

Digital Marketing Report

Impressions

How many ads were served:

85,480

Clicks

Times a user clicked on an ad

599

Click-Through Rate

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

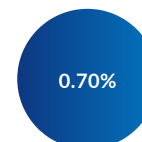
0.70%

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%)
Meadowbreeze (integrity Patio) - Homeowners/Outdoor Furniture/Home and Garden Behavioral Display	43,610	535	1.23%	17.53
Meadowbreeze (integrity Patio) - Keyword Display	37,032	35	0.09%	1.35
Meadowbreeze (integrity Patio) - Retargeting Display	4,838	29	0.60%	8.56

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Meadowbreeze (integrity Patio)_MeadowBreeze_Ads26_728x90.gif	27,288	315	1.15%	16.49
	Meadowbreeze (integrity Patio)_MeadowBreeze_Ads26_320x50.gif	30,995	238	0.77%	10.97
Thumbnail not available	Meadowbreeze (integrity Patio)_MeadowBreeze_Ads26_300x250 (1).gif	27,197	46	0.17%	2.42

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.	48,531	393	0.81%
Desktop	A personal computing device that remains stationary at one location.	23,044	38	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,905	168	1.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
zillow.com	7,944	0	0.00%
msn.com	2,409	0	0.00%
ebay.com	1,722	0	0.00%
The Scoop	1,688	9	0.53%
T-Mobile Play	1,428	43	3.01%
Spider Solitaire	1,096	24	2.19%
obsessedlawn.com	637	0	0.00%
nypost.com	591	10	1.69%
hometalk.com	402	0	0.00%
bonsaimary.com	352	0	0.00%
thosetechniques.com	350	0	0.00%
open-exam-prep.com	328	3	0.91%
luxedreamer.com	322	0	0.00%
tasteofhome.com	290	0	0.00%
usatoday.com	249	0	0.00%
Solitaire	228	9	3.95%
familyhandyman.com	226	0	0.00%
foxnews.com	222	0	0.00%
mollyshomeguide.com	222	0	0.00%
realtor.com	210	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



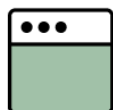
Live Chat



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.