

Digital Marketing Report

Impressions

How many ads were served:

599,126

Clicks

Times a user clicked on an ad

7,130

Click-Through Rate

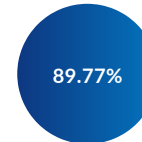
(Clicks/Impressions) x 100

1.26%

Your Product Breakout by Impressions



CTV Completion Rate



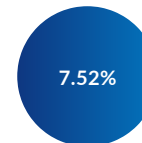
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

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.

Spend Performance

Does not include management fee

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sun Federal Credit Union - Keyword Display - Auto Loans - 132865	67,387	202	0.30%	4.28
Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Display - Auto Loans - 132865	67,317	1,133	1.68%	24.04
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral Display - 75th Anniversary - 132862	67,294	1,221	1.81%	25.92
Sun Federal Credit Union - Keyword Display - 75th Anniversary - 132862	67,236	673	1.00%	14.30
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral Social Mirror - 75th Anniversary - 132864	45,145	393	0.87%	12.44
Sun Federal Credit Union - Keyword Social Mirror - Auto Loans - 132866	45,059	113	0.25%	3.58
Sun Federal Credit Union -Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Social Mirror - Auto Loans - 132866	45,009	422	0.94%	13.39
Sun Federal Credit Union - Keyword Social Mirror - 75th Anniversary - 132864	43,662	1,500	3.44%	49.08
Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral CTV - Auto Loans - 132867	15,922	21	0.13%	1.88
Sun Federal Credit Union - Keyword Video - 75th Anniversary - 132863	15,241	167	1.10%	15.65
Sun Federal Credit Union - Keyword Video - Auto Loan - 132867	15,209	93	0.61%	8.74
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral Video - 75th Anniversary - 132863	15,163	625	4.12%	58.88
Sun Federal Credit Union - Retargeting Display - Auto Loans - 132865	14,996	120	0.80%	11.43
Sun Federal Credit Union - Retargeting Display - 75th Anniversary - 132862	14,982	130	0.87%	12.40

Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Video - Auto Loan - 132867	10,119	241	2.38%	34.02
Sun Federal Credit Union - Retargeting Social Mirror - 75th Anniversary - 132864	10,002	15	0.15%	2.14
Sun Federal Credit Union - Retargeting Social Mirror - Auto Loans - 132866	9,974	16	0.16%	2.29
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral CTV - 75th Anniversary - 132863	8,381	4	0.05%	0.68
Sun Federal Credit Union - Retargeting CTV - 75th Anniversary - 132863	6,464	0	0.00%	0.00
Sun Federal Credit Union - Retargeting Video - Auto Loan - 132867	5,074	29	0.57%	8.16
Sun Federal Credit Union - Retargeting Video - 75th Anniversary - 132863	5,071	35	0.69%	9.86
Sun Federal Credit Union - Retargeting CTV - Auto Loans - 132867	4,396	3	0.07%	0.97
Sun Federal Credit Union - Keyword Display - Auto Loans Q2	7	0	0.00%	0.00
Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Display - Auto Loans	6	1	16.67%	238.10
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral Social Mirror - 132362	4	0	0.00%	0.00
Sun Federal Credit Union - Keyword Display - 75th Anniversary	2	0	0.00%	0.00
Sun Federal Credit Union - Keyword Social Mirror - 75th Anniversary	1	0	0.00%	0.00
Sun Federal Credit Union - Keyword Social Mirror - 75th Anniversary - 132362	1	0	0.00%	0.00
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral Display - 75th Anniversary	1	1	100.00%	1,428.57
Sun Federal Credit Union -Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Social Mirror - Auto Loans	1	0	0.00%	0.00

Display Click Conversions

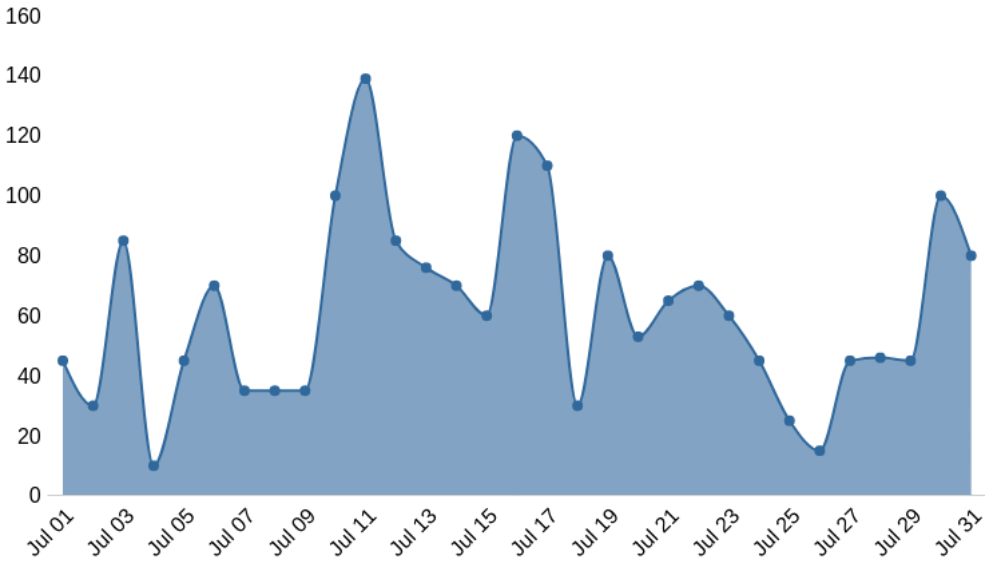


Times users clicked on an ad leading to your site and visited a page or completed an action

