

Digital Marketing Report

Impressions

How many ads were served:

13

Clicks

Times a user clicked on an ad

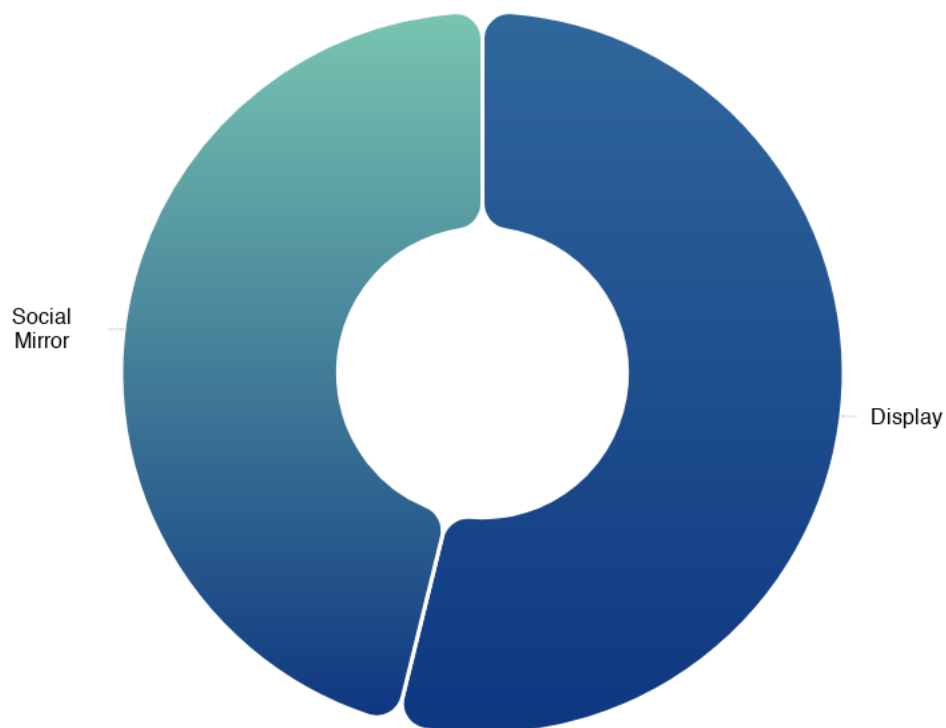
1

Click-Through Rate

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

7.69%

Your Product Breakout by Impressions

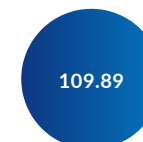


Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



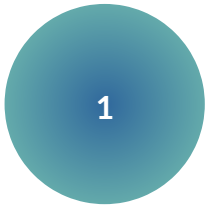
X the National Avg (.07%)

*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%)
UNISIG Deep Hole Drilling Systems - Aerospace and Defense/Engineering/Manufacturing B2B Behavioral Display - UNE-6 Machines	7	1	14.29%	204.08
UNISIG Deep Hole Drilling Systems - Geo-Retargeting Social Mirror	3	0	0.00%	0.00
UNISIG Deep Hole Drilling Systems - Geo-Fencing Social Mirror	2	0	0.00%	0.00
UNISIG Deep Hole Drilling Systems - Aerospace and Defense/Manufacturing B2B Behavioral Social Mirror	1	0	0.00%	0.00

