

Digital Marketing Report

Impressions

How many ads were served:

159,166

Clicks

Times a user clicked on an ad

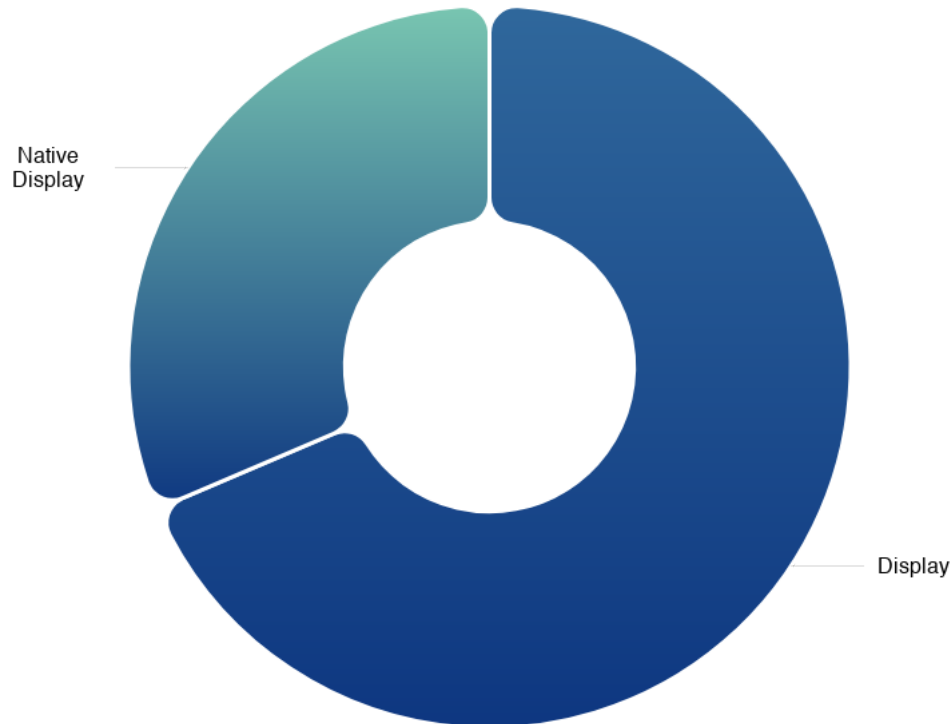
984

Click-Through Rate

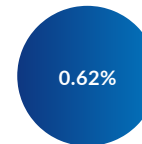
(Clicks/Impressions) x 100

0.62%

Your Product Breakout by Impressions



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.

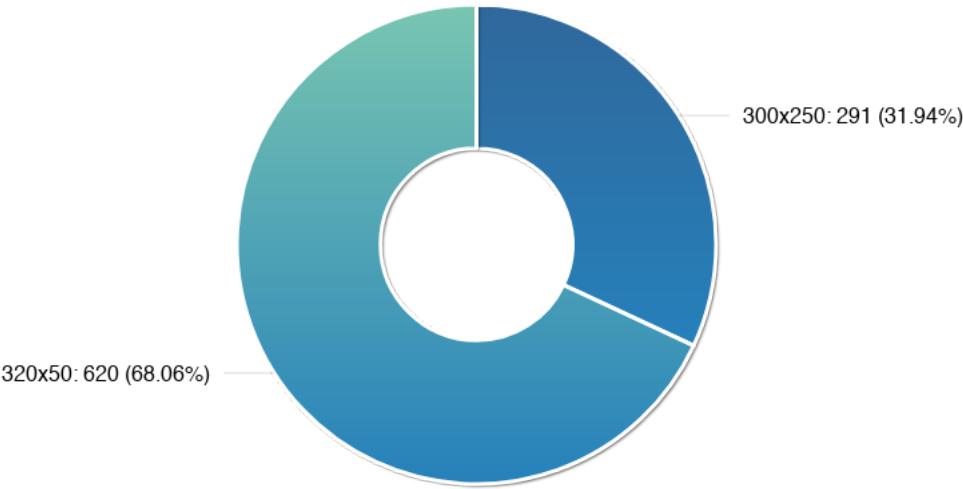
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Burns Estate Planning and Wealth Advisors - 6.16 Inheritance & Estate Planning/Retirement Planning/Financial Services Behavioral Display	67,302	651	0.97%	13.82
Burns Estate Planning and Wealth Advisors - 6.16 AI Display	41,837	260	0.62%	8.88
Burns Estate Planning and Wealth Advisors - 7.9 Inheritance & Estate Planning/Retirement Planning/Financial Services Behavioral Native	25,734	19	0.07%	1.05
Burns Estate Planning and Wealth Advisors - 7.9 AI Native	24,293	54	0.22%	3.18

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Couple on Beach 320x50.png	38,825	387	1.00%	14.24
	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Mid-age Lady 320x50.png	34,081	233	0.68%	9.77
	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Grandmother with Granddaughter 300x250.jpg	9,904	91	0.92%	13.13
Thumbnail not available	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Couple Golfing 300x250.jpg	9,066	80	0.88%	12.61
	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Couple working on paperwork March 2023 300x250.jpg	8,306	61	0.73%	10.49
	Burns Estate Planning and Wealth Advisors_6.16_Burns Estate Elder lady smiling 300x250.jpg	8,957	59	0.66%	9.41

Display Click Performance by Ad Size



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Burns Estate Planning and Wealth Advisors_Native_burns 3.jpg	18,177	31	0.17%	2.44
	Burns Estate Planning and Wealth Advisors_burns 2.jpg	14,989	22	0.15%	2.10
	Burns Estate Planning and Wealth Advisors_Native_1.jpg	16,861	20	0.12%	1.69

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	112,587	795	0.71%
Desktop	A personal computing device that remains stationary at one location.	36,392	170	0.47%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,187	19	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	12,082	3	0.02%
biblegateway.com	5,009	6	0.12%
Fox News: US & World Headlines	2,505	3	0.12%
T-Mobile Play	2,403	77	3.20%
Yahoo Mail - Organized Email	2,097	3	0.14%
arcamax.com	1,837	8	0.44%
themirror.com	1,684	11	0.65%
The Scoop	1,469	4	0.27%
nola.com	1,429	3	0.21%
zillow.com	1,177	0	0.00%
AOL Mail, News, Weather, Video	1,143	0	0.00%
theadvocate.com	1,068	3	0.28%
Life360: Live Location Sharing	1,062	0	0.00%
w3schools.com	1,033	1	0.10%
last.fm	1,007	1	0.10%
tumblr.com	975	0	0.00%
newsinfinity.site	944	16	1.69%
msn.com	835	0	0.00%
usatoday.com	781	6	0.77%
tmz.com	690	2	0.29%

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.