

Digital Marketing Report

Impressions

How many ads were served:

4,260

Clicks

Times a user clicked on an ad

28

Click-Through Rate

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

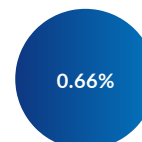
0.66%

Your Product Breakout by Impressions



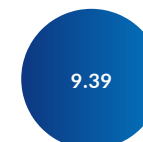
Mobile

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.



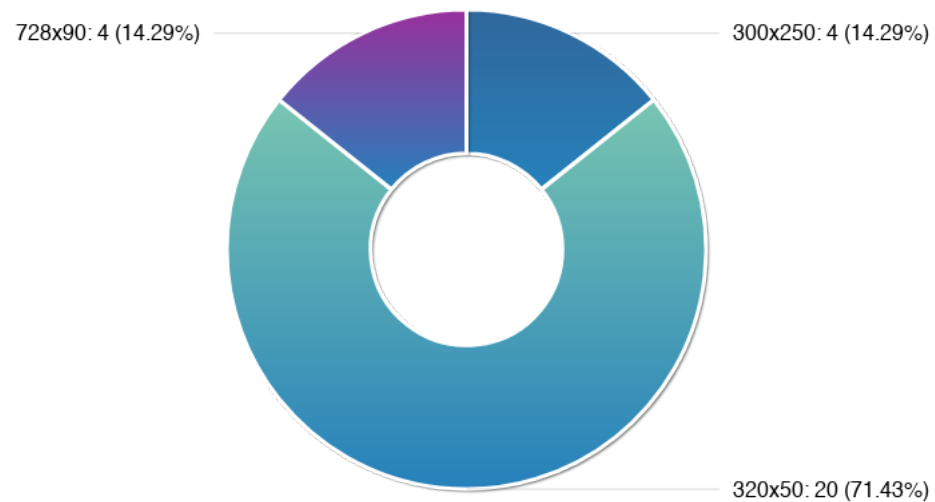
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
SmartSource - Geo-Retargeting Mobile	4,260	28	0.66%	9.39

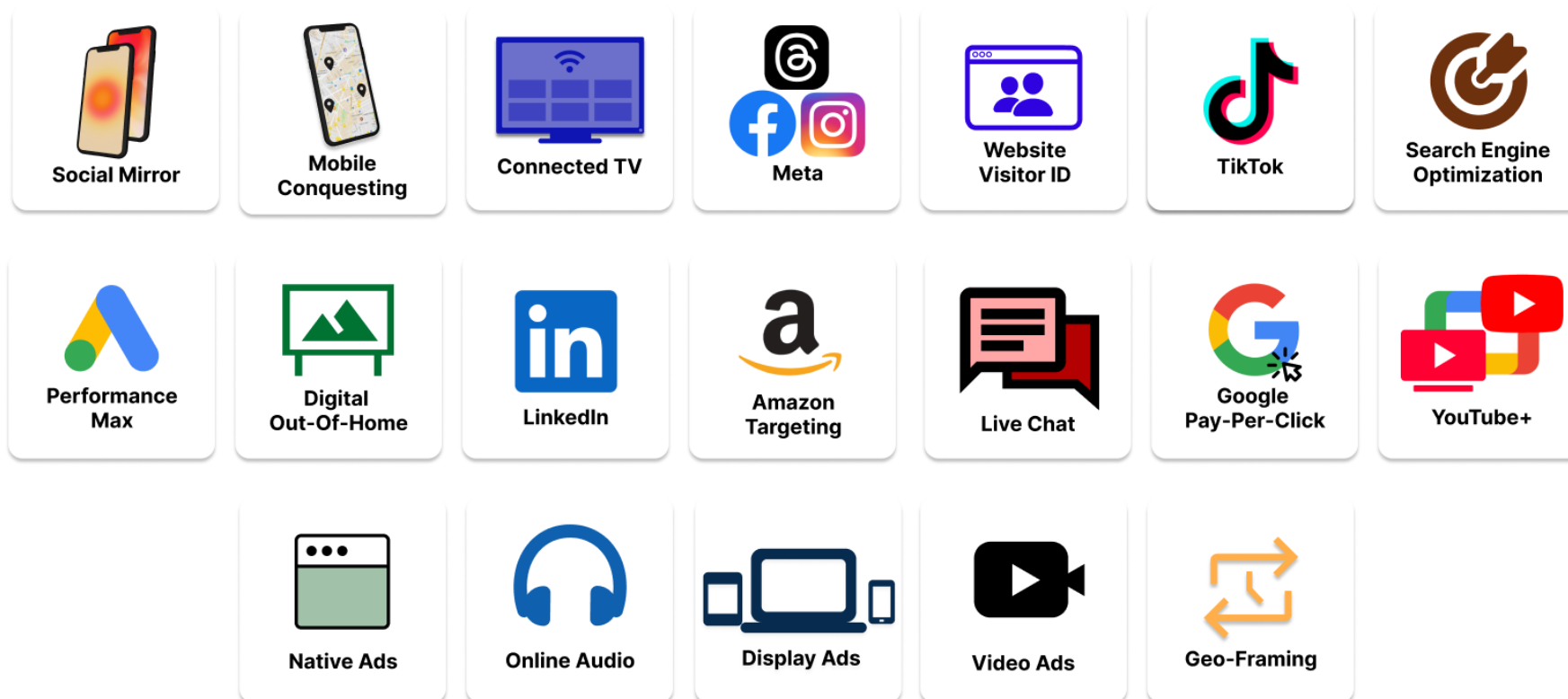
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	SmartSource_320x50-SmartSource-Ad1-May2026.jpg	723	5	0.69%	9.88
	SmartSource_320x50-SmartSource-Ad2-May2026.jpg	693	3	0.43%	6.18
	SmartSource_300x250-SmartSource-Ad2-May2026.jpg	504	0	0.00%	0.00
	SmartSource_300x250-SmartSource-Ad1-May2026.jpg	471	2	0.42%	6.07
	SmartSource_320x50-SmartSource-Ad1-KeepRolling-July2026.jpg	417	4	0.96%	13.70
	SmartSource_320x50-SmartSource-Ad2-RightNow-July2026.jpg	410	8	1.95%	27.87
	SmartSource_300x250-SmartSource-Ad2-RightNow-July2026.jpg	378	1	0.26%	3.78
	SmartSource_300x250-SmartSource-Ad1-KeepRolling-July2026 (1).jpg	354	1	0.28%	4.04
	SmartSource_728x90-SmartSource-Ad2-May2026.jpg	116	0	0.00%	0.00

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.