Display View-through Conversions

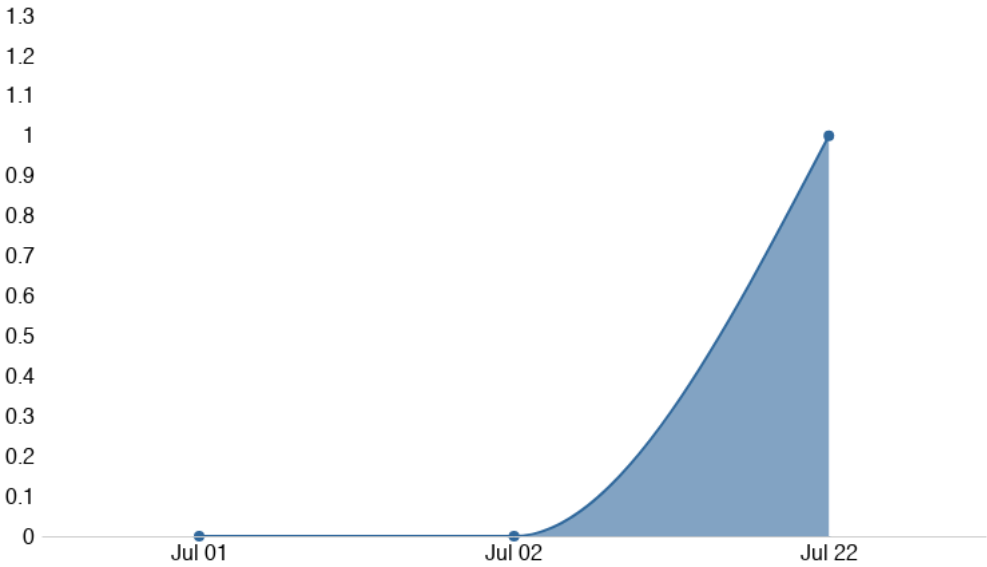


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

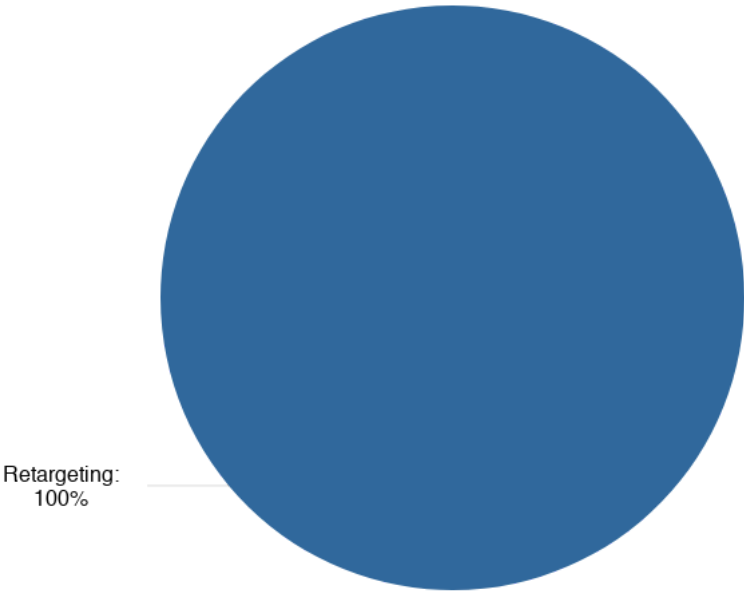
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
UNISIG Deep Hole Drilling Systems Homepage Visits	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror View-through Conversions

