

Digital Marketing Report

Impressions

How many ads were served:

636,816

Clicks

Times a user clicked on an ad

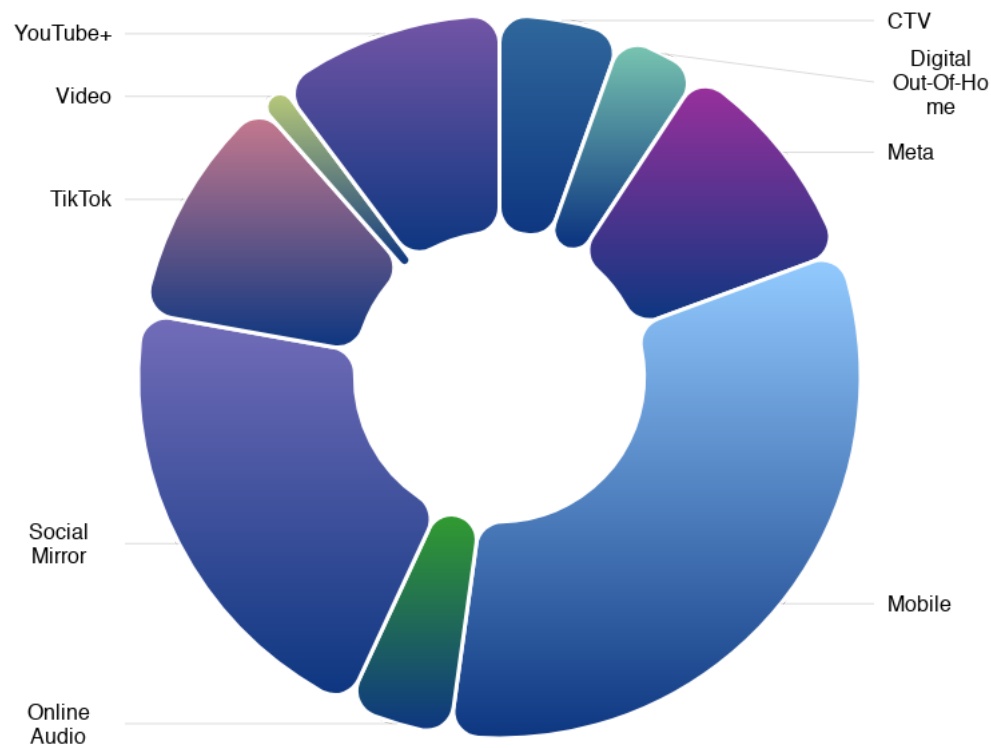
8,187

Click-Through Rate

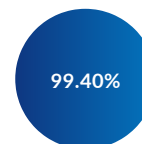
(Clicks/Impressions) x 100

1.28%

Your Product Breakout by Impressions

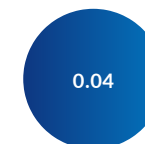


CTV Completion Rate



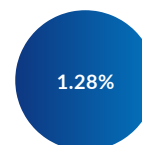
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

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.

DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
John 3:16 Mission - Venue Targeting DOOH Video	24,223

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
John 3:16 Mission #41994 - Charitable Giver/Christian Behavioral Social Mirror	133,083	674	0.51%	7.24
John 3:16 Mission - Charity & Public Welfare/Environmental Protection TikTok	67,997	4,232	6.22%	88.91
John 3:16 Mission - Family-Focused/Charitable Donors YouTube	65,274	1,324	2.03%	28.98
John 3:16 Mission - Lapsed - Parents/Moms Mobile	52,276	117	0.22%	3.20
John 3:16 Mission - Parents/Moms Mobile	51,522	331	0.64%	9.18
John 3:16 Mission #42311 - Republican/18+/Charitable Donors Behavioral CTV	34,955	11	0.03%	0.45
John 3:16 Mission - Community Causes/Donation Facebook/Instagram Newsfeed	32,537	688	2.11%	30.21
John 3:16 Mission - Retargeting Facebook/Instagram Newsfeed	31,768	214	0.67%	9.62
John 3:16 Mission - Podcast Listeners Behavioral Audio	30,076	5	0.02%	0.24
John 3:16 Mission - Lapsed - Address Targeting Mobile	26,604	193	0.73%	10.36
John 3:16 Mission - Lapsed - Address Retargeting Mobile	26,207	38	0.14%	2.07
John 3:16 Mission - Address Targeting Mobile	26,188	190	0.73%	10.36
John 3:16 Mission - Address Retargeting Mobile	26,130	150	0.57%	8.20
John 3:16 Mission #42311 - Republican/18+/Charitable Donors Behavioral Video	7,976	31	0.39%	5.55

