

Digital Marketing Report

Impressions

How many ads were served:

33,815

Your Product Breakout by Impressions



Digital
Out-Of-Home

**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.*

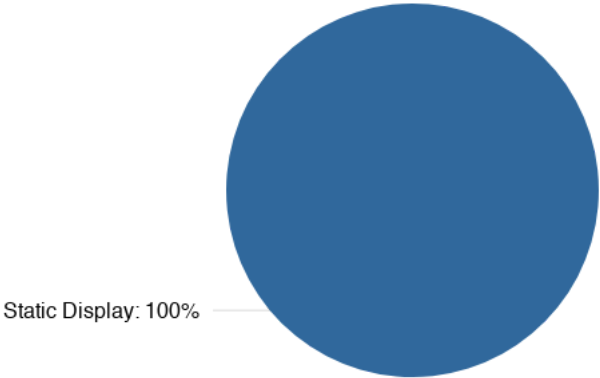
DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
Matthews Tire - Venue Targeting DOOH Display	33,815

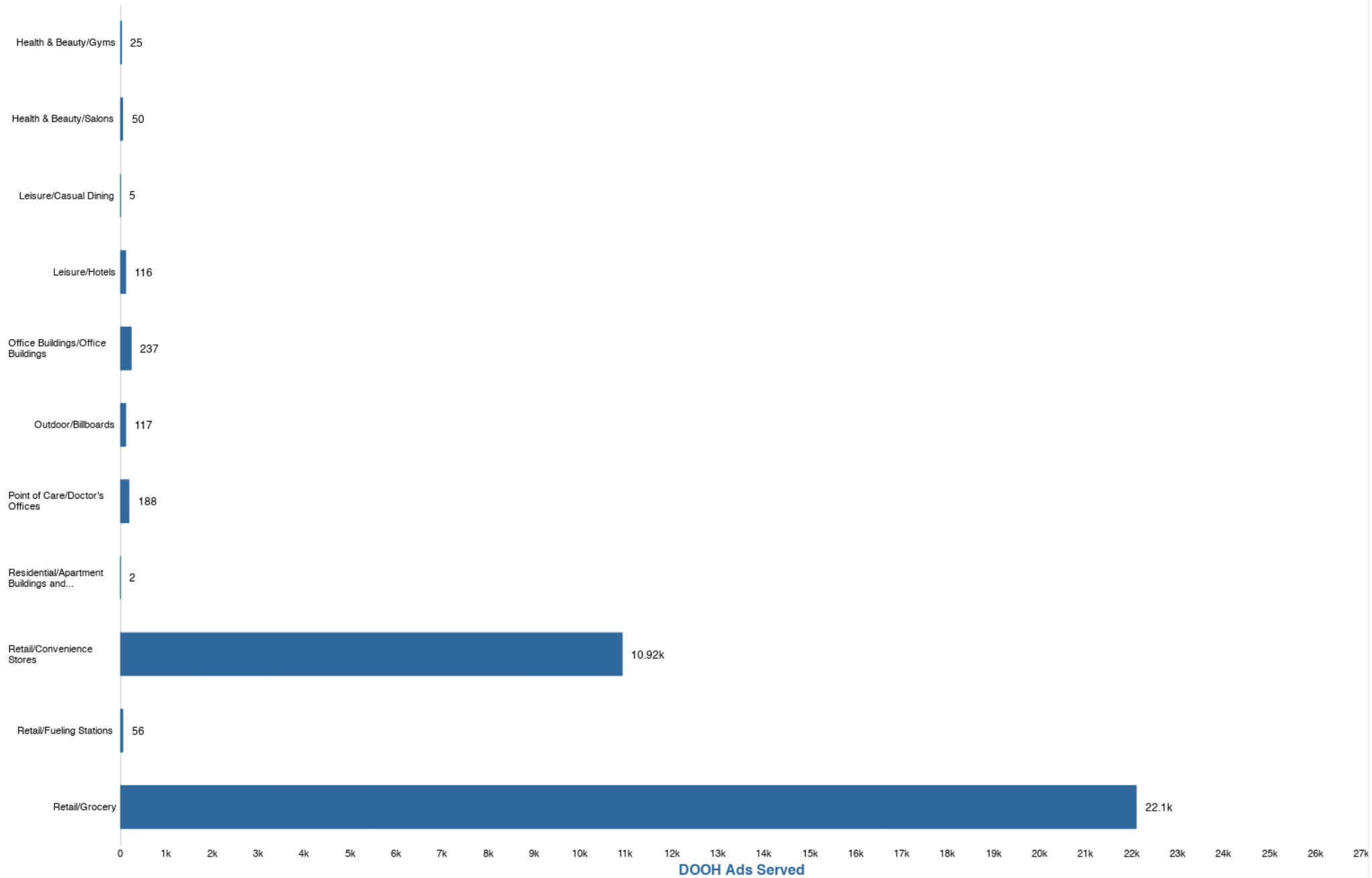
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
MATT_LifestyleGirlBoard_1080x1920.jpg	Matthews Tire - Venue Targeting DOOH Display	11,126
MATT_LifestyleFamilyBeachBoard_1080x1920.jpg	Matthews Tire - Venue Targeting DOOH Display	10,977
MATT_LifestyleFamilyBeachBoard_1920x1080.jpg	Matthews Tire - Venue Targeting DOOH Display	5,567
MATT_LifestyleGirlBoard_1920x1080.jpg	Matthews Tire - Venue Targeting DOOH Display	5,475
MATT_LifestyleBeach_1600x900.jpg	Matthews Tire - Venue Targeting DOOH Display	281
MATT_LifestyleGirl_1600x900.jpg	Matthews Tire - Venue Targeting DOOH Display	272
MATT_LifestyleBeach_1400x400.jpg	Matthews Tire - Venue Targeting DOOH Display	46
MATT_LifestyleGirl_1400x400.jpg	Matthews Tire - Venue Targeting DOOH Display	31
MATT_LifestyleBeach_840x400.jpg	Matthews Tire - Venue Targeting DOOH Display	23
MATT_LifestyleGirl_840x400.jpg	Matthews Tire - Venue Targeting DOOH Display	17
Total		33,815

