

Digital Marketing Report

Impressions

How many ads were served:

419,909

Clicks

Times a user clicked on an ad

14,874

Click-Through Rate

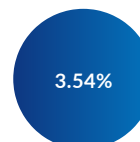
(Clicks/Impressions) x 100

3.54%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

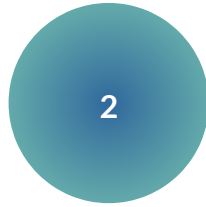
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Wick Buildings - Address Retargeting Mobile	150,597	123	0.08%	1.17
Wick Buildings - AI Native	138,451	5,643	4.08%	58.23
Wick Buildings - AI Display	111,538	9,042	8.11%	115.81
Wick Buildings - Address Targeting Mobile	9,302	22	0.24%	3.38
Wick Buildings - Custom Audience Matching Native	6,418	3	0.05%	0.67
Wick Buildings - Retargeting Display	1,894	29	1.53%	21.87
Wick Buildings - Retargeting Native	992	9	0.91%	12.96
Wick Buildings - Custom Audience Matching Display	717	3	0.42%	5.98

Display View-through Conversions

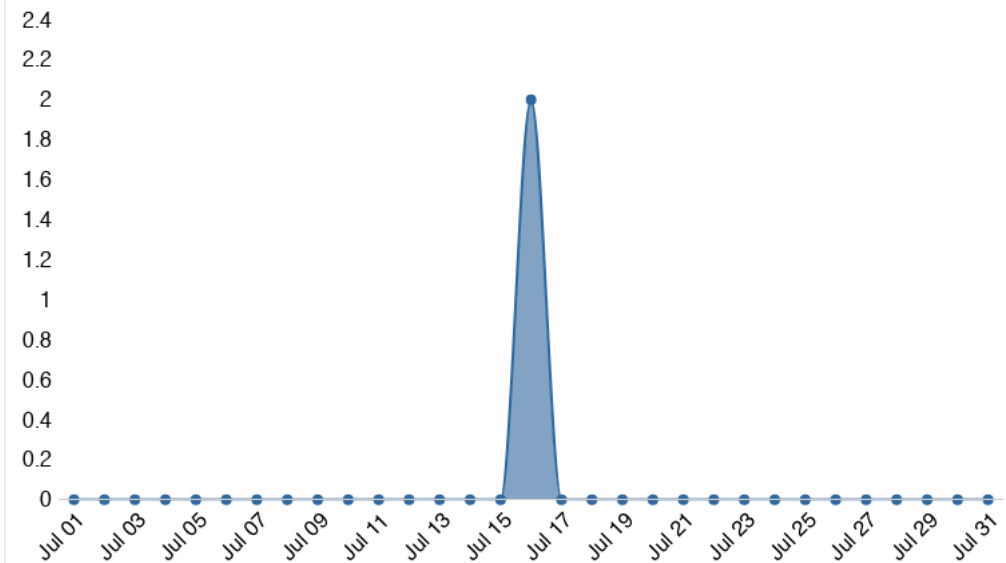


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

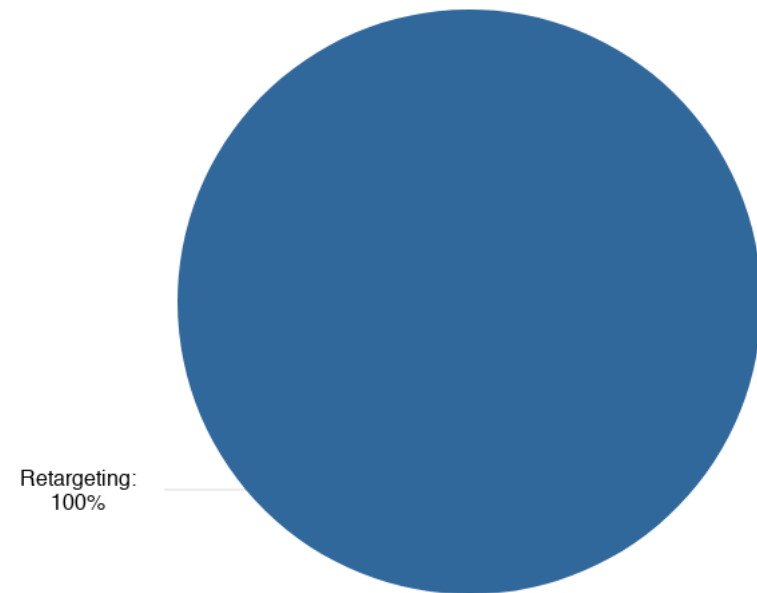
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Wick Buildings Homepage Visits	2

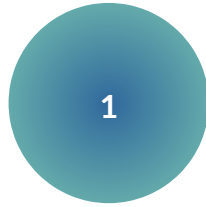
Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

