

Digital Marketing Report

Impressions

How many ads were served:

29,748

Clicks

Times a user clicked on an ad

97

Click-Through Rate

(Clicks/Impressions) x 100

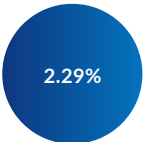
0.33%

Your Product Breakout by Impressions



Native
Video

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%)
Top Notch Computers & Technology Services - Charlottesville B2B Business Owners/CEO/B2B Solutions Behavioral Native Video Charlottesville	12,238	40	0.33%	4.67
Top Notch Computers & Technology Services - Charlottesville Keyword Native Video	7,146	15	0.21%	3.00
Top Notch Computers & Technology Services - Richmond Keyword Native Video	6,866	36	0.52%	7.49
Top Notch Computers & Technology Services - Richmond Retargeting Native Video	2,176	3	0.14%	1.97
Top Notch Computers & Technology Services - Charlottesville Retargeting Native Video	1,322	3	0.23%	3.24

Native Video Click Conversions

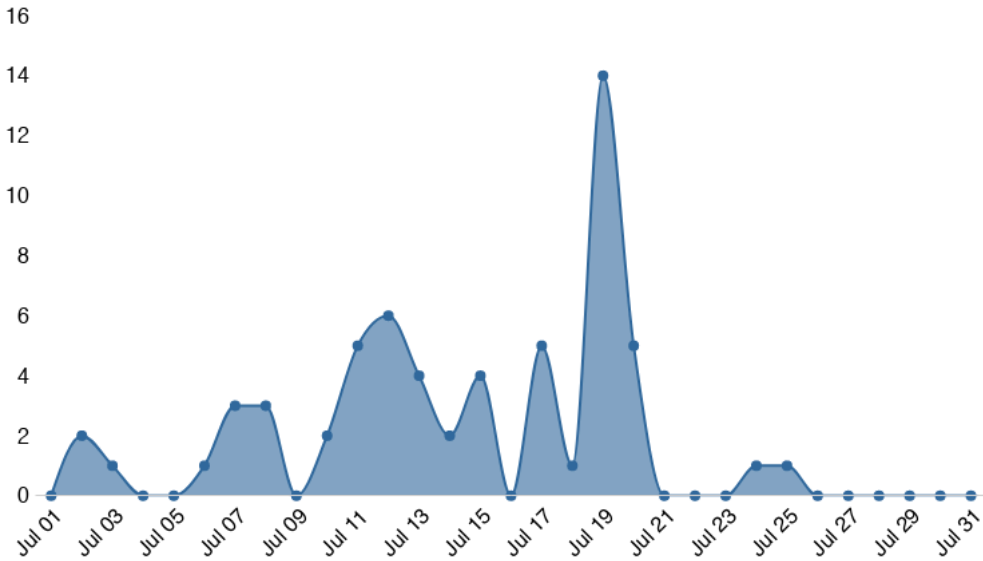


Times users clicked on an ad leading to your site and visited a page or completed an action

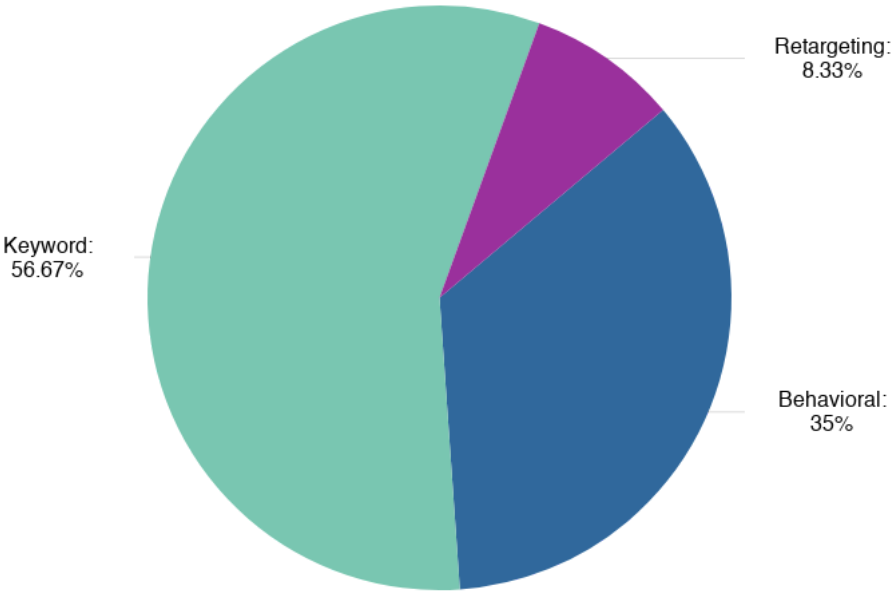
Native Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Top Notch Computers & Technology Services Managed Services Page View	37
Top Notch Computers & Technology Services Phone Number Click Conversion	14
Top Notch Computers & Technology Services Contact Us Click Conversion	7
Top Notch Computers & Technology Services Network Support Page View	2

