

Digital Marketing Report

Impressions

How many ads were served:

101,020

Clicks

Times a user clicked on an ad

465

Click-Through Rate

(Clicks/Impressions) x 100

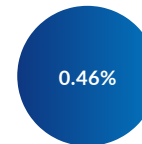
0.46%

Your Product Breakout by Impressions



Display

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

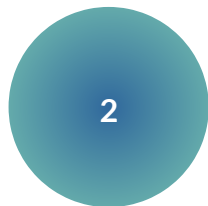
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
All Season's Equipment - Retargeting Display	40,574	123	0.30%	4.33
All Season's Equipment - Homeowners/Gardeners/Home Depot Shoppers Behavioral Display	35,469	201	0.57%	8.10
All Season's Equipment - AI Display	24,977	141	0.56%	8.06

Display Click Conversions

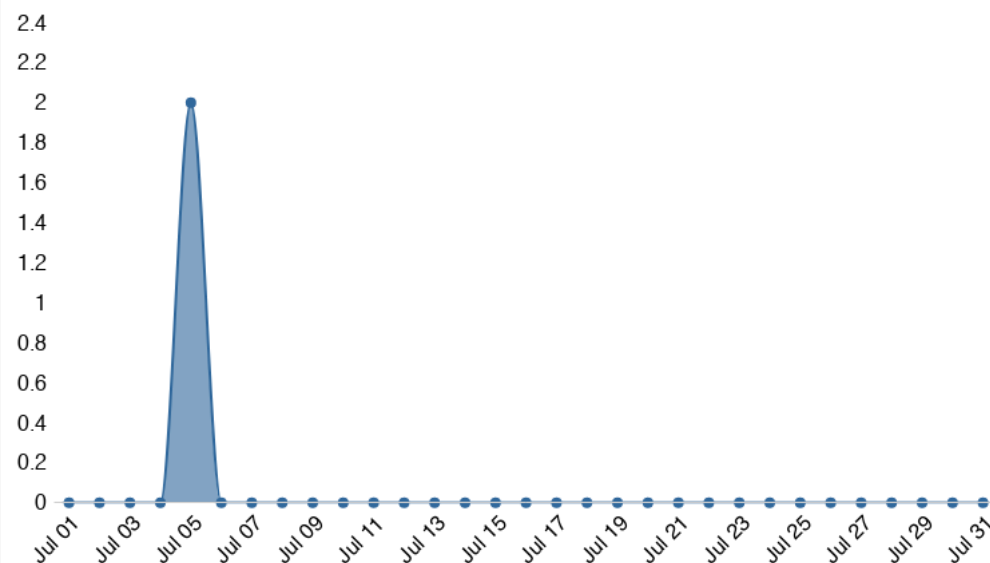


Times users clicked on an ad leading to your site and visited a page or completed an action

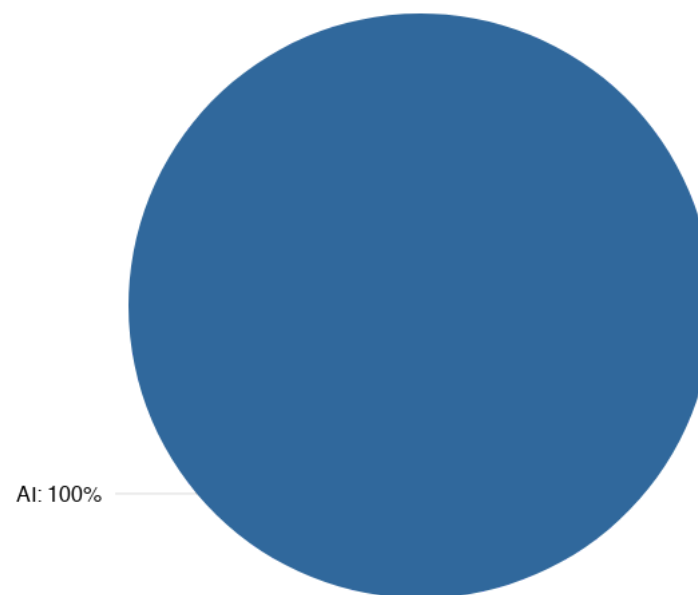
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
All Season's Equipment Submit Click Conversion	2

