

Digital Marketing Report

Impressions

How many ads were served:

102,001

Clicks

Times a user clicked on an ad

135

Click-Through Rate

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

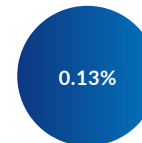
0.13%

Your Product Breakout by Impressions



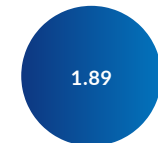
Native
Display

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%)
Just Lookin' Gallery - Museum Goers/Museums and Galleries/Art Collectors Behavioral Native	100,936	133	0.13%	1.88
Just Lookin' Gallery - Retargeting Native	1,065	2	0.19%	2.68

Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Just Look' Gallery_African American Art	102,001	135	0.13%	1.89

Native Display Ad Screenshots

	Just Look' Gallery_African American Art
Screenshot	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
19120	8,929	19	0.21%	3.04
07104	5,016	7	0.14%	1.99
21215	4,850	6	0.12%	1.77
19901	3,375	0	0.00%	0.00
21224	2,356	1	0.04%	0.61
19904	1,931	0	0.00%	0.00
19143	1,786	3	0.17%	2.40
19971	1,775	3	0.17%	2.41
19104	1,705	2	0.12%	1.68
15237	1,685	2	0.12%	1.70
19147	1,371	2	0.15%	2.08
19131	1,338	1	0.07%	1.07
19111	1,334	0	0.00%	0.00
07105	1,328	0	0.00%	0.00
21230	1,305	2	0.15%	2.19
17112	1,279	2	0.16%	2.23
22801	1,247	0	0.00%	0.00
15212	1,138	1	0.09%	1.26
22903	1,115	3	0.27%	3.84
07102	1,111	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,817	86	0.13%
Desktop	A personal computing device that remains stationary at one location.	24,906	37	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,278	12	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,280	0	0.00%
tumblr.com	3,081	3	0.10%
Life360: Find Friends & Family	2,549	4	0.16%
biblegateway.com	2,385	4	0.17%
saudementalefisica.com	2,314	10	0.43%
nytimes.com	2,131	0	0.00%
meetme.com	2,121	2	0.09%
Speedtest by Ookla	2,088	0	0.00%
w3schools.com	2,085	2	0.10%
Yahoo Mail - Organized Email	1,841	1	0.05%
arcamax.com	1,463	2	0.14%
usatoday.com	1,381	0	0.00%
theguardian.com	1,050	0	0.00%
AOL Mail, News, Weather, Video	945	0	0.00%
BuzzFeed - Quizzes & News	917	0	0.00%
people.com	848	0	0.00%
last.fm	802	0	0.00%
tecnologiaegadget.com	797	2	0.25%
weather.com	767	0	0.00%
magma.com	713	1	0.14%

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.