

Digital Marketing Report

Impressions

How many ads were served:

26,530

Your Product Breakout by Impressions



Digital
Out-Of-Home

**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.*



DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
Paul Sawyer Public Library - Venue Targeting DOOH Video	26,530

QR Code Scan Performance



Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day

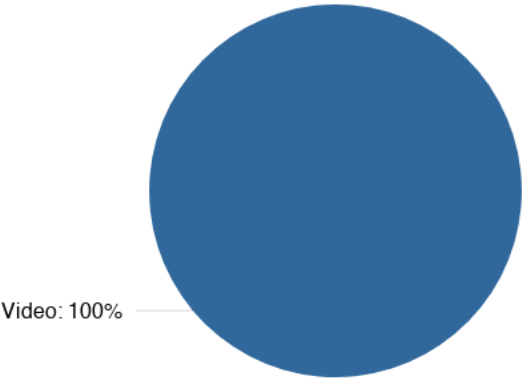
1.1
1.1
1.1
1.1
1.1
1
1
1
1
1
0.9
0.9
0.9
0.9

Jul 17

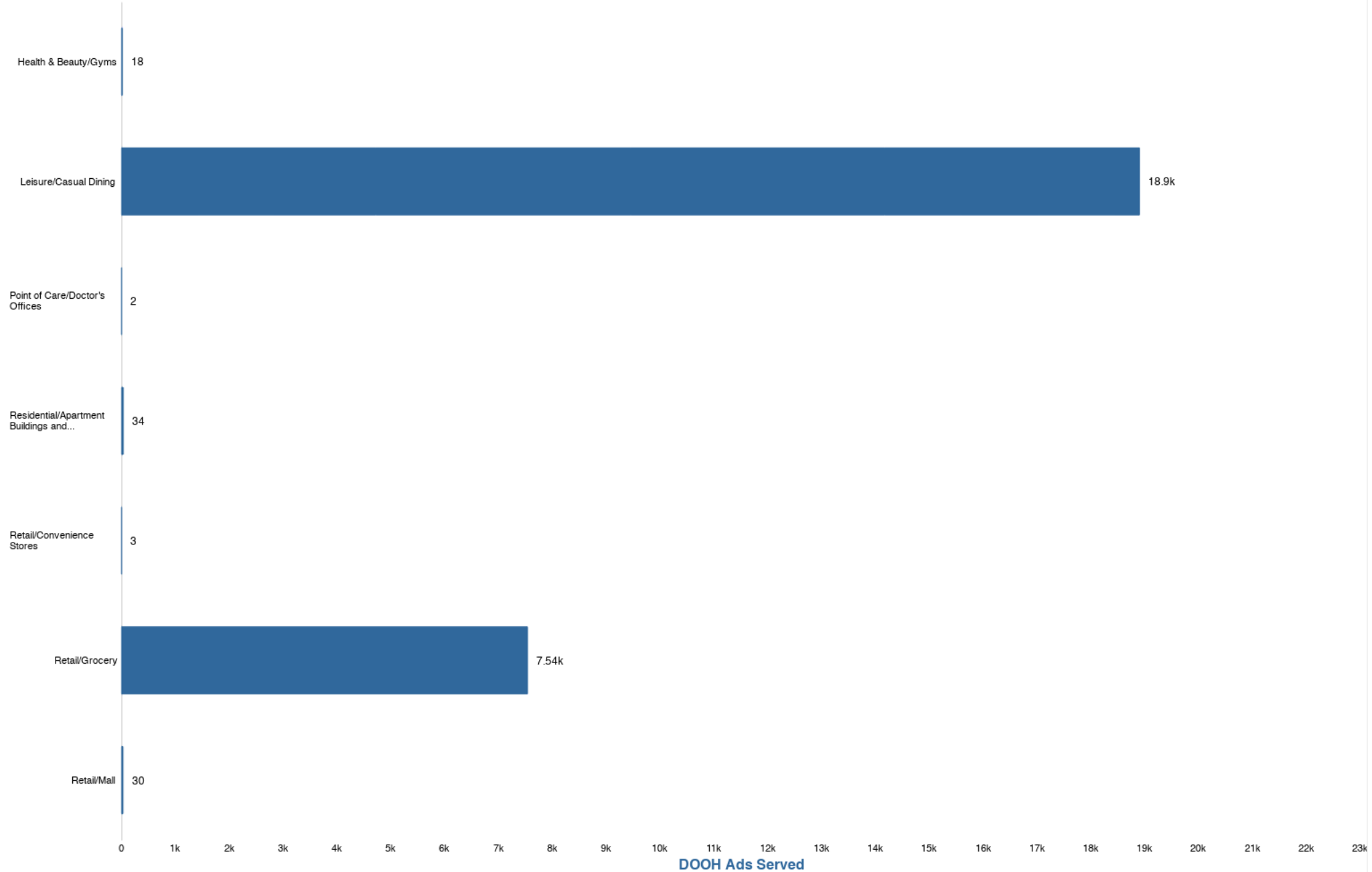
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
Render 30sec Horizontal 7MM (1).mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	9,393
SR26_15sec_Horizontal_7MM.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	9,194
7MMVideo_Vertical.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	2,464
Render 30sec Vertical 7MM (1).mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	2,448
Render 15sec Vertical 7MM.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	2,329
7MM_Horizontal.mp4	Paul Sawyer Public Library - Venue Targeting DOOH Video	702
Total		26,530

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
40601	22,233
40065	2,945
40342	1,349
40076	3



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	26,530	0	0.00%

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.