Native Video Click Conversions by Day



Top Native Video Click Conversions by Strategy



Native Video View-through Conversions

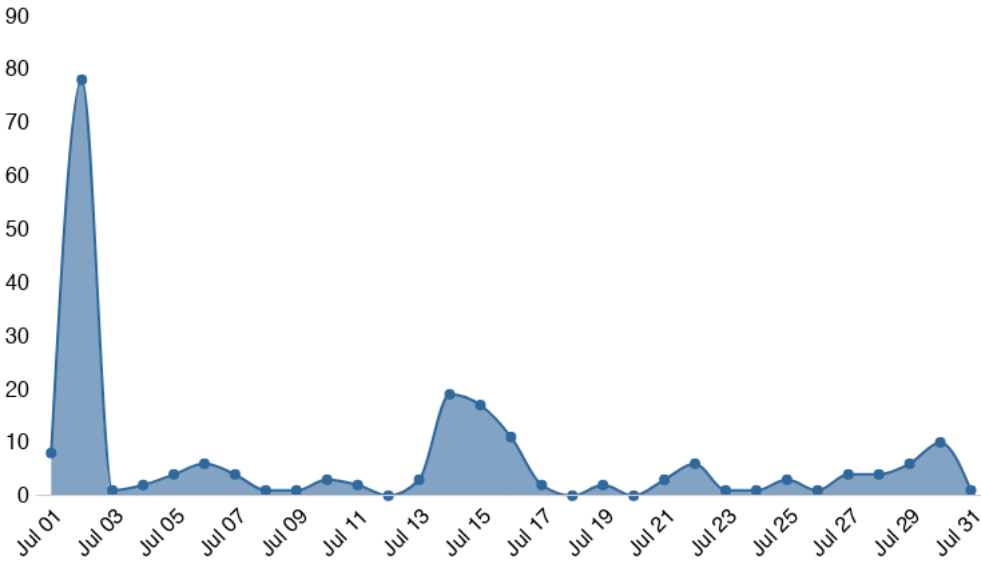


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

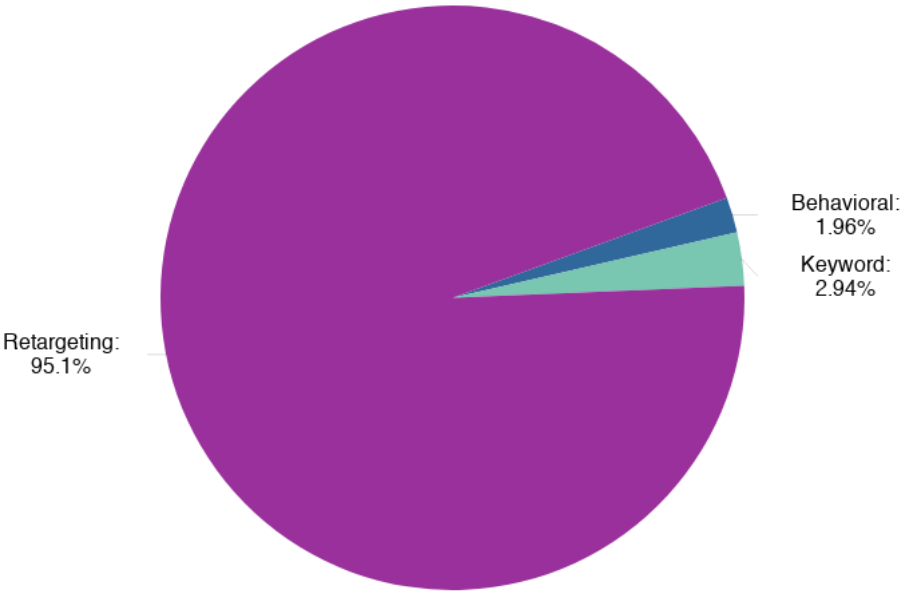
Native Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Top Notch Computers & Technology Services Homepage Visits	141
Top Notch Computers & Technology Services Managed Services Page View	41
Top Notch Computers & Technology Services Contact Us Click Conversion	9
Top Notch Computers & Technology Services Phone Number Click Conversion	9
Top Notch Computers & Technology Services Network Support Page View	3
Top Notch Computers & Technology Services IT Consulting Page View	1

