

Digital Marketing Report

Impressions

How many ads were served:

27,670

Clicks

Times a user clicked on an ad

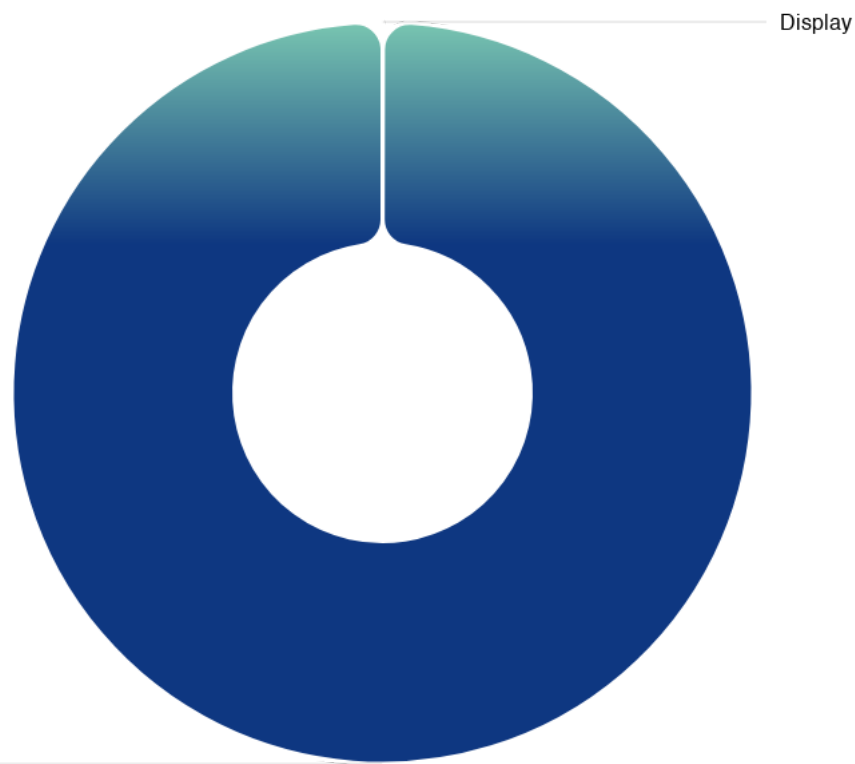
4

X the National Average

0.21

X the National Avg (.07%)

Your Product Breakout by Impressions



*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%)
Hansen's Self-Storage - Renters/Homeowners/Real Estate YouTube+	27,663	4	0.01%	0.21
Hansen's Self-Storage - AI B2B Display	7	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Hansen's Self-Storage_HSS_300 x 250 px.png_300x250	5	0	0.00%	0.00
	Hansen's Self-Storage_HSS_320 x 50.png_320x50	1	0	0.00%	0.00
	Hansen's Self-Storage_HSS_728 x 90 px.png_728x90	1	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Hansen's Self Storage_Self-Storage YouTube	27,663	4	96.48%	0.04

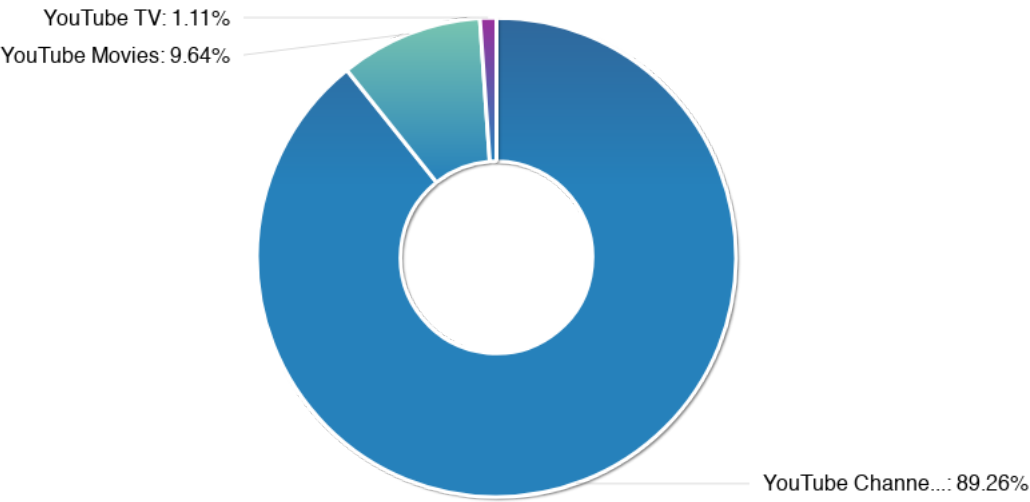
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Hansen's Self Storage_Self-Storage YouTube	97.94%	97.18%	96.74%	96.48%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	26,876	4	0.01%
Mobile	A portable electronic device that can connect to the internet.	480	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	221	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	93	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	281	0	0.00%
CaseOh	154	0	0.00%
Midwest Safety	149	0	0.00%
48 Hours	141	0	0.00%
Joe Bart Games	120	0	0.00%
ItsFunneh	105	0	0.00%
ABC News	89	0	0.00%
ABC7	88	0	0.00%
Dateline NBC	69	0	0.00%
CoryxKenshin	67	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	20
(YouTube TV) FOX Weather	6
(YouTube TV) GREAT	5

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.