

Digital Marketing Report

Impressions

How many ads were served:

16,486

Clicks

Times a user clicked on an ad

12

Click-Through Rate

(Clicks/Impressions) x 100

0.07%

Your Product Breakout by Impressions



Display

Total Engagement Rate

0.11%

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

X the National Average

1.04

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%)
CROP Combined Rotary Clubs of Panhandle - AI Display	8,571	10	0.12%	1.67
CROP Combined Rotary Clubs of Panhandle - Keyword Display	4,128	2	0.05%	0.69
CROP Combined Rotary Clubs of Panhandle - Small Business Owner/Professionals Display	3,450	0	0.00%	0.00
CROP Combined Rotary Clubs of Panhandle - Retargeting Display	337	0	0.00%	0.00

Display View-through Conversions

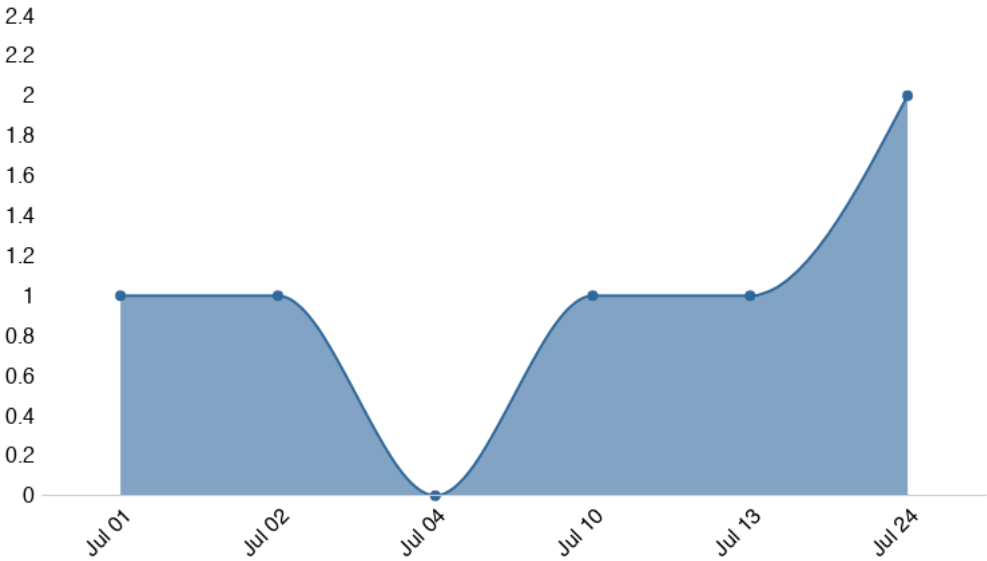


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

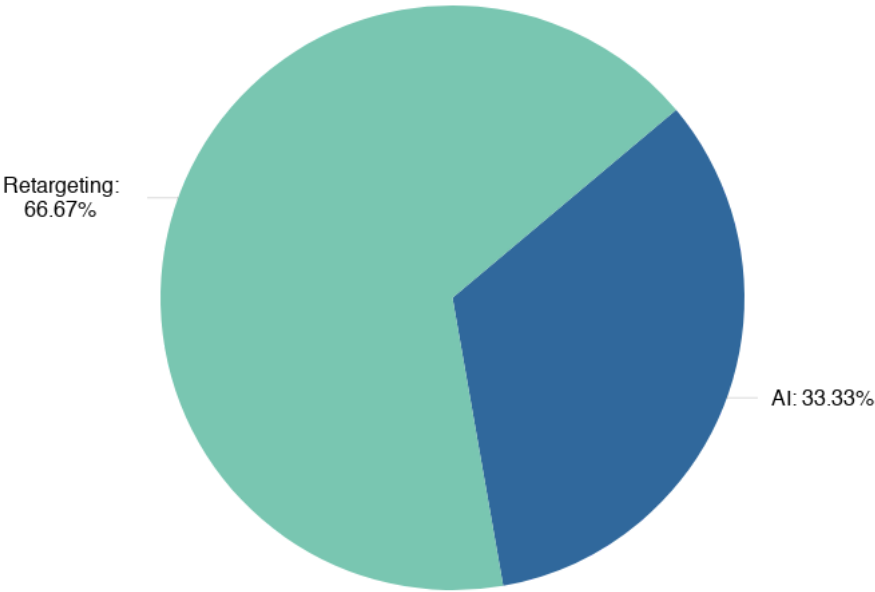
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
CROP Combined Rotary Clubs of Panhandle Homepage Visits	6

Display View-through Conversions by Day



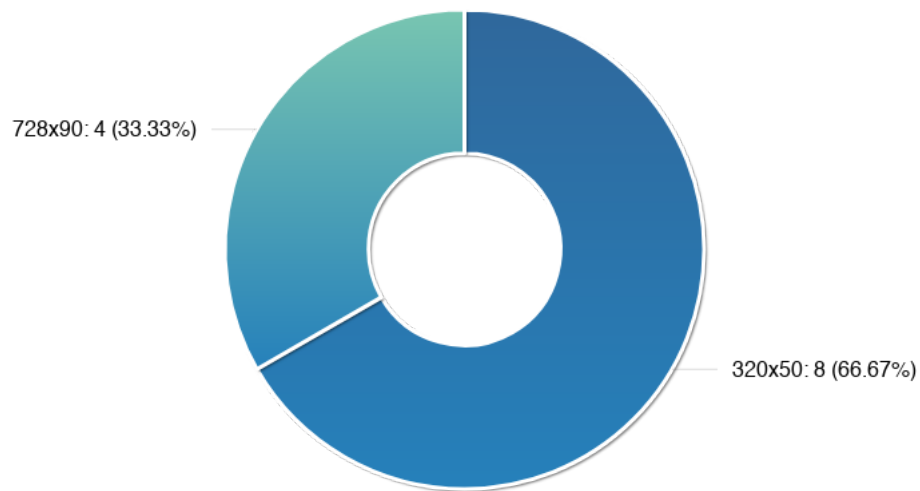
Top Display View-through Conversions by Strategy



Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	CROP Combined Rotary Clubs of Panhandle_Rotary 320x50 (4).png_320x50	5,716	5	0.09%	1.25
	CROP Combined Rotary Clubs of Panhandle_Rotary 320x50 (5).png_320x50	5,680	3	0.05%	0.75
	CROP Combined Rotary Clubs of Panhandle_Rotary 728x90 (4).png_728x90	2,442	2	0.08%	1.17
	CROP Combined Rotary Clubs of Panhandle_Rotary 728x90 (5).png_728x90	2,536	2	0.08%	1.13
Thumbnail not available	CROP Combined Rotary Clubs of Panhandle_rotary 300x250 (4).png_300x250	48	0	0.00%	0.00
Thumbnail not available	CROP Combined Rotary Clubs of Panhandle_rotary 300x250 (5).png_300x250	64	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



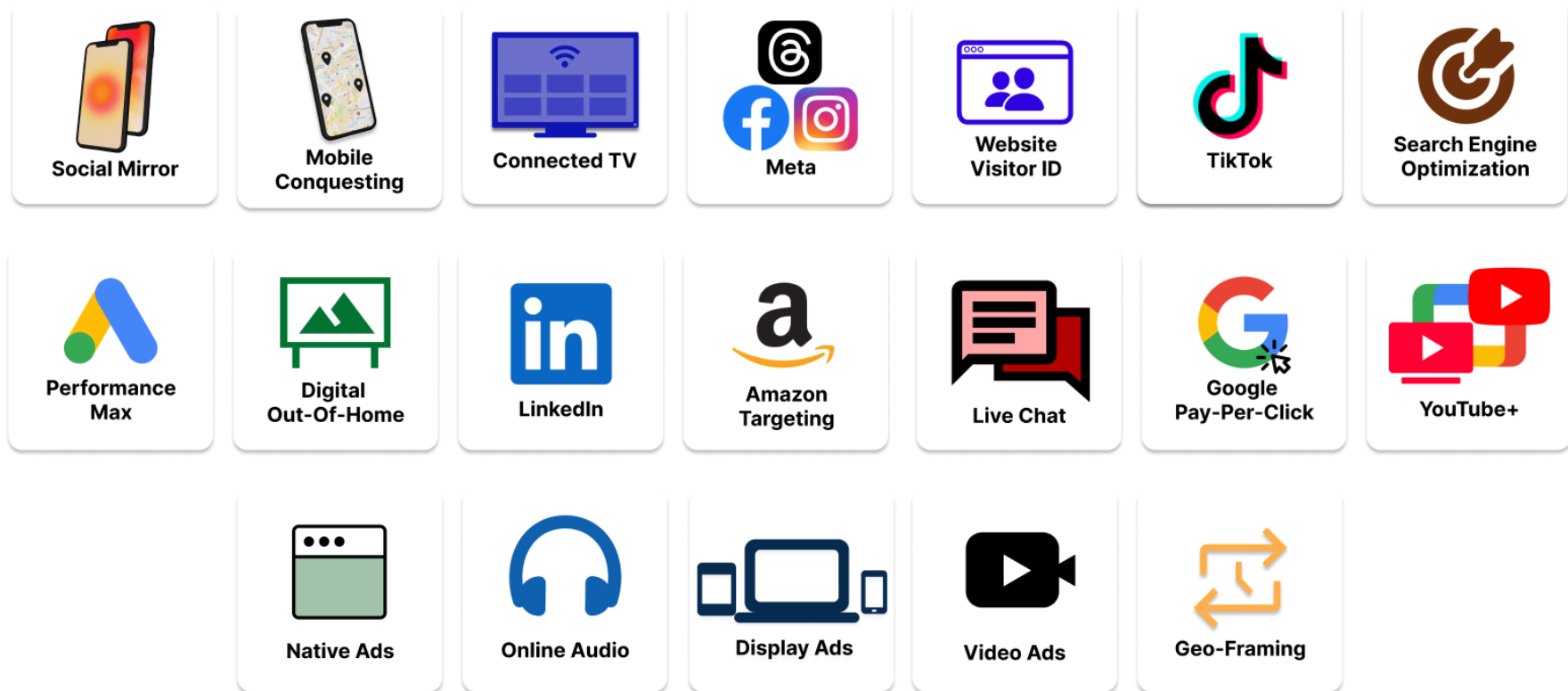
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	9,443	8	0.08%
Desktop	A personal computing device that remains stationary at one location.	5,510	2	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,533	2	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
thisdishisvegetarian.com	341	0	0.00%
spacedaily.com	270	0	0.00%
msn.com	252	0	0.00%
themompack.com	215	1	0.47%
pnj.com	193	0	0.00%
twopinkpeonies.com	182	0	0.00%
grindsuccess.com	131	0	0.00%
jobzcorner.com	123	0	0.00%
thebestcakerecipes.com	116	0	0.00%
momscravings.com	103	0	0.00%
paycheckcity.com	102	0	0.00%
realtor.com	99	0	0.00%
bonsaimary.com	98	0	0.00%
hiddenspringshomestead.com	97	0	0.00%
couponcravings.com	83	0	0.00%
merriam-webster.com	80	0	0.00%
Yahoo Mail – Organized Email	80	0	0.00%
usatoday.com	77	0	0.00%
evangelinetoday.com	73	0	0.00%
threadcurve.com	71	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.