Native Video View-through Conversions by Day



Top Native Video View-through Conversions by Strategy



CTV Click Conversions

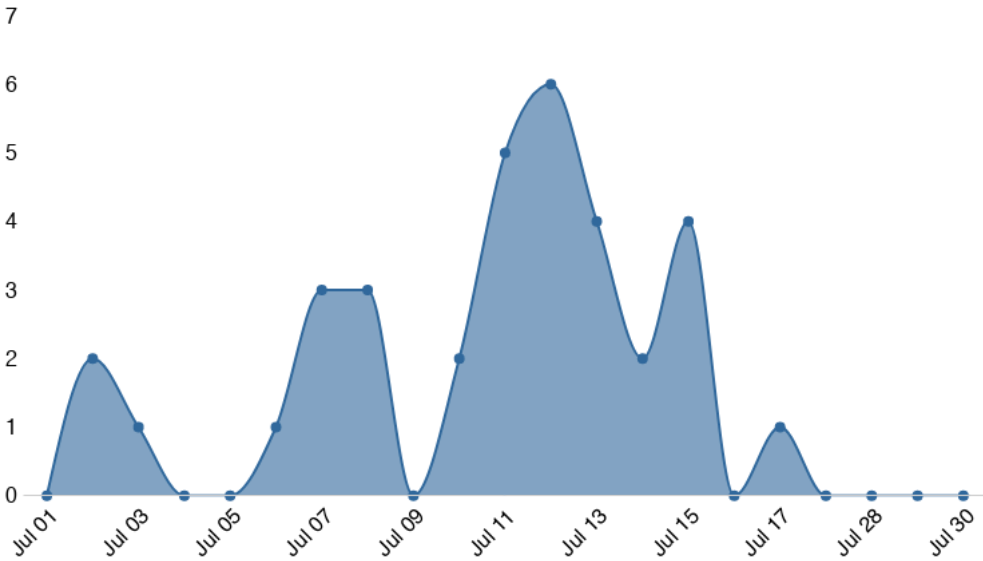


Times users clicked on an ad leading to your site and visited a page or completed an action

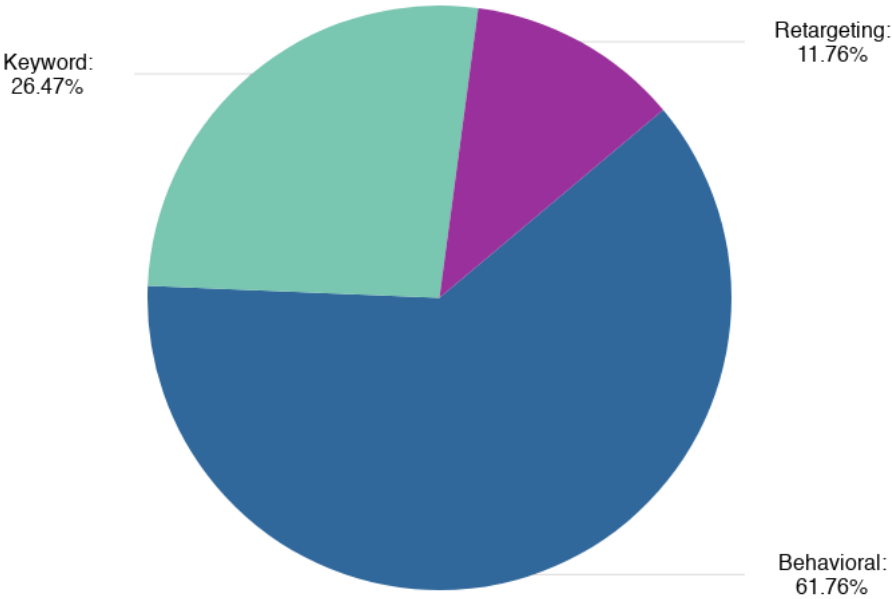
CTV Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Top Notch Computers & Technology Services Managed Services Page View	24
Top Notch Computers & Technology Services Phone Number Click Conversion	7
Top Notch Computers & Technology Services Contact Us Click Conversion	2
Top Notch Computers & Technology Services Network Support Page View	1

