

Digital Marketing Report

Impressions

How many ads were served:

240,045

Clicks

Times a user clicked on an ad

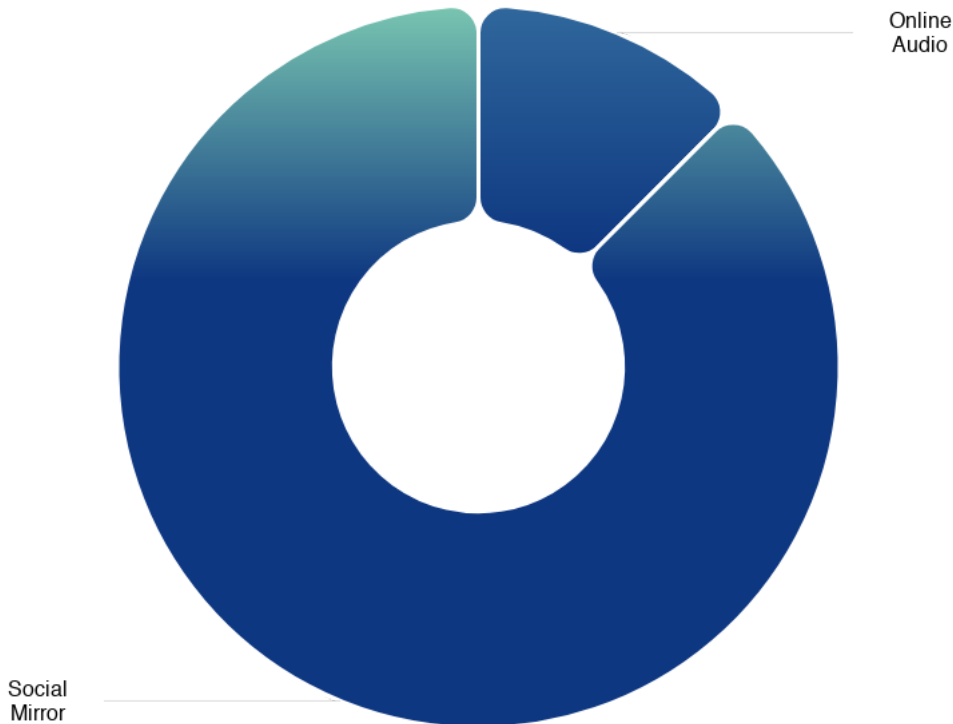
1,229

Click-Through Rate

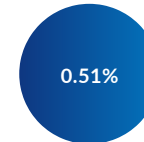
(Clicks/Impressions) x 100

0.51%

Your Product Breakout by Impressions



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%)
WaterFurnace-Southeast SC - Farming/Agriculture/Utilities Behavioral B2B Social Mirror	126,203	1,037	0.82%	11.74
WaterFurnace-Southeast SC - Keyword B2B Social Mirror	83,837	186	0.22%	3.17
WaterFurnace-Southeast SC - Farming/Agriculture/Utilities Behavioral B2B Audio	30,005	6	0.02%	0.29

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	WaterFurnace Southeast SC_Social Mirror_Keep your land_300x250	140,423	654	0.47%	6.65
	WaterFurnace Southeast SC_Social Mirror_Keep your land_300x600	69,617	569	0.82%	11.68

Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
WaterFurnace SOUTHEAST NAG (Keep Your Land Working) 30 FULL MIX.mp3	30,005	6	0.02%	0.29

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
WaterFurnace-Southeast SC - Farming/Agriculture/Utilities Behavioral B2B Audio	93.07%	90.16%	87.80%	85.86%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	166,114	1,027	0.62%
Desktop	A personal computing device that remains stationary at one location.	46,395	160	0.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	23,706	42	0.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1,891	0	0.00%
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.	1,525	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	10,875	4	0.04%
Samsung	9,858	2	0.02%
Amazon	1,369	0	0.00%
Motorola	1,051	0	0.00%
Google	496	0	0.00%
TCL	93	0	0.00%
Philips	55	0	0.00%
Roku	10	0	0.00%
LG	7	0	0.00%
Lenovo	3	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify: Play music & podcasts	6,117	2	0.03%
T-Mobile Play	4,531	0	0.00%
rollingstone.com	2,735	0	0.00%
powerstroke.org	2,715	40	1.47%
hometalk.com	2,212	1	0.05%
nypost.com	2,168	3	0.14%
Spotify - Music and Podcasts	2,066	4	0.19%
bonsaimary.com	2,025	2	0.10%
hollywoodpq.com	1,926	3	0.16%
The Scoop	1,882	1	0.05%
usatoday.com	1,877	1	0.05%
themompack.com	1,711	0	0.00%
realclearpolitics.com	1,701	0	0.00%
rd.com	1,547	0	0.00%
wunderground.com	1,476	0	0.00%
historyexpose.com	1,429	66	4.62%
abcnews.com	1,375	0	0.00%
live365.com	1,348	0	0.00%
doughgirlbylea.com	1,284	1	0.08%
arcamax.com	1,268	5	0.39%

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.