

Digital Marketing Report

Impressions

How many ads were served:

28,540

Clicks

Times a user clicked on an ad

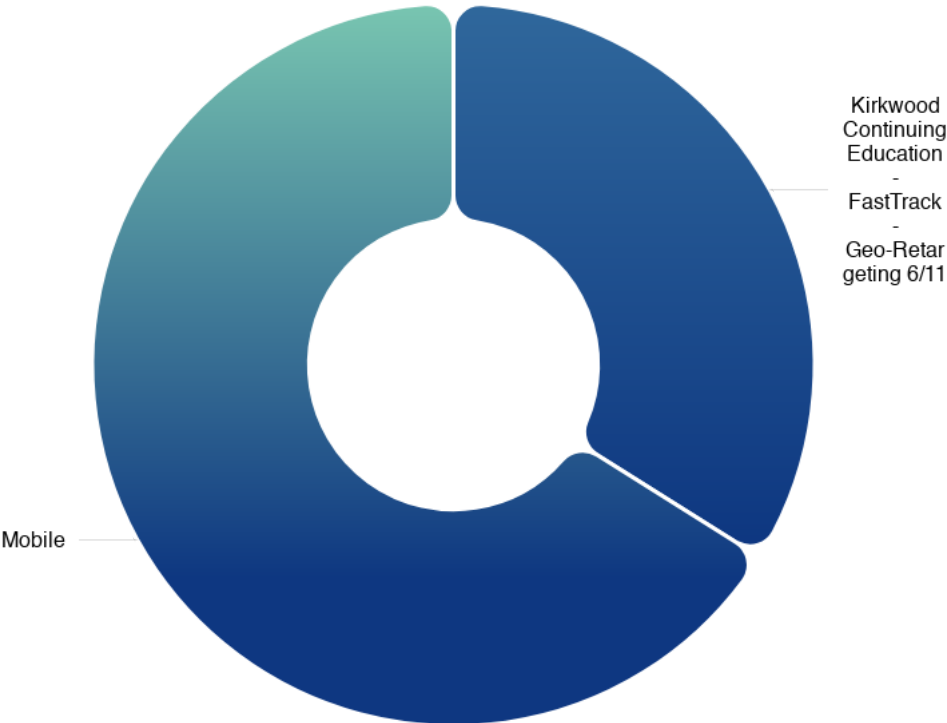
59

Click-Through Rate

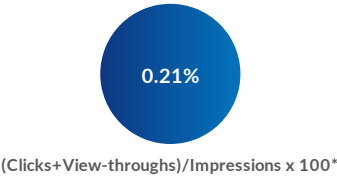
(Clicks/Impressions) x 100

0.21%

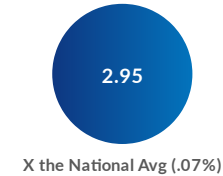
Your Product Breakout by Impressions



Total Engagement Rate



X the National Average



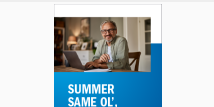
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



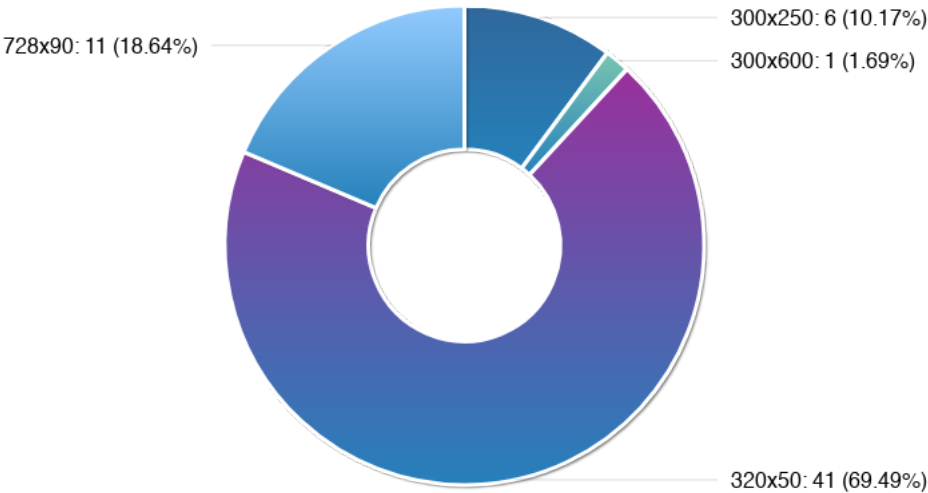
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kirkwood Continuing Education - FastTrack - 6/6 Education Center/Event Center Mobile	18,861	10	0.05%	0.76
Kirkwood Continuing Education - FastTrack - Geo- Retargeting 6/11	9,679	49	0.51%	7.23

