

Digital Marketing Report

Impressions

How many ads were served:

193,791

Clicks

Times a user clicked on an ad

1,204

Click-Through Rate

(Clicks/Impressions) x 100

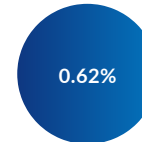
0.62%

Your Product Breakout by Impressions



Display

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

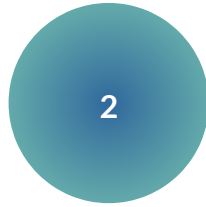
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TPB Resorts - The Colonial Harbor Springs - Couples Travelers/Wedding Travel/ Weekend Getaways Behavioral Display	193,791	1,204	0.62%	8.88

Display View-through Conversions

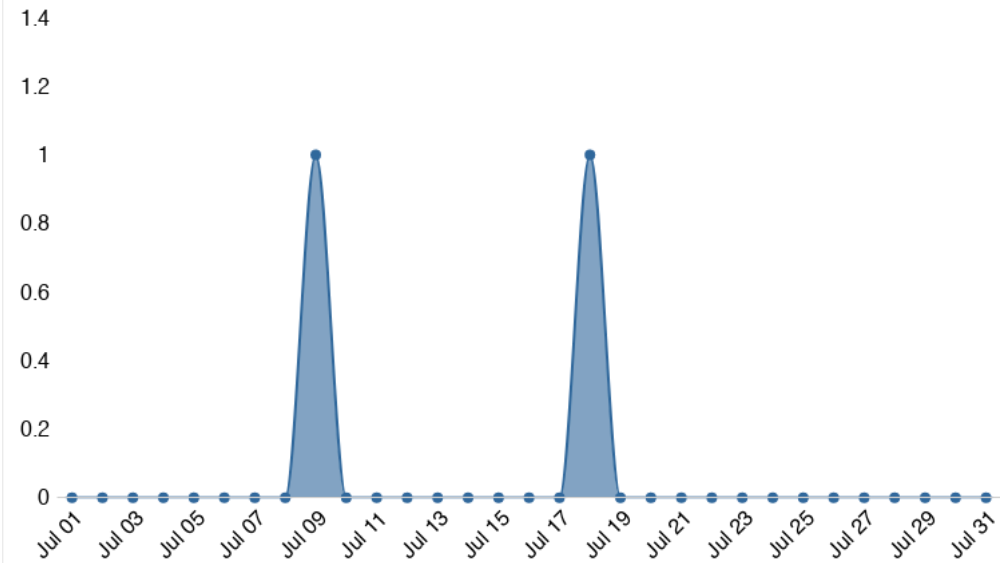


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

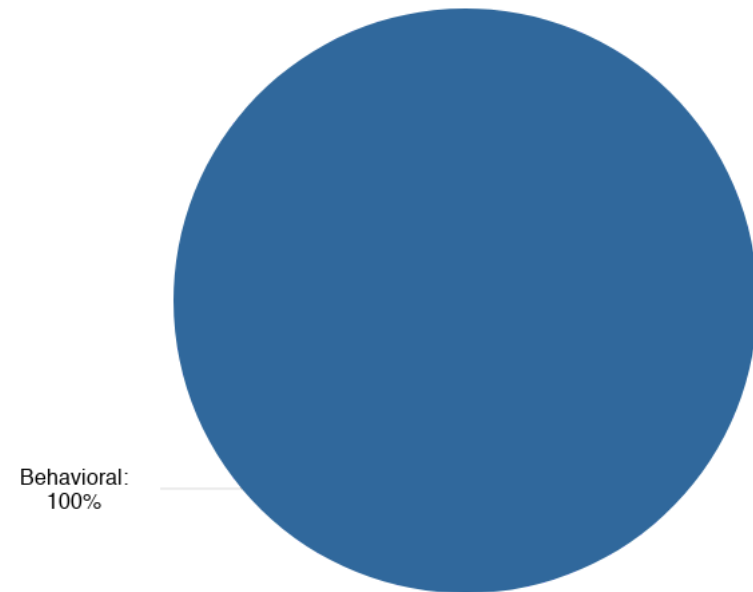
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
TPB Resorts - The Colonial Harbor Springs Homepage Visits	2

