

Digital Marketing Report

Impressions

How many ads were served:

39,318

Your Product Breakout by Impressions



**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%)
Prestige Properties - HHI Top 20% AND In Market for Real Estate YouTube+	39,318	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Team Tipton New App for home searches	20,622	0	94.90%	0.04
Team Tipton Advantage	18,692	0	94.12%	0.04

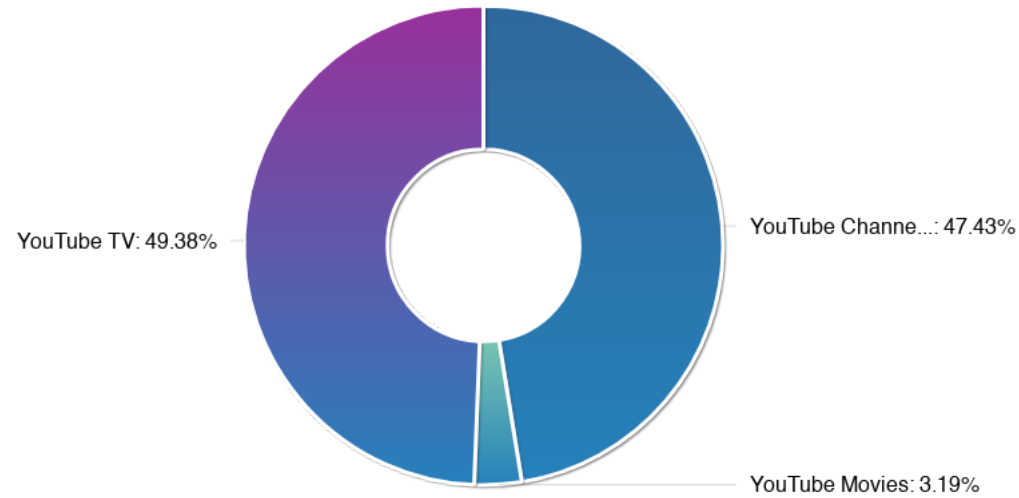
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Team Tipton New App for home searches	96.50%	95.71%	95.24%	94.90%
Team Tipton Advantage	95.96%	94.94%	94.43%	94.12%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	39,057	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	125	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	69	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	63	0	0.00%

YouTube+ Placement Performance



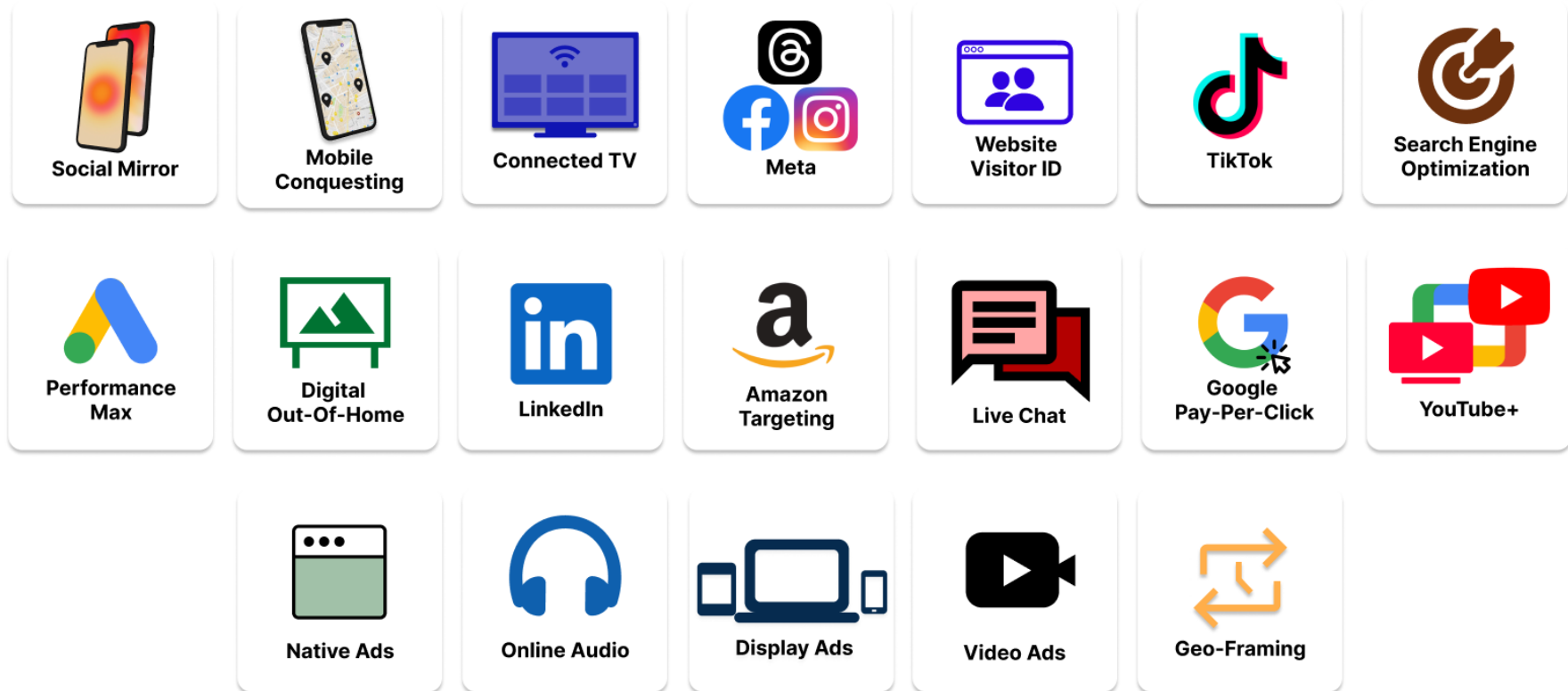
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	378	0	0.00%
GFAM	269	0	0.00%
48 Hours	203	0	0.00%
Fox News	131	0	0.00%
CaseOh	101	0	0.00%
GLIV	98	0	0.00%
ABS-CBN News	97	0	0.00%
ABC News	94	0	0.00%
Vegas Matt	76	0	0.00%
Joe Bartolozzi	71	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	2,446
(YouTube TV) MS NOW	301
(YouTube TV) CNN	213
(YouTube TV) CNBC	143
(YouTube TV) FOX Business	123
(YouTube TV) ESPN	85
(YouTube TV) FOX Sports	58
(YouTube TV) Investigation Discovery	27
(YouTube TV) TV Land	18
(YouTube TV) Golf	12

All available products in our *toolbox*.



 Your account team is [here to help](#) - reach out with any questions or to explore new ideas.