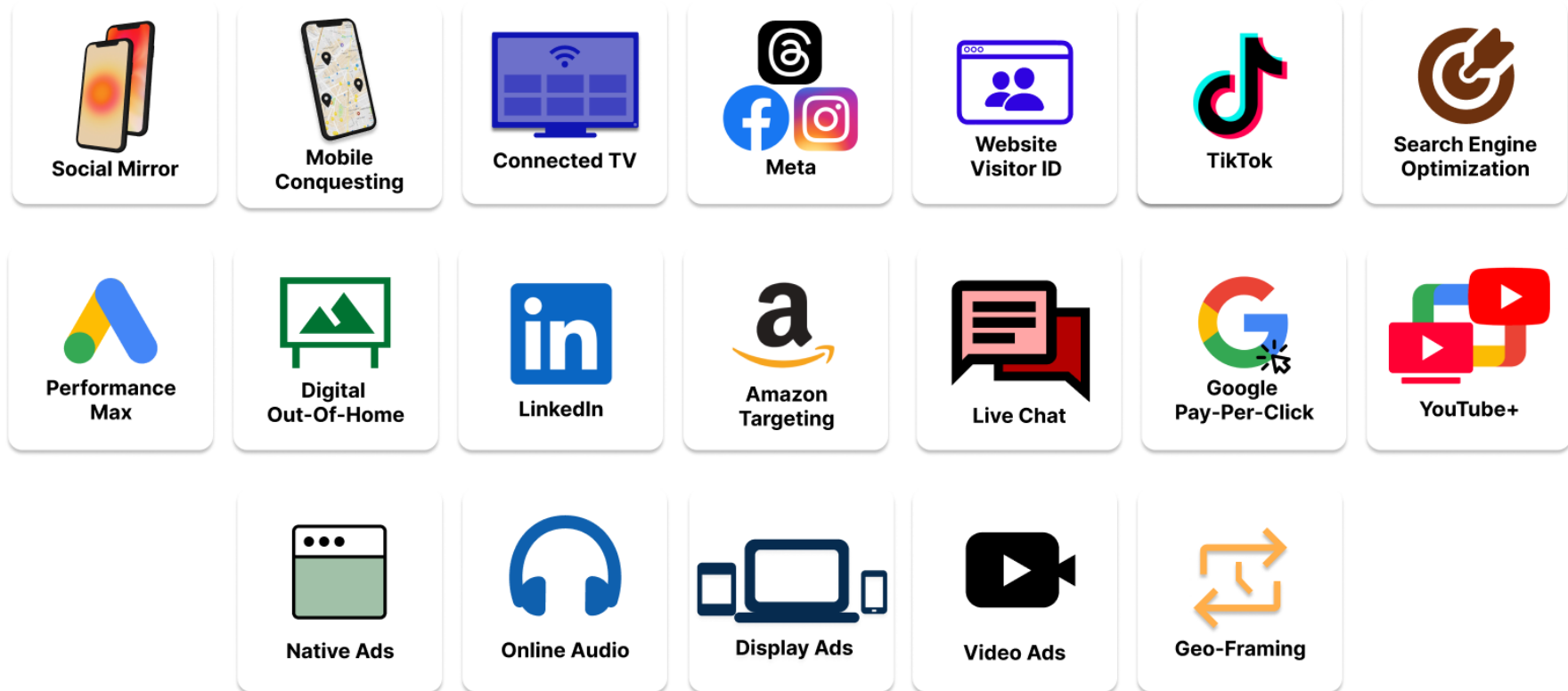
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kirkwood Continuing Education - FastTrack_6.8_KWCC 24392 Digital Assets_Digital Farmers Market_KWCC 320x50 2	16,108	6	0.04%	0.53
	Kirkwood Continuing Education - FastTrack_6.8_KWCC 320x50 2.jpg	7,061	35	0.50%	7.08
	Kirkwood Continuing Education - FastTrack_6.8_KWCC 728x90 2.jpg	2,290	8	0.35%	4.99
	Kirkwood Continuing Education - FastTrack_6.2_KWCC 24392 Digital Assets_Digital Farmers Market_KWCC 728x90 2	1,416	3	0.21%	3.03
	Kirkwood Continuing Education - FastTrack_6.2_KWCC 24392 Digital Assets_Digital Farmers Market_KWCC 300x250 2	1,296	1	0.08%	1.10
	Kirkwood Continuing Education - FastTrack_6.8_KWCC 300x250 2.jpg	320	5	1.56%	22.32
	Kirkwood Continuing Education - FastTrack_6.2_KWCC 24392 Digital Assets_Digital Farmers Market_KWCC 160x600 2	21	0	0.00%	0.00
	Kirkwood Continuing Education - FastTrack_6.2_KWCC 24392 Digital Assets_Digital Farmers	20	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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