

Digital Marketing Report

Impressions

How many ads were served:

103,584

Clicks

Times a user clicked on an ad

275

Click-Through Rate

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

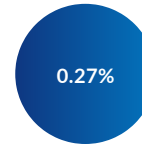
0.27%

Your Product Breakout by Impressions



Mobile

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%)
Beasley Gilkison Law - Legal Service Office Visitors Categories Mobile	82,703	188	0.23%	3.25
Beasley Gilkison Law - Site Retargeting Mobile	20,881	87	0.42%	5.95

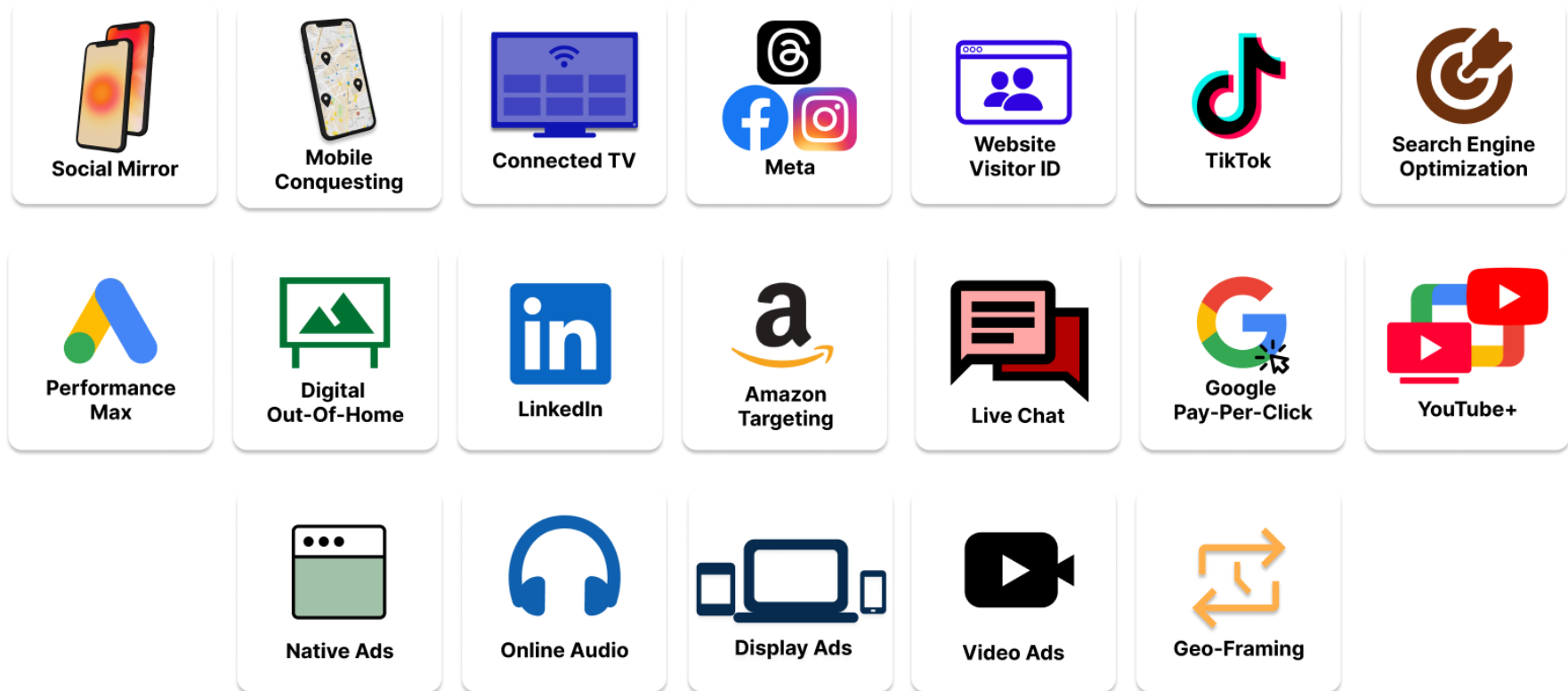
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Beasley Gilkison Law_26 Beasley 320x50.png	65,897	143	0.22%	3.10
	Beasley Gilkison Law_26 Beasley 728x90.png	34,132	111	0.33%	4.65
	Beasley Gilkison Law_26 Beasley 300x250.png	3,555	21	0.59%	8.44

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.