

Digital Marketing Report

Impressions

How many ads were served:

413,700

Clicks

Times a user clicked on an ad

1,847

Click-Through Rate

(Clicks/Impressions) x 100

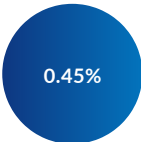
0.45%

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.

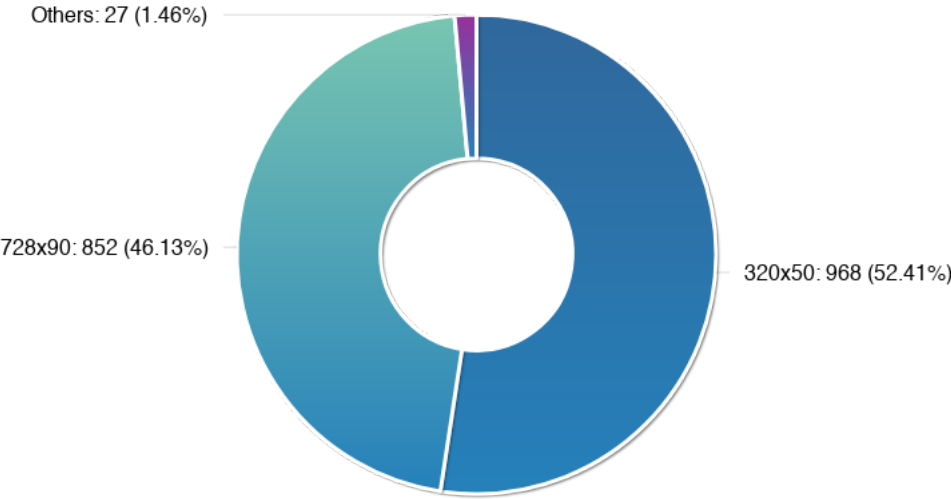
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
NM Chupacabras - 18-65/Sports Enthusiasts Behavioral Display - 126720	124,078	890	0.72%	10.25
NM Chupacabras - Behavioral Display - 126725	101,275	17	0.02%	0.24
NM Chupacabras - AI Display - 126725	93,942	56	0.06%	0.85
NM Chupacabras - AI Display - 126720	74,239	868	1.17%	16.70
NM Chupacabras - Geo-Fencing Display - 126725	20,166	16	0.08%	1.13

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Tickets on Sale Now - Display design set-320x50-px.gif_320x50	119,211	928	0.78%	11.12
	Tickets on Sale Now - Display design set-728x90-px.gif_728x90	79,106	830	1.05%	14.99
	GF_Tickets on Sale Now - Display design set-320x50-px.gif_320x50	60,442	40	0.07%	0.95
	GF_Tickets on Sale Now - Display design set-728x90-px.gif_728x90	46,171	22	0.05%	0.68
	GF_Tickets on Sale Now - D-300x250-px.gif_300x250	81,058	18	0.02%	0.32
	GF_Tickets on Sale Now - D-300x600-px.gif_300x600	12,920	8	0.06%	0.88
Thumbnail not available	GF_Tickets on Sale Now - D-160x600-px.gif_160x600	14,791	1	0.01%	0.10
	GF_Tickets on Sale Now - Display design set-300x60-px.gif_300x60	1	0	0.00%	0.00

Display Click Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	217,017	1,348	0.62%
Desktop	A personal computing device that remains stationary at one location.	169,748	417	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	26,935	82	0.30%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	42,441	1	0.00%
The Scoop	25,819	134	0.52%
zillow.com	21,145	1	0.00%
x.com	10,326	1	0.01%
T-Mobile Play	9,893	177	1.79%
washingtonpost.com	9,129	4	0.04%
nypost.com	5,928	5	0.08%
usatoday.com	4,960	7	0.14%
Fox News - Daily Breaking News	4,539	3	0.07%
kob.com	4,454	1	0.02%
tmz.com	4,396	3	0.07%
foxnews.com	4,015	0	0.00%
topzonewell.com	3,549	29	0.82%
Fox News: US & World Headlines	2,822	4	0.14%
arcamax.com	2,412	5	0.21%
koat.com	2,307	1	0.04%
free-play-mahjong.com	1,896	1	0.05%
bestbuy.com	1,876	0	0.00%
norestforthewicked.gg	1,852	0	0.00%
Daily Mail TV	1,401	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.