

Digital Marketing Report

Impressions

How many ads were served:

115,978

Clicks

Times a user clicked on an ad

940

Click-Through Rate

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

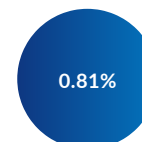
0.81%

Your Product Breakout by Impressions



TikTok

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%)
Lebanon Family Health Services - Moms/Budgeting TikTok	115,978	940	0.81%	11.58

TikTok Likes

50

The number of likes your video creative received

TikTok Comments

2

The number of comments your video creative received

TikTok Profile Visits

1,050

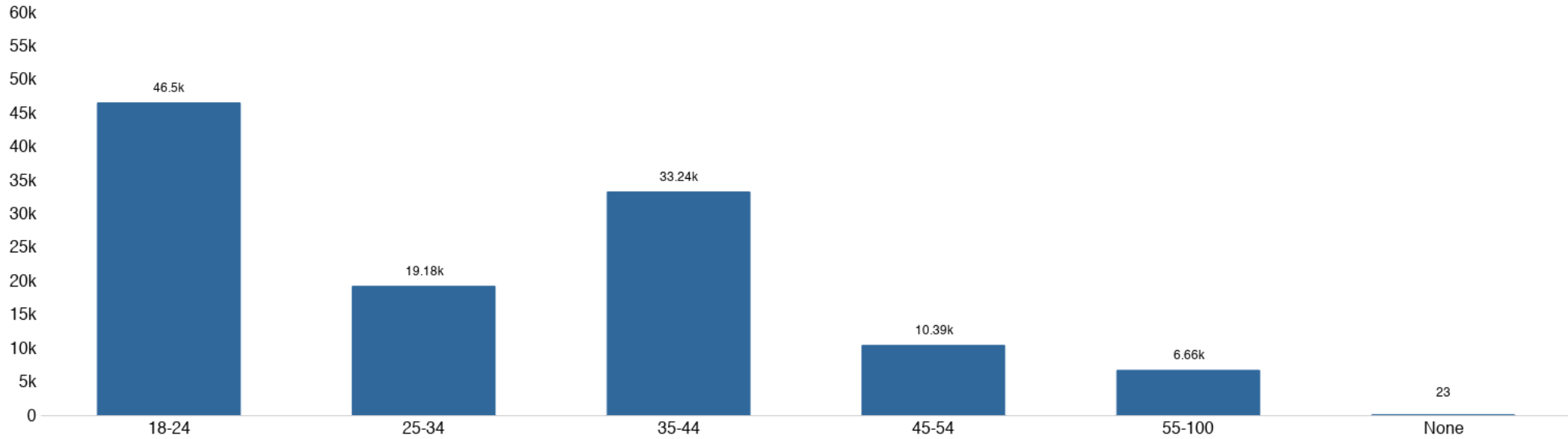
The number of profile visits the ad drove

TikTok Shares

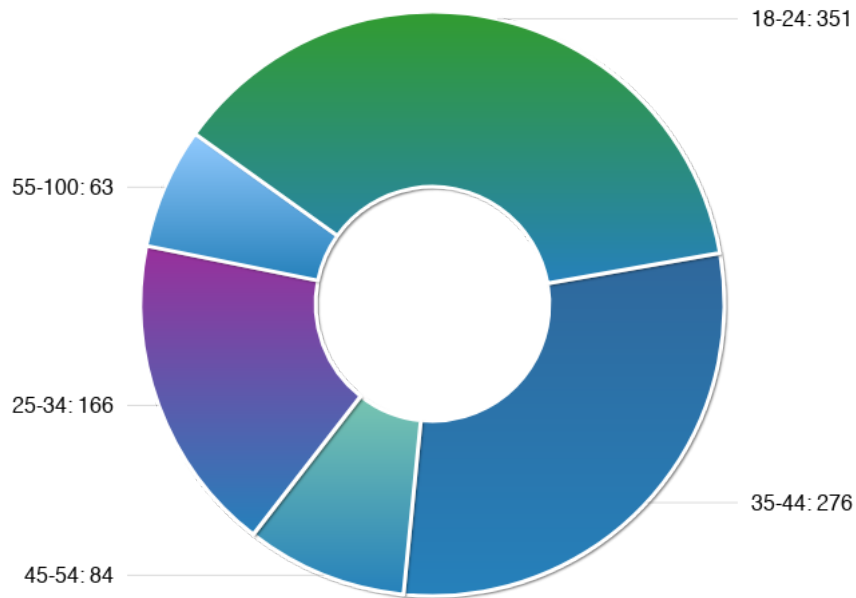
1

The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Lebanon Family Health Services_WIC Works!	115,978	940	0.81%	11.58



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	98,354	820	0.83%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,380	119	0.68%

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.