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 ↓
54914	14,067
54913	10,778
54303	8,252
54302	264
54304	166
54301	74
54956	69
54115	39
54935	35
54313	25

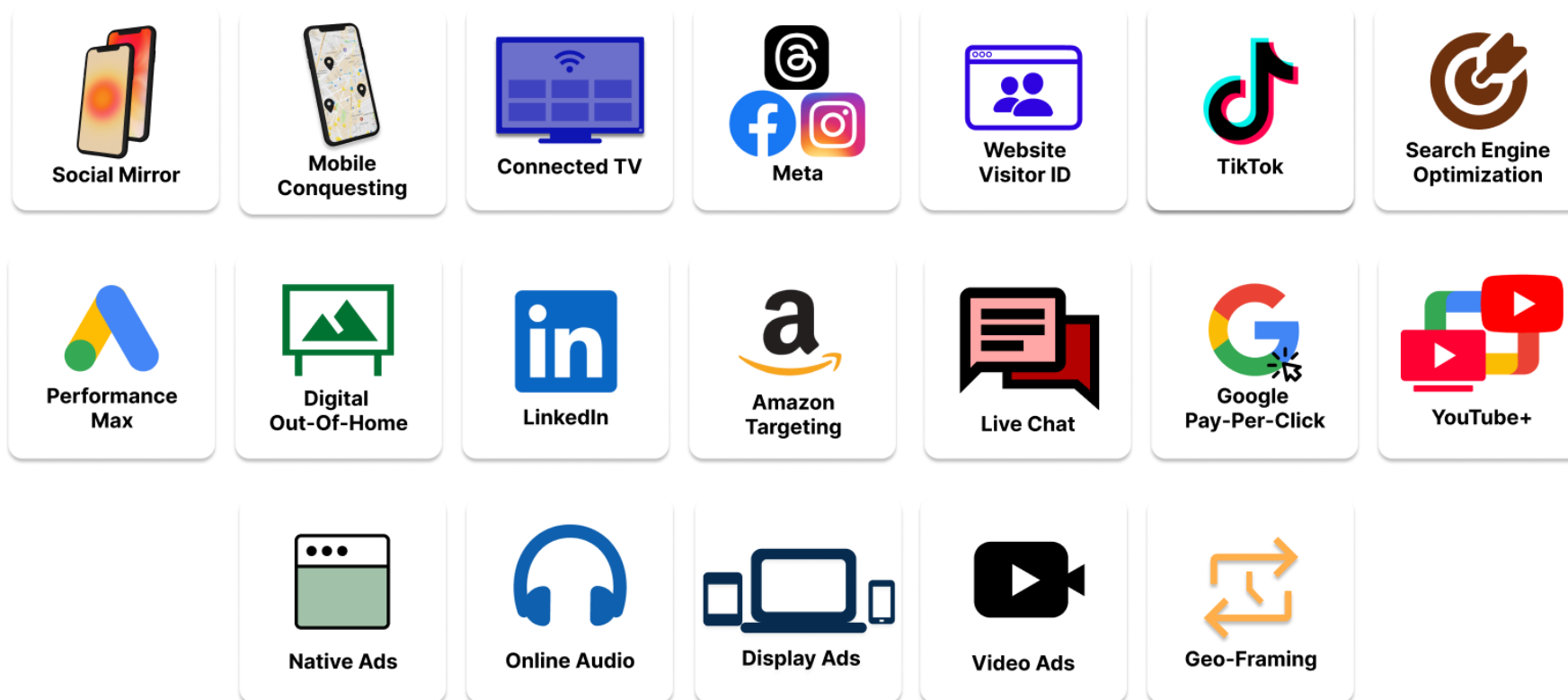
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	33,815	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
terraboost.com	22,098	0	0.00%
taiv-us.com	10,357	0	0.00%
taiv.tv	565	0	0.00%
atmosphere.com	316	0	0.00%
lamar.com	117	0	0.00%
screenversemedia.com	52	0	0.00%
velocitymsc.com	30	0	0.00%
rockbot.com	27	0	0.00%
ami.com	5	0	0.00%
vengolabs.com	5	0	0.00%
vengo.com	2	0	0.00%

All available products in our *toolbox*.



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