133421	IPTV - Unaltered State Homepage Visits	5

TikTok Likes



The number of likes your video creative received

TikTok Profile Visits



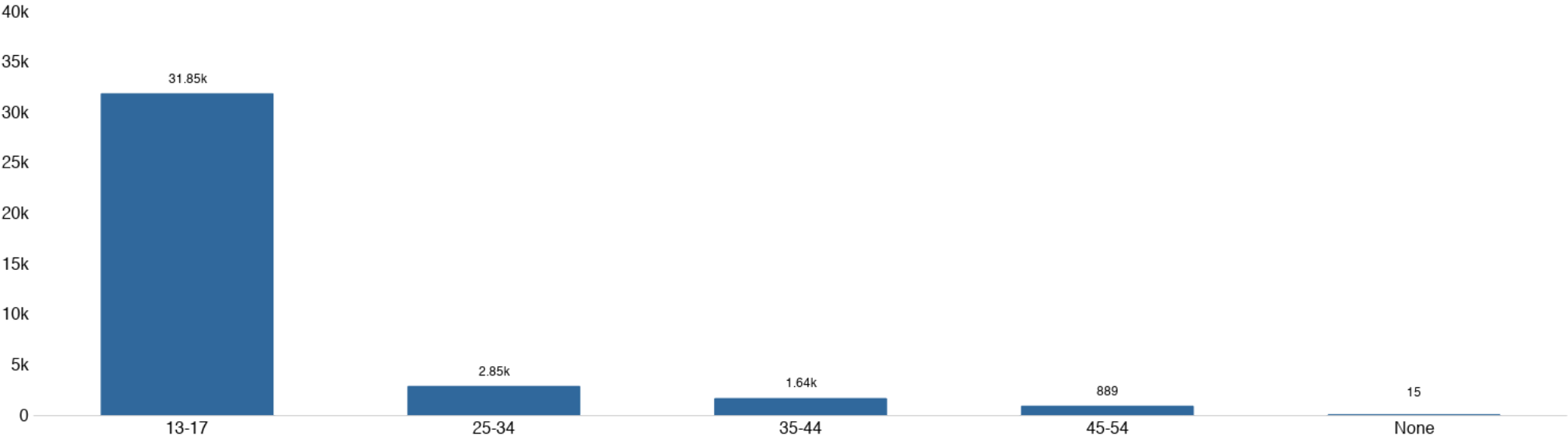
The number of profile visits the ad drove

