

Digital Marketing Report

Impressions

How many ads were served:

93,952

Clicks

Times a user clicked on an ad

2,453

Click-Through Rate

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

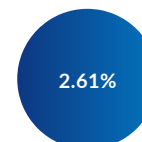
2.61%

Your Product Breakout by Impressions



TikTok

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Snoopy's Gallery and Gift Shop - Snoopy/Toys/Collectables TikTok	58,935	968	1.64%	23.46
Snoopy's Gallery and Gift Shop - CA - Snoopy/Toys/Collectables TikTok	35,017	1,485	4.24%	60.58

TikTok Likes

341

The number of likes your video creative received

TikTok Comments

5

The number of comments your video creative received

TikTok Profile Visits

590

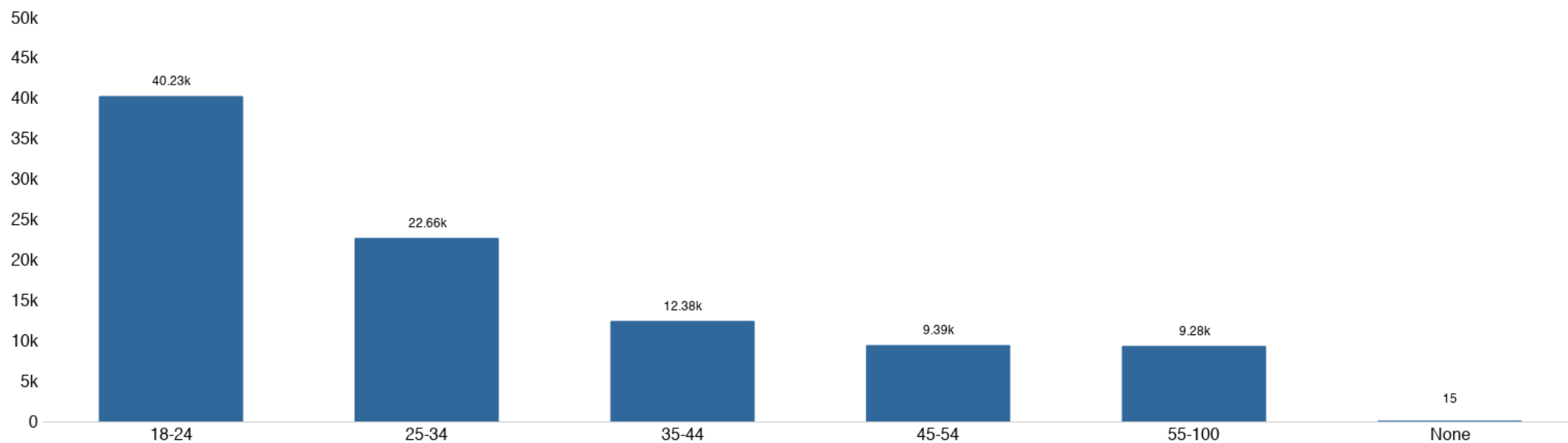
The number of profile visits the ad drove

TikTok Shares

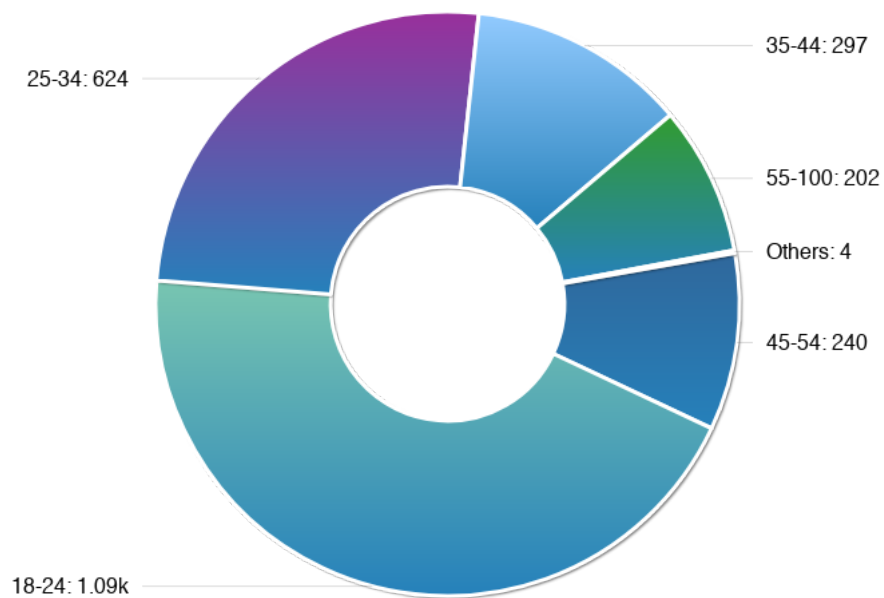
4

The number of times your video creative was shared

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%)
Snoopy's Gallery and Gift Shop_TikTok_POV Your wardrobe	36,267	980	2.70%	38.60
Snoopy's Gallery and Gift Shop_North Bay_TikTok_Don't miss out	20,533	423	2.06%	29.43
Snoopy's Gallery and Gift Shop_TikTok_The Official Home	14,448	494	3.42%	48.85
Snoopy's Gallery and Gift Shop_TikTok_CA_Limited Edition Charles Schulz	13,787	449	3.26%	46.52
Snoopy's Gallery and Gift Shop_TikTok_Check out this hot selling	8,773	102	1.16%	16.61
Snoopy's Gallery and Gift Shop_CA_TikTok_Don't miss out	78	5	6.41%	91.58
Snoopy's Gallery and Gift Shop_TikTok_North Bay_Limited Edition Charles Schulz	66	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	86,719	2,330	2.69%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,232	123	1.70%