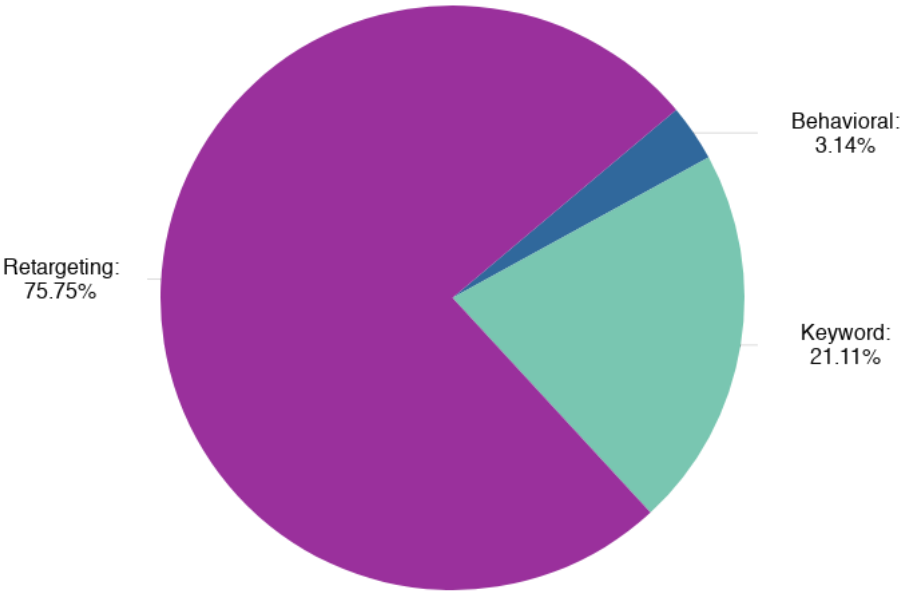
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Sun Federal Credit Union Credit Apply Page View	384
Sun Federal Credit Union Personal Loan Options Page View	383
Sun Federal Credit Union Mortgages Page View	382
Sun Federal Credit Union Home Equity Page View	380
Sun Federal Credit Union Ohio Homebuyer Page View	380

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

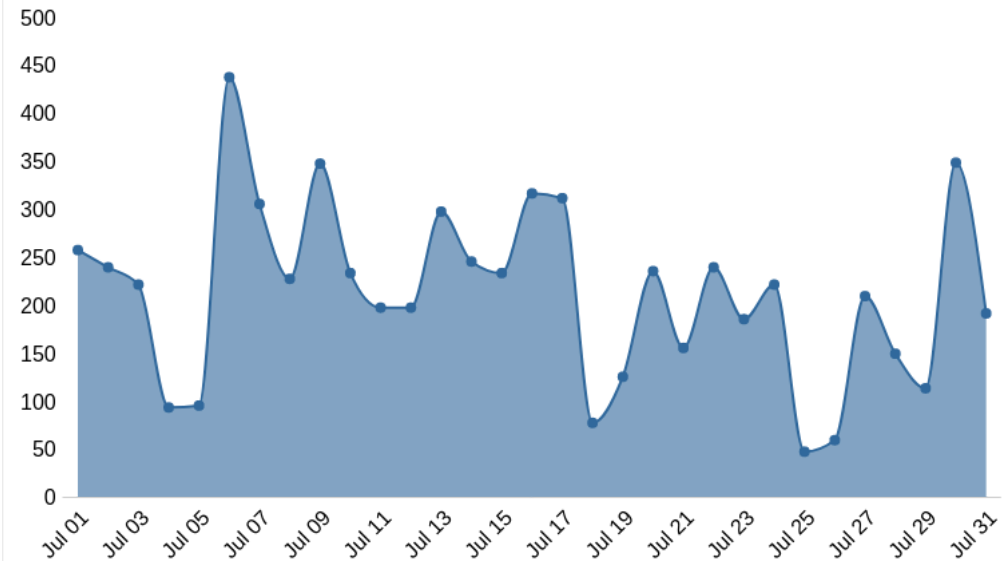
6,634

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

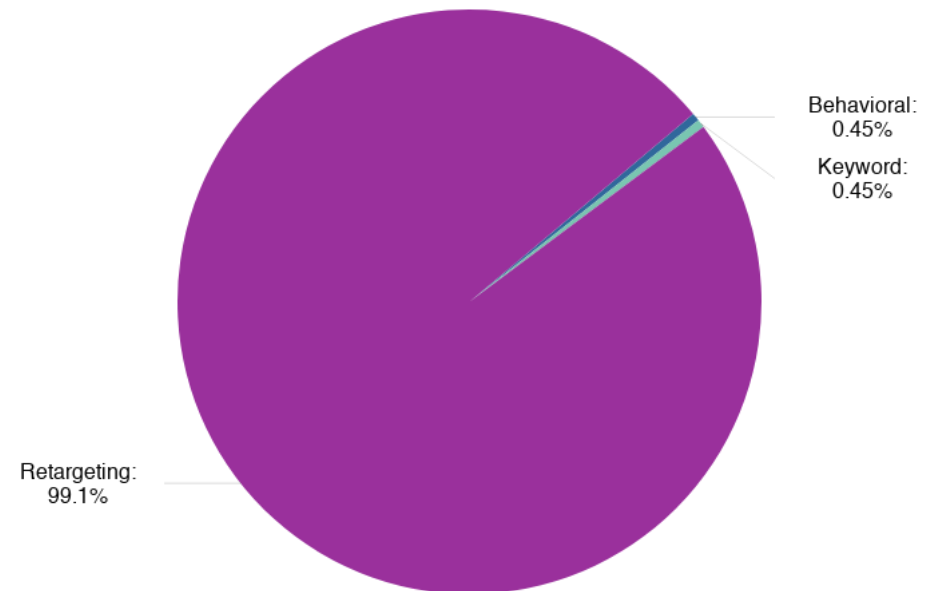
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Sun Federal Credit Union Homepage Visits	1,108
Sun Federal Credit Union Credit Apply Page View	1,107
Sun Federal Credit Union Mortgages Page View	1,106
Sun Federal Credit Union Personal Loan Options Page View	1,106
Sun Federal Credit Union Home Equity Page View	1,104
Sun Federal Credit Union Ohio Homebuyer Page View	1,103

