

Digital Marketing Report

Impressions

How many ads were served:

151,282

Clicks

Times a user clicked on an ad

230

Click-Through Rate

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

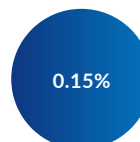
0.15%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

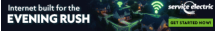
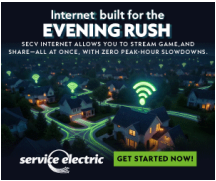
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



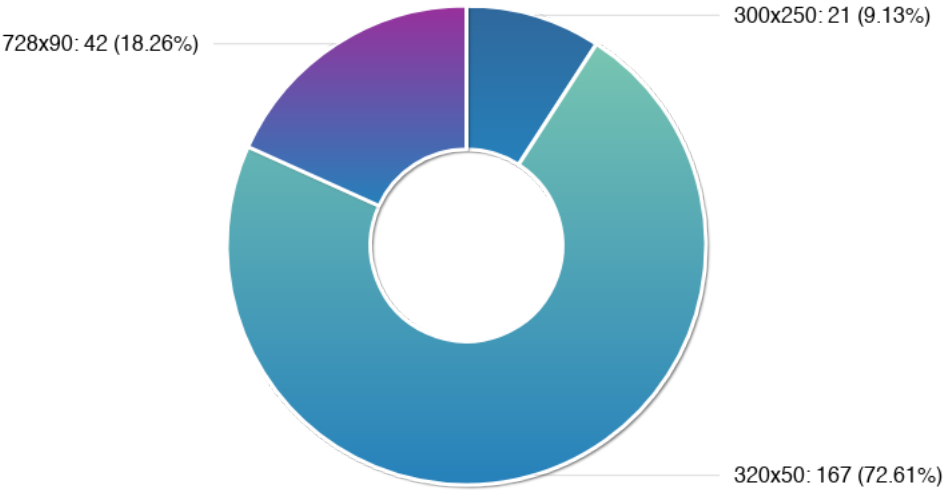
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
SVEC - 6.4.26 Address Retargeting Mobile	75,700	112	0.15%	2.11
SVEC - Address Retargeting Mobile	52,836	38	0.07%	1.03
SVEC - Address Targeting Mobile	21,640	78	0.36%	5.15
SVEC - 6.4.26 Address Targeting Mobile	1,106	2	0.18%	2.58

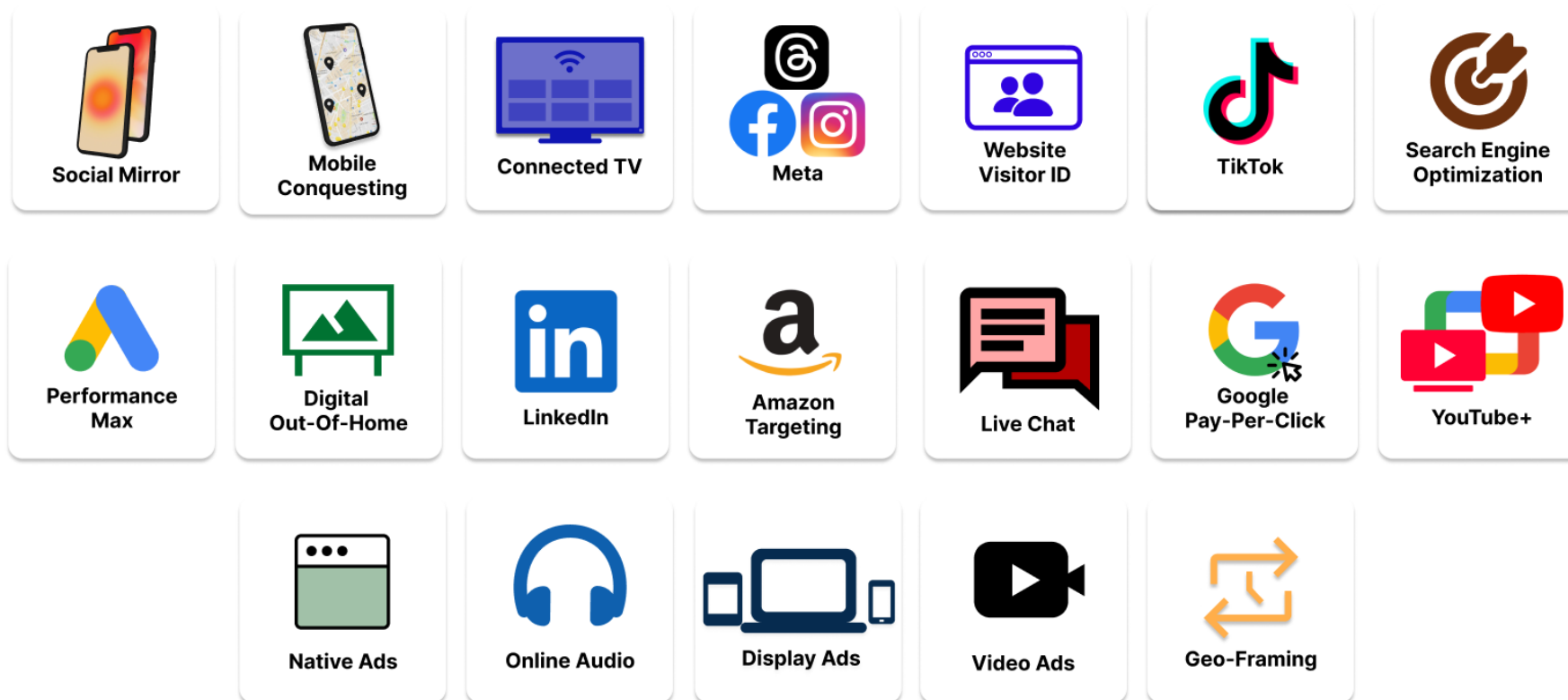
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	SVEC_SECV_0326_digital1_320x50.gif	65,857	95	0.14%	2.06
	SVEC_26.05_-_Service_Electric_-_June_Ads_-_Ad_320x50.gif	65,707	72	0.11%	1.57
	SVEC_26.05_-_Service_Electric_-_June_Ads_-_Ad_728x90.gif	7,497	27	0.36%	5.14
	SVEC_SECV_0326_digital1_728x90.gif	4,773	15	0.31%	4.49
	SVEC_SECV_0326_digital1_300x250.gif	3,846	6	0.16%	2.23
	SVEC_26.05_-_Service_Electric_-_June_Ads_-_Ad_300x250_v2.gif	3,602	15	0.42%	5.95

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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