

Digital Marketing Report

Impressions

How many ads were served:

206,779

Clicks

Times a user clicked on an ad

620

Click-Through Rate

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

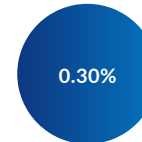
0.30%

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.



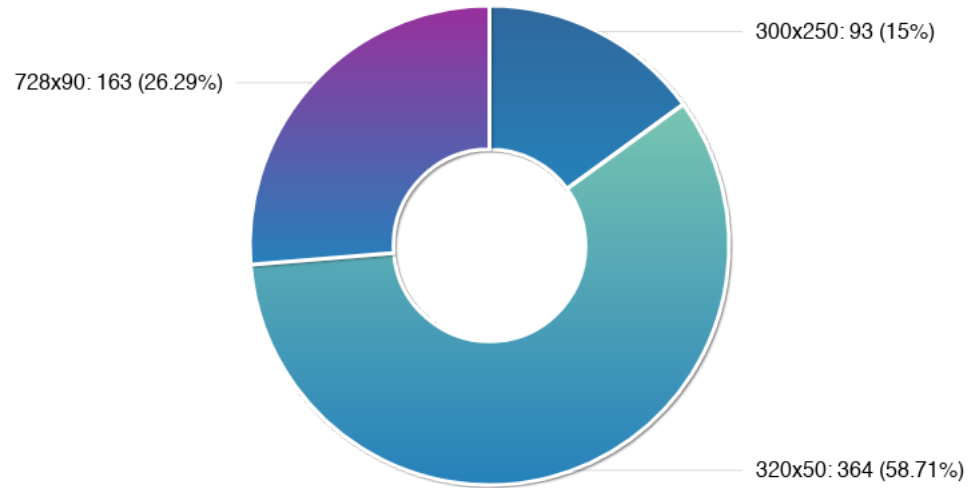
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Berg's Pest Control - AI Display	104,371	329	0.32%	4.50
Berg's Pest Control - Homeowners/Vacation Home/Pest Control Behavioral Display	102,408	291	0.28%	4.06

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Berg's Pest Control_Bergs Pest (320 x 50 px) (1).png_320x50	104,199	364	0.35%	4.99
	Berg's Pest Control_Bergs Pest (728 x 90 px).png_728x90	54,639	163	0.30%	4.26
	Berg's Pest Control_Bergs Pest 300x250.png_300x250	47,941	93	0.19%	2.77

Display Click Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	152,721	503	0.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	30,423	51	0.17%
Desktop	A personal computing device that remains stationary at one location.	23,635	66	0.28%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	14,383	49	0.34%
spotify.com	4,949	3	0.06%
imdb.com	4,523	1	0.02%
nypost.com	4,165	5	0.12%
usatoday.com	3,885	5	0.13%
Paltalk - Find Friends in Group Video Chat Rooms	3,530	0	0.00%
T-Mobile Play	3,332	138	4.14%
foxnews.com	1,979	0	0.00%
accuweather.com	1,804	2	0.11%
freep.com	1,761	4	0.23%
hollywoodpq.com	1,446	3	0.21%
Golf GPS SwingU	1,382	5	0.36%
The Detroit News	1,314	1	0.08%
Life360: Find Friends & Family	1,297	2	0.15%
Detroit Free Press	1,277	1	0.08%
Weather by WeatherBug	1,231	0	0.00%
detroitnews.com	1,220	0	0.00%
MyRadar Weather Radar	1,104	4	0.36%
abcnews.com	1,050	1	0.10%
GoodNovel & Books Web Novels	1,042	2	0.19%

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.