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions

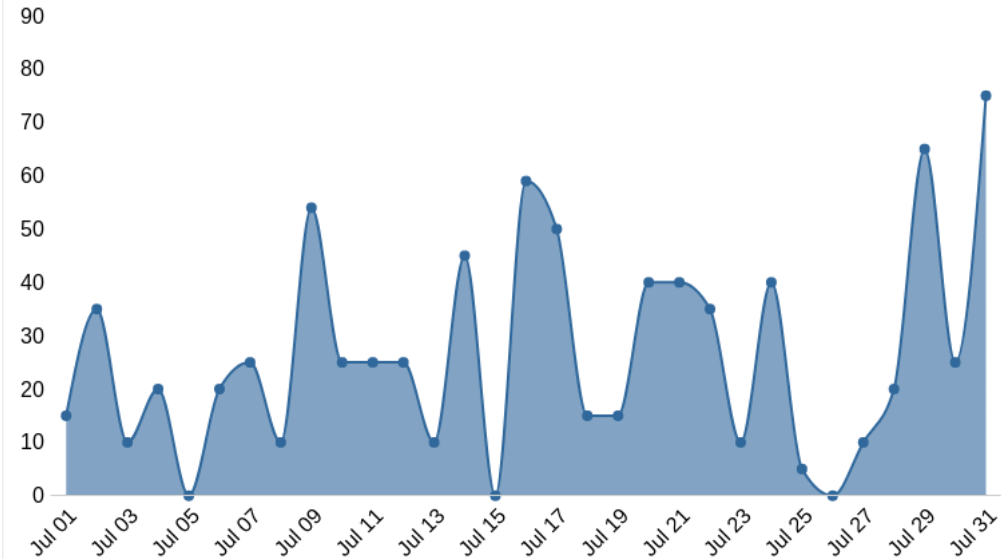


Times users clicked on an ad leading to your site and visited a page or
completed an action

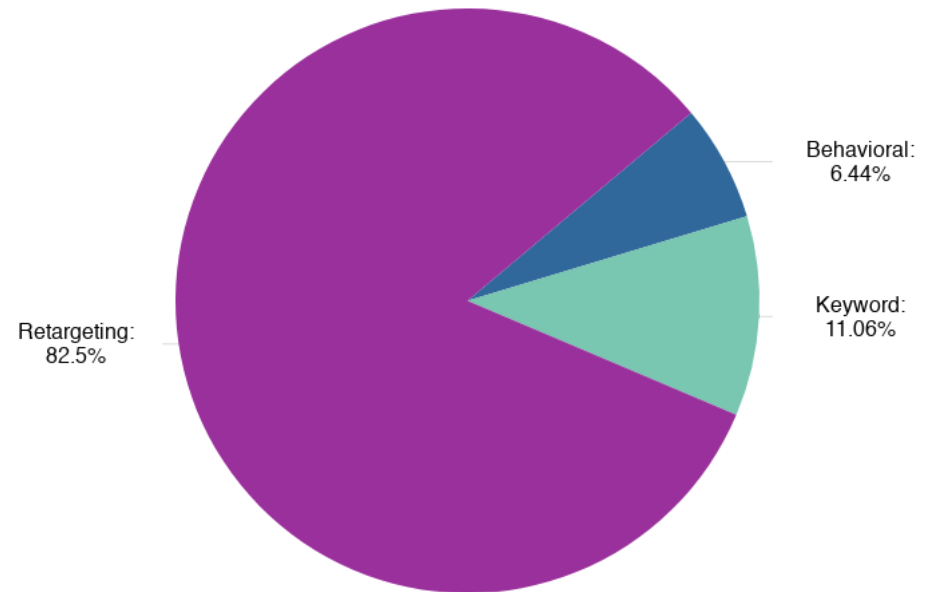
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Sun Federal Credit Union Ohio Homebuyer Page View	166
Sun Federal Credit Union Home Equity Page View	165
Sun Federal Credit Union Mortgages Page View	165
Sun Federal Credit Union Personal Loan Options Page View	164
Sun Federal Credit Union Credit Apply Page View	163