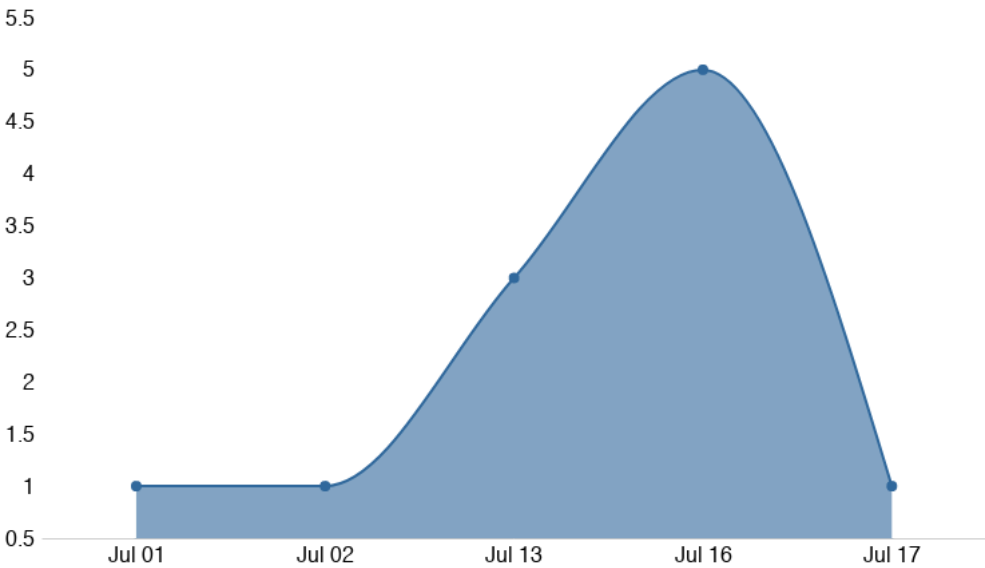


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

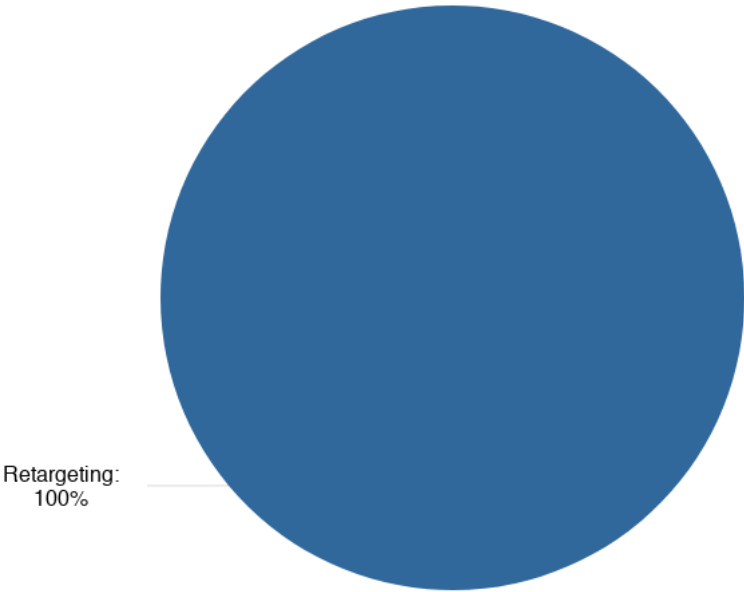
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
UNISIG Deep Hole Drilling Systems Homepage Visits	11

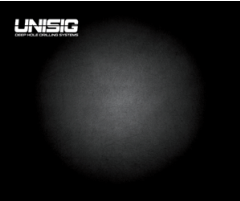
Social Mirror View-through Conversions by Day



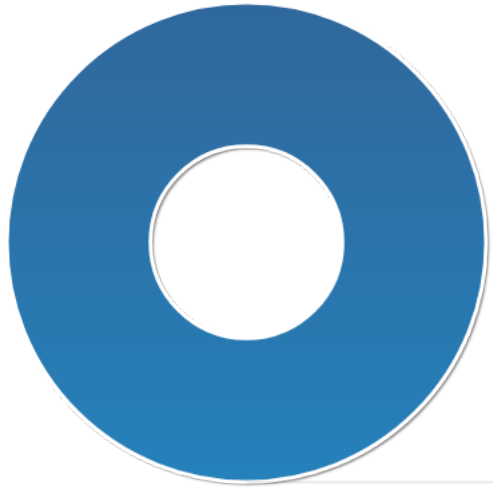
Top Social Mirror View-through Conversions by Strategy



Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	UNISIG Deep Hole Drilling Systems_29742 - Specialty Digital Media - UNE6 - 320x50 (1).jpg	4	1	25.00%	357.14
	UNISIG Deep Hole Drilling Systems_29742 - Specialty Digital Media - UNE6 - 320x480.jpg	1	0	0.00%	0.00
	UNISIG Deep Hole Drilling Systems_29742---Specialty-Digital-Media---UNE6-300x250.gif	2	0	0.00%	0.00

