

Digital Marketing Report

Impressions

How many ads were served:

6

Clicks

Times a user clicked on an ad

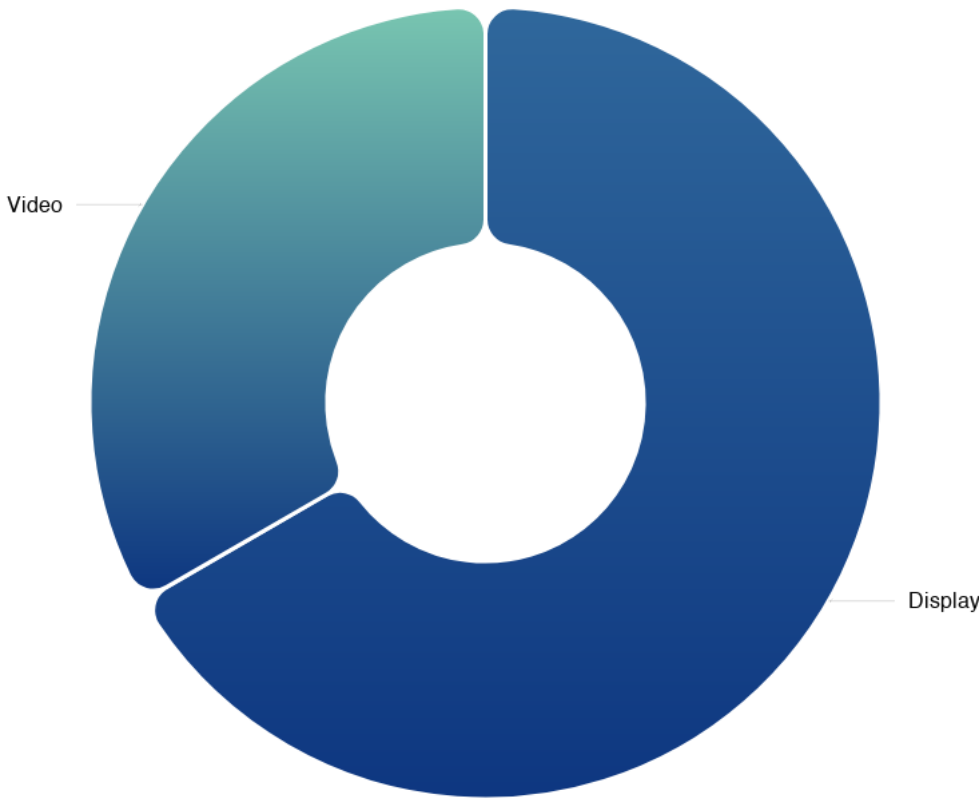
1

Click-Through Rate

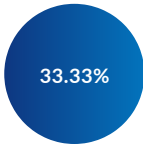
(Clicks/Impressions) x 100

16.67%

Your Product Breakout by Impressions

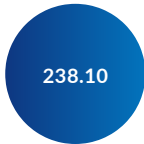


Total Engagement Rate



(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.

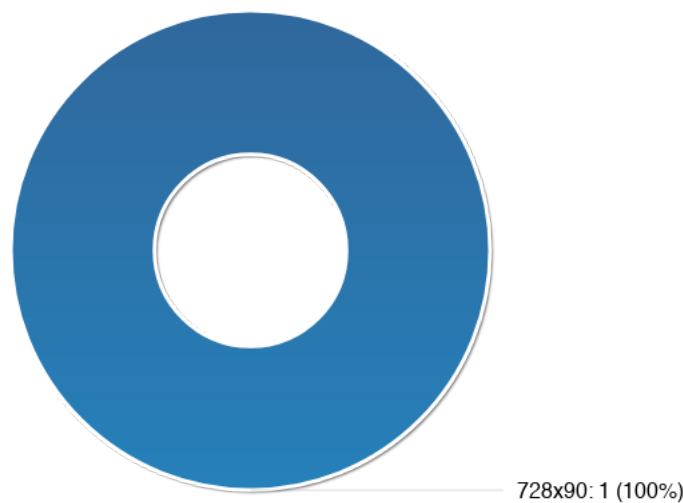
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cloudcroft Tourism - 35+/HHI \$50K+/Outdoor Enthusiasts/Adventure Travel Behavioral Display	4	0	0.00%	0.00
Cloudcroft Tourism - 35+/HHI \$50K+/Outdoor Enthusiasts/Adventure Travel Behavioral Video	2	0	0.00%	0.00

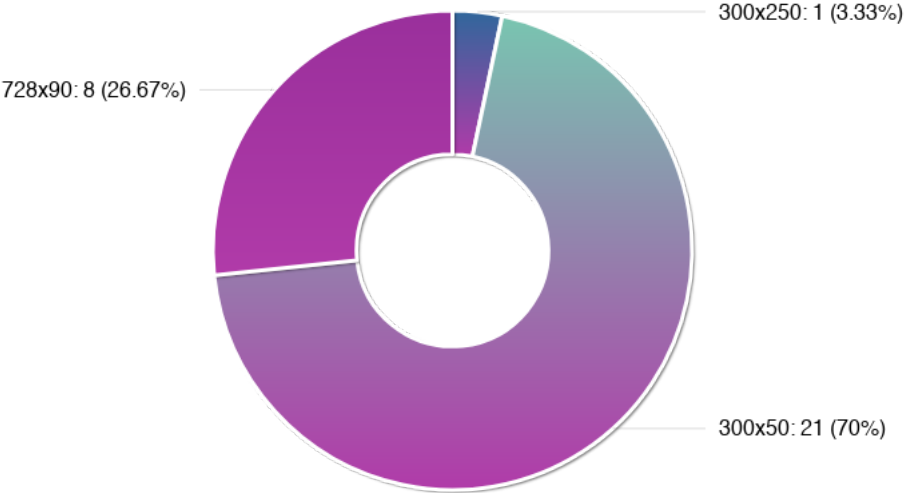
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cloudcroft Tourism_Cloudcroft-300x250.jpg	2	0	0.00%	0.00
	Cloudcroft Tourism_Cloudcroft-320x480.jpg	2	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cloudcroft Tourism_VCNMSpring2026V3.mp4	2	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	4	1	25.00%
Desktop	A personal computing device that remains stationary at one location.	2	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	0	0	-

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.