

Digital Marketing Report

Impressions

How many ads were served:

101,787

Clicks

Times a user clicked on an ad

697

Click-Through Rate

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

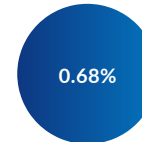
0.68%

Your Product Breakout by Impressions



Display

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.



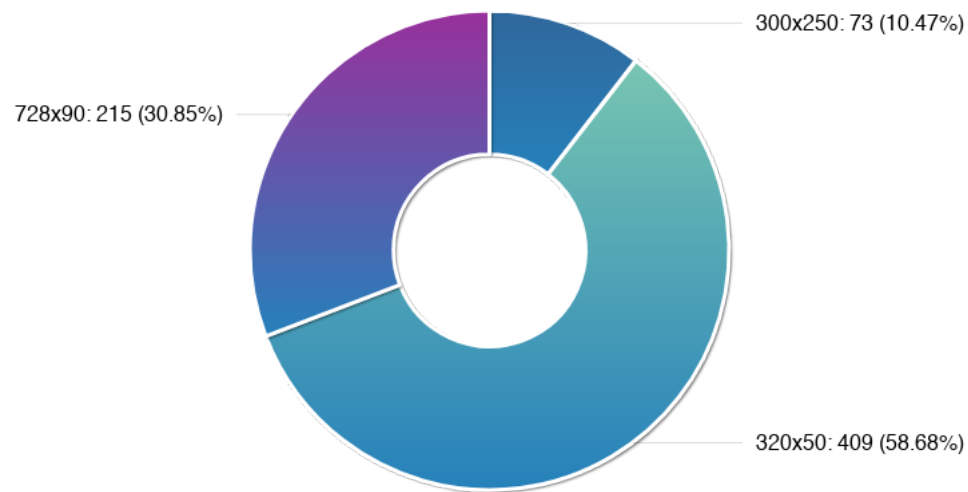
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bob's Garage Doors LLC - AI Display	53,570	384	0.72%	10.24
Bob's Garage Doors LLC - Homeowner/Home Improvement Behavioral Display	48,217	313	0.65%	9.27

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bob's Garage Doors LLC__25May BGD 320x50 (2)	50,145	409	0.82%	11.65
	Bob's Garage Doors LLC__25May BGD 728x90	31,366	215	0.69%	9.79
Thumbnail not available	Bob's Garage Doors LLC__25 May BGD 300x250 (4)	20,276	73	0.36%	5.14

Display Click Performance by Ad Size





Device Performance

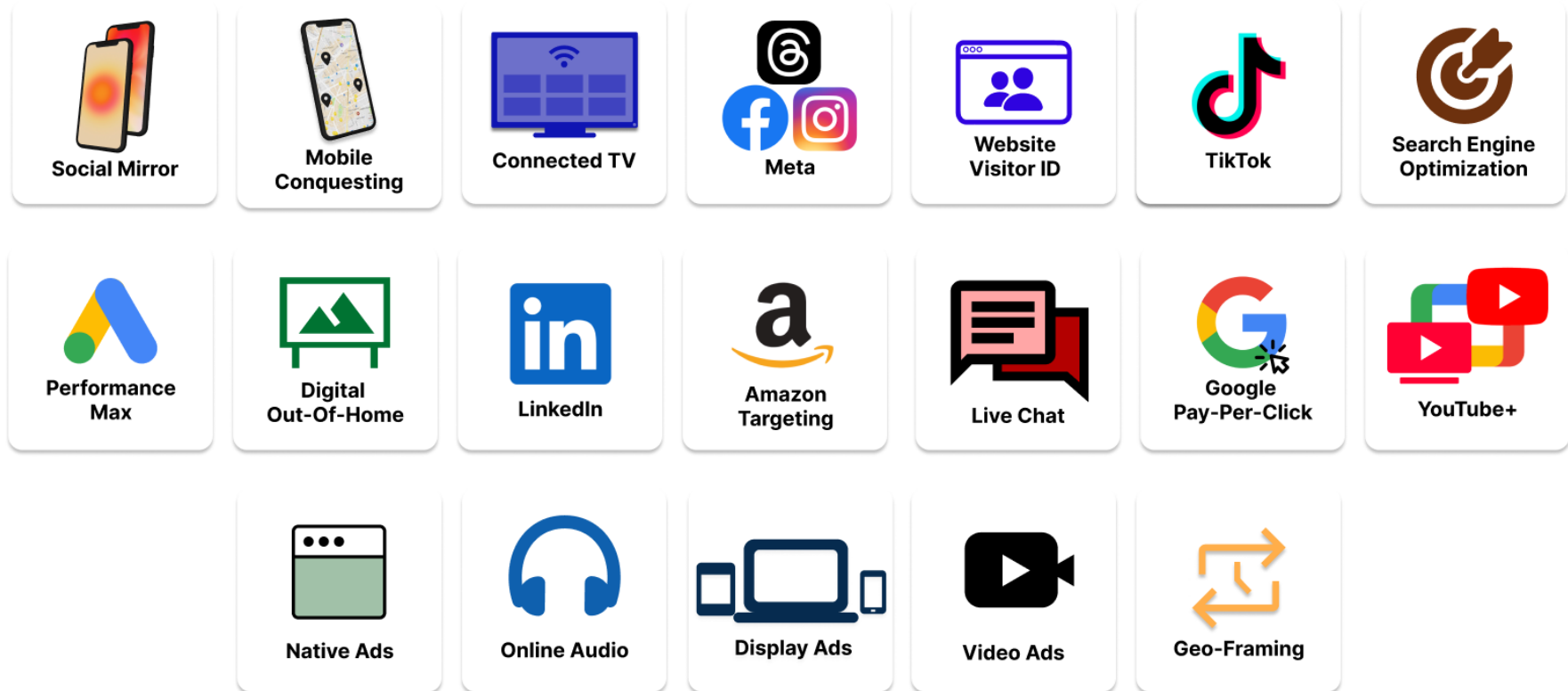
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	77,748	586	0.75%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,280	58	0.44%
Desktop	A personal computing device that remains stationary at one location.	10,759	53	0.49%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	9,565	30	0.31%
T-Mobile Play	4,261	163	3.83%
usatoday.com	1,864	0	0.00%
indra.com	1,772	1	0.06%
arcamax.com	1,728	5	0.29%
spotify.com	1,540	1	0.06%
imdb.com	1,483	3	0.20%
thestarpress.com	1,159	3	0.26%
nypost.com	842	8	0.95%
Yatzy - Classic Edition	752	11	1.46%
FOX59	707	1	0.14%
Golf GPS SwingU	657	2	0.30%
Life360: Find Friends & Family	618	0	0.00%
buzzliftnow.site	601	0	0.00%
Web Video Cast Browser to TV	573	0	0.00%
tmz.com	570	3	0.53%
WeatherBug – Weather Forecast	531	1	0.19%
Pandora - Music & Podcasts	494	0	0.00%
AOL Mail, News, Weather, Video	486	0	0.00%
buzzfeed.com	451	0	0.00%

All available products in our *toolbox*.



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