

Digital Marketing Report

Impressions

How many ads were served:

157,045

Clicks

Times a user clicked on an ad

773

Click-Through Rate

(Clicks/Impressions) x 100

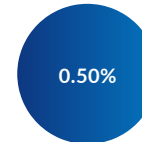
0.49%

Your Product Breakout by Impressions



Display

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

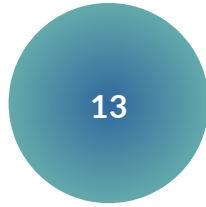
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cascade Comfort - Heating/Ventilation/Air Conditioning Behavioral Display	48,349	358	0.74%	10.58
Cascade Comfort - AI Display	40,103	124	0.31%	4.42
Cascade Comfort - Keyword Display	40,095	68	0.17%	2.42
Cascade Comfort - Retargeting Display	28,498	223	0.78%	11.18

Display View-through Conversions

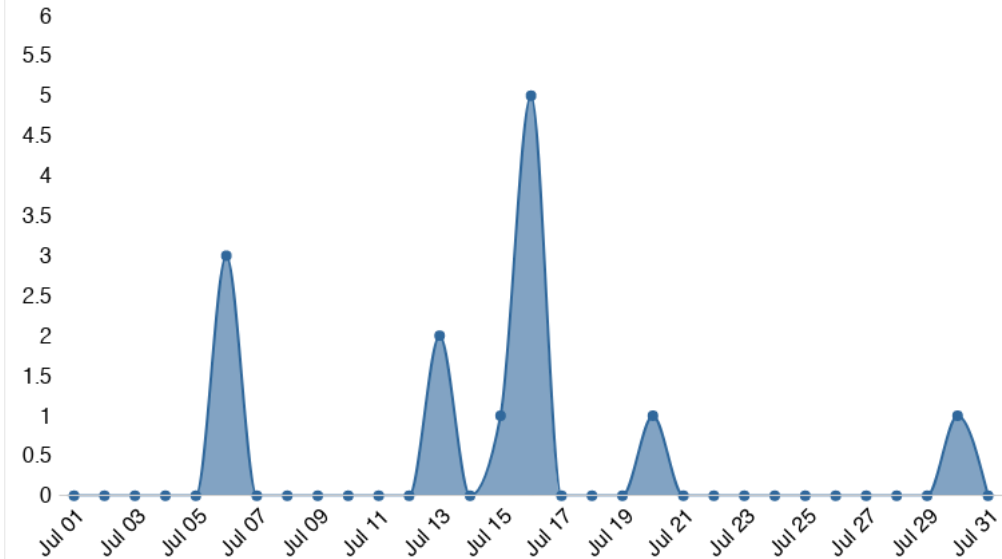


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

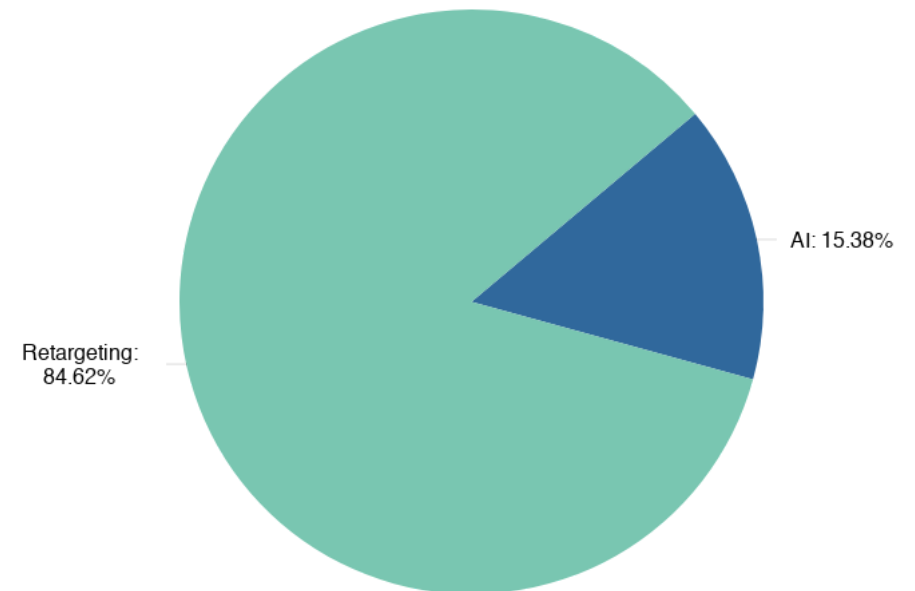
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Cascade Comfort Service Redding Homepage Visits	12
Cascade Comfort Advantage Program Page View	1