TikTok Shares

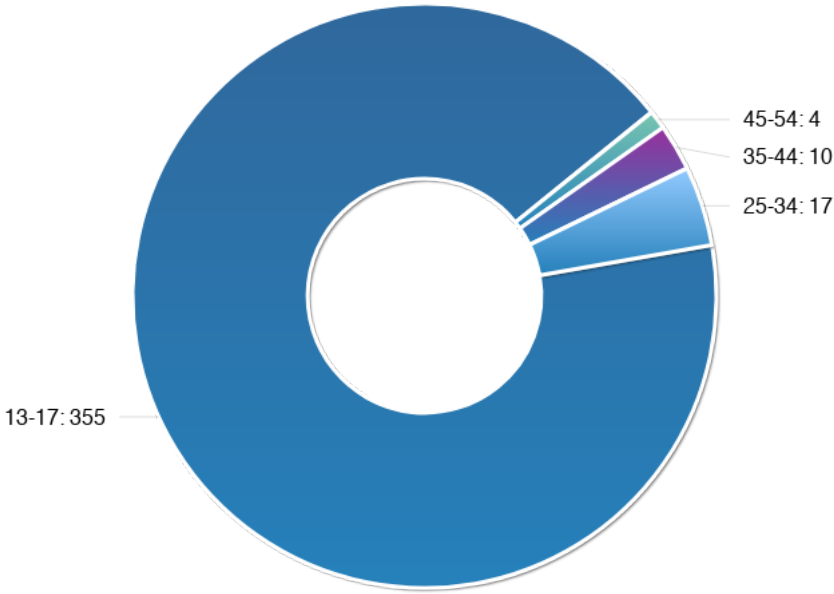


The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	GuyRome Agency_7.15_1080x1920-IPTV-UnalteredState-TeenAwarenessVideo-Final.mp4	99,808	30	0.03%	0.43
	GuyRome Agency_7.15_DOOH - V1 and V2- 1080 x 1920.jpg	918	3	0.33%	4.67
	GuyRome Agency_7.15_DOOH - V1 - 1080 x 1920.jpg	276	0	0.00%	0.00
Thumbnail not available	GuyRome Agency_Social Mirror_KnowVape Colors_15sec 9x16	2	0	0.00%	0.00
Thumbnail not available	GuyRome Agency_Social Mirror_KnowVape_IdahoPTV_KnowVape_Colors_2	1	0	0.00%	0.00
	GuyRome Agency_Social Mirror_KnowVape_KnowVapeColors_3Vert_tt	3	0	0.00%	0.00
	GuyRome Agency Social	1	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
GuyRome Agency_7.15_1280x720 IPTV UnalteredState TeenAwarenessVideo 15s Final	15,744	4	96.72%	0.04
GuyRome Agency_7.15_1920x1080 IPTV UnalteredState TeenAwarenessVideo 10s	10,855	0	95.66%	0.04
GuyRome Agency_7.15_1920x1080 IPTV UnalteredState TeenAwarenessVideo 15s Final	8,203	4	95.15%	0.04
GuyRome Agency_US new media brickwall 15	30	0	96.67%	0.04
GuyRome Agency_7.15_US new media devil&angel 15	24	0	87.50%	0.05
GuyRome Agency_7.15_US New Media Jumping 15	23	0	91.30%	0.04

Grid contains more rows, but they have been clipped.

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
GuyRome Agency_7.15_US New Media Jumping 15	100.00%	91.30%	91.30%	91.30%
GuyRome Agency_US new media brickwall 15	100.00%	100.00%	96.67%	96.67%
GuyRome Agency_7.15_1280x720 IPTV UnalteredState TeenAwarenessVideo 15s Final	98.39%	97.54%	97.09%	96.72%
GuyRome Agency_7.15_1920x1080 IPTV UnalteredState TeenAwarenessVideo 10s	97.72%	96.60%	96.07%	95.66%

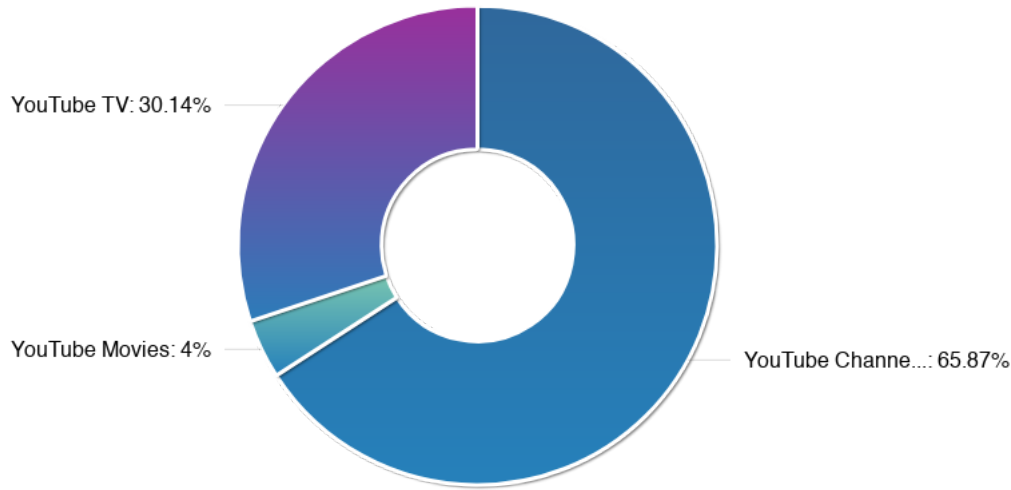
TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
GuyRome Agency_7.15_Ad1	26,483	277	1.05%	14.94
GuyRome Agency_7.15_Ad2	10,748	109	1.01%	14.49

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	80,592	7	0.01%
Mobile	A portable electronic device that can connect to the internet.	51,885	383	0.74%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	33,515	7	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,318	25	0.40%