YouTube+ View-Through Conversions

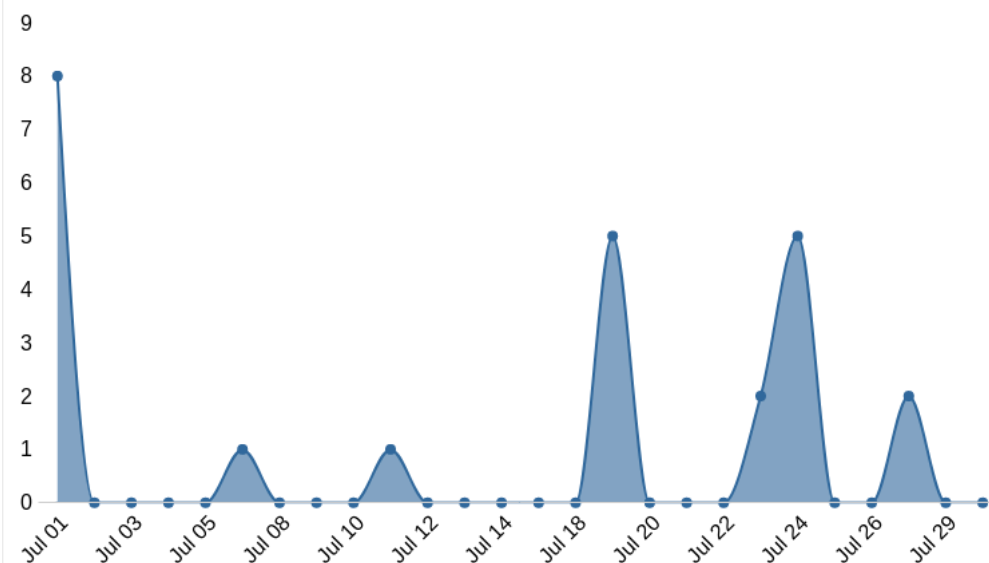


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

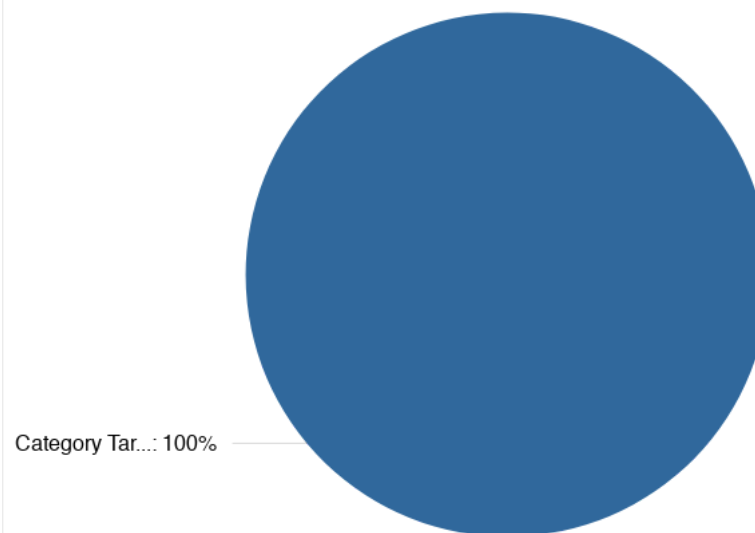
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
John 3:16 Mission Homepage Visits	24

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Meta View-Through Conversions

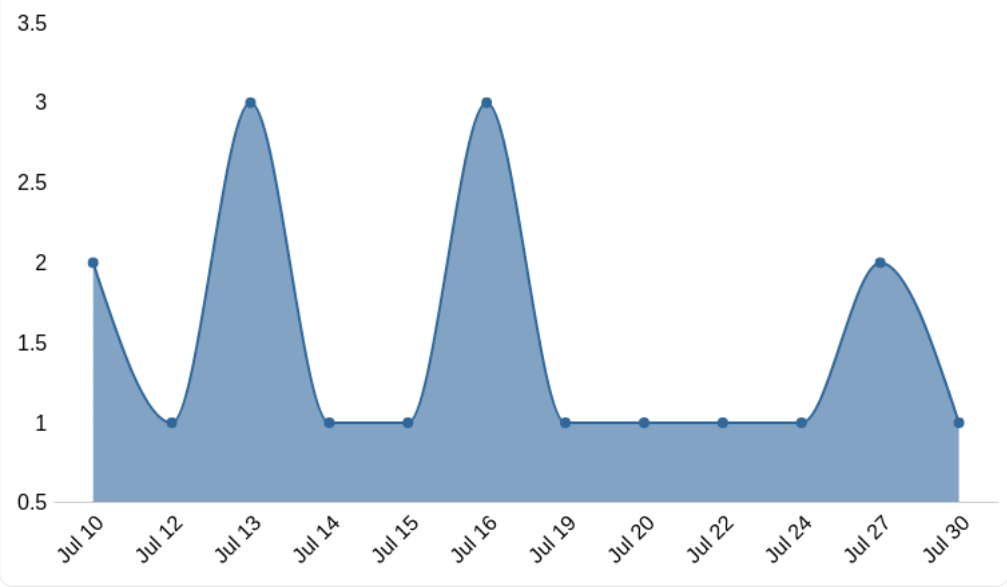


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

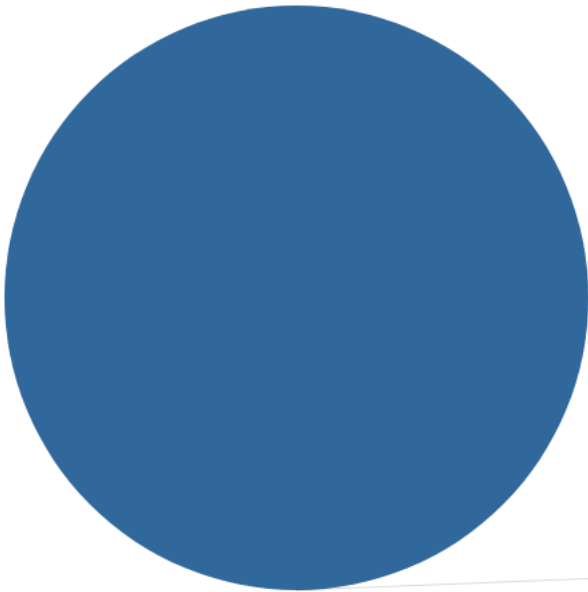
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
John 3:16 Mission Homepage Visits	17
John 3:16 Mission Give Now Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting:
100%

