

Digital Marketing Report

Impressions

How many ads were served:

11,167

Clicks

Times a user clicked on an ad

1

X the National Average

0.13

X the National Avg (.07%)

Your Product Breakout by Impressions



YouTube+

**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%)
Northland Plastic Surgery - Female AND Luxury Shopper YouTube	11,167	1	0.01%	0.13

YouTube+ View-Through Conversions

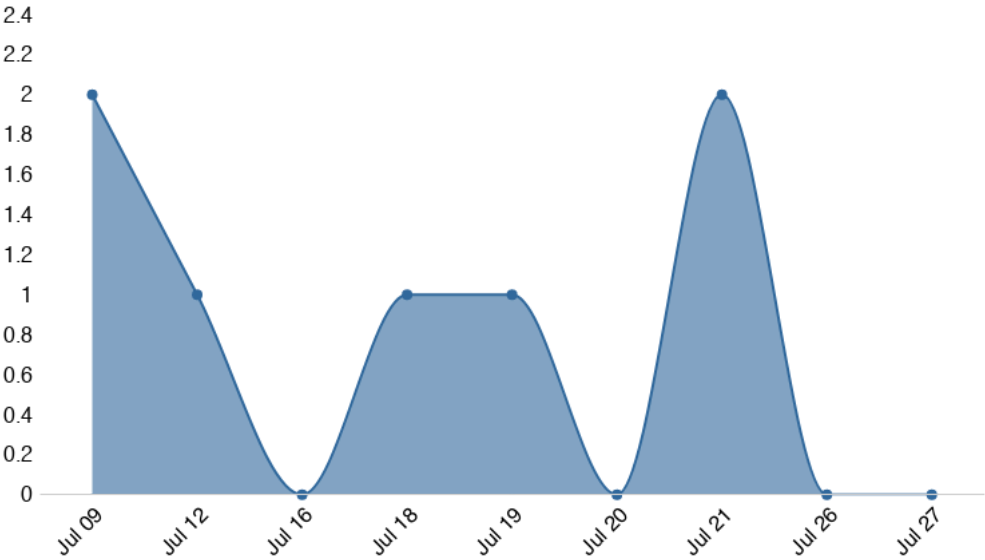


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

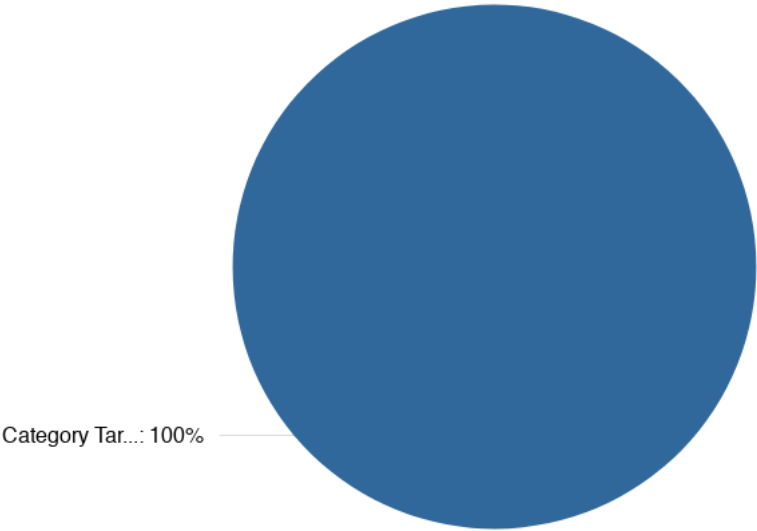
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Northland Plastic Surgery Homepage Visits	7

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Tummy Tuck	9,553	0	6.09%	0.66
Tummy Tuk - Reel	1,614	1	6.06%	0.66

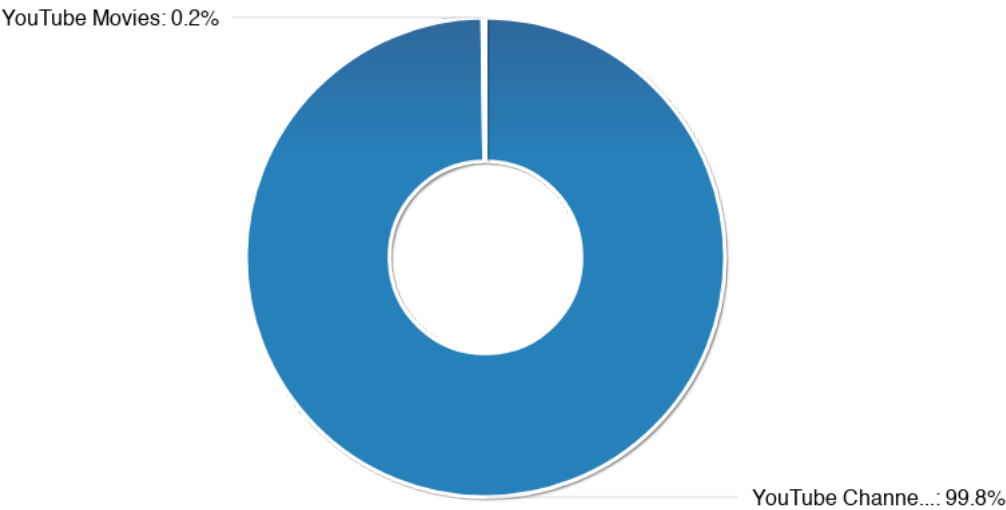
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Tummy Tuk - Reel	27.82%	12.76%	8.88%	6.06%
Tummy Tuck	15.66%	10.23%	8.00%	6.09%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	5,975	1	0.02%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1,863	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,726	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	1,603	0	0.00%

