

Digital Marketing Report

Impressions

How many ads were served:

102,755

Clicks

Times a user clicked on an ad

265

Click-Through Rate

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

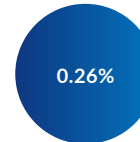
0.26%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

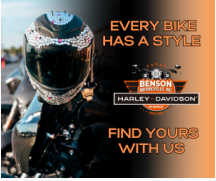
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



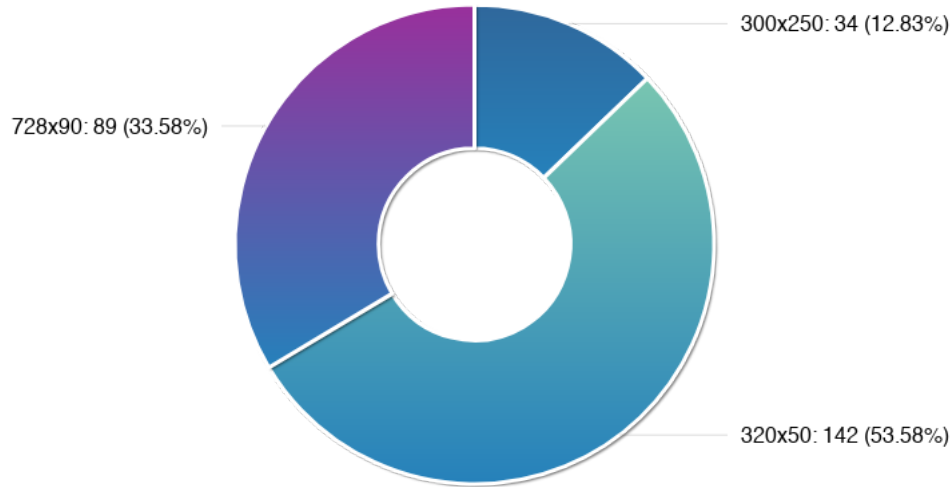
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Benson Motorcycles Inc - Harley Davidson Shoppers/Other Motorcycle & Parts Shoppers Mobile	85,745	201	0.23%	3.35
Benson Motorcycles Inc - Site Retargeting Mobile	17,010	64	0.38%	5.37

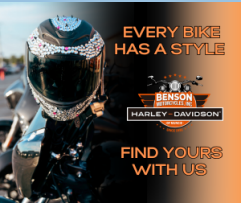
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Benson Motorcycles Inc_26.06.01 Benson 320x50.png	72,392	142	0.20%	2.80
	Benson Motorcycles Inc_26.06.01 Benson 728x90.png	25,871	89	0.34%	4.91
	Benson Motorcycles Inc_26.06.01 Benson 300x250 (1).png	2,249	15	0.67%	9.53
	Benson Motorcycles Inc_26.06.01 Benson 300x250.png	2,243	19	0.85%	12.10

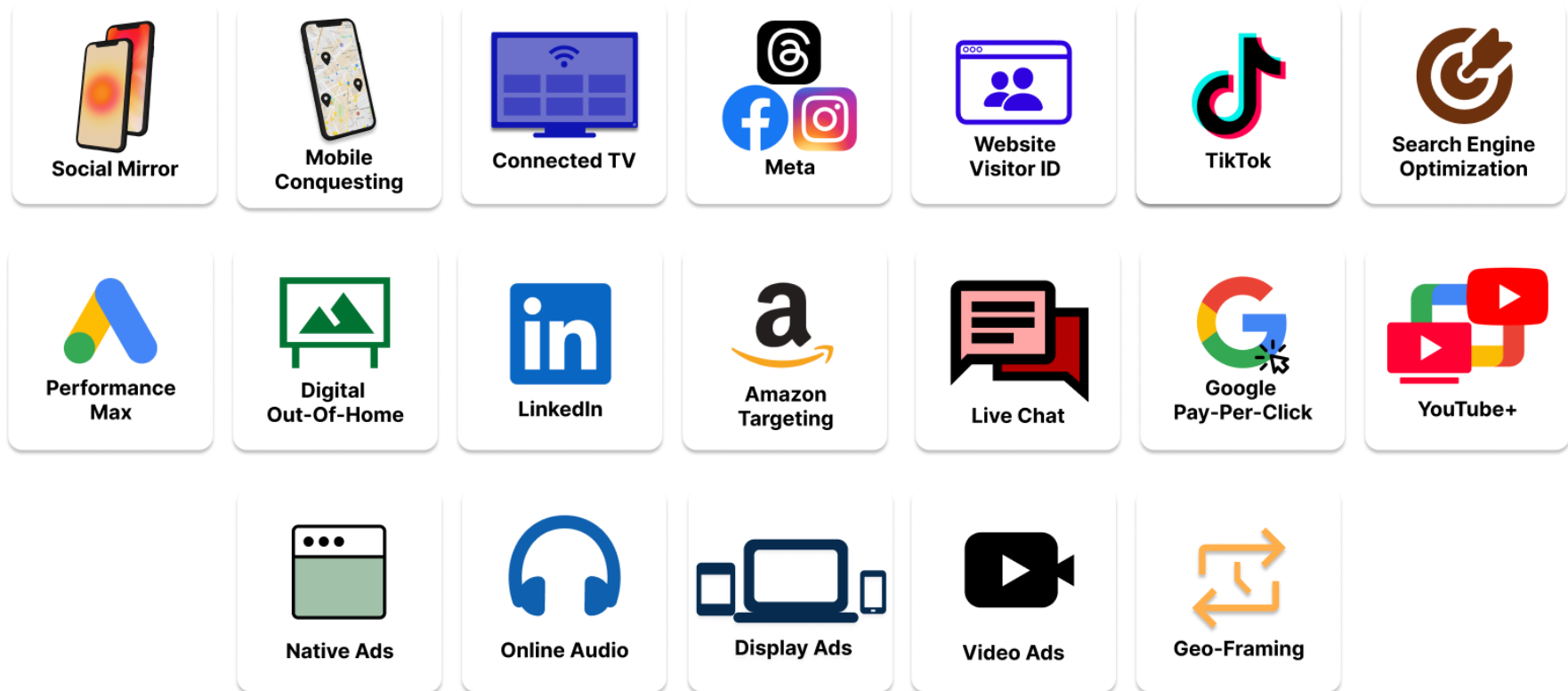
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Ad Screenshots

	Benson Motorcycles Inc_26.06.01 Benson 300x250	Benson Motorcycles Inc_26.06.01 Benson 300x250 (1)	Benson Motorcycles Inc_26.06.01 Benson 320x50
Screenshot			
Ad Preview			

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.