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

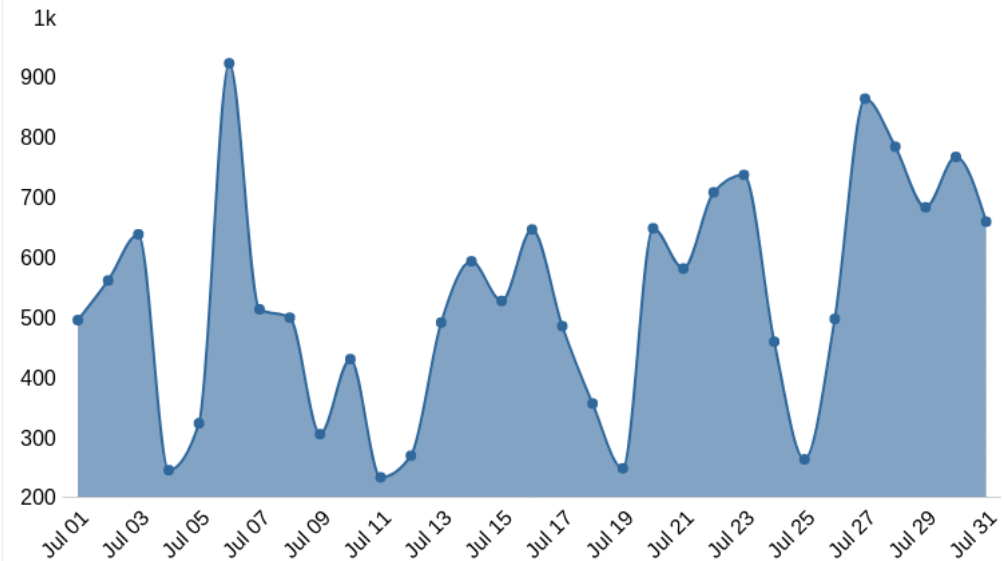
16,461

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

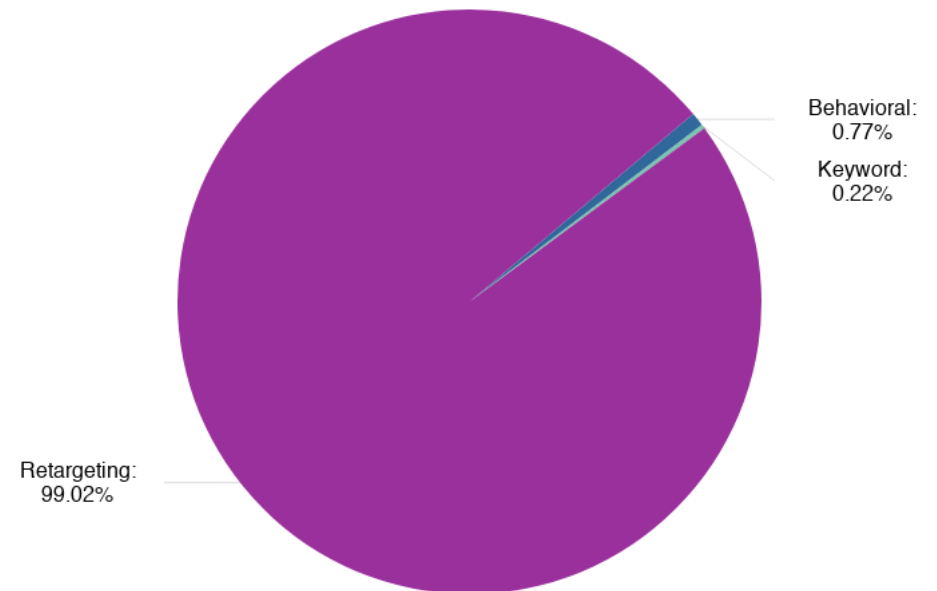
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sun Federal Credit Union Homepage Visits	2,753
Sun Federal Credit Union Credit Apply Page View	2,749
Sun Federal Credit Union Personal Loan Options Page View	2,747
Sun Federal Credit Union Mortgages Page View	2,740
Sun Federal Credit Union Home Equity Page View	2,737
Sun Federal Credit Union Ohio Homebuyer Page View	2,735

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

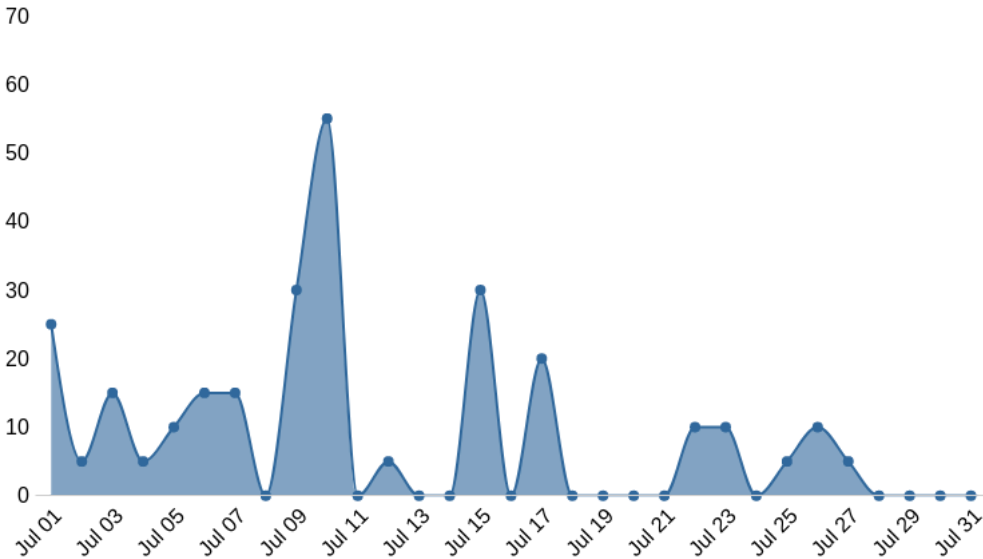


Times users clicked on an ad leading to your site and visited a page or completed an action

