



Digital Marketing Report

Impressions

How many ads were served:

72,297

Clicks

Times a user clicked on an ad

980

Click-Through Rate

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

1.36%

Your Product Breakout by Impressions



TikTok

Total Engagement Rate

2.06%

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

X the National Average

19.36

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

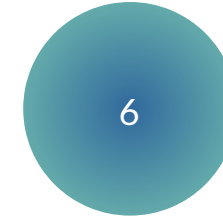
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Clinton County Fair-LiveEvents/MusicTikTok	72,297	980	1.36%	19.36

TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

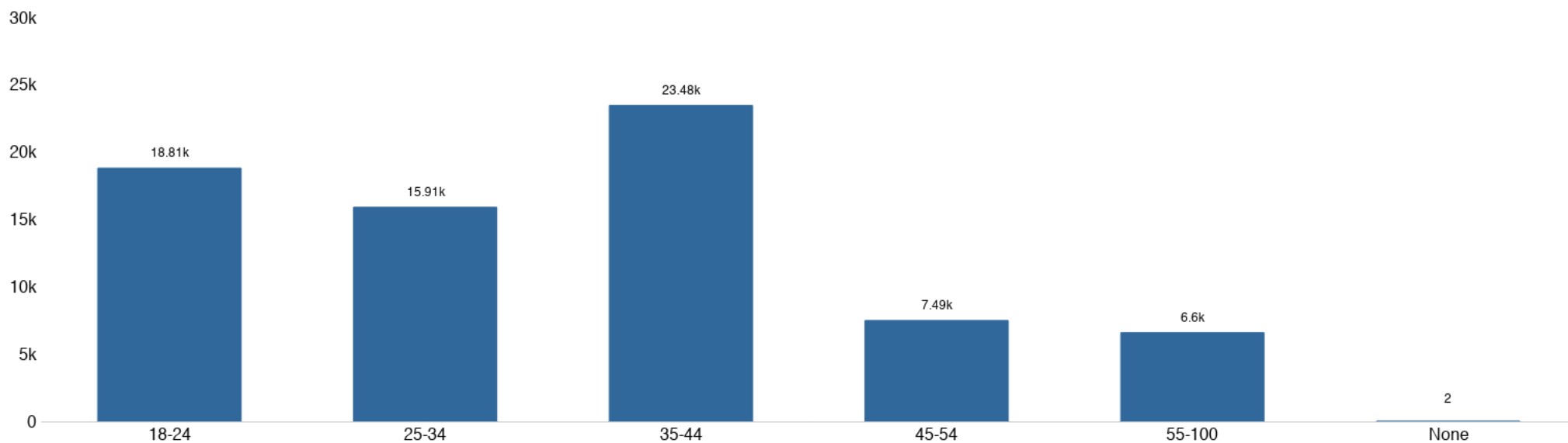
TikTok Profile Visits



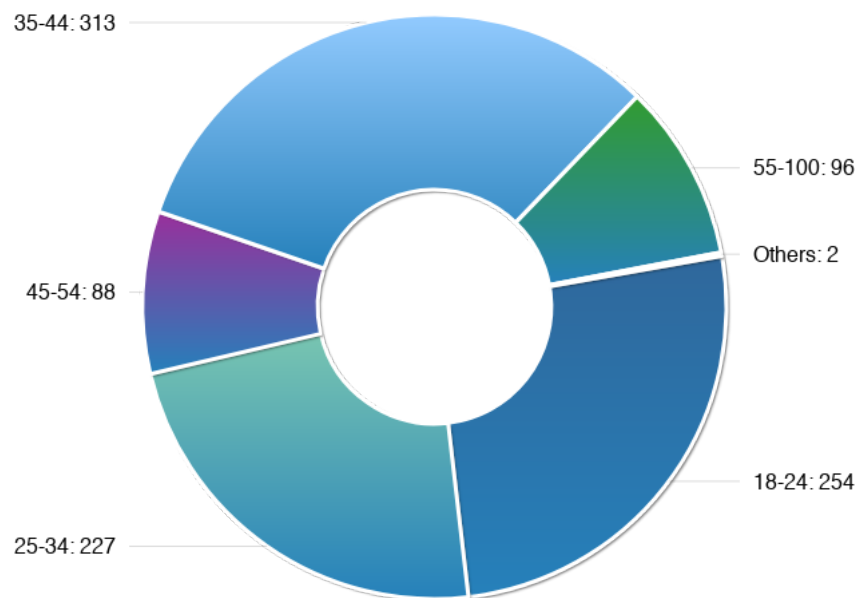
The number of profile visits the ad drove



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%)
@Richie & The High St Rockers are bringing the swing this summer! 🎵🎸🎪 #fairseason #concertseason #tickets #retrostyle #dancingshoes	44,909	409	0.91%	13.01
Here's a word from @Liam von Elbe 🎵🎸🎪 #Liamvonelbe #thevoice #fairseason #concertseason #tickets	20,034	256	1.28%	18.25
@Cooper Alan is coming this July to the Clinton County Fair 🎵🎸🎪 #cooperalan #countrymusic #fairseason #livemusic #countryconcert	7,354	315	4.28%	61.19



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	68,327	943	1.38%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,968	37	0.93%

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.