Display View-through Conversions by Day



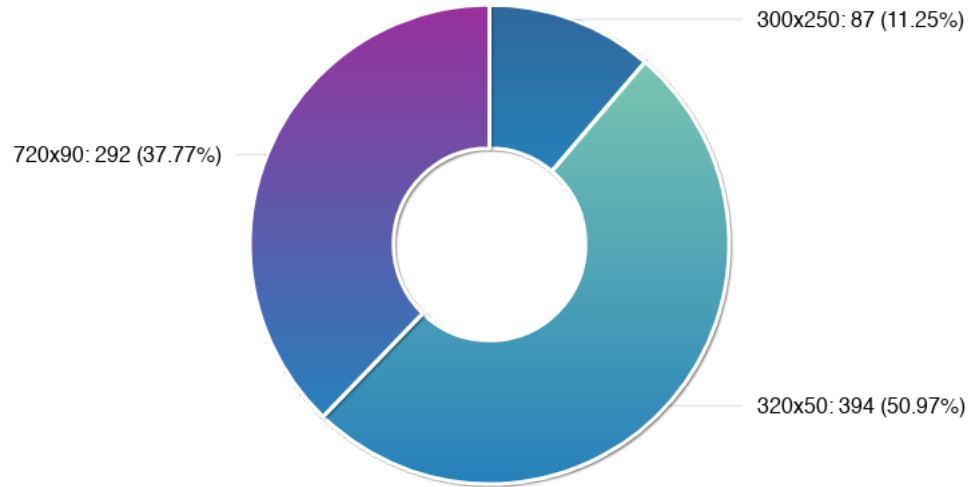
Top Display View-through Conversions by Strategy



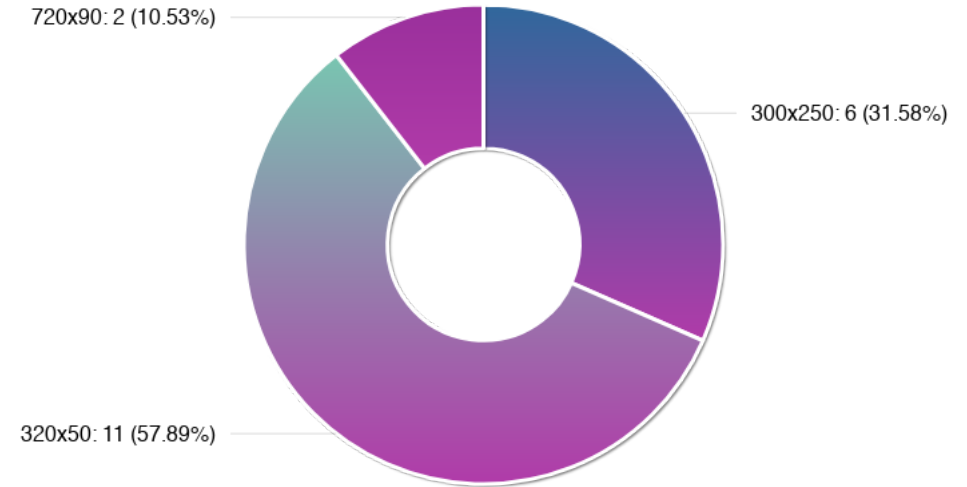
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	CascadeComfort_Offer320x50_320x50	70,244	394	0.56%	8.01
Thumbnail not available	Cascade Comfort Service Redding - Display_2.11_CascadeComfortRain 728x900.jpg_720x90	44,657	292	0.65%	9.34
	Cascade Comfort Service Redding - Display_2.11_CascadeComfortRain 300x250.jpg_300x250	42,144	87	0.21%	2.95