Meta Post Engagements

11,381

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

179

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

16

The total number of people who shared your ad, giving your campaign free impressions

TikTok Likes



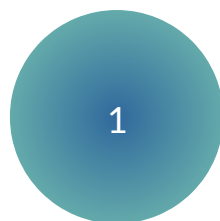
The number of likes your video creative received

TikTok Profile Visits



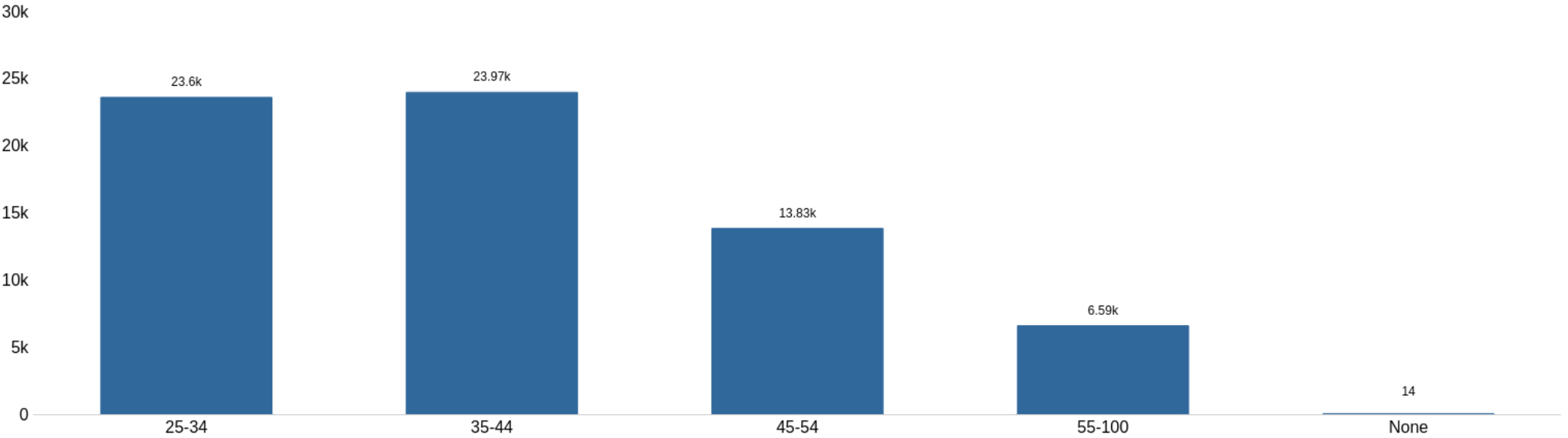
The number of profile visits the ad drove