YouTube+ Placement Performance



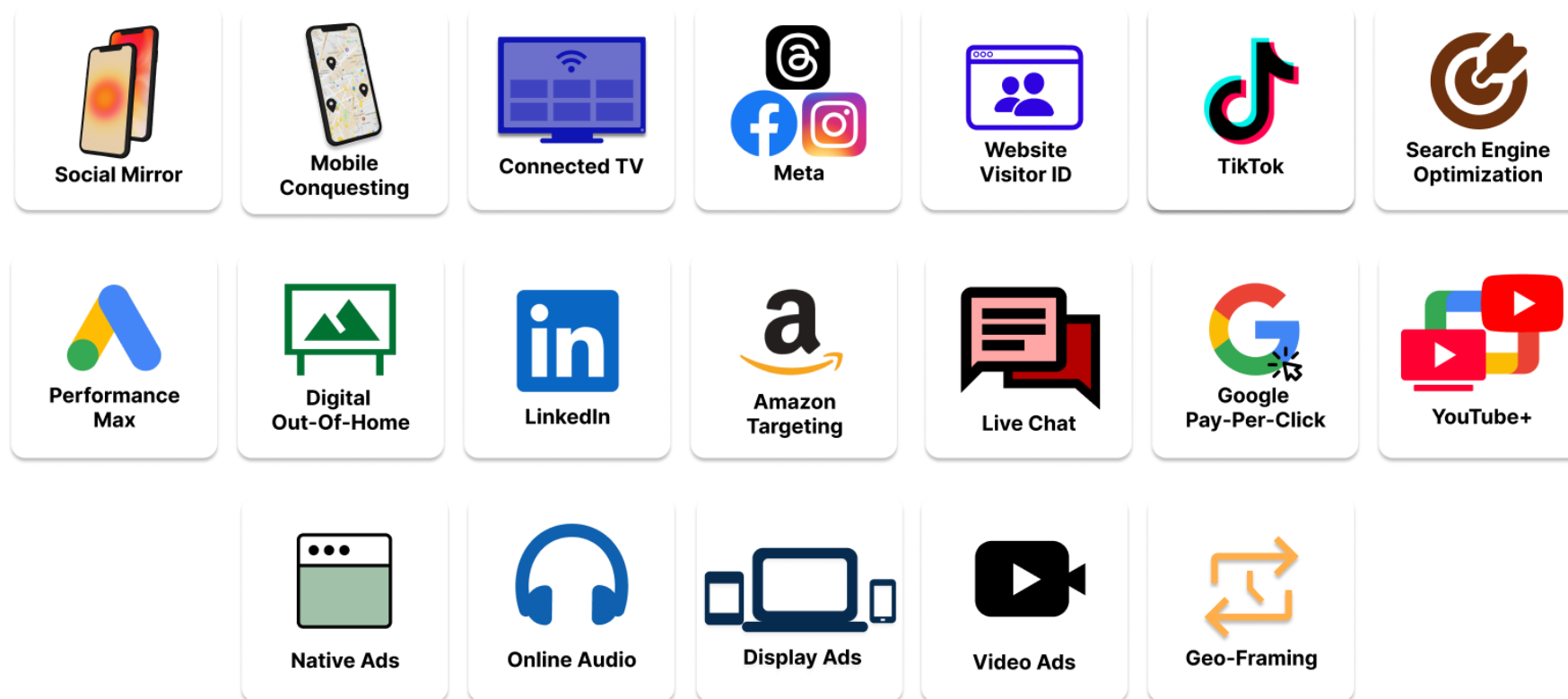
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	237	0	0.00%
Fox News	213	1	0.47%
Joe Bart Games	205	0	0.00%
CaseOh	171	0	0.00%
Noticias Telemundo	170	0	0.00%
Joe Bartolozzi	154	0	0.00%
GFAM	111	0	0.00%
ABC News	110	0	0.00%
The Daily Show	109	0	0.00%
SMii7Y	102	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) ESPN	468
(YouTube TV) MS NOW	459
(YouTube TV) Investigation Discovery	222
(YouTube TV) CNBC	193
(YouTube TV) Hallmark TV	134
(YouTube TV) TV Land	132
(YouTube TV) NewsNation	119
(YouTube TV) GREAT	99
(YouTube TV) IFC	88
(YouTube TV) TLC	84

All available products in our *toolbox*.



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