

Digital Marketing Report

Impressions

How many ads were served:

76,168

Clicks

Times a user clicked on an ad

533

Click-Through Rate

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

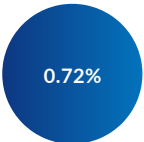
0.70%

Your Product Breakout by Impressions



Display

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.*

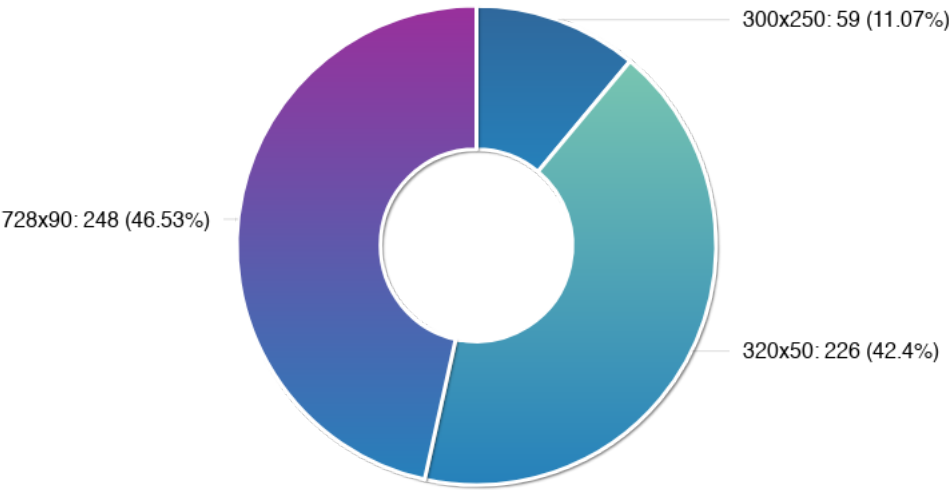
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Lovingston Merchants Association - 25-75/Handicrafts/Leisure Travel Behavioral Display	39,277	354	0.90%	12.88
Lovingston Merchants Association - Geo-Retargeting Display	15,398	99	0.64%	9.18
Lovingston Merchants Association - Geo-Fencing Display	13,498	25	0.19%	2.65
Lovingston Merchants Association - Retargeting Display	7,995	55	0.69%	9.83

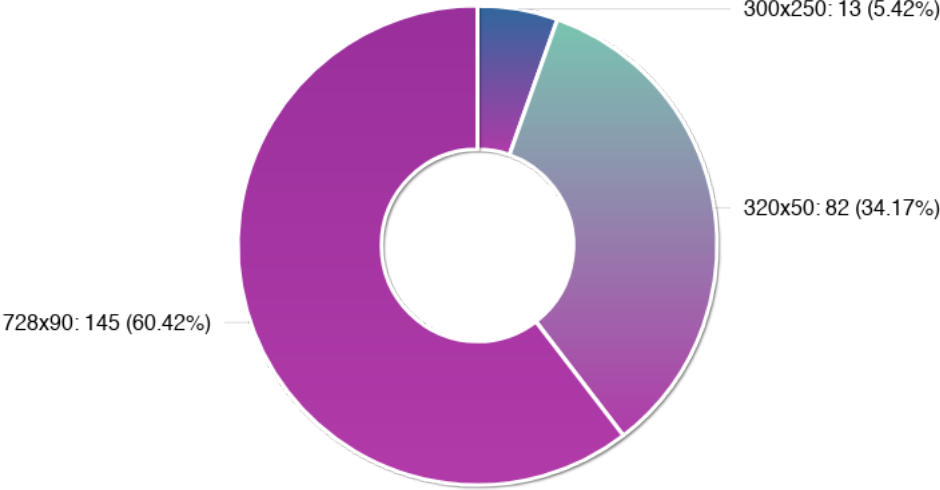
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lovington Merchants Association_LMA_generic_728x90.gif	26,963	201	0.75%	10.65
	Lovington Merchants Association_LMA_generic_320x50.gif	30,850	183	0.59%	8.47
	Lovington Merchants Association_7.22_728x90	4,450	47	1.06%	15.09
	Lovington Merchants Association_7.22_320x50	6,020	43	0.71%	10.20
Thumbnail not available	Lovington Merchants Association_LMA_generic_300x250.gif	6,657	42	0.63%	9.01
	Lovington Merchants Association_7.22_300x250	1,228	17	1.38%	19.78

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.	57,788	401	0.69%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,480	79	0.63%
Desktop	A personal computing device that remains stationary at one location.	5,900	53	0.90%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	1,401	7	0.50%
foxnews.com	569	0	0.00%
Spider Solitaire	511	4	0.78%
tampabay.com	486	0	0.00%
washingtonpost.com	436	0	0.00%
Brickdoku	432	18	4.17%
alc.co.jp	404	0	0.00%
realclearpolitics.com	360	3	0.83%
weather.com	303	1	0.33%
Word Wiz - Connect Words Game	291	0	0.00%
Solitaire	285	0	0.00%
Daily Bible: Holy Bible KJV	270	0	0.00%
usatoday.com	241	4	1.66%
accuweather.com	235	0	0.00%
celebdirtylaundry.com	218	0	0.00%
T-Mobile Play	206	12	5.83%
huaren.us	202	1	0.50%
Podcast Player	196	0	0.00%
Word Surf - Word Game	196	0	0.00%
arcamax.com	184	4	2.17%

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.