

Digital Marketing Report

Impressions

How many ads were served:

115,187

Clicks

Times a user clicked on an ad

322

Click-Through Rate

(Clicks/Impressions) x 100

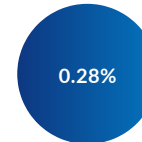
0.28%

Your Product Breakout by Impressions



Native
Display

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%)
Jet PreCooler - Executives/Food Production/Supply Chain Management B2B Behavioral Native	88,255	302	0.34%	4.89
Jet PreCooler - B2B Keyword Native	26,371	16	0.06%	0.87
Jet PreCooler - B2B Retargeting Native	561	4	0.71%	10.19

Native Click Conversions

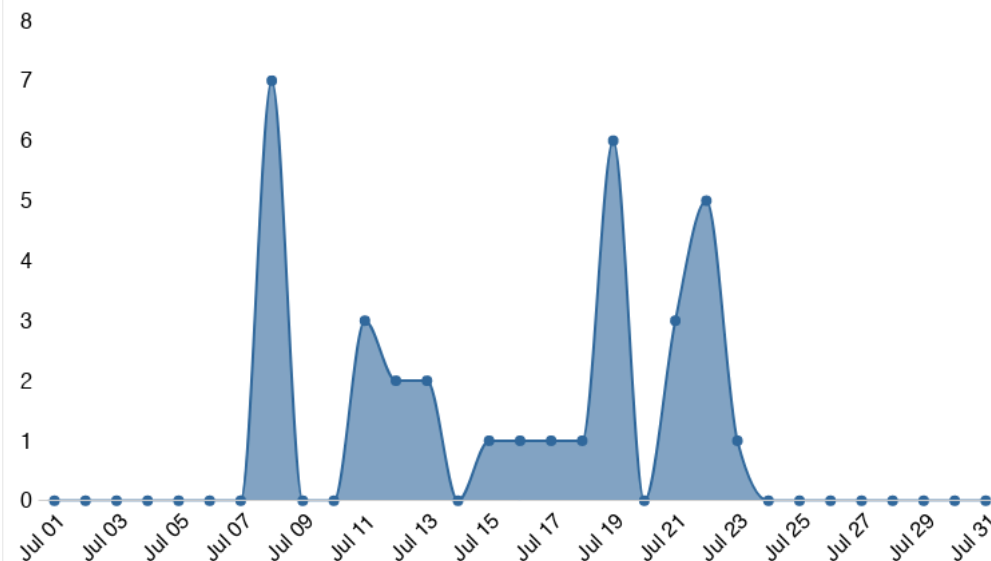


Times users clicked on an ad leading to your site and visited a page or completed an action

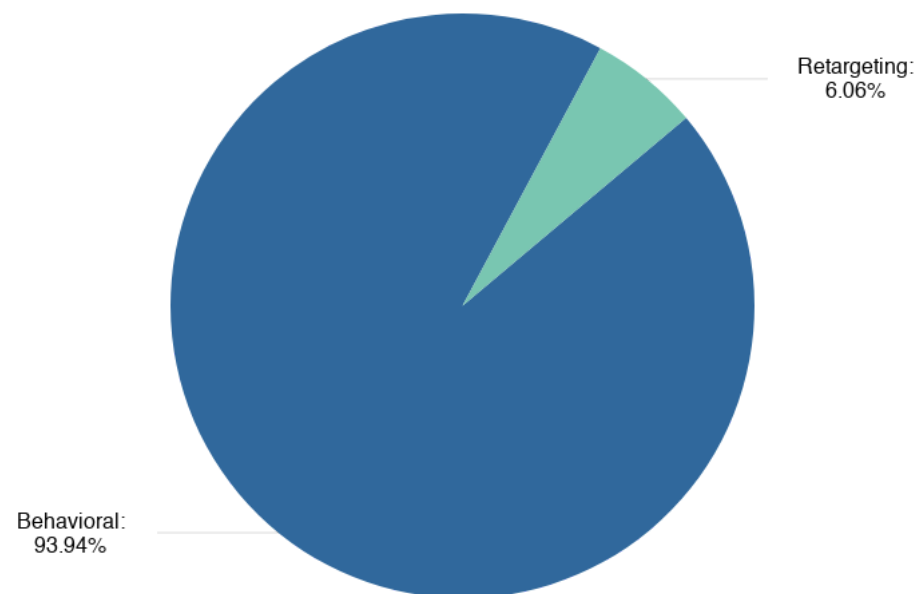
Native Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jet PreCooler Features Page View	13
Jet PreCooler DIY Page View	9
Jet PreCooler Financing Page View	8
Jet PreCooler Contact Page View	3

Native Click Conversions by Day



Top Native Click Conversions by Strategy



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Jet PreCooler_Native_NativeDisplay- 2026-0615 (1).png	115,187	322	0.28%	3.99