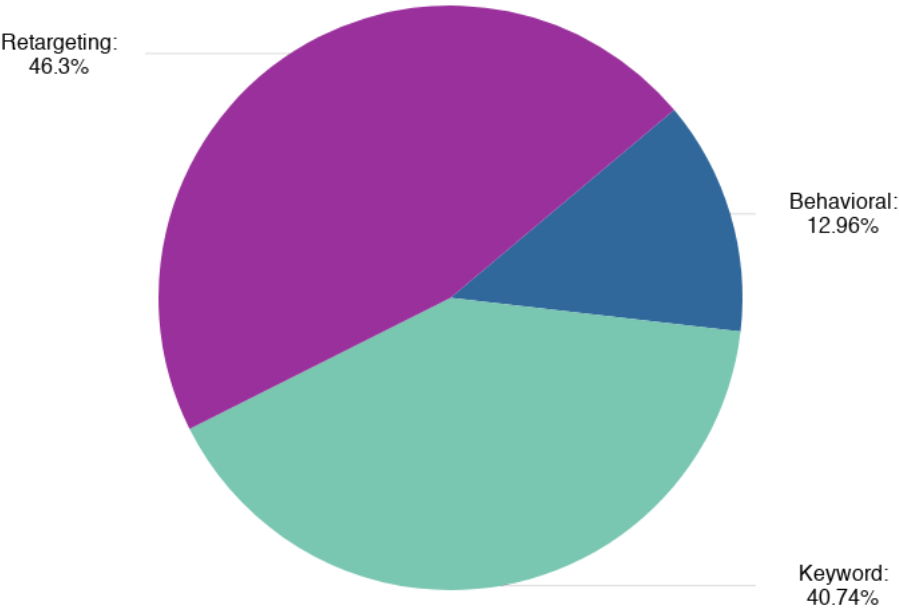
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Sun Federal Credit Union Credit Apply Page View	54
Sun Federal Credit Union Home Equity Page View	54
Sun Federal Credit Union Mortgages Page View	54
Sun Federal Credit Union Ohio Homebuyer Page View	54
Sun Federal Credit Union Personal Loan Options Page View	54

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

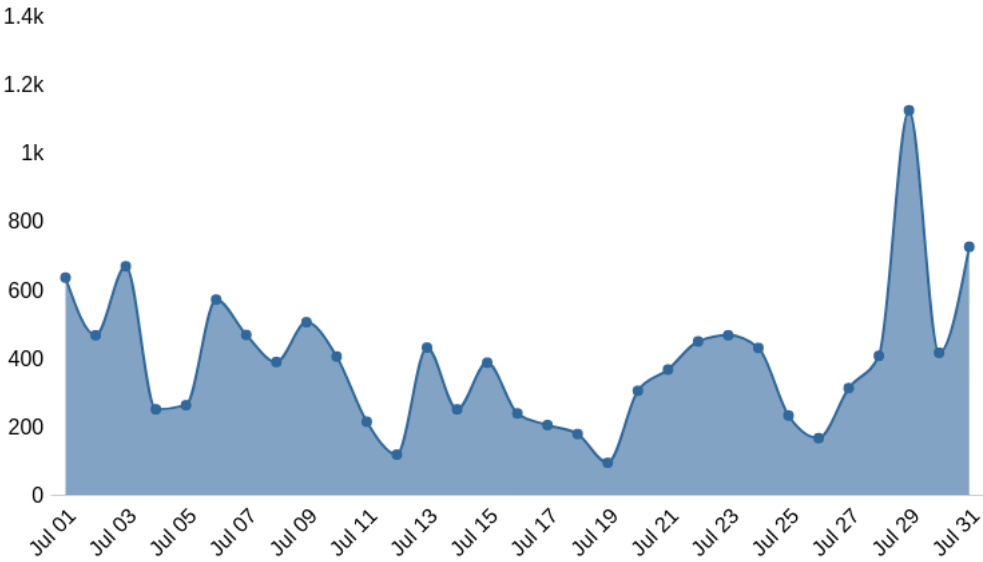


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

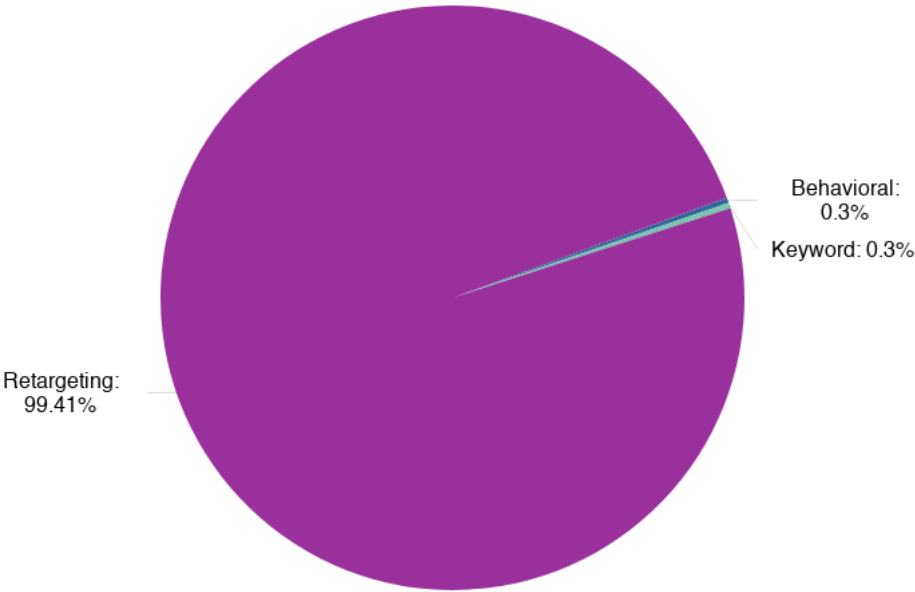
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sun Federal Credit Union Homepage Visits	2,041
Sun Federal Credit Union Credit Apply Page View	2,037
Sun Federal Credit Union Personal Loan Options Page View	2,032
Sun Federal Credit Union Mortgages Page View	2,025
Sun Federal Credit Union Home Equity Page View	2,022
Sun Federal Credit Union Ohio Homebuyer Page View	2,019

