



Digital Marketing Report

Impressions

How many ads were served:

31,026

Clicks

Times a user clicked on an ad

6

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

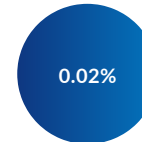
0.02%

Your Product Breakout by Impressions



Online
Audio

Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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%)
UPS Lincoln - Commercial Printing/Real Estate/Restaurants B2B Behavioral Audio	16,372	2	0.01%	0.17
UPS Lincoln - AI B2B Audio	14,654	4	0.03%	0.39



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
UPS Lincoln_6.23_UPS Store Mailbox 2 FINAL (1).mp3	15,715	3	0.02%	0.27
UPS Lincoln_6.23_UPS STORE jdvo 2 (1).mp3	15,311	3	0.02%	0.28

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
UPS Lincoln - Commercial Printing/Real Estate/Restaurants B2B Behavioral Audio	98.45%	97.45%	96.28%	94.34%
UPS Lincoln - AI B2B Audio	95.11%	94.29%	93.55%	92.00%



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.	12,962	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	12,581	6	0.05%
Desktop	A personal computing device that remains stationary at one location.	1,709	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	1,249	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,031	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.	215	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	97	0	0.00%



Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	10,718	0	0.00%
Samsung	6,459	3	0.05%
Apple	3,713	0	0.00%
Motorola	1,545	2	0.13%
Google	850	0	0.00%
Roku	111	0	0.00%
Amazon	76	0	0.00%
LG	37	0	0.00%
TCL	36	0	0.00%
Oppo	16	0	0.00%

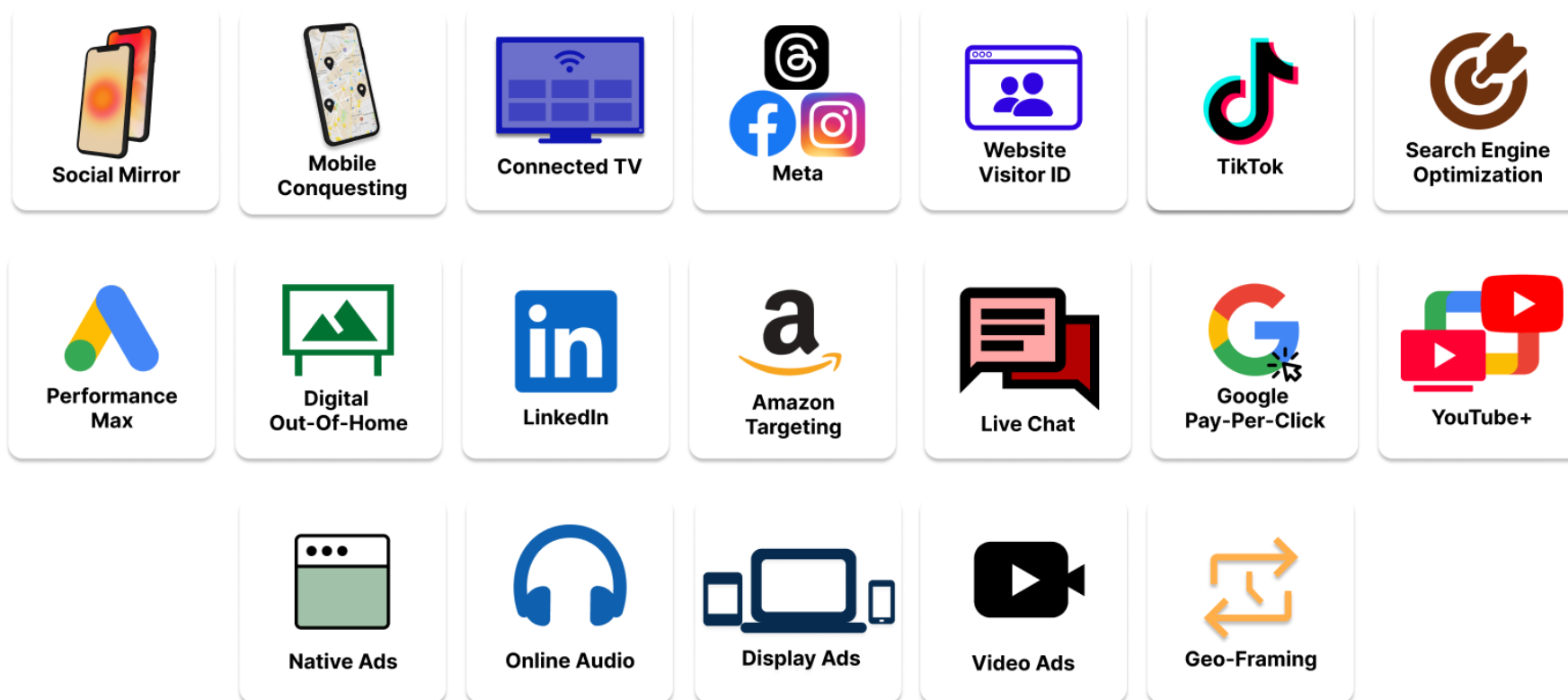


Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify: Play music & podcasts	1,527	0	0.00%
Spotify - Music and Podcasts	1,196	0	0.00%
Pocket FM: Audio Series	719	0	0.00%
Alarm Clock for Me free	200	0	0.00%
idobi.com	177	0	0.00%
iheart.com	112	0	0.00%
Nonogram.com - Picture cross puzzle game	93	0	0.00%
spreaker.com	58	0	0.00%
Pixel Art: Paint by Number	52	0	0.00%
art19.com	40	0	0.00%
Wordscapes	36	0	0.00%
QBlock: Wood Block Puzzle Game	29	0	0.00%
Tumblr - Home of Fandom	26	0	0.00%
Art Puzzle - picture art games	23	0	0.00%
Vita Solitaire - Card Game	19	0	0.00%
SKOUT - Meet, Chat, Go Live	18	0	0.00%
Wordle!	15	0	0.00%
Word Trip - Word Search Puzzles	14	0	0.00%
Imgur: Funny Memes & GIF Maker	11	0	0.00%
Blockudoku - Block Puzzle	10	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.