TikTok Shares

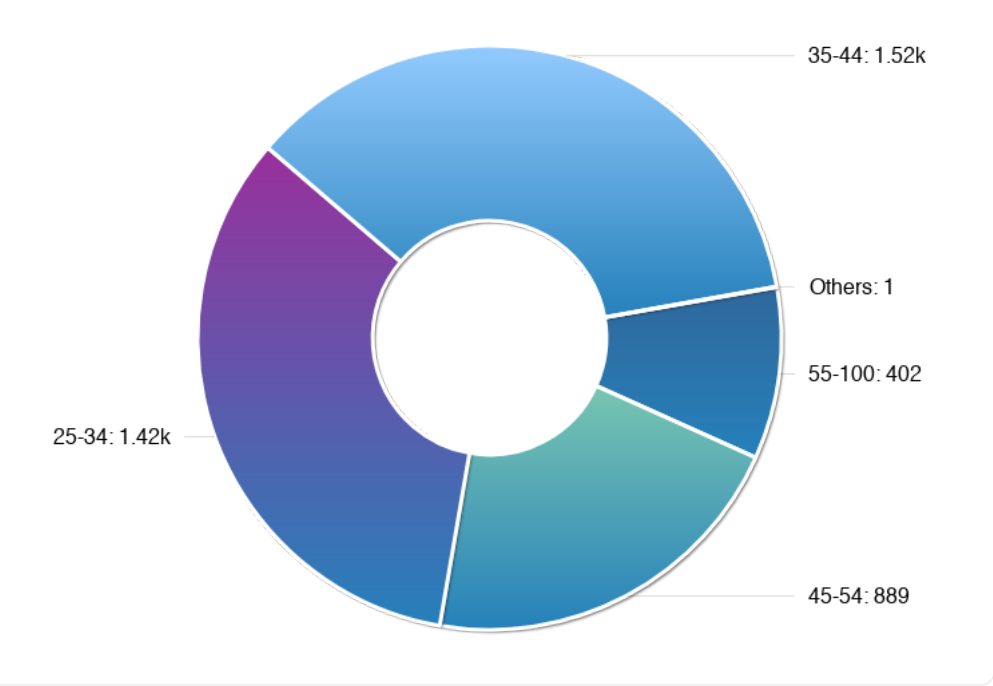


The number of times your video creative was shared

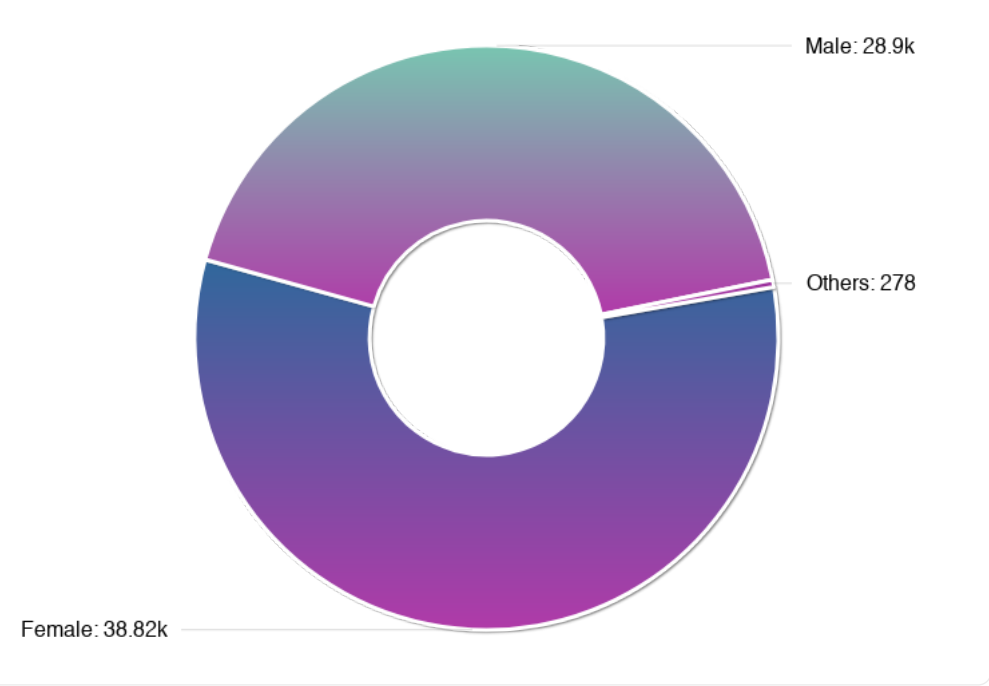
Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

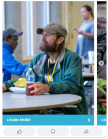


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
John 3:16 Mission	506 N Cheyenne AVE	Tulsa	OK	74103	38

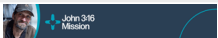
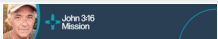
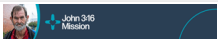
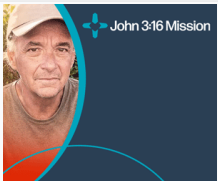
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	John 3:16 Mission_6.30_Recovery FB	24,292	190	0.78%	11.17
	John 3:16 Mission_7.1_Shelter FB	20,161	132	0.65%	9.35
	John 3:16 Mission_7.16_Neighbors	29,014	96	0.33%	4.73
Thumbnail not available	John 3:16 Mission_6.30_Every Face FB	18,445	87	0.47%	6.74
	John 3:16 Mission_7.16_Refuge Farm	20,336	86	0.42%	6.04
	John 3:16 Mission_7.16_Rides for Hope	19,228	66	0.34%	4.90
Thumbnail not available	John 3:16 Mission_6.30_Hot FB	1,593	17	1.07%	15.25
Thumbnail not available	John 3:16 Mission_6.16_6/11 Haircut FB	5	0	0.00%	0.00
	John 3:16 Mission_6.16_6/11 Haircut IG	3	0	0.00%	0.00

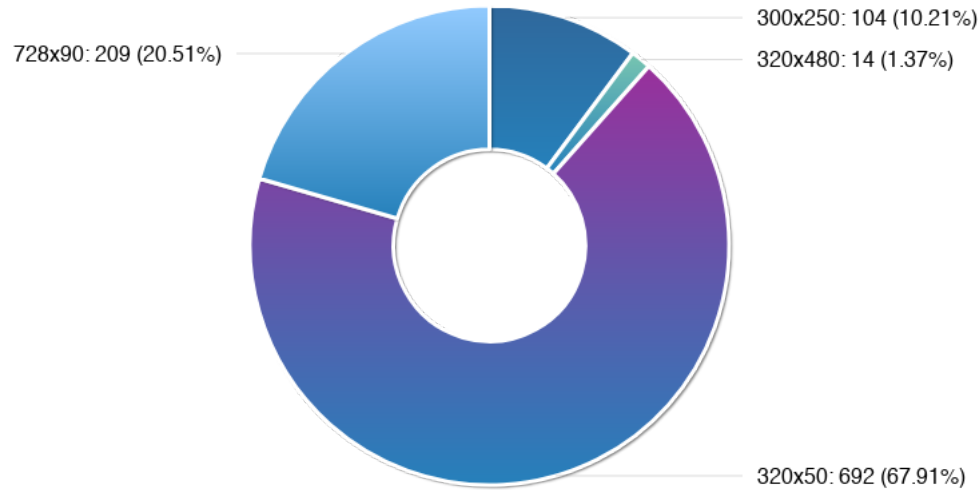
Screenshot	John 3:16 Mission_7.1_Shelter FB	John 3:16 Mission_7.16_Refuge Farm

Grid contains more rows, but they have been clipped.

