



Digital Marketing Report

Impressions

How many ads were served:

22,633

Clicks

Times a user clicked on an ad

749

Click-Through Rate

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

3.31%

Your Product Breakout by Impressions



LinkedIn

Total Engagement Rate

3.34%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

47.28

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.*



LinkedIn Spend Performance

Does not include management fee

LinkedIn Ad Cost

Amount spent on the campaign

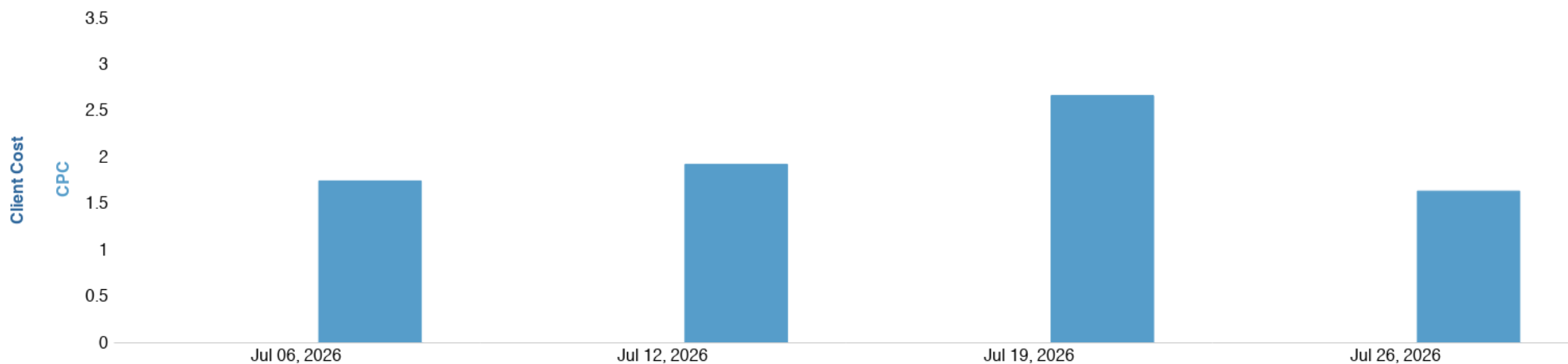
1,477.63

LinkedIn Cost-Per-Click

Cost/Clicks

1.97

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Credit Union Audit Group - COO/Vice President/Compliance LinkedIn Premium	22,633	749	3.31%	47.28



LinkedIn Cost per Line Item

Campaign Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Credit Union Audit Group - COO/Vice President/Compliance LinkedIn Premium	22,633	749	3.31%	1,477.63	1.97
Total	22,633	749	3.31%	1,477.63	1.97

Client Cost: Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

CPC: The amount paid for your Ads divided by your total Clicks.

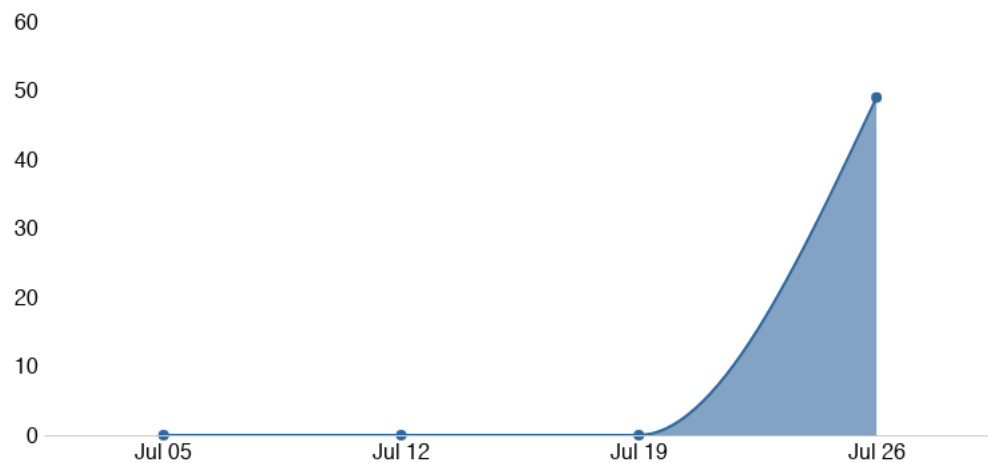
Note: Costs do not include management fee.



LinkedIn Click Conversions



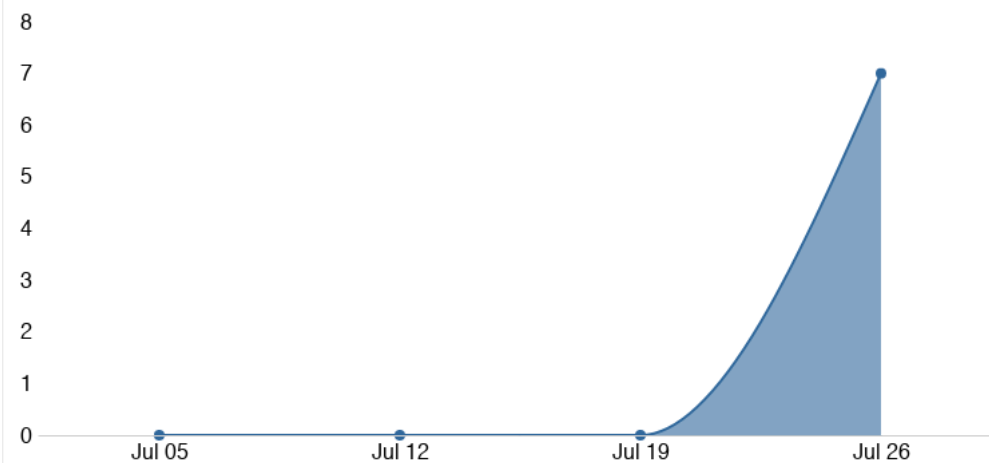
Times users clicked on an ad leading to your site and visited a page or completed an action



LinkedIn View-through Conversions



Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action





LinkedIn Creative Performance

Creative Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Credit Union Audit Group_b25bd794-b5da-4644-9927-e195fdb2efe4.png	22,633	749	3.31%	1,477.63	1.97



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.