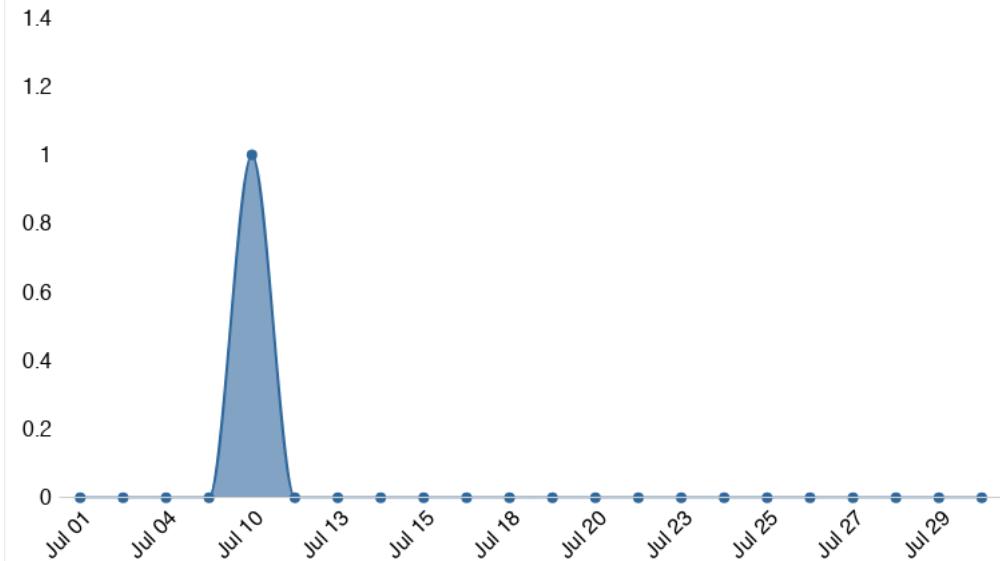


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

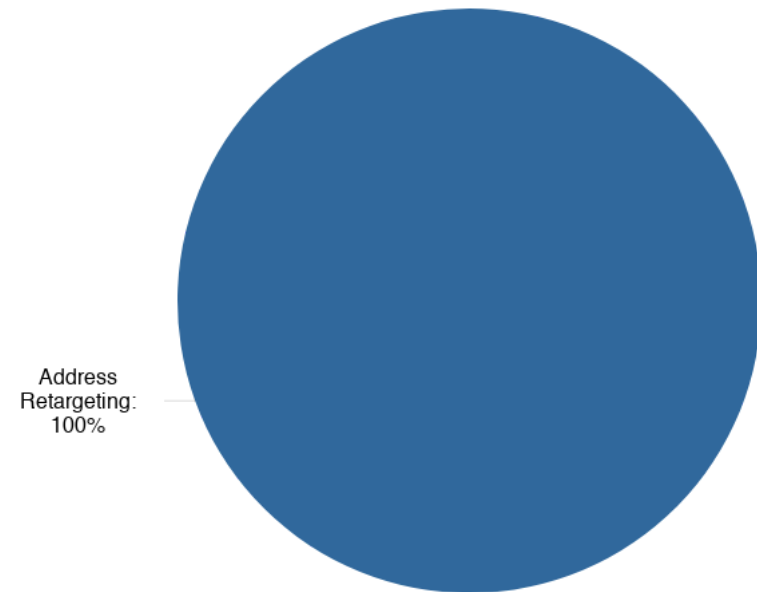
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Wick Buildings Homepage Visits	1

Mobile Conquesting View-through Conversions by Day



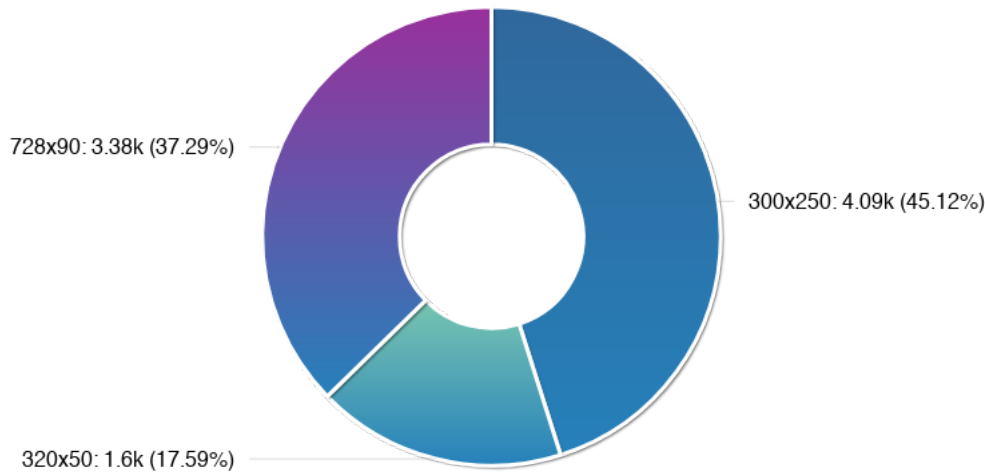
Top Mobile Conquesting View-through Conversions by Strategy



Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Wick Buildings_8.11_WICK 23415 New Rules New Tools_300x250.jpg	45,286	4,094	9.04%	129.15
	Wick Buildings_8.11_WICK 23415 New Rules New Tools_728x90.jpg	43,268	3,384	7.82%	111.73
	Wick Buildings_8.11_WICK 23415 New Rules New Tools_320x50.jpg	25,595	1,596	6.24%	89.08

Display Click Performance by Ad Size



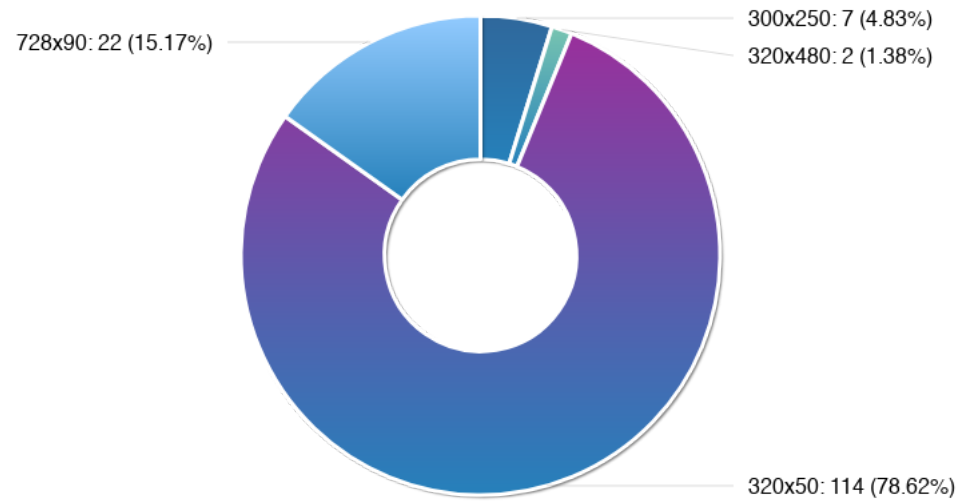
Display Conversion Performance by Ad Size



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Wick Buildings_8.11_WICK 23415 New Rules New Tools _Mobile_320x50.jpg	143,169	114	0.08%	1.14
	Wick Buildings_8.11_WICK 23415 New Rules New Tools _Mobile_728x90.jpg	10,597	22	0.21%	2.97
	Wick Buildings_8.11_WICK 23415 New Rules New Tools _Mobile_300x250.jpg	6,031	7	0.12%	1.66
	Wick Buildings_8.11_WICK 23415 New Rules New Tools _Mobile_320x480.jpg	102	2	1.96%	28.01

Mobile Conquesting Click Performance by Ad Size



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Wick Buildings_5.21_Native 3	99,013	4,846	4.89%	69.92
	Wick Buildings_5.21_Native 2	20,638	442	2.14%	30.60
Thumbnail not available	Wick Buildings_5.21_Native 1	19,792	364	1.84%	26.27
Thumbnail not available	Wick Buildings_8.11_New Rules. New Tools.	6,418	3	0.05%	0.67

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	141,881	8,539	6.02%
Desktop	A personal computing device that remains stationary at one location.	66,409	1,347	2.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	51,630	4,843	9.38%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	48	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.	19	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	5,463	0	0.00%
arcamax.com	4,399	4	0.09%
thedailybs.com	4,374	4	0.09%
w3schools.com	3,090	6	0.19%
fashionnewsbee.com	2,941	22	0.75%
travelclearly.com	2,706	10	0.37%
meetme.com	2,604	1	0.04%
wgcu.org	1,767	173	9.79%
lawandcrime.com	1,651	7	0.42%
saudementalefisica.com	1,575	11	0.70%
wildfreinds.website	1,555	9	0.58%
ajudeoplaneta.com	1,428	4	0.28%
ultimate-guitar.com	1,342	3	0.22%
Viber - Safe Chats And Calls	1,330	0	0.00%
tecnologiaegadget.com	1,315	2	0.15%
islandpacket.com	1,181	245	20.75%
ourquadcities.com	1,038	108	10.40%
iclnoticias.com	1,031	1	0.10%
tv Tango	996	1	0.10%
wiproud.com	959	258	26.90%

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.