

# Digital Marketing Report

## Impressions

How many ads were served:

42,664

## Clicks

Times a user clicked on an ad

25

## X the National Average



X the National Avg (.07%)

## Your Product Breakout by Impressions



YouTube+

*\*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%) |
|-----------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Ken Waddell - Remax Real Estate - HHI Top 10%-30%/Purchasing a Home YouTube | 42,664        | 25     | 0.06% | 0.84                      |



YouTube+ Creative Performance

| Ad (Headline)                                                    | Impressions ↓ | Clicks | Completion Rate | Cost Per Completed View |
|------------------------------------------------------------------|---------------|--------|-----------------|-------------------------|
| Ken Waddell - Remax Real Estate_6.4.26_Ken Waddell               | 38,556        | 21     | 44.78%          | 0.09                    |
| Ken Waddell - Remax Real Estate_5.8.26_01:11 1440 Riffle Ken W 1 | 4,107         | 4      | 8.84%           | 0.45                    |

YouTube+ Video Completion Performance by Creative

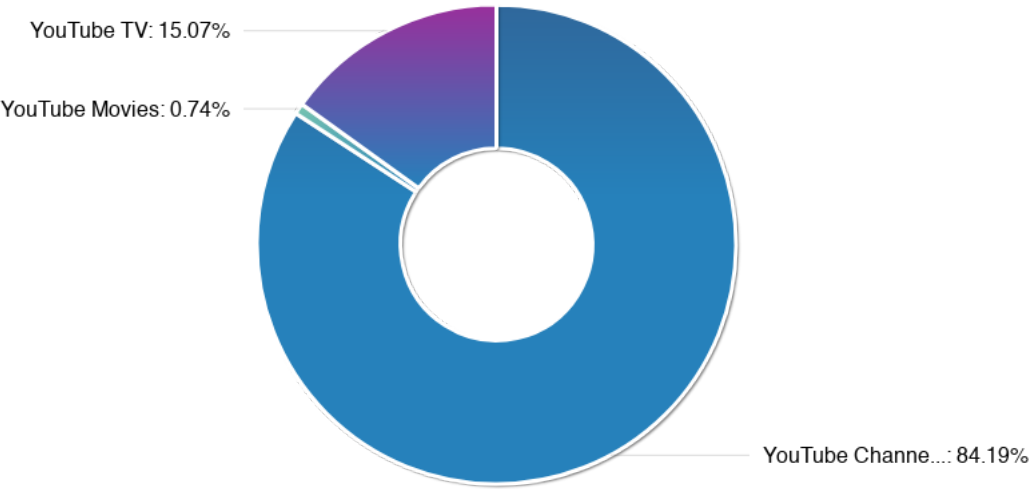
| Ad (Headline)                                                    | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|------------------------------------------------------------------|-----------------|---------------|---------------|----------------|
| Ken Waddell - Remax Real Estate_6.4.26_Ken Waddell               | 90.35%          | 52.88%        | 47.40%        | 44.78%         |
| Ken Waddell - Remax Real Estate_5.8.26_01:11 1440 Riffle Ken W 1 | 18.55%          | 12.60%        | 10.42%        | 8.84%          |



Device Performance

| Device       |                                                                                                                                 |               |        |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name  | Description                                                                                                                     | Impressions ↓ | Clicks | CTR   |
| Connected TV | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device. | 26,199        | 9      | 0.03% |
| Mobile       | A portable electronic device that can connect to the internet.                                                                  | 10,432        | 12     | 0.12% |
| Tablet       | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 3,999         | 4      | 0.10% |
| Desktop      | A personal computing device that remains stationary at one location.                                                            | 2,033         | 0      | 0.00% |

### YouTube+ Placement Performance



### Top 10 YouTube Channel Performance

| Placement Display Name | Impressions ↓ | Clicks | CTR   |
|------------------------|---------------|--------|-------|
| Fox News               | 166           | 0      | 0.00% |
| Midwest Safety         | 118           | 0      | 0.00% |
| Ryan Hall, Y'all       | 110           | 1      | 0.91% |
| GFAM                   | 90            | 0      | 0.00% |
| CaseOh                 | 81            | 0      | 0.00% |
| Joe Bart Games         | 79            | 0      | 0.00% |
| Joe Bartolozzi         | 72            | 0      | 0.00% |
| ABC News               | 63            | 0      | 0.00% |
| TheBurntPeanut         | 61            | 0      | 0.00% |
| Shawn Ryan Show        | 50            | 0      | 0.00% |



Top 10 YouTube TV Channel Performance

| Placement Display Name         | Impressions ↓ |
|--------------------------------|---------------|
| (YouTube TV) FOX News          | 1,991         |
| (YouTube TV) ESPN              | 293           |
| (YouTube TV) MS NOW            | 253           |
| (YouTube TV) CNN               | 225           |
| (YouTube TV) CNBC              | 99            |
| (YouTube TV) Hallmark TV       | 93            |
| (YouTube TV) FOX Weather       | 81            |
| (YouTube TV) FOX Business      | 73            |
| (YouTube TV) TV Land           | 56            |
| (YouTube TV) Game Show Network | 49            |

# 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.