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





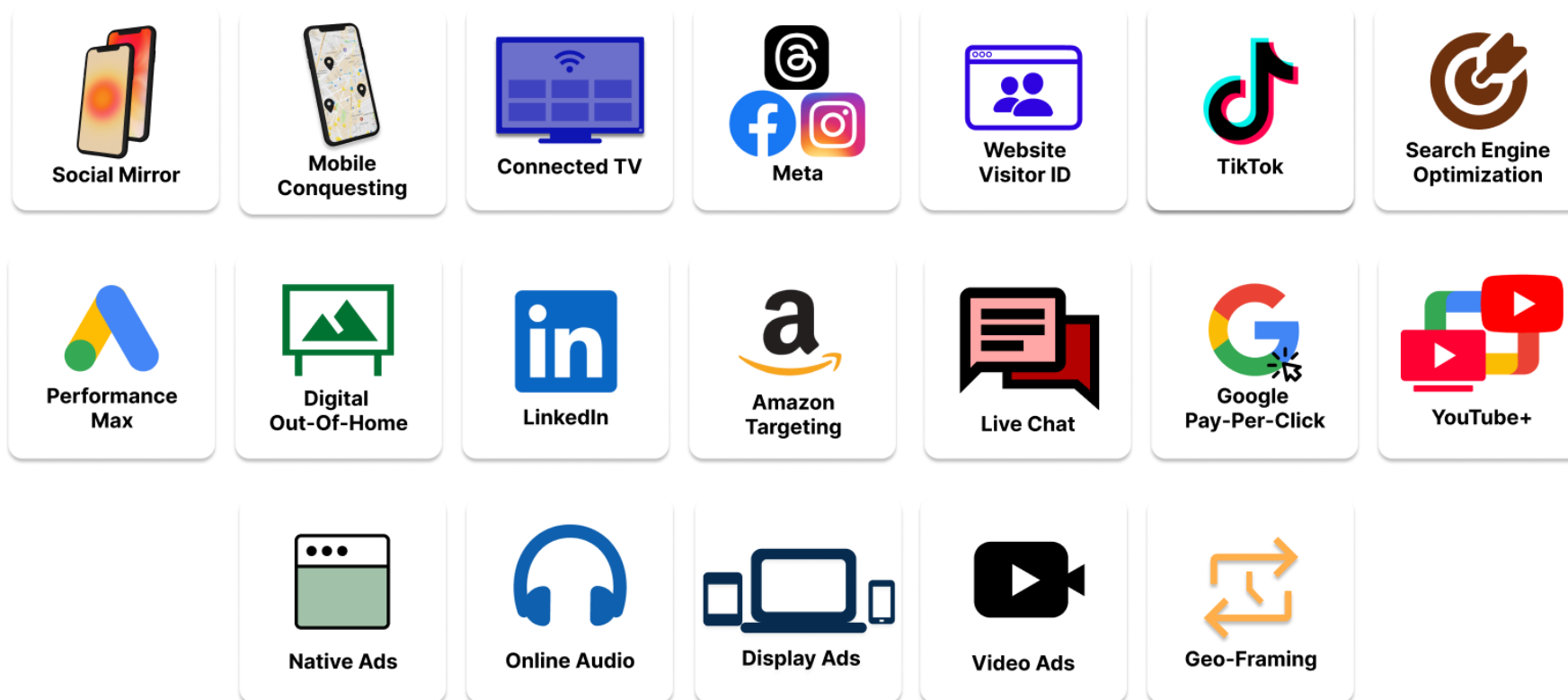
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	106,454	618	0.58%
Desktop	A personal computing device that remains stationary at one location.	32,665	63	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,926	92	0.51%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
redding.com	8,149	1	0.01%
imdb.com	4,739	0	0.00%
T-Mobile Play	2,841	115	4.05%
tmz.com	2,696	8	0.30%
msn.com	2,087	0	0.00%
upi.com	2,016	0	0.00%
arcamax.com	1,796	7	0.39%
usatoday.com	1,729	1	0.06%
last.fm	1,522	0	0.00%
Weather by WeatherBug	1,181	4	0.34%
zillow.com	1,108	0	0.00%
solitaires.com	1,083	0	0.00%
krctrv.com	916	1	0.11%
nypost.com	904	9	1.00%
Solitaire	870	3	0.34%
ranger6g.com	753	3	0.40%
thehistoryofwwe.com	655	0	0.00%
The Scoop	627	5	0.80%
foxnews.com	593	1	0.17%
spotify.com	536	2	0.37%

All available products in our *toolbox*.



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