Display Click Performance by Ad Size



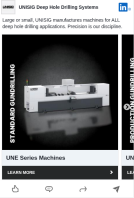
320x50: 1 (100%)

Display Conversion Performance by Ad Size



300x250: 2 (100%)

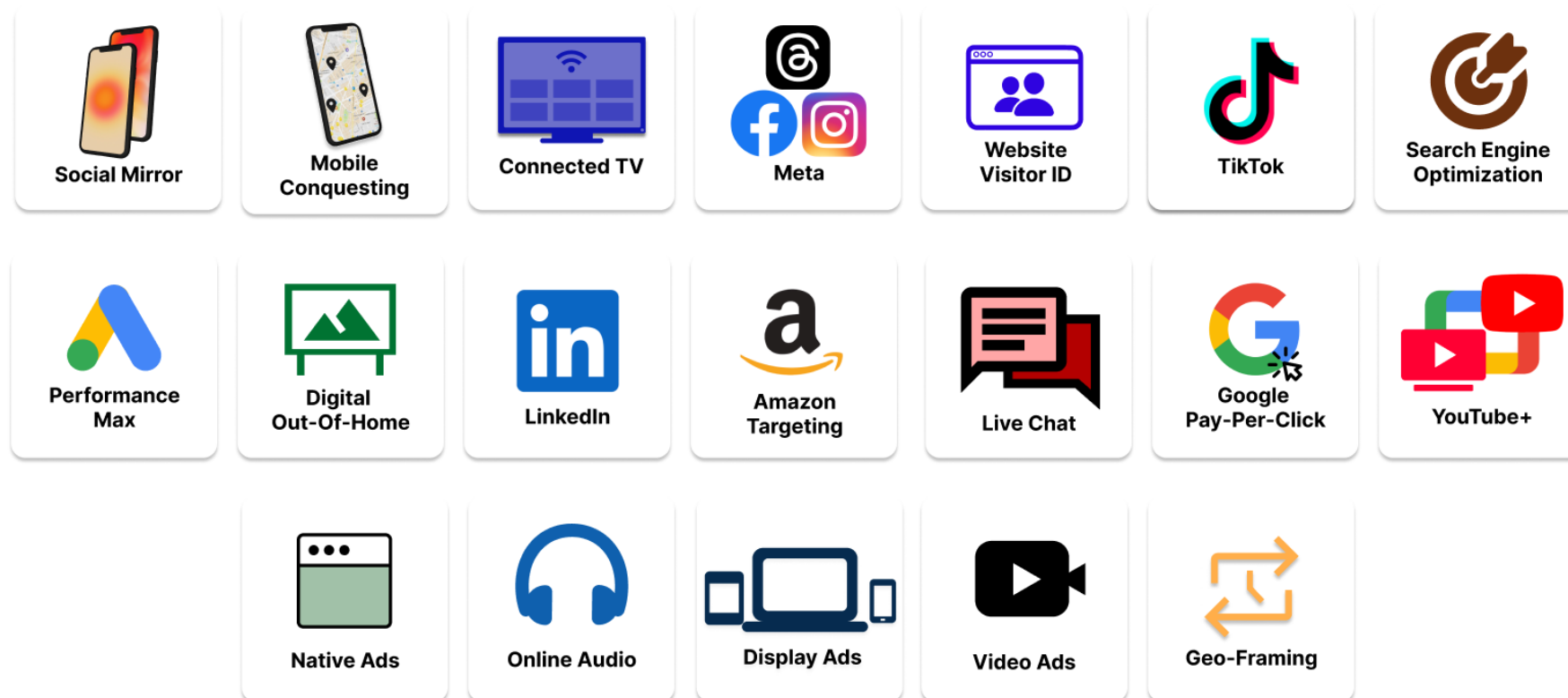
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	UNISIG Deep Hole Drilling Systems_Social Mirror_Large or small	6	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.	8	1	12.50%
Desktop	A personal computing device that remains stationary at one location.	4	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	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.