

# Digital Marketing Report

## Impressions

How many ads were served:

79,353

## Clicks

Times a user clicked on an ad

477

## Click-Through Rate

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

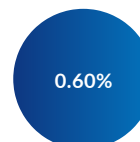
0.60%

## Your Product Breakout by Impressions



Display

## 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.



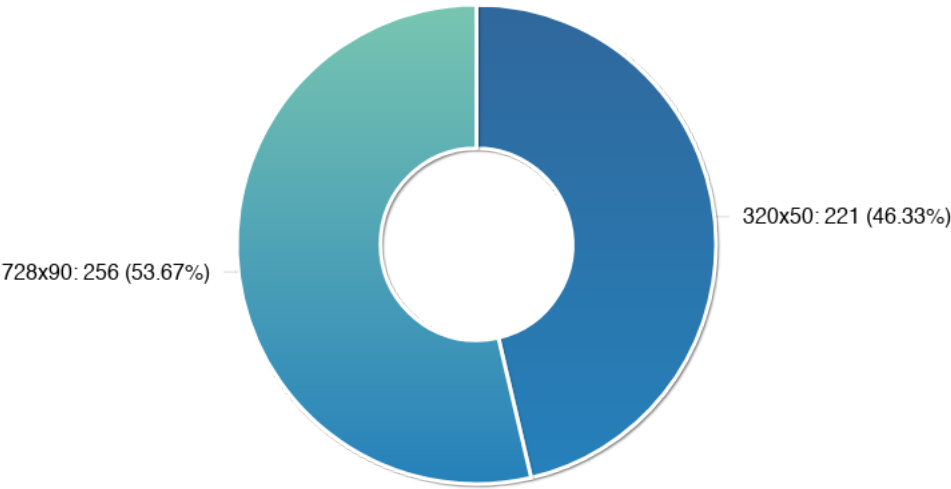
Line Item Performance

| Line Item Name                                                             | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Whitenight Fireworks - Fireworks/Family Fun/4th of July Behavioral Display | 79,353        | 477    | 0.60% | 8.59                      |

Display Creative Performance

| Preview Image                                                                    | Creative Name                                            | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|----------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                          | Whitenight Fireworks_whitenight (728 x 90 px).png        | 34,439      | 256      | 0.74% | 10.62                     |
|  | Whitenight Fireworks_whitenight (320 x 50 px).png_320x50 | 44,914      | 221      | 0.49% | 7.03                      |

Display Click Performance by Ad Size



## Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 61,438        | 334    | 0.54% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 14,228        | 48     | 0.34% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 3,687         | 95     | 2.58% |

### Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| Pacer Pedometer & Step Tracker | 1,530         | 9      | 0.59% |
| PaperColor                     | 1,496         | 11     | 0.74% |
| Weather Live° - Local Forecast | 1,110         | 1      | 0.09% |
| BuzzFeed - Quiz, Trivia & News | 794           | 0      | 0.00% |
| Baby Tracker - Newborn Log     | 749           | 1      | 0.13% |
| brezzamistica.info             | 658           | 5      | 0.76% |
| hollywoodpq.com                | 633           | 4      | 0.63% |
| wdel.com                       | 537           | 0      | 0.00% |
| ldnews.com                     | 520           | 1      | 0.19% |
| minefun.io                     | 494           | 0      | 0.00% |
| elle.com.au                    | 463           | 0      | 0.00% |
| bluegolf.com                   | 405           | 0      | 0.00% |
| footballnews.ge                | 264           | 0      | 0.00% |
| Golf GPS SwingU                | 262           | 0      | 0.00% |
| glocktalk.com                  | 258           | 2      | 0.78% |
| Life360: Find Friends & Family | 230           | 0      | 0.00% |
| wordswithfriends2cheat.com     | 224           | 0      | 0.00% |
| Manorama Online News & Videos  | 208           | 0      | 0.00% |
| Grocery Shopping List Listonic | 202           | 0      | 0.00% |
| Stylish Calculator - CALCU™    | 202           | 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



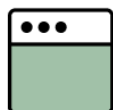
Live Chat



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.