

# Digital Marketing Report

## Impressions

How many ads were served:

8

## Your Product Breakout by Impressions



*\*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%) |
|------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| TPB Resorts - Kingsail - AI Display                                          | 4             | 0      | 0.00% | 0.00                      |
| TPB Resorts - Kingsail - Travel/Vacation/Budget Travelers Behavioral Display | 4             | 0      | 0.00% | 0.00                      |

## Display Creative Performance

| Preview Image                                                                     | Creative Name                                                                            | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                           | TPB Resorts - Kingsail_KINGSAIL<br>320x50 Escape to the<br>Keys.png_320x50               | 2           | 0        | 0.00% | 0.00                      |
| Thumbnail not available                                                           | TPB Resorts - Kingsail_KINGSAIL<br>728X90 Escape to the<br>Keys.png_728x90               | 1           | 0        | 0.00% | 0.00                      |
|  | TPB Resorts - Kingsail_Kinsail<br>Resort 300x250 sames keys smarter<br>price.png_300x250 | 5           | 0        | 0.00% | 0.00                      |

Device Performance

| Device      |                                                                      |               |        |       |
|-------------|----------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                          | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.       | 4             | 0      | 0.00% |
| Desktop     | A personal computing device that remains stationary at one location. | 3             | 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.