

Digital Marketing Report

Impressions

How many ads were served:

116,680

Clicks

Times a user clicked on an ad

332

Click-Through Rate

(Clicks/Impressions) x 100

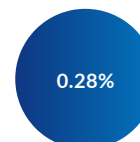
0.28%

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%)
ASI Insulation & Abatement - Agriculture/Production & Manufacturing/Warehouse Manager B2B Behavioral Native	59,767	80	0.13%	1.91
ASI Insulation & Abatement - B2B Keyword Native	56,913	252	0.44%	6.33

Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	ASI Insulation & Abatement_Native_NativeDisplay-2026-0615.png	116,680	332	0.28%	4.06

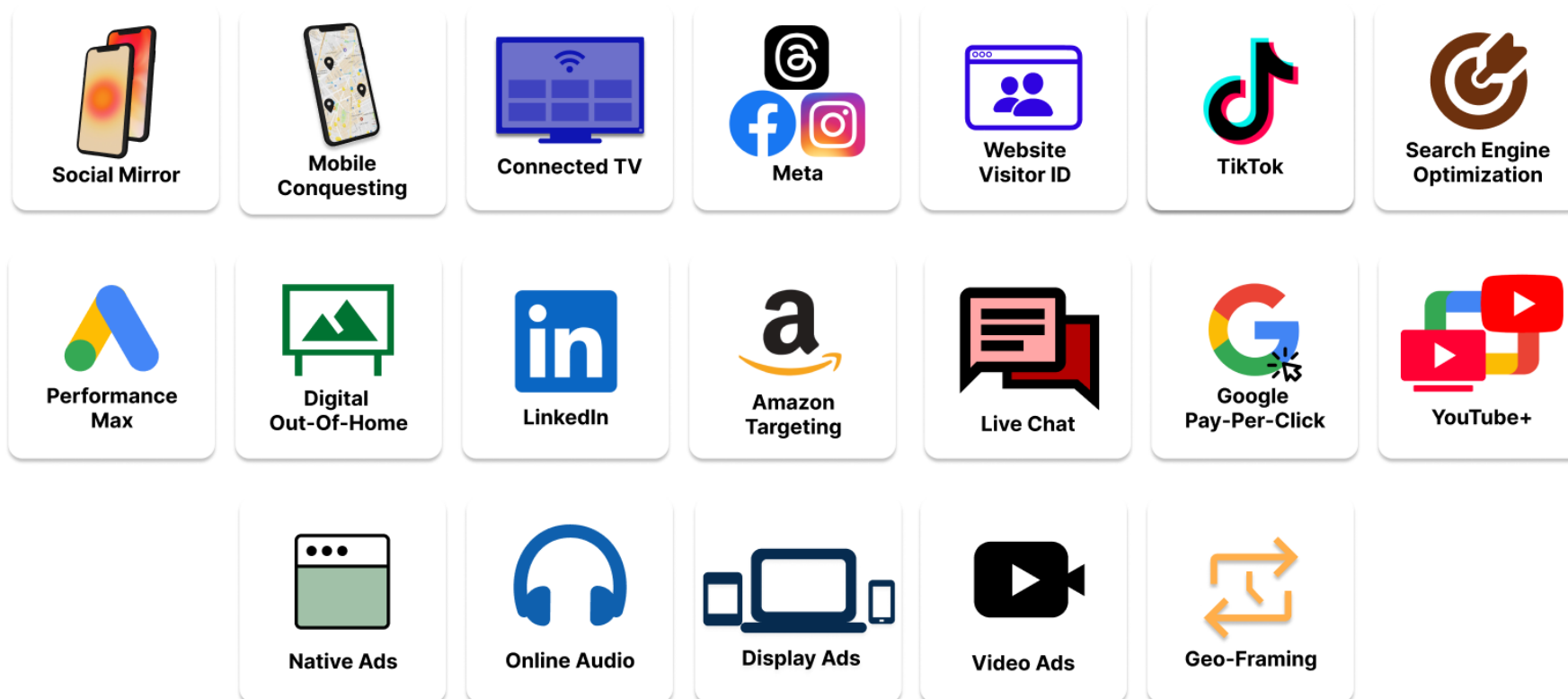
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	85,914	271	0.32%
Desktop	A personal computing device that remains stationary at one location.	17,479	48	0.27%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,876	10	0.09%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1	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
Yahoo Mail - Organized Email	3,794	2	0.05%
fashionnewsbee.com	3,107	55	1.77%
Life360: Live Location Sharing	2,915	6	0.21%
AOL Mail, News, Weather, Video	2,875	2	0.07%
ksbw.com	2,801	2	0.07%
biblegateway.com	2,444	2	0.08%
travelclearly.com	2,423	31	1.28%
w3schools.com	2,375	4	0.17%
imdb.com	2,182	2	0.09%
dailymail.com	2,106	3	0.14%
tmz.com	1,975	4	0.20%
Life360: Find Friends & Family	1,964	2	0.10%
KTLA 5	1,833	1	0.05%
usatoday.com	1,578	2	0.13%
saudementalefisica.com	1,480	5	0.34%
theScore: Sports News & Scores	1,232	1	0.08%
theguardian.com	1,225	0	0.00%
bridgebase.com	1,017	1	0.10%
weather.com	951	0	0.00%
vcstar.com	859	1	0.12%

All available products in our *toolbox*.



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