CTV Click Conversions by Day



Top CTV Click Conversions by Strategy



CTV View-through Conversions

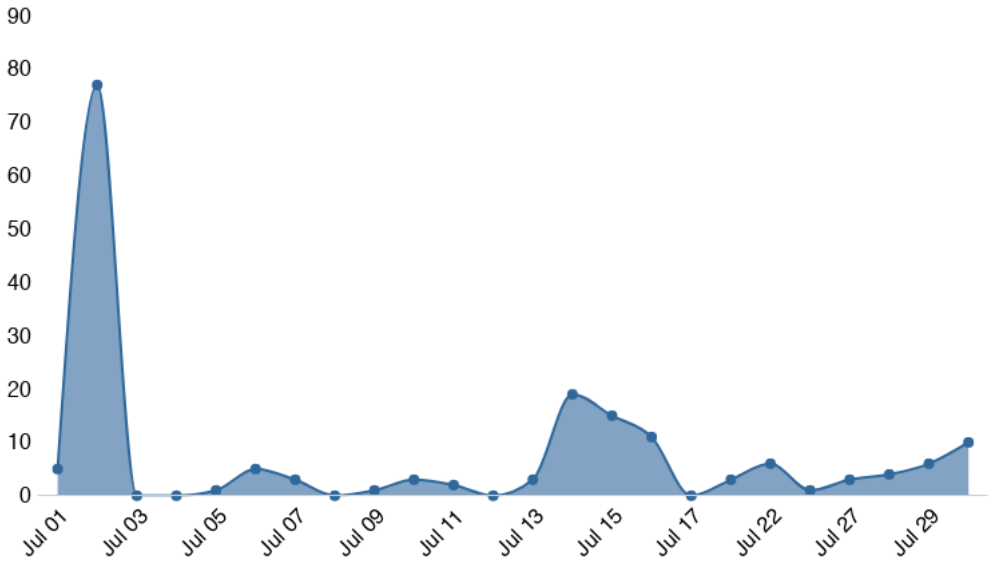


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

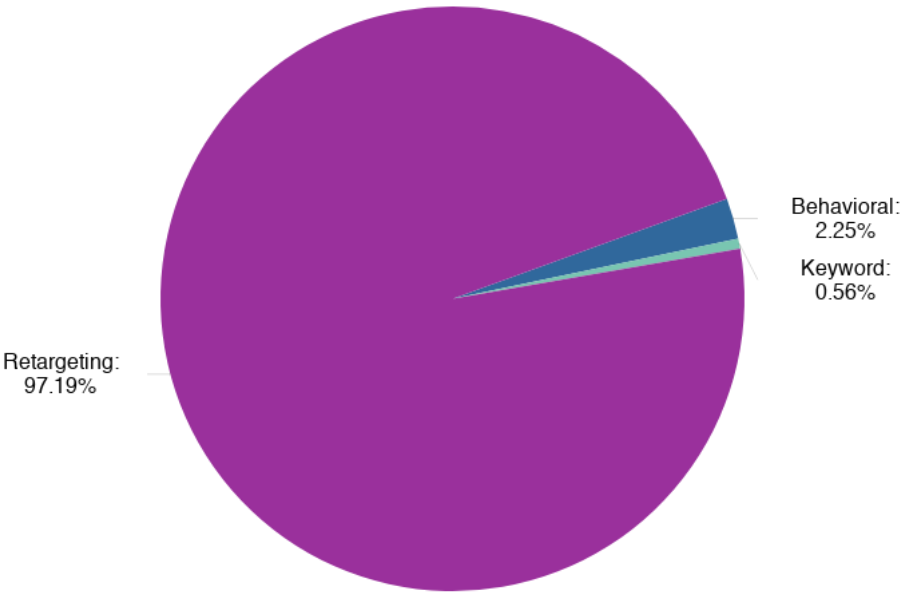
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Top Notch Computers & Technology Services Homepage Visits	139
Top Notch Computers & Technology Services Managed Services Page View	18
Top Notch Computers & Technology Services Contact Us Click Conversion	9
Top Notch Computers & Technology Services Phone Number Click Conversion	8
Top Notch Computers & Technology Services Network Support Page View	3
Top Notch Computers & Technology Services IT Consulting Page View	1

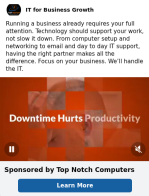
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Native Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Top Notch Computers & Technology Services_Native Video_IT for Business Growth	15,312	50	0.33%	4.66
	Top Notch Computers & Technology Services_Native Video_We'll Handle the IT	14,436	47	0.33%	4.65

