

Digital Marketing Report

Impressions

How many ads were served:

60,124

Clicks

Times a user clicked on an ad

461

Click-Through Rate

(Clicks/Impressions) x 100

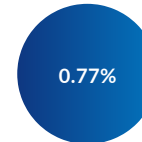
0.77%

Your Product Breakout by Impressions



TikTok

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%)
John 3:16 Mission - Environmental Protection/Charity & Public Welfare TikTok	60,124	461	0.77%	10.95

TikTok Likes



The number of likes your video creative received

TikTok Comments



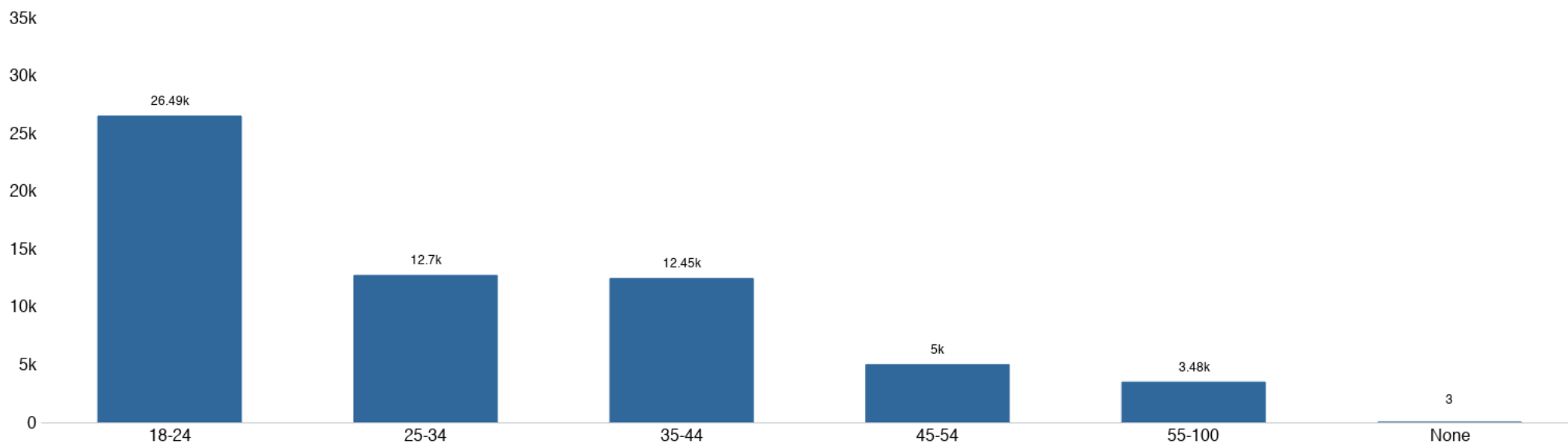
The number of comments your video creative received

TikTok Profile Visits

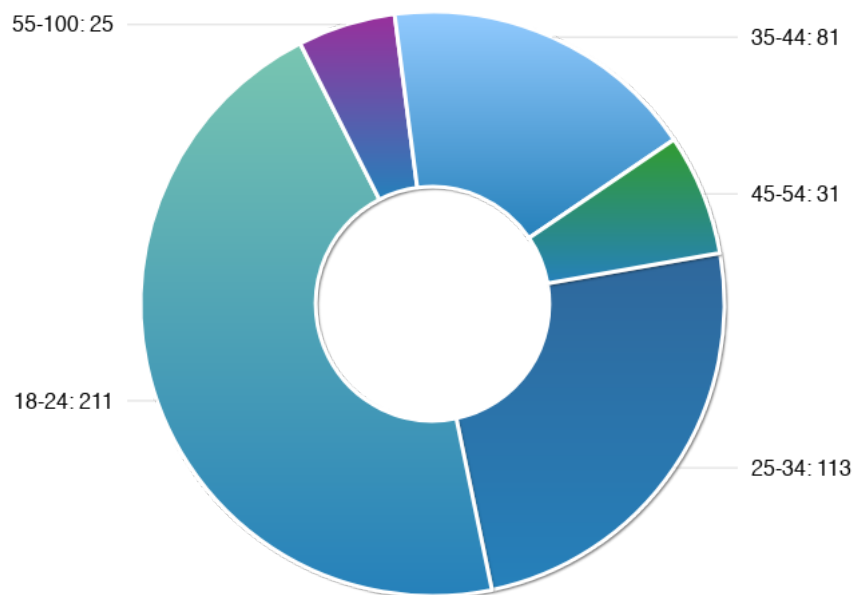


The number of profile visits the ad drove

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
J316-Heat-Vertical 15-Donate_VHQJYk0p.mp4_John 3:16 Mission TikTok 2_6.23_Heat Vertical 15 donate	27,920	217	0.78%	11.10
J316_RELIEF_VERT_15_DONATE_SDGmrtbi.mp4_John 3:16 Mission TikTok 2_6.23_Relief Vert 15 donate	19,862	134	0.67%	9.64
J316_EQUIP_VERT_15_DONATE_Jqk2rlOt.mp4_John 3:16 Mission TikTok 2_6.23_Equipped Vert 15 donate	12,342	110	0.89%	12.73

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	53,266	419	0.79%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,855	42	0.61%

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



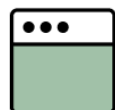
Live Chat



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.