

Digital Marketing Report

Impressions

How many ads were served:

6,944

Clicks

Times a user clicked on an ad

5

Click-Through Rate

(Clicks/Impressions) x 100

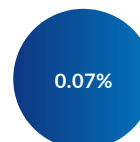
0.07%

Your Product Breakout by Impressions



Display

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



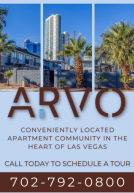
X the National Avg (.07%)

*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.

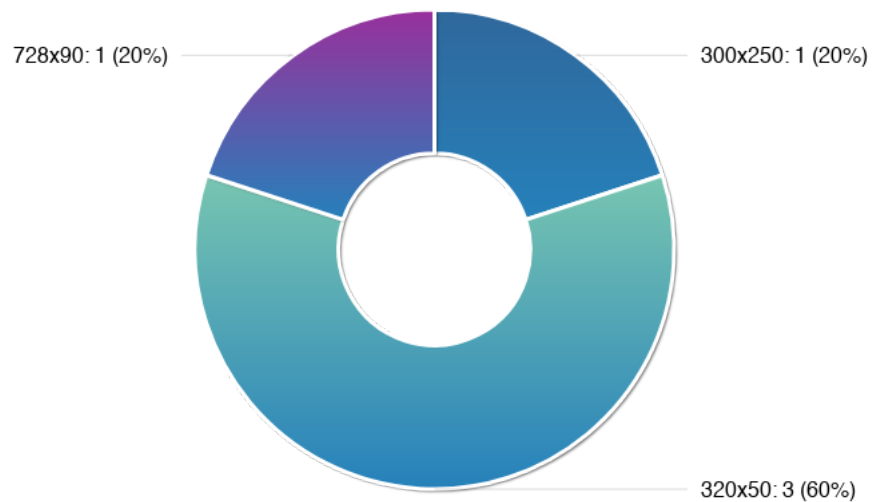
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Arvo Apartments - Apartment Hunters/Apartment Behavioral Display	6,944	5	0.07%	1.03

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Arvo Apartments_ARVO 320x50.png_320x50	1,400	3	0.21%	3.06
Thumbnail not available	Arvo Apartments_arvo 300x250.png_300x250	2,317	1	0.04%	0.62
	Arvo Apartments_ARVO 728 x 90.png_728x90	3,147	1	0.03%	0.45
	Arvo Apartments_ARVO 320x480.png_320x480	80	0	0.00%	0.00

Display Click Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	4,904	1	0.02%
Mobile	A portable electronic device that can connect to the internet.	1,948	4	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	92	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
dungeonmastering.com	1,005	0	0.00%
swellmagnet.com	563	0	0.00%
highproteinkitchen.com	483	0	0.00%
gamersocialclub.ca	295	0	0.00%
wordswiththeseletters.com	272	0	0.00%
darkhorizons.com	235	0	0.00%
shebegan.com	219	0	0.00%
sasstrology.com	206	0	0.00%
creativeramblingsblog.com	119	0	0.00%
mahjong4friends.com	106	0	0.00%
thhomeylif3.com	94	0	0.00%
seductioninthekitchen.com	92	0	0.00%
n4g.com	74	0	0.00%
technobezz.com	58	0	0.00%
nerdspin.com	53	0	0.00%
thisisreno.com	52	0	0.00%
happilycurly.com	50	0	0.00%
puzzle-shikaku.com	42	0	0.00%
sportsbettingdime.com	39	0	0.00%
feargreedmeter.com	38	0	0.00%

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.