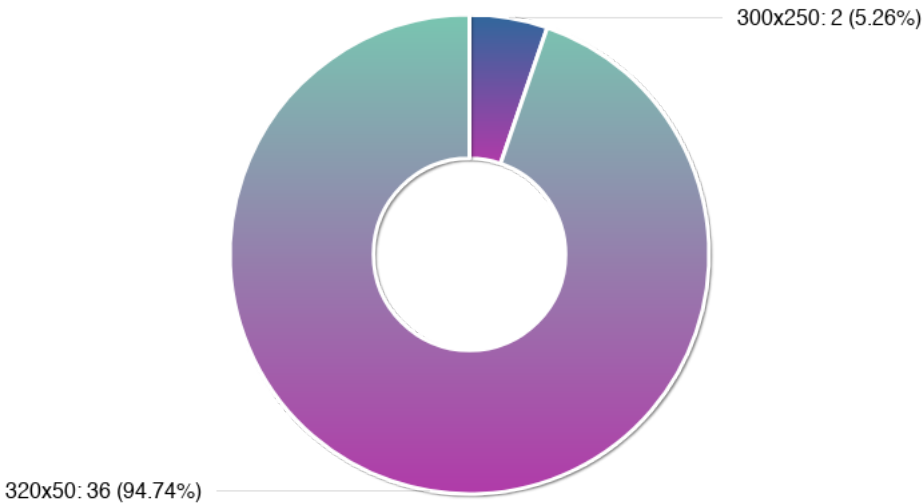
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	John 316 Mission_6.25_John316_SummerHea t_Brown_320x50.gif	55,364	214	0.39%	5.52
	John 316 Mission_6.25_John316_SummerHea t_Orange_320x50.gif	55,356	241	0.44%	6.22
	John 316 Mission_6.30_John316_SummerHea t_Blue_320x50.gif	55,139	236	0.43%	6.11
	John 316 Mission_6.30_John316_SummerHea t_Blue_728x90.gif	10,823	61	0.56%	8.05
	John 316 Mission_6.25_John316_SummerHea t_Orange_728x90.gif	10,808	80	0.74%	10.57
	John 316 Mission_6.25_John316_SummerHea t_Brown_728x90.gif	10,520	67	0.64%	9.10
	John 316 Mission_6.25_John316_SummerHea t_Brown_300x250.gif	3,334	36	1.08%	15.43
	John 316 Mission_6.25_John316_SummerHea t_Orange_300x250.gif	3,318	32	0.96%	13.78
	John 316 Mission_6.30_John316_SummerHea	3,271	36	1.10%	15.72

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	John 3:16 Mission_6.30_J316-Heat-Horizontal 30-Donate	3,365	15	0.45%	6.37
	John 3:16 Mission_6.30_J316-Heat-Horizontal 15-Donate	3,980	14	0.35%	5.03
	John 3:16 Mission_6.16_J316_RELIJ316_RELI EF_HORIZ_15_DONATE	417	2	0.48%	6.85
	John 3:16 Mission_6.1_J316-Starts w Meal-SMW-Square 30-Donate	67	0	0.00%	0.00

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
John 3:16 Mission #42311 - Republican/18+/Charitable Donors Behavioral Video	71.80%	64.89%	60.95%	52.17%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	John 3:16 Mission_6.30_J316-Heat-Horizontal 15-Donate	20,384	99.52%
Thumbnail not available	John 3:16 Mission_6.30_J316-Heat-Horizontal 30-Donate	13,400	99.28%
	John 3:16 Mission_6.16_J316_RELIJ316_RELIEF_HORIZ_3 0_DONATE	96	98.95%
	John 3:16 Mission_6.16_J316_RELIJ316_RELIEF_HORIZ_1 5_DONATE	1,075	98.69%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
John 3:16 Mission #42311 - Republican/18+/Charitable Donors Behavioral CTV	100.00%	99.64%	99.41%	99.40%

Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
John 3:16 Mission_7.15_SUMMER HEAT STEVEN 30.mp3	8,305	1	0.01%	0.17
John 3:16 Mission_7.15_HOPE FOR HOME JAMES 30.mp3	8,151	2	0.02%	0.35
John 3:16 Mission_6.29_J316 Freedom Recovery 30.mp3	5,894	1	0.02%	0.24
John 3:16 Mission_6.29_SUMMER RELIEF 30 mp3.mp3	5,474	1	0.02%	0.26
John 3:16 Mission_6.10_SUMMER MEALS & CARE STEVEN 30 mp3.mp3	2,231	0	0.00%	0.00
John 3:16 Mission_7.24_J316 - HOT WEATHER STEVEN 30.MP3	21	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
John 3:16 Mission - Podcast Listeners Behavioral Audio	93.47%	90.66%	88.49%	86.41%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
John 3:16 Mission_6.30_Heat :30	37,000	916	4.57%	0.87
John 3:16 Mission_6.30_Heat :15	25,359	356	8.37%	0.48
John 3:16 Mission_6.16_Relief Vert :15	2,473	46	7.13%	0.56
John 3:16 Mission_6.16_Relief Vert :30	442	6	2.27%	1.76
John 3:16 Mission_6.1_Loved - LM :15 Vert	0	0	0.00%	-
John 3:16 Mission_6.1_Statistics :30	0	0	0.00%	-