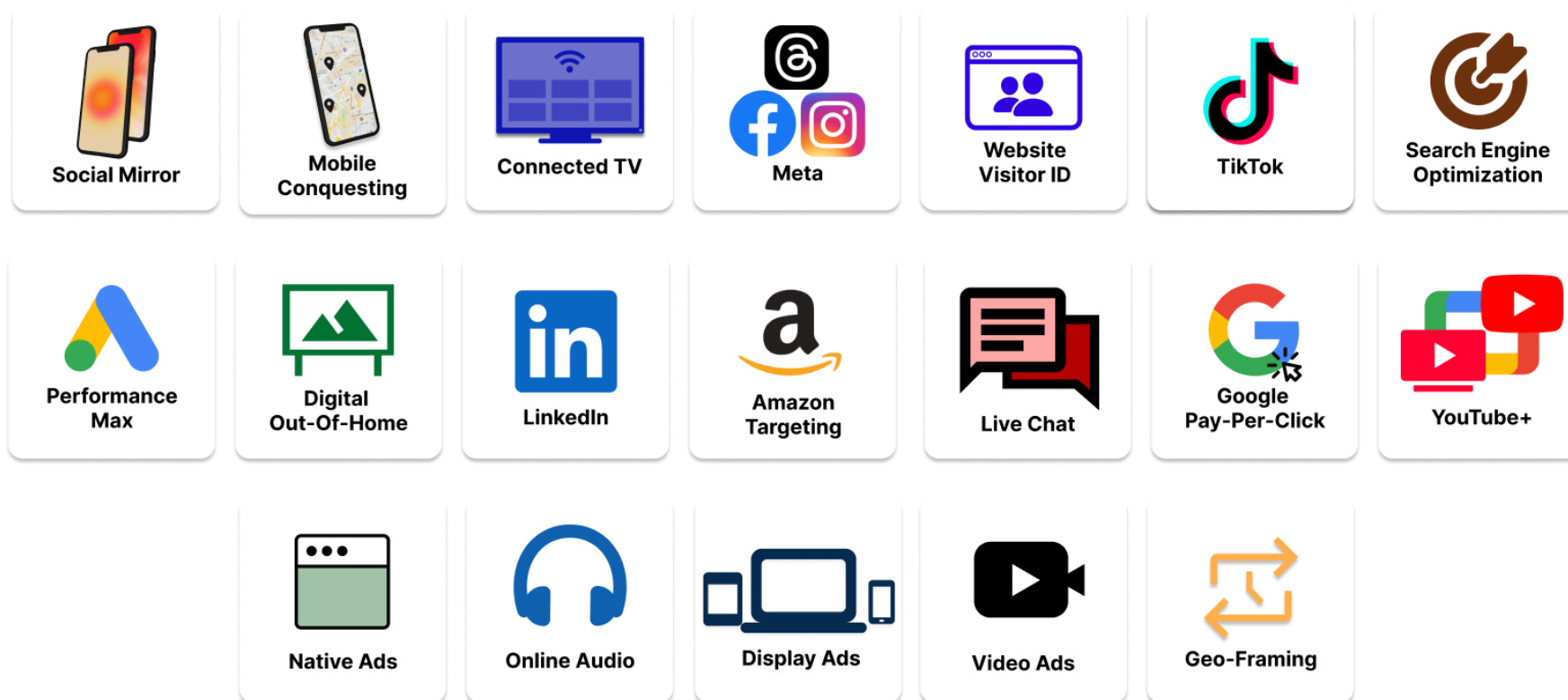
YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
MS NOW	18	0	0.00%
48 Hours	13	0	0.00%
HYBE LABELS	12	0	0.00%
The Daily Show	9	0	0.00%
Law&Crime Network	8	0	0.00%
Good Mythical Morning	8	0	0.00%
Fox News	7	0	0.00%
Brian Christopher Slots	7	0	0.00%
MsMojo	6	0	0.00%
Garden Answer	6	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.