

Digital Marketing Report

Impressions

How many ads were served:

376,226

Clicks

Times a user clicked on an ad

1,332

Click-Through Rate

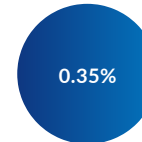
(Clicks/Impressions) x 100

0.35%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.



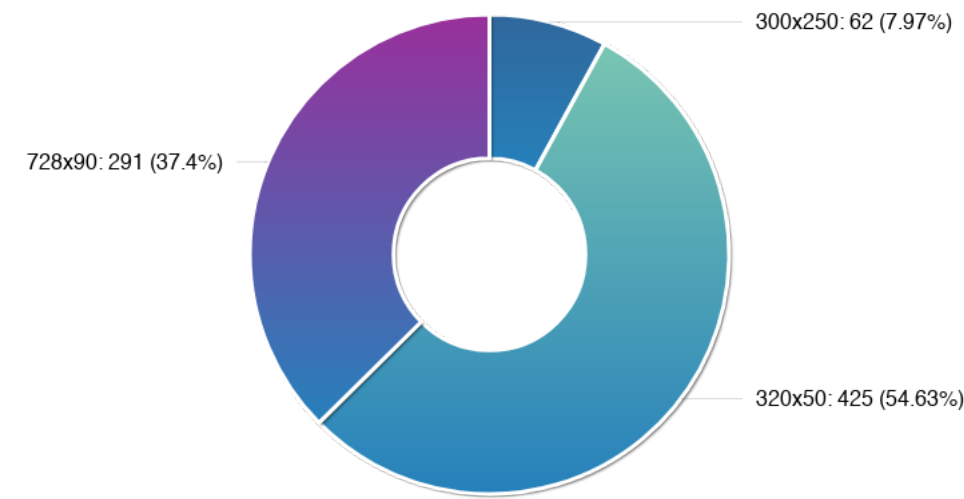
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hoff Heating & A/C - Heating/Ventilation/HVAC Behavioral Display	168,457	778	0.46%	6.60
Hoff Heating & A/C - 7.1 Heating/Ventilation/HVAC Behavioral Social Mirror	128,703	194	0.15%	2.15
Hoff Heating & A/C - Weather Trigger Mobile	79,063	360	0.46%	6.50
Hoff Heating & A/C - Heating/Ventilation/HVAC Behavioral Social Mirror	3	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Hoff Heating AC_7.2_Hoff Branding 320x50 c1_ May 2026.png_320x50	70,888	425	0.60%	8.56
Thumbnail not available	Hoff Heating AC_7.2_Hoff Branding 728x90c1_June 2026.png_728x90	60,025	291	0.48%	6.93
	Hoff Heating AC_Hoff Branding 300x250 c1_July 2026.png_300x250	37,544	62	0.17%	2.36

Display Click Performance by Ad Size



Display Ad Screenshots

	Hoff Heating AC_7.2_Hoff Branding 728x90c1 _June 2026.png_728x90
Screenshot	

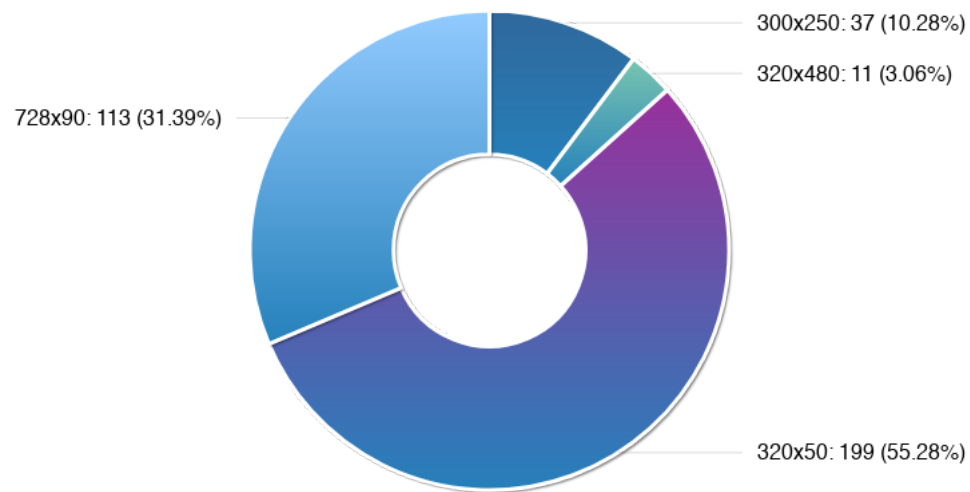
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Hoff Heating & A/C_Social Mirror_HVAC Services	128,705	194	0.15%	2.15
Thumbnail not available	Hoff Heating & A/C_Social Mirror_Missouri weather	1	0	0.00%	0.00

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Hoff Heating AC_Hoff Branding 320x50 c1_May 2026.png	49,495	177	0.36%	5.11
	Hoff Heating AC_Hoff Branding 728x90c1_June 2026.png	21,764	105	0.48%	6.89
	Hoff Heating AC_Hoff Branding 300x250 c1_July 2026.png	3,536	37	1.05%	14.95
	Hoff Heating AC_Hoff Branding 320x50 c1_July 2026.png	3,317	22	0.66%	9.47
	Hoff Heating AC_Hoff Branding 728x90c1_July 2026.png	493	8	1.62%	23.18
	Hoff Heating AC_Hoff Branding 320x480 c1_June 2026.png	458	11	2.40%	34.31

Mobile Conquesting 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.	182,209	797	0.44%
Desktop	A personal computing device that remains stationary at one location.	86,543	78	0.09%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	28,411	97	0.34%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	16,259	0	0.00%
imdb.com	13,983	2	0.01%
The Scoop	6,693	10	0.15%
T-Mobile Play	4,416	142	3.22%
usatoday.com	3,794	7	0.18%
arcamax.com	3,090	9	0.29%
foxnews.com	2,805	4	0.14%
ebay.com	2,674	0	0.00%
themirror.com	2,615	7	0.27%
nypost.com	2,432	9	0.37%
tmz.com	2,425	5	0.21%
huffpost.com	2,195	3	0.14%
zillow.com	2,007	0	0.00%
Spider Solitaire	1,690	12	0.71%
themompack.com	1,551	1	0.06%
theScore: Sports News & Scores	1,495	3	0.20%
realclearpolitics.com	1,412	0	0.00%
spotify.com	1,411	2	0.14%
apnews.com	1,290	2	0.16%
buzzfeed.com	1,179	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.