Display Click Conversions by Day



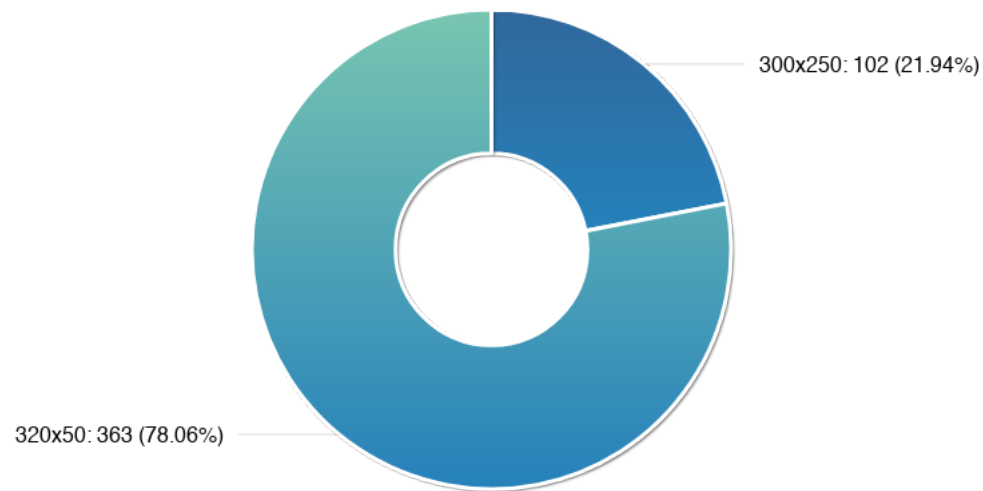
Top Display Click Conversions by Strategy



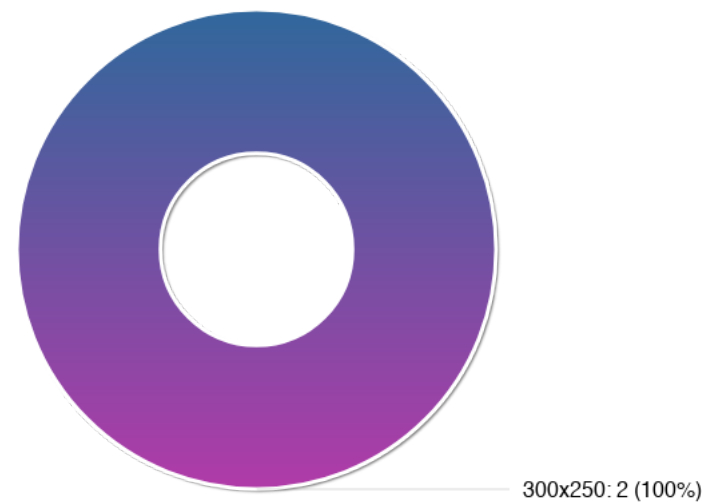
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	All Season's Equipment_7.13_Selection-Service-Local-320x50-Husqvarna.gif_320x50	37,847	262	0.69%	9.89
	All Season's Equipment_6.15_Selection-Service-Local-320x50-EGO.gif_320x50	25,221	101	0.40%	5.72
	All Season's Equipment_7.13_Selection-Service-Local-300x250-Husqvarna.gif_300x250	22,523	65	0.29%	4.12
Thumbnail not available	All Season's Equipment_6.15_Selection-Service-Local-300x250-Ego.gif_300x250	15,429	37	0.24%	3.43

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Display Ad Screenshots

All Season's Equipment_7.13_Selection-Service-Local-320x50-Husqvarna.gif_320x50	
Screenshot	



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	73,897	403	0.55%
Desktop	A personal computing device that remains stationary at one location.	23,409	48	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,714	14	0.38%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	5,367	34	0.63%
foxnews.com	3,691	2	0.05%
msn.com	3,417	0	0.00%
T-Mobile Play	3,408	117	3.43%
arcamax.com	2,785	4	0.14%
nypost.com	2,342	6	0.26%
usatoday.com	1,452	5	0.34%
huffpost.com	1,283	2	0.16%
ebay.com	1,282	0	0.00%
oregonlive.com	907	0	0.00%
tmz.com	877	5	0.57%
theguardian.com	851	0	0.00%
themirror.com	590	1	0.17%
x.com	586	0	0.00%
Pacer Pedometer & Step Tracker	563	1	0.18%
zillow.com	552	0	0.00%
thedailybs.com	531	2	0.38%
imdb.com	511	0	0.00%
registerguard.com	487	1	0.21%
Meetup: Social Events & Groups	423	1	0.24%

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.