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

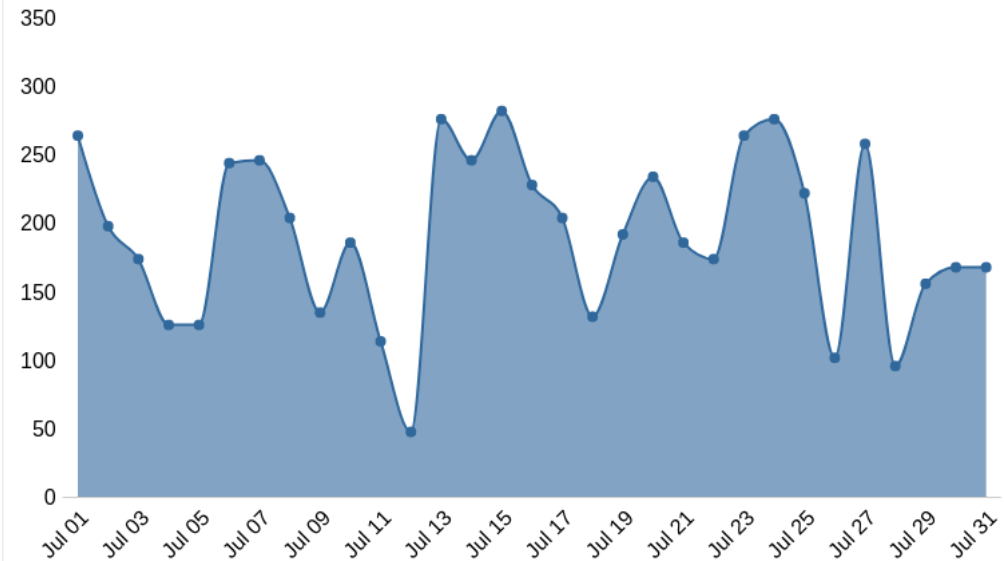
5,929

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

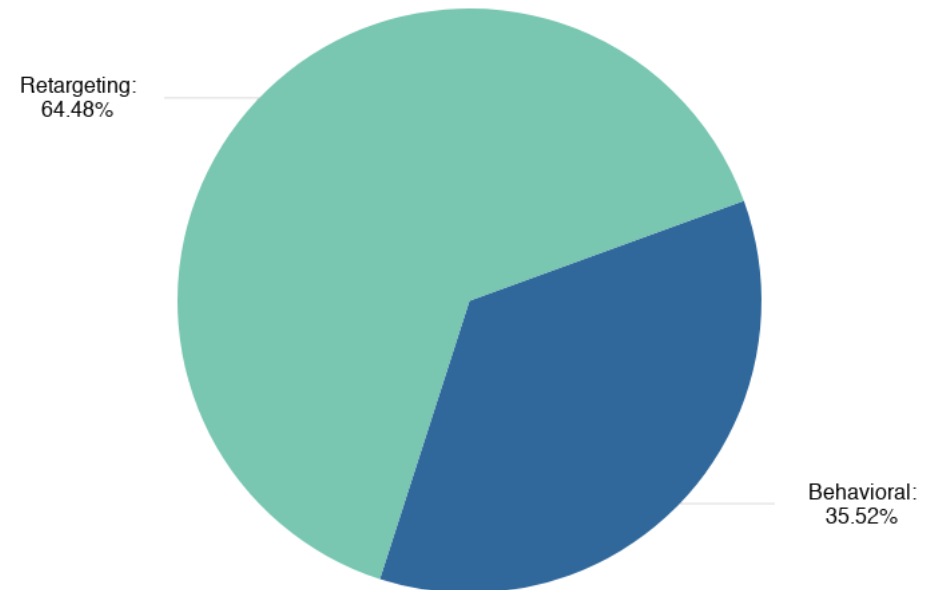
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sun Federal Credit Union Home Equity Page View	989
Sun Federal Credit Union Credit Apply Page View	988
Sun Federal Credit Union Homepage Visits	988
Sun Federal Credit Union Mortgages Page View	988
Sun Federal Credit Union Ohio Homebuyer Page View	988
Sun Federal Credit Union Personal Loan Options Page View	988

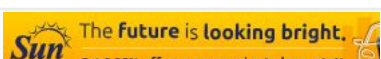
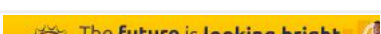
CTV View-through Conversions by Day



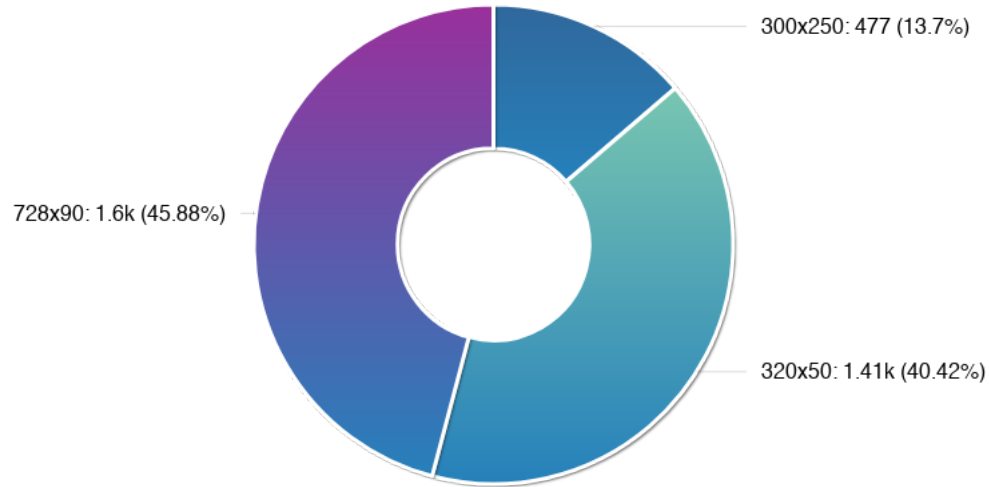
Top CTV View-through Conversions by Strategy