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
John 3:16 Mission_6.30_Heat :15	91.64%	19.36%	10.79%	8.37%
John 3:16 Mission_6.16_Relief Vert :15	89.49%	19.89%	8.93%	7.13%
John 3:16 Mission_6.16_Relief Vert :30	38.64%	9.09%	4.55%	2.27%
John 3:16 Mission_6.30_Heat :30	28.83%	9.24%	6.06%	4.57%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
John 3:16 Mission_6.30_Heat :30	33,982	685	2.02%	28.80
John 3:16 Mission_6.30_Heat :15	30,076	203	0.68%	9.64
John 3:16 Mission_6.1_Reflections :30	247	14	5.67%	80.97

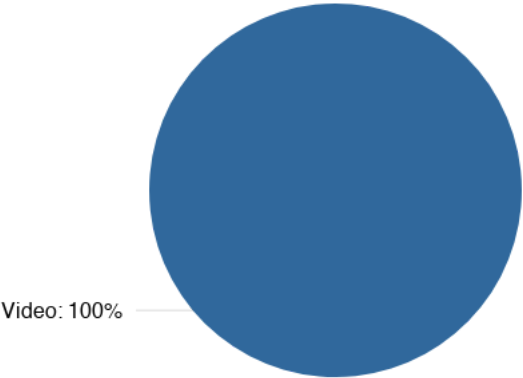
TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
John 3:16 Mission_3.12_Carousel	67,997	4,232	6.22%	88.91

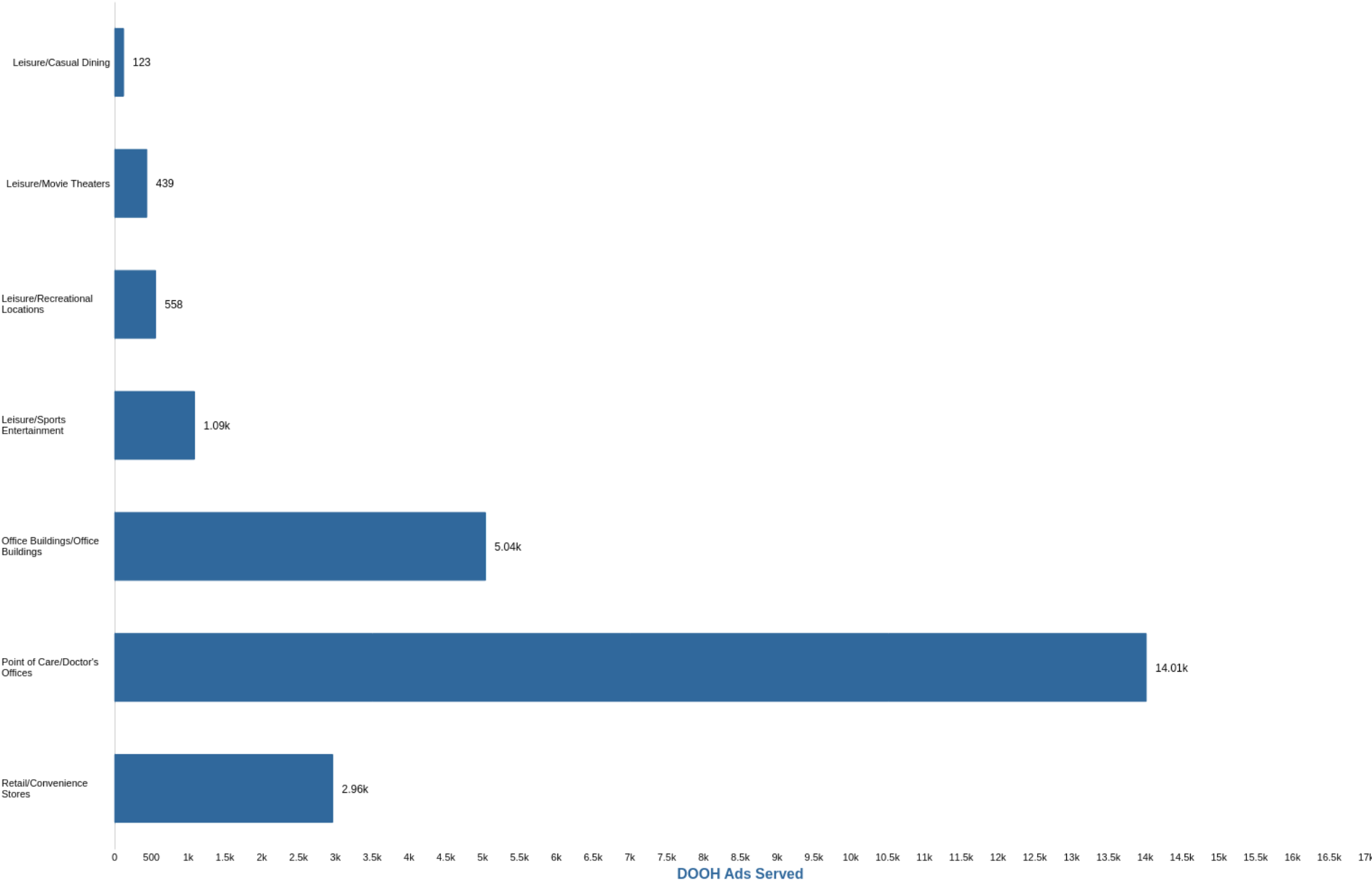
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
J316-Heat-Horizontal 15-Learn.mp4	John 3:16 Mission - Venue Targeting DOOH Video	11,665
J316-Heat-Horizontal 10-Learn.mp4	John 3:16 Mission - Venue Targeting DOOH Video	7,658
J316-Heat-Horizontal 30-Learn.mp4	John 3:16 Mission - Venue Targeting DOOH Video	4,643
J316-Overcomer-SMW-Horizontal 15-Donate.mp4	John 3:16 Mission - Venue Targeting DOOH Video	83
J316_RELIEF_HORIZ_15_DONATE.mp4	John 3:16 Mission - Venue Targeting DOOH Video	75
J316-Overcomer-SMW-Horizontal 10-Donate.mp4	John 3:16 Mission - Venue Targeting DOOH Video	42
J316_RELIEF_HORIZ_10_DONATE.mp4	John 3:16 Mission - Venue Targeting DOOH Video	35
J316_RELIEF_HORIZ_30_DONATE.mp4	John 3:16 Mission - Venue Targeting DOOH Video	22
Total		24,223

