

Digital Marketing Report

Impressions

How many ads were served:

11,190

Clicks

Times a user clicked on an ad

9

Click-Through Rate

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

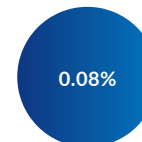
0.08%

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.*



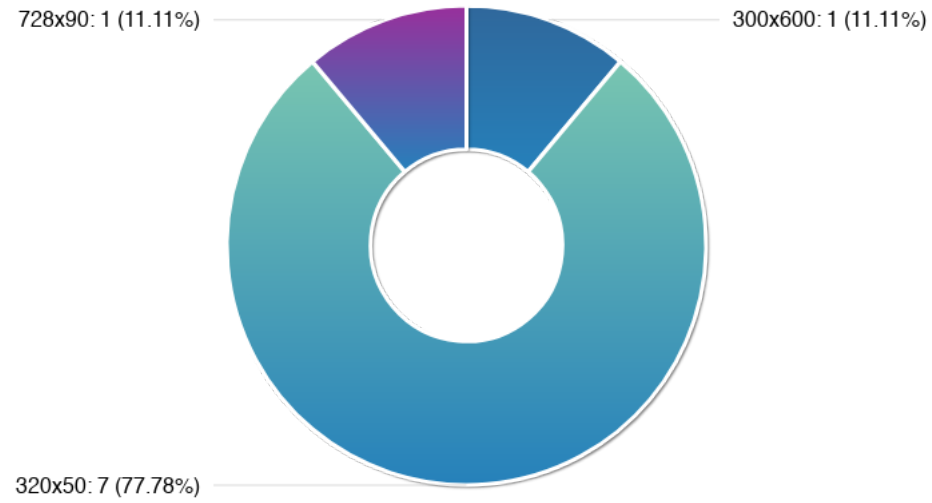
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Black Hawk College - 6.9 Geo-Retargeting Mobile	11,190	9	0.08%	1.15

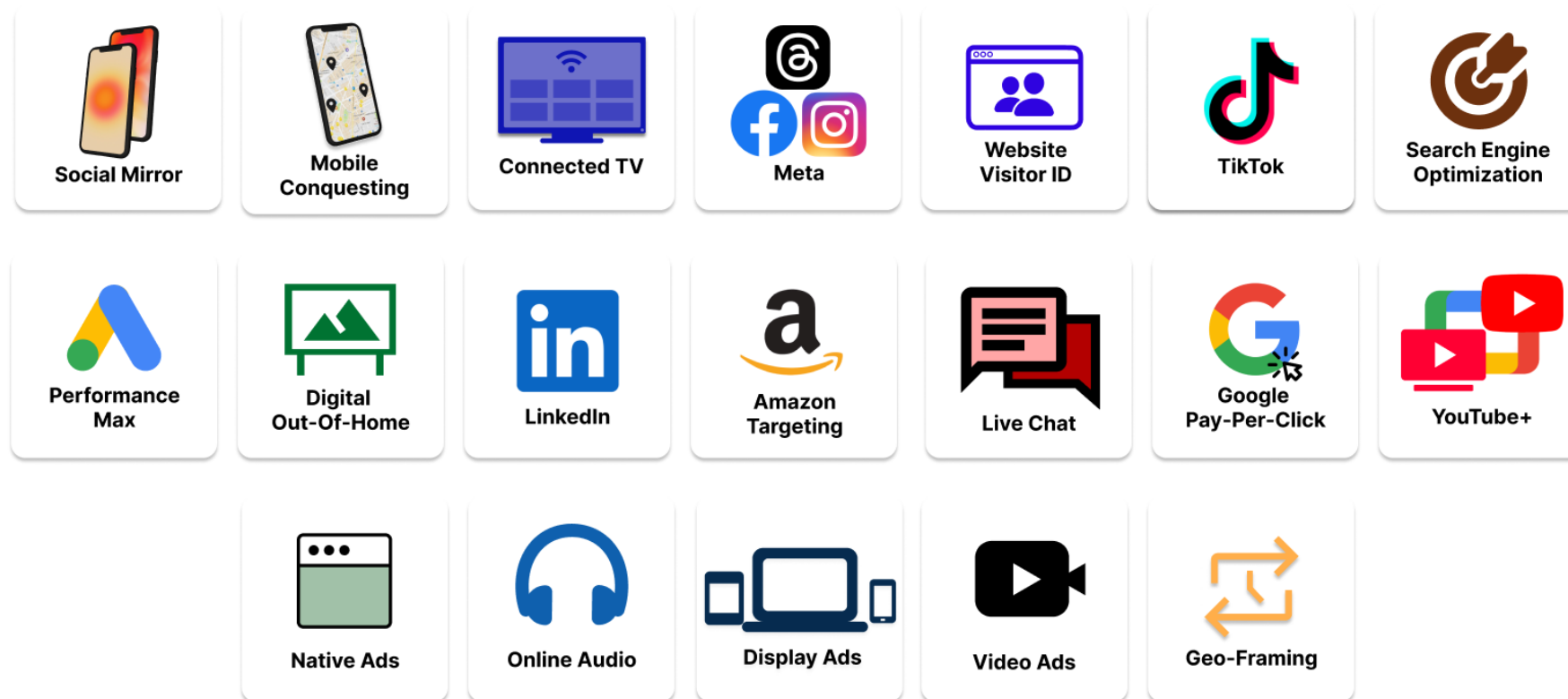
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Black Hawk College_3.11_32260-Digital Static Ad_320x50.jpg	9,713	7	0.07%	1.03
	Black Hawk College_3.11_32260-Digital Static Ad_300x250.jpg	793	0	0.00%	0.00
	Black Hawk College_3.11_32260-Digital Static Ad_728x90.jpg	677	1	0.15%	2.11
	Black Hawk College_3.11_32260-Digital Static Ad_300x600.jpg	4	1	25.00%	357.14
	Black Hawk College_3.11_32260-Digital Static Ad_160x600.jpg	3	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.