

Digital Marketing Report

Impressions

How many ads were served:

35,132

Clicks

Times a user clicked on an ad

14

Click-Through Rate

(Clicks/Impressions) x 100

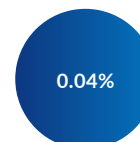
0.04%

Your Product Breakout by Impressions



Online
Audio

Total Engagement Rate



0.04%

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

X the National Average



0.57

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%)
Eglin Federal Credit Union - 6.8 MC Credit Union/Bank Services/Students Behavioral Audio	13,125	3	0.02%	0.33
Eglin Federal Credit Union - 6.8 MC AI Audio	12,832	8	0.06%	0.89
Eglin Federal Credit Union - Mortgage AI Audio	4,674	2	0.04%	0.61
Eglin Federal Credit Union - Mortgage Credit Union/Bank Services/Students Behavioral Audio	4,501	1	0.02%	0.32



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Eglin Federal Credit Union_26q3-mc-audio.mp3 (2).mp3	25,957	11	0.04%	0.61
Eglin Federal Credit Union_26q2-mortgage-audio 060426.mp3.mp3	9,175	3	0.03%	0.47

Grid contains more rows, but they have been clipped.

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Eglin Federal Credit Union - 6.8 MC AI Audio	94.13%	93.36%	92.71%	92.30%
Eglin Federal Credit Union - Mortgage Credit Union/Bank Services/Students Behavioral Audio	93.78%	91.45%	88.80%	87.18%
Eglin Federal Credit Union - 6.8 MC Credit Union/Bank Services/Students Behavioral Audio	93.65%	90.63%	88.29%	86.13%
Eglin Federal Credit Union - Mortgage AI Audio	92.66%	91.12%	89.77%	88.51%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	17,004	14	0.08%
Desktop	A personal computing device that remains stationary at one location.	11,402	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.	3,321	0	0.00%
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.	1,160	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,100	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	115	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	9	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	11,802	11	0.09%
Samsung	5,265	1	0.02%
Amazon	963	0	0.00%
Vizio	928	0	0.00%
Motorola	459	0	0.00%
Google	269	2	0.74%
Philips	131	0	0.00%
TCL	56	0	0.00%
Hisense	17	0	0.00%
Roku	6	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	6,468	11	0.17%
Spotify: Play music & podcasts	3,360	3	0.09%
rollingstone.com	1,289	0	0.00%
fortune.com	1,247	0	0.00%
rd.com	675	0	0.00%
robbreport.com	621	0	0.00%
deadline.com	542	0	0.00%
familyhandyman.com	485	0	0.00%
live365.com	306	0	0.00%
variety.com	300	0	0.00%
greekreporter.com	167	0	0.00%
tasteofhome.com	132	0	0.00%
spotify.com	129	0	0.00%
local3news.com	56	0	0.00%
wnnews.com	45	0	0.00%
refinery29.com	36	0	0.00%
idobi.com	25	0	0.00%
birdsandblooms.com	23	0	0.00%
nwitimes.com	19	0	0.00%
hollywoodreporter.com	13	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.