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
74104	6,106
74133	5,939
74136	3,535
74145	2,729
74135	2,507
74114	1,065
74137	633
74103	493
74146	487
74127	222

Grid contains more rows, but they have been clipped.

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	321,899	6,831	2.12%
Desktop	A personal computing device that remains stationary at one location.	27,977	94	0.34%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	24,223	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	22,823	8	0.04%
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.	15,161	3	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	15,123	239	1.58%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	206	0	0.00%
Unknown	---	151	4	2.65%

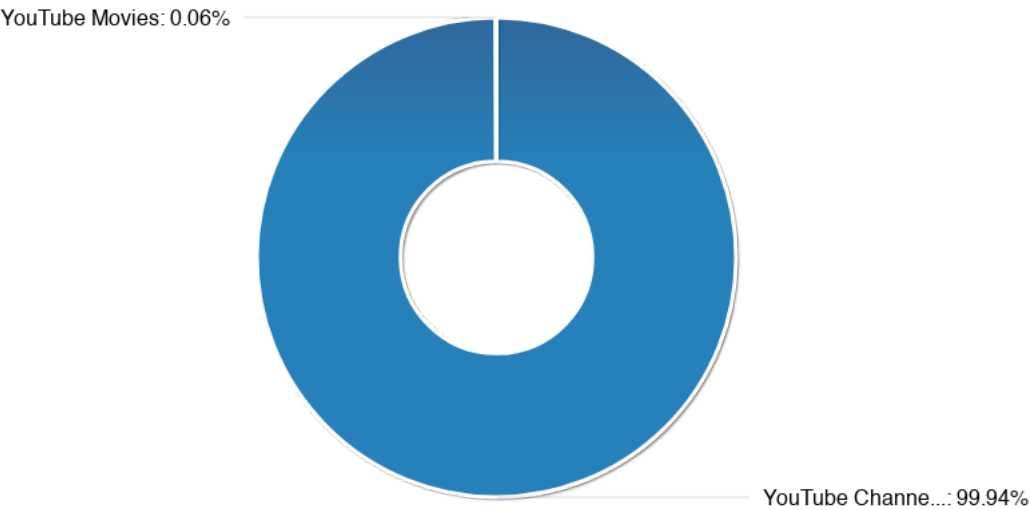
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	12,113	2	0.02%
Samsung	8,198	2	0.02%
Motorola	1,092	0	0.00%
Amazon	1,063	0	0.00%
Vizio	295	0	0.00%
Google	267	0	0.00%
TCL	81	0	0.00%
Hisense	22	0	0.00%
Philips	17	0	0.00%
LG	8	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
vengo.com	13,334	0	0.00%
The Scoop	5,980	16	0.27%
Spotify: Play music & podcasts	5,885	3	0.05%
Spotify - Music and Podcasts	3,154	2	0.06%
tulsaworld.com	2,709	0	0.00%
fortune.com	2,340	0	0.00%
taiv.tv	2,331	0	0.00%
kindnessstorieshub.com	2,162	4	0.19%
kjrh.com	1,939	3	0.15%
crispcrums.com	1,596	8	0.50%
verticalimpression.com	1,274	0	0.00%
Pinterest	1,205	1	0.08%
themirror.com	1,116	5	0.45%
rollingstone.com	1,084	0	0.00%
oklahoman.com	1,058	3	0.28%
themompack.com	1,025	4	0.39%
realclearpolitics.com	1,000	1	0.10%
apnews.com	851	1	0.12%
haileerecipes.com	824	2	0.24%
Otnews.com	792	1	0.13%