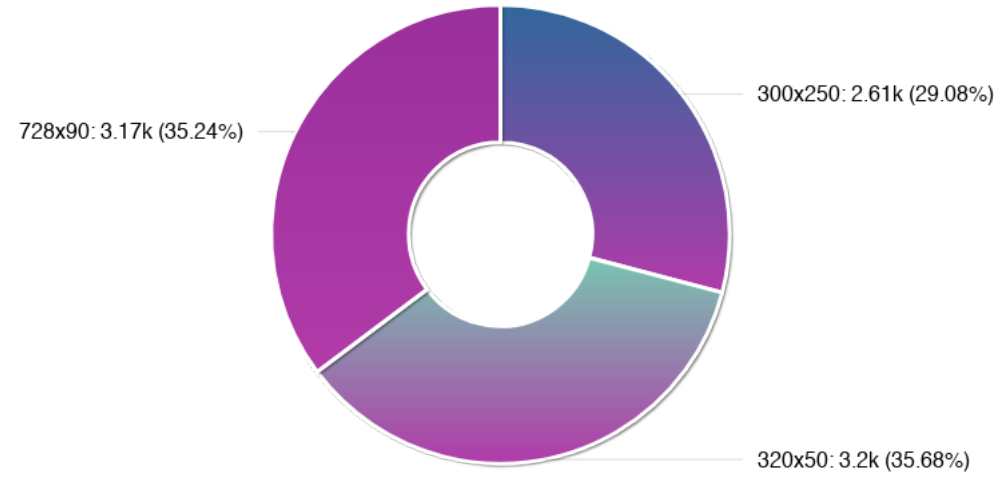
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Sun Federal Credit Union_SFCU 728X90_728x90	61,707	1,063	1.72%	24.61
	Sun Federal Credit Union_SFCU 320X50_320x50	53,513	742	1.39%	19.81
	Sun Federal Credit Union_SunFederal_DisplayAds_72 8x90_mb041726-01	18,968	249	1.31%	18.75
	Sun Federal Credit Union_SunFederal_DisplayAds_32 0x50_mb041626-01	19,037	242	1.27%	18.16
Thumbnail not available	Sun Federal Credit Union_SFCU 300X250	34,295	220	0.64%	9.16
	Sun Federal Credit Union_7.21_SunFederal_DisplayAds _320x50_mb071426-05	10,368	208	2.01%	28.66
	Sun Federal Credit Union_SunFederal_DisplayAds_72 8x90_mb041726-05	18,300	161	0.88%	12.57
	Sun Federal Credit Union_SunFederal_DisplayAds_32 0x50_mb041626-05	16,509	125	0.76%	10.82
	Sun Federal Credit Union_SunFederal_DisplayAds_30 0x250_mb041726-01	16,924	98	0.58%	8.27
	Sun Federal Credit	7,729	90	1.16%	16.63

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Sun Federal Credit Union_Social Mirror_We're continuing the celebration of our 75th Anniversary	98,815	1,908	1.93%	27.58
	Sun Federal Credit Union_Social Mirror_Stop dreaming	100,043	551	0.55%	7.87

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Sun Federal Credit Union_SFCU_75th_30W.mp4	35,475	827	2.33%	33.30
Thumbnail not available	Sun Federal Credit Union_SFCU_26Auto_30W	30,402	363	1.19%	17.06

Video Completion Performance by Line Item

Grid contains more rows, but they have been clipped.

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral Video - Auto Loan - 132867	80.12%	72.82%	60.87%	45.31%
Sun Federal Credit Union - Retargeting Video - 75th Anniversary - 132863	75.43%	68.33%	62.35%	49.34%
Sun Federal Credit Union - Retargeting Video - Auto Loan - 132867	75.29%	68.33%	62.00%	49.72%
Sun Federal Credit Union - Keyword Video - Auto Loan - 132867	75.13%	67.15%	61.63%	44.91%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Sun Federal Credit Union_SFCU_75th_30W.mp4	14,845	98.54%
Thumbnail not available	Sun Federal Credit Union_SFCU_26Auto_30W	20,318	83.39%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Sun Federal Credit Union - Retargeting CTV - 75th Anniversary - 132863	100.00%	99.61%	99.52%	99.45%
Sun Federal Credit Union - Retargeting CTV - Auto Loans - 132867	100.00%	99.70%	99.59%	99.36%
Sun Federal Credit Union - Loan Seekers/Mortgage Behavioral CTV - 75th Anniversary - 132863	100.00%	99.11%	98.74%	97.84%
Sun Federal Credit Union - Age 18-54/HHI \$50K-\$150K/Auto Loan Behavioral CTV - Auto Loans - 132867	100.00%	98.98%	97.76%	78.96%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	347,342	4,568	1.32%
Desktop	A personal computing device that remains stationary at one location.	151,296	2,010	1.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	65,325	552	0.85%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	24,540	20	0.08%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	10,623	8	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	12,224	168	1.37%
nypost.com	7,708	38	0.49%
wildfreinds.website	5,769	147	2.55%
exploreplanet.online	5,170	76	1.47%
pet2nest.site	5,028	144	2.86%
america-focus.com	4,388	10	0.23%
soniz.xyz	4,309	52	1.21%
cargurus.com	4,085	5	0.12%
viber.com	4,068	4	0.10%
soulpeace.space	3,999	42	1.05%
newstrack.website	3,669	47	1.28%
tripgate.site	3,574	170	4.76%
thedrive.com	3,308	6	0.18%
msn.com	2,944	2	0.07%
autotrader.com	2,754	1	0.04%
themompack.com	2,746	11	0.40%
foxnews.com	2,743	1	0.04%
usatoday.com	2,582	16	0.62%
realclearpolitics.com	2,524	4	0.16%
rawmestoruxaz.com	2,381	19	0.80%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	5,236	70.37%
	Telly - The Truly Smart TV	2,977	88.55%
	Vizio - Vizio WatchFree+	2,144	58.25%
	DIRECTV	1,438	71.14%
	Pluto TV - Live TV and Movies	296	95.39%
	Tubi - Movies & TV Shows	278	95.85%

