



Digital Marketing Report

Impressions

How many ads were served:

23

Total Engagement Rate

13.04%

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

Your Product Breakout by Impressions



Display

**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%)
Kness & Associates Insurance & Investments Retargeting Display	22	0	0.00%	0.00
Kness & Associates Insurance & Investments 35-54/Insurance/Auto Insurance Display	1	0	0.00%	0.00



Display View-through Conversions

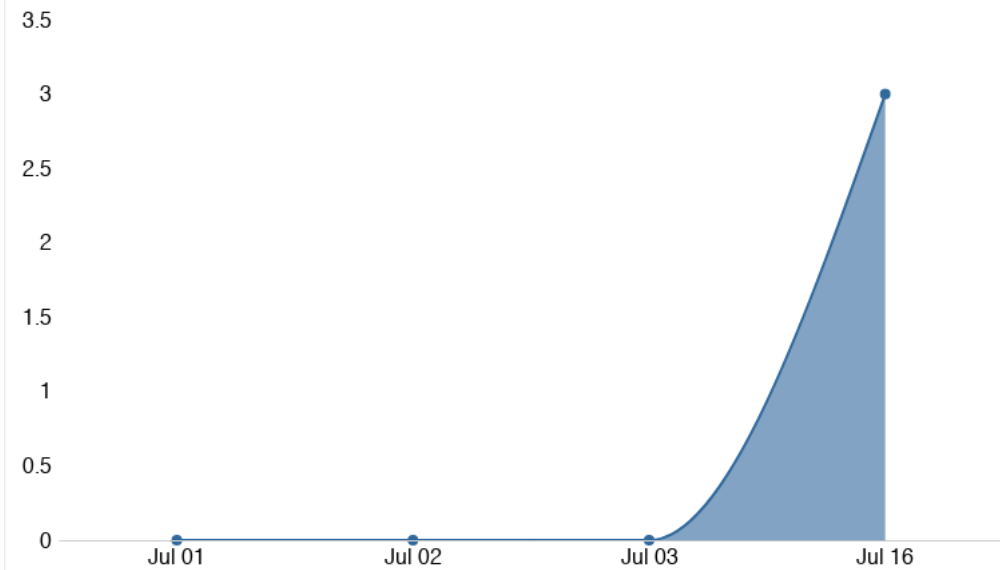


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

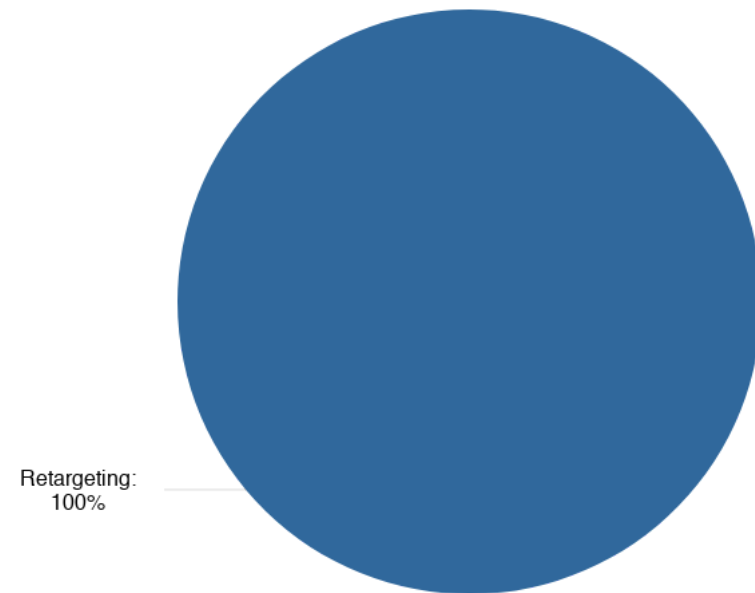
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Kness & Associates Insurance & Investments Homepage Visits	2
Kness & Associates Insurance & Investments Who We Are Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy





Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Kness & Associates Insurance & Investments_4.9_300x250	1	0	0.00%	0.00
	Kness & Associates Insurance & Investments_4.9_320x50	18	0	0.00%	0.00
	Kness & Associates Insurance & Investments_4.9_728x90	4	0	0.00%	0.00



Display Conversion Performance by Ad Size





Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	22	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	1	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	14	0	0.00%



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



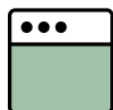
Live Chat



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.