YouTube+ Placement Performance



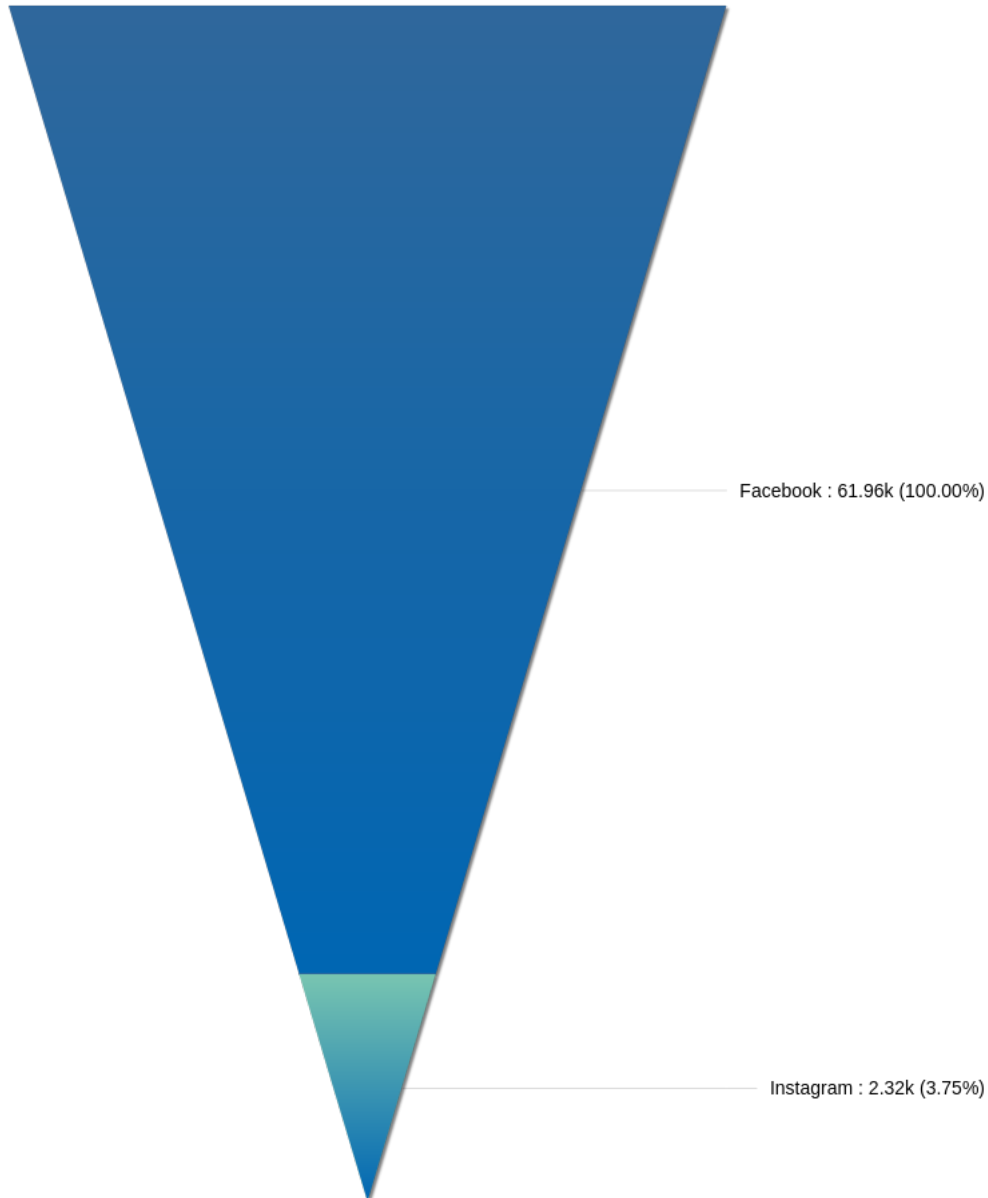
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
SML	620	13	2.10%
Joe Bartolozzi	349	3	0.86%
Joe Bart Games	342	7	2.05%
SMii7Y	257	9	3.50%
Flamingo	233	3	1.29%
Jynxzi	204	4	1.96%
Kalogeras Sisters	165	1	0.61%
SMii7Yplus	140	1	0.71%
Stable Ronaldo Live	133	2	1.50%
CaseOh	126	2	1.59%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	61,957	821	1.33%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,322	81	3.49%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	26	0	0.00%

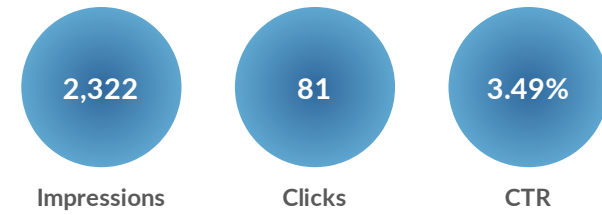
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	4,662	98.36%
	Vizio - Vizio WatchFree+	3,938	98.78%
	DIRECTV	2,433	99.22%
	Tubi - Free Movies & TV	973	93.69%
	Philo TV	539	97.44%
	Tubi - Movies & TV Shows	497	99.16%

		SAMSUNG TV PLUS	256	98.80%
		Pluto TV - Live TV and Movies	250	98.82%
		Plex	219	100.00%
		Fawesome	173	98.30%

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.