



Digital Marketing Report

Impressions

How many ads were served:

25,792

Clicks

Times a user clicked on an ad

22

Click-Through Rate

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

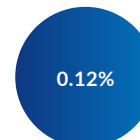
0.09%

Your Product Breakout by Impressions



Online
Audio

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%)
Precision Waterjet - First Time Home Buyer/Home Improvement & Construction Behavioral Audio	25,755	22	0.09%	1.22
Precision Waterjet - Retargeting Audio	37	0	0.00%	0.00



Online Audio View-through Conversions

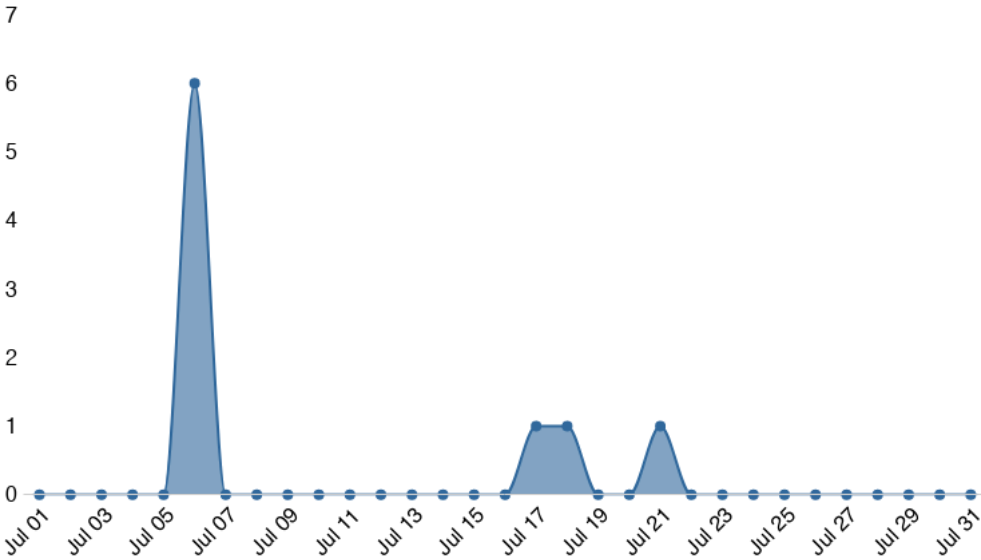


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

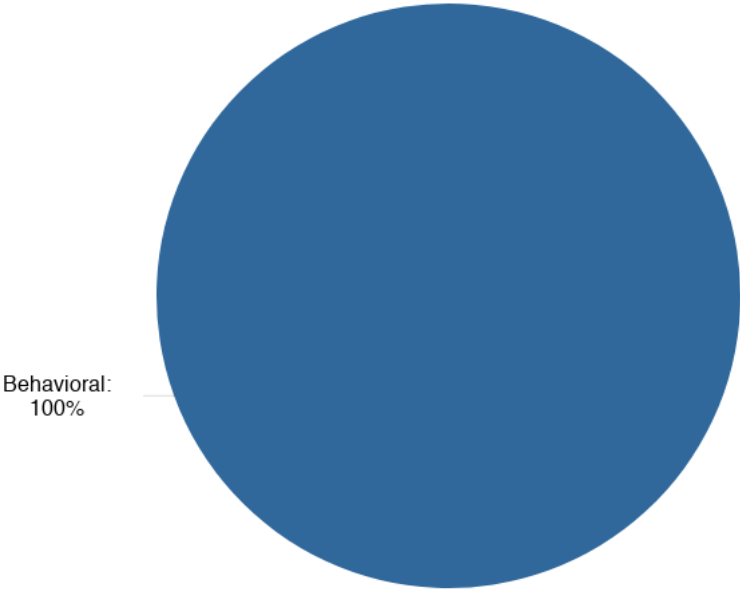
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Precision Waterjet Homepage Visits	9

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy





Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
PWJ STONE mp3	25,792	22	0.09%	1.22

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Precision Waterjet - First Time Home Buyer/Home Improvement & Construction Behavioral Audio	96.74%	93.62%	91.58%	89.33%
Precision Waterjet - Retargeting Audio	91.89%	91.89%	89.19%	89.19%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	16,879	21	0.12%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	2,846	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	1,983	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,652	1	0.06%
Desktop	A personal computing device that remains stationary at one location.	1,438	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	25	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	1	0	0.00%



Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Samsung	8,649	16	0.18%
Apple	6,684	0	0.00%
Vizio	2,379	0	0.00%
Motorola	1,316	4	0.30%
Google	529	1	0.19%
Lenovo	22	0	0.00%
Roku	15	0	0.00%
Xiaomi	8	0	0.00%
LG	4	0	0.00%
Sony	4	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
bonneville.com	3,125	0	0.00%
Pocket FM: Audio Series	1,215	0	0.00%
spreaker.com	389	0	0.00%
ncwlife.com	351	0	0.00%
Alarm Clock for Me free	260	0	0.00%
audiomob.io	222	0	0.00%
idobi.com	154	0	0.00%
adswizz.com	145	0	0.00%
tasteofhome.com	139	0	0.00%
familyhandyman.com	137	0	0.00%
Dating and Chat - Only Spark	107	0	0.00%
jamx.ai	85	0	0.00%
Treasure Masters	74	0	0.00%
audiorama.mx	68	0	0.00%
Word Kitchen	66	0	0.00%
broadcastify.com	64	0	0.00%
TuneIn Radio: Music & Sports	56	0	0.00%
Imgur: Funny Memes & GIF Maker	30	0	0.00%
radioonlinehd.com	30	0	0.00%
2048 Puzzle Fun	27	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.