

Digital Marketing Report

Impressions

How many ads were served:

21,768

Clicks

Times a user clicked on an ad

19

Click-Through Rate

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

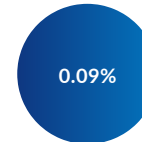
0.09%

Your Product Breakout by Impressions



Online
Audio

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%)
Monroe County Leti - AI Online Audio	21,406	19	0.09%	1.27
Monroe County Leti - Addiction/Substance Abuse/Health Services Online Audio	362	0	0.00%	0.00



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Monroe County Leti_2.9_Dose of Reality Promo Abby1 02.09.26.wav	21,768	19	0.09%	1.25

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Monroe County Leti - Addiction/Substance Abuse/Health Services Online Audio	95.30%	93.92%	93.09%	91.99%
Monroe County Leti - AI Online Audio	93.76%	92.07%	90.63%	89.04%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	13,124	19	0.14%
Desktop	A personal computing device that remains stationary at one location.	3,995	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1,042	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	865	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	349	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	161	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	17	0	0.00%

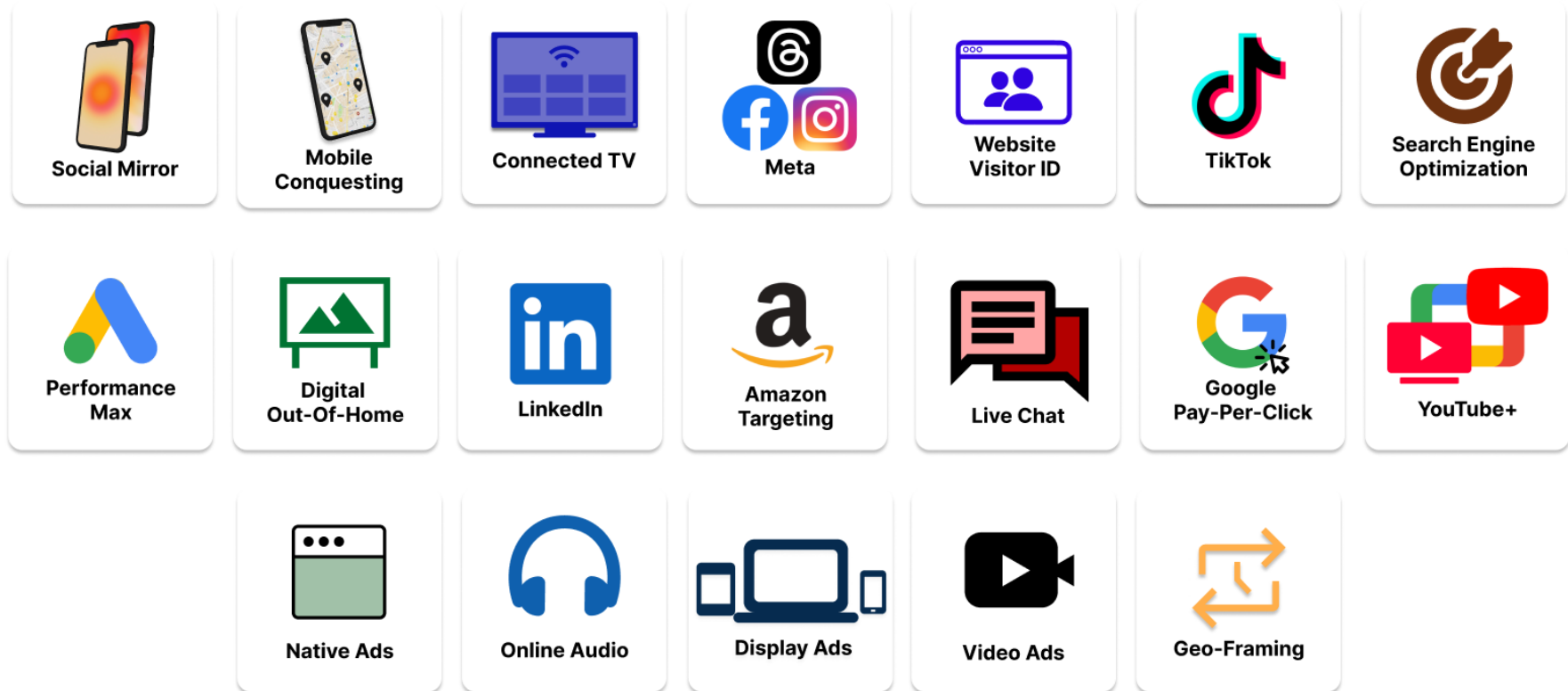
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	10,111	18	0.18%
Samsung	3,158	1	0.03%
Vizio	343	0	0.00%
Amazon	267	0	0.00%
Motorola	203	0	0.00%
Google	170	0	0.00%
Roku	48	0	0.00%
LG	18	0	0.00%
Huawei	14	0	0.00%
Philips	14	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	6,392	18	0.28%
wfmz.com	2,148	0	0.00%
libsyn.com	1,557	0	0.00%
Spotify: Play music & podcasts	968	0	0.00%
tasteofhome.com	359	0	0.00%
variety.com	351	0	0.00%
rollingstone.com	294	0	0.00%
fortune.com	291	0	0.00%
idobi.com	277	0	0.00%
deadline.com	228	0	0.00%
TuneIn Radio: Music & Sports	135	0	0.00%
tapinto.net	120	0	0.00%
catcountry96.fm	79	0	0.00%
spotify.com	68	0	0.00%
rd.com	65	0	0.00%
999thehawk.com	62	0	0.00%
familyhandyman.com	54	0	0.00%
robbreport.com	52	0	0.00%
thehealthy.com	41	0	0.00%
bleav.com	35	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.