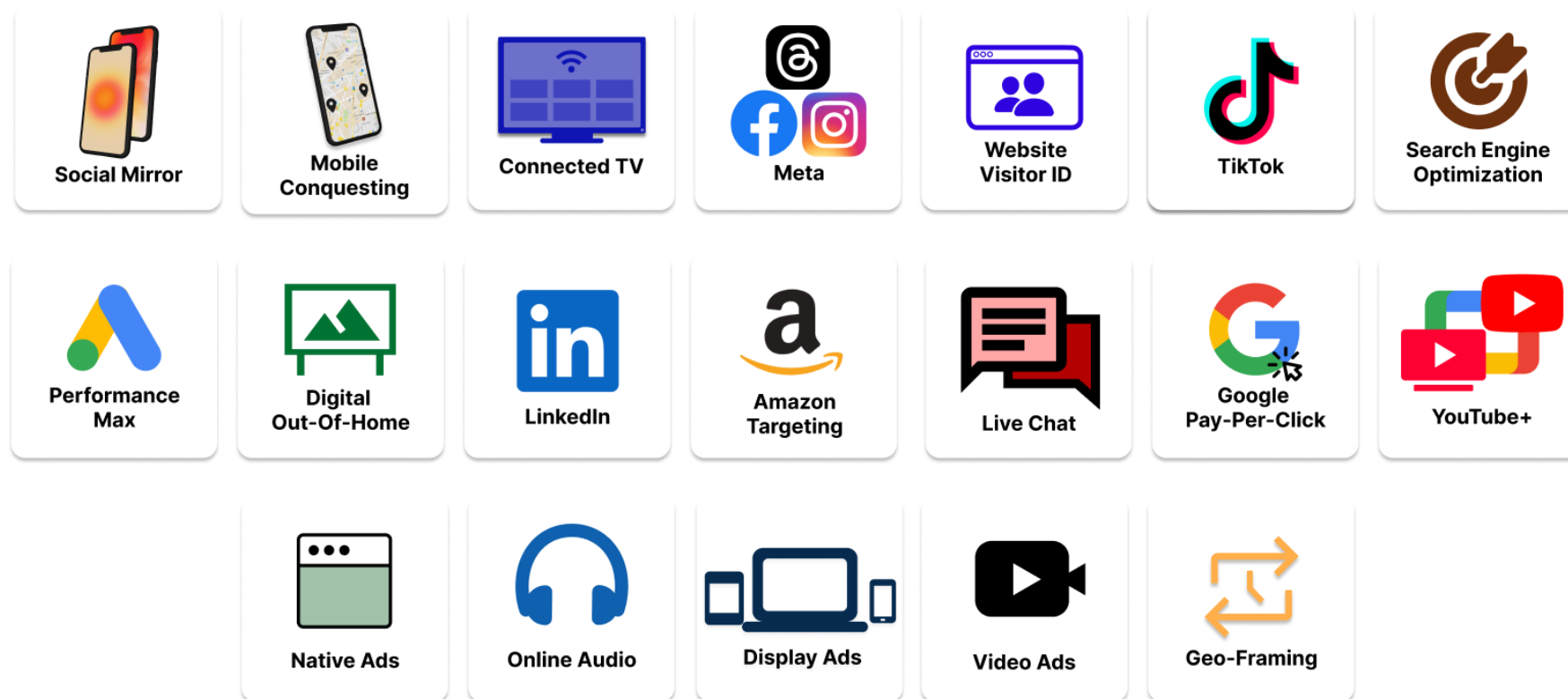
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	15,636	47	0.30%
Desktop	A personal computing device that remains stationary at one location.	12,621	45	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,491	5	0.34%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
29news.com	1,637	5	0.31%
foxnews.com	1,071	2	0.19%
msn.com	849	0	0.00%
nypost.com	768	6	0.78%
realclearpolitics.com	556	0	0.00%
themirror.com	507	6	1.18%
usatoday.com	497	1	0.20%
huffpost.com	455	1	0.22%
techfeeds.com.ng	367	1	0.27%
abcnews.com	362	1	0.28%
arcamax.com	260	5	1.92%
Speedtest by Ookla	244	2	0.82%
washingtonpost.com	240	0	0.00%
fool.com	238	2	0.84%
realtor.com	230	0	0.00%
gizmodo.com	218	0	0.00%
mediotiempo.com	182	0	0.00%
abc7.com	177	0	0.00%
The Scoop	177	1	0.56%
theguardian.com	177	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.