	Tubi - Free Movies & TV	168	69.59%
	The Roku Channel	144	60.36%
	VUit	91	100.00%
	DIRECTV STREAM	28	100.00%

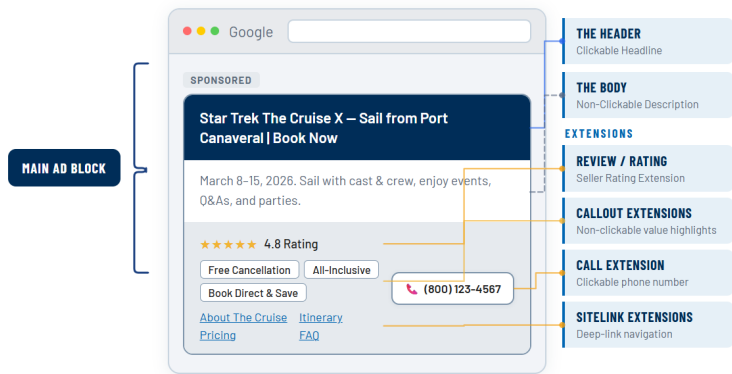
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

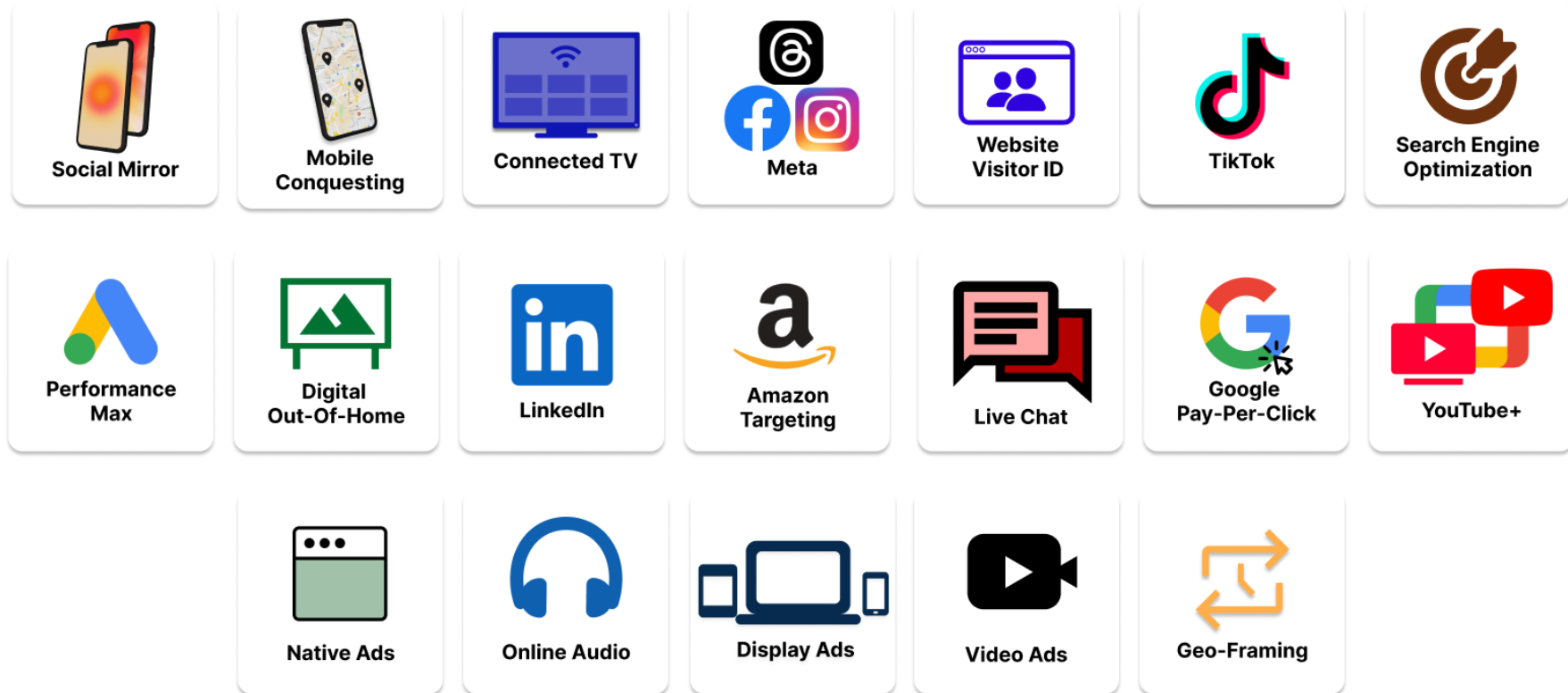
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



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