

Digital Marketing Report

Impressions

How many ads were served:

74,398

Clicks

Times a user clicked on an ad

511

Click-Through Rate

(Clicks/Impressions) x 100

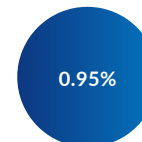
0.69%

Your Product Breakout by Impressions



TikTok

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%)
St. Francis AMT Program - 18-24/Males/Continuing Education/#tradeschool TikTok	63,045	431	0.68%	9.77
St. Francis AMT Program - Retargeting TikTok	11,353	80	0.70%	10.07

TikTok Likes

70

The number of likes your video creative received

TikTok Comments

2

The number of comments your video creative received

TikTok Profile Visits

530

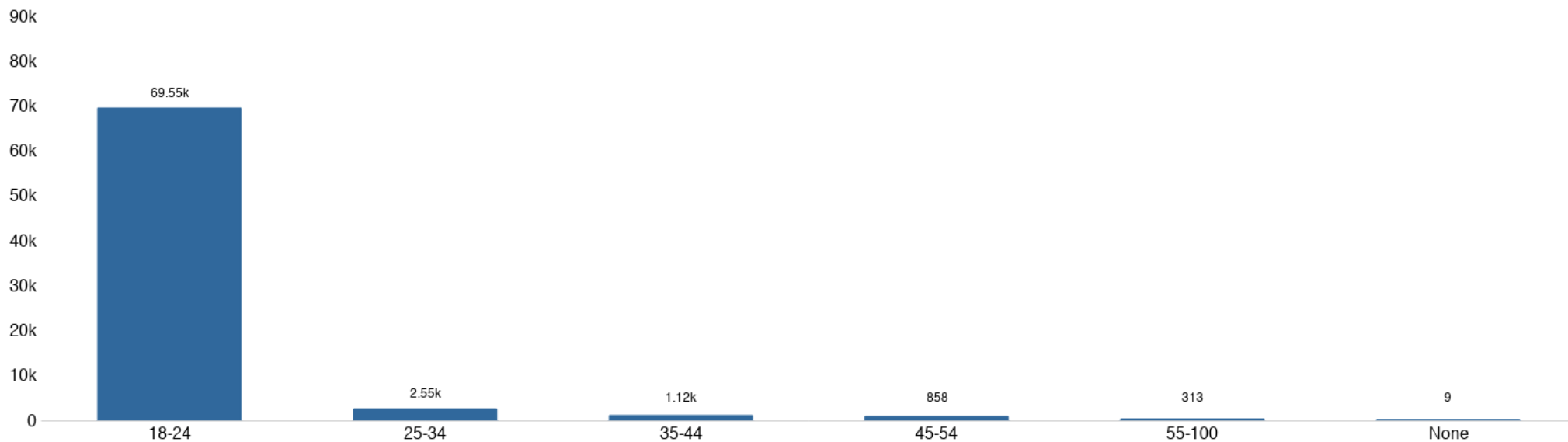
The number of profile visits the ad drove

TikTok Shares

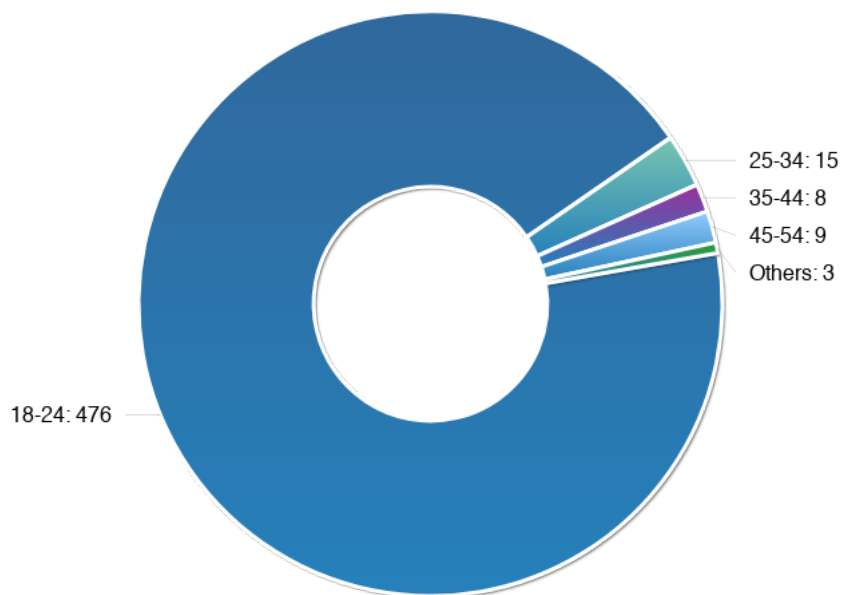
2

The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
St. Francis AMT Program_Ready to launch your aviation career	74,398	511	0.69%	9.81

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	71,309	487	0.68%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,078	24	0.78%

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.