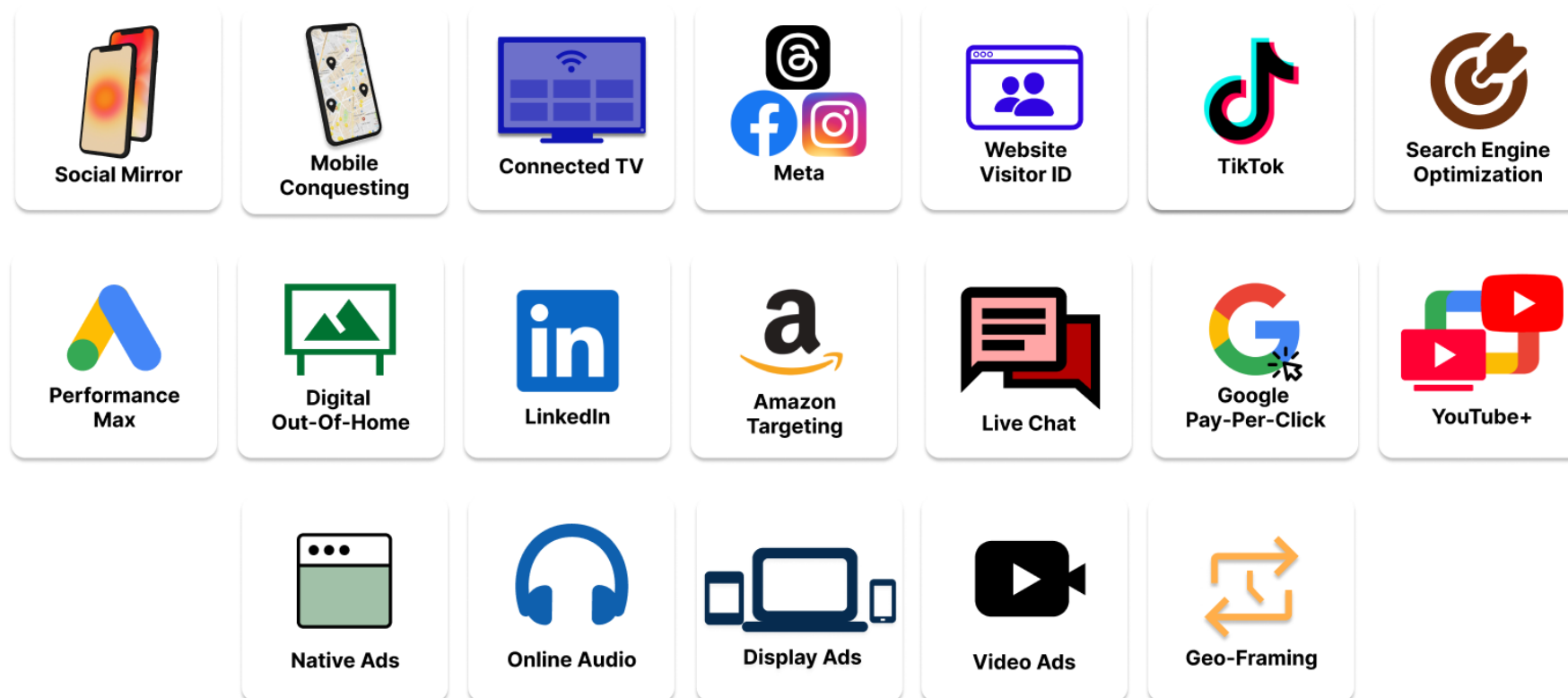
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,742	231	0.32%
Desktop	A personal computing device that remains stationary at one location.	29,828	68	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,489	23	0.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	2	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	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	6,288	0	0.00%
usatoday.com	4,574	1	0.02%
w3schools.com	4,558	7	0.15%
biblegateway.com	2,359	2	0.08%
Yahoo Mail - Organized Email	2,181	1	0.05%
AOL Mail, News, Weather, Video	2,049	5	0.24%
newatlas.com	1,942	0	0.00%
meetme.com	1,720	3	0.17%
arcamax.com	1,695	1	0.06%
theguardian.com	1,662	0	0.00%
graziamagazine.com	1,313	3	0.23%
architecturaldesigns.com	1,247	0	0.00%
tripjive.com	1,051	0	0.00%
Yahoo Mail – Organized Email	951	2	0.21%
imdb.com	917	0	0.00%
thestayathomechef.com	857	0	0.00%
ign.com	701	0	0.00%
TREBEL: Music, MP3 & Podcasts	580	2	0.34%
realclearpolitics.com	549	1	0.18%
reporternews.com	541	1	0.18%

All available products in our *toolbox*.



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