Display View-through Conversions by Day



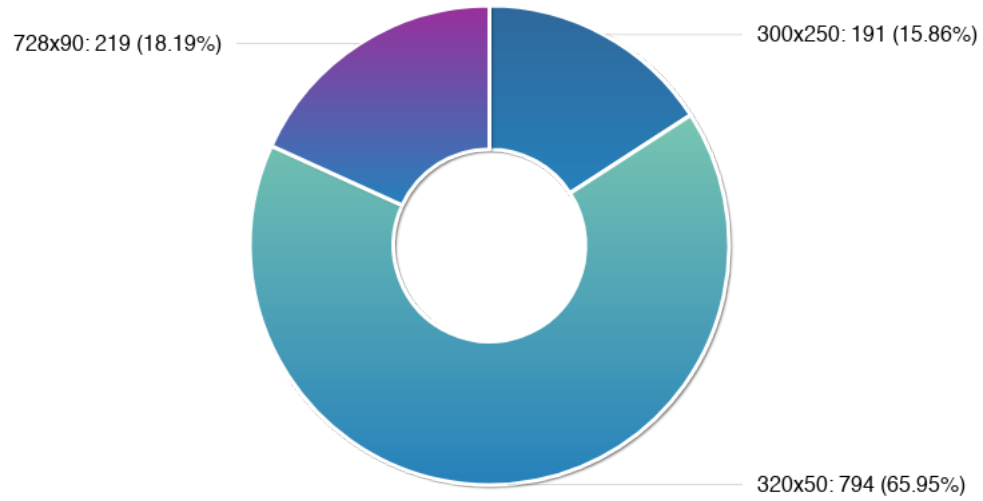
Top Display View-through Conversions by Strategy



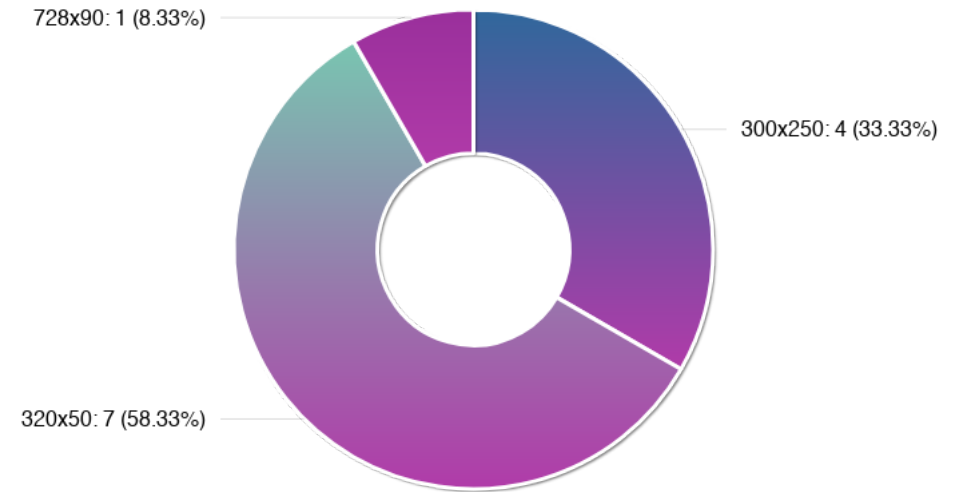
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TPB Resorts - The Colonial Harbor Springs_320x50_2	56,168	416	0.74%	10.58
	TPB Resorts - The Colonial Harbor Springs_320x50	32,111	211	0.66%	9.39
	TPB Resorts - The Colonial Harbor Springs_320x50_3	32,220	167	0.52%	7.40
	TPB Resorts - The Colonial Harbor Springs_728x90_2	12,261	91	0.74%	10.60
	TPB Resorts - The Colonial Harbor Springs_728x90	11,314	64	0.57%	8.08
	TPB Resorts - The Colonial Harbor Springs_728x90_3	10,056	64	0.64%	9.09
	TPB Resorts - The Colonial Harbor Springs_300x250_5	11,188	56	0.50%	7.15
	TPB Resorts - The Colonial Harbor Springs_300x250_3	13,368	48	0.36%	5.13
	TPB Resorts - The Colonial Harbor Springs_300x250_2	7,958	45	0.57%	8.08

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	161,685	1,024	0.63%
Desktop	A personal computing device that remains stationary at one location.	23,485	139	0.59%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,621	41	0.48%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	9,841	280	2.85%
The Scoop	7,895	26	0.33%
imdb.com	2,072	3	0.14%
huffpost.com	1,224	3	0.25%
MyRadar Weather Radar	1,137	4	0.35%
foxnews.com	1,063	0	0.00%
WGN-TV	1,025	0	0.00%
thenieperjeten.info	975	4	0.41%
usatoday.com	881	4	0.45%
vinepair.com	865	2	0.23%
hollywoodpq.com	854	5	0.59%
Timestamp Camera	846	1	0.12%
abcnews.com	787	2	0.25%
merriam-webster.com	773	0	0.00%
otcmarkets.com	747	5	0.67%
Golf GPS & Scorecard by SwingU	719	0	0.00%
ClevCalc - Calculator	718	2	0.28%
medicaldaily.com	668	0	0.00%
jcpenney.com	666	0	0.00%
Golf GPS SwingU	657	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.