

Digital Marketing Report

Impressions

How many ads were served:

135,827

Clicks

Times a user clicked on an ad

249

Click-Through Rate

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

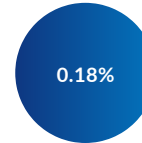
0.18%

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.



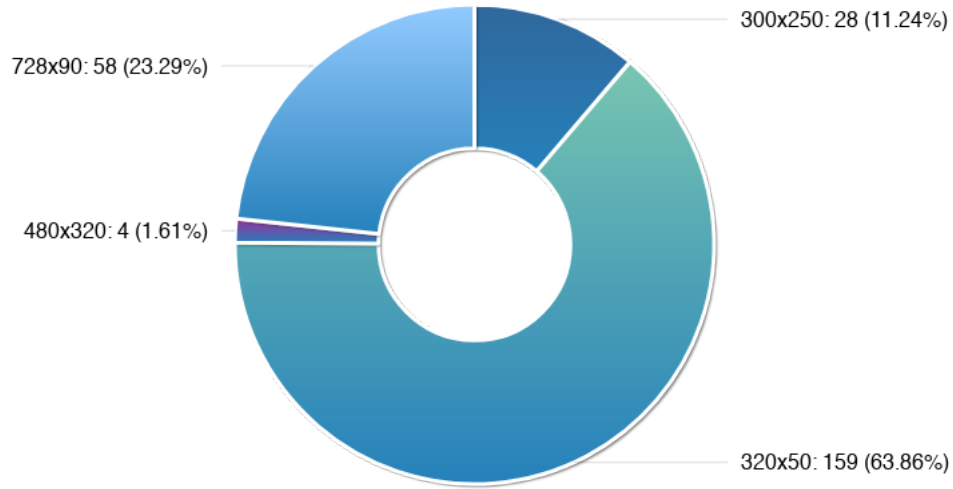
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Meridian Health Services - Health Service Visitors/Urgent Care Center Visitors Mobile	135,827	249	0.18%	2.62

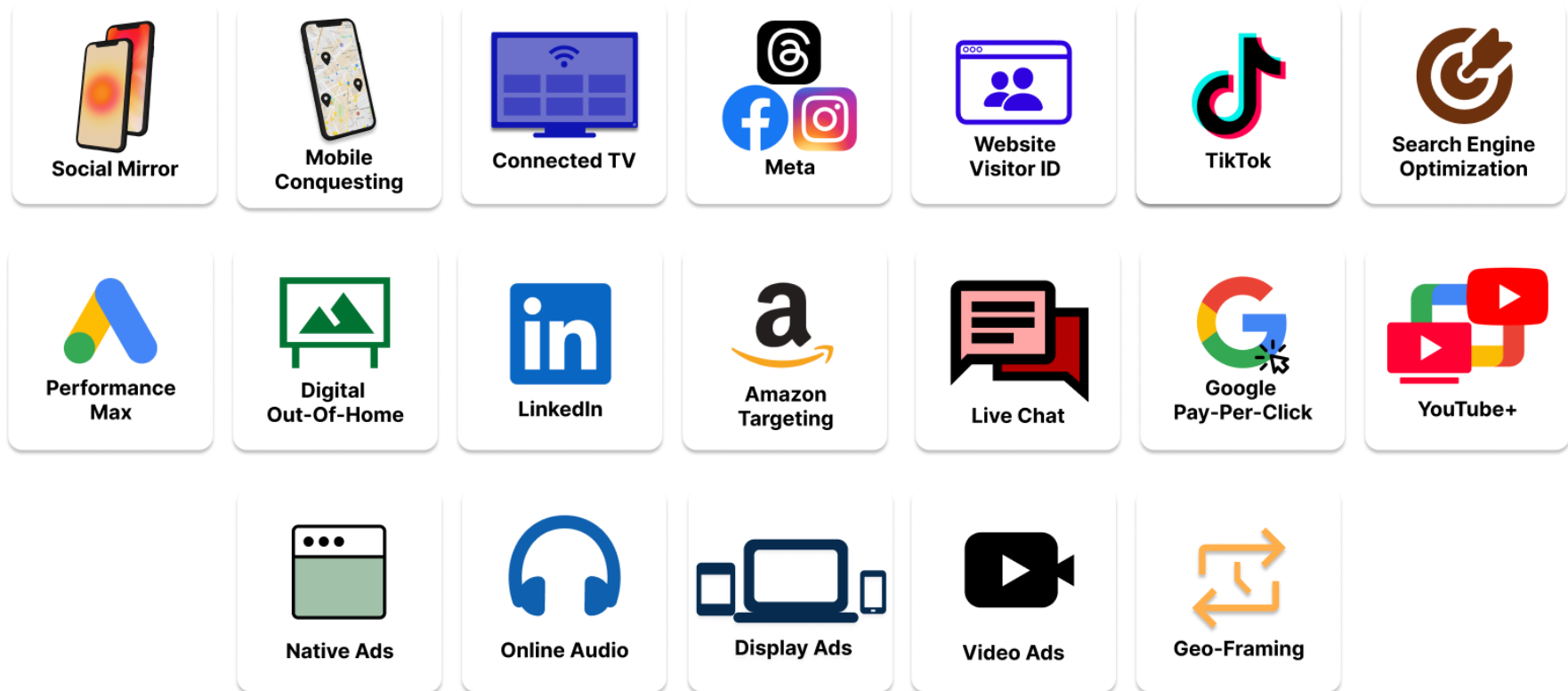
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Meridian Health Services_MHS_D626_StandWith_320ΓÇèΓÇè50.jpg	44,424	55	0.12%	1.77
	Meridian Health Services_MHS_D626_Protect_320ΓÇèΓÇè50.jpg	44,309	45	0.10%	1.45
	Meridian Health Services_7.24_26 Dental_Anderson_July-320x50.jpg	14,188	28	0.20%	2.82
	Meridian Health Services_7.24_26 PrimaryCare_Anderson_July-320x50.jpg	14,049	31	0.22%	3.15
	Meridian Health Services_MHS_D626_StandWith_728x90.jpg	4,345	21	0.48%	6.90
	Meridian Health Services_MHS_D626_Protect_728x90.jpg	4,343	17	0.39%	5.59
	Meridian Health Services_MHS_D626_Protect_300x250.jpg	3,052	3	0.10%	1.40
	Meridian Health Services_MHS_D626_StandWith_300x250.jpg	2,939	7	0.24%	3.40
	Meridian Health Services_7.24_26 PrimaryCare_Anderson_July-728x90.jpg	1,252	8	0.64%	9.13

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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