

Digital Marketing Report

Impressions

How many ads were served:

113,413

Clicks

Times a user clicked on an ad

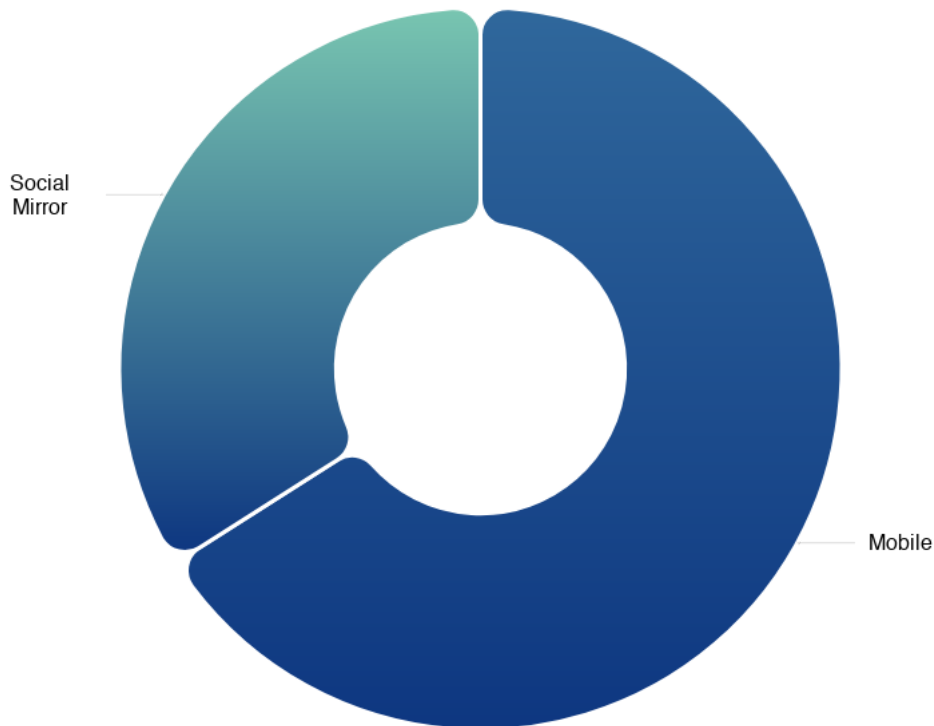
258

Click-Through Rate

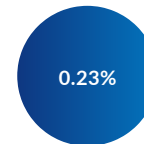
$(\text{Clicks}/\text{Impressions}) \times 100$

0.23%

Your Product Breakout by Impressions



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%)
American Plastics - Jefferson City - Supervisor Geo-Retargeting Mobile	37,087	88	0.24%	3.39
American Plastics - Jefferson City - Technician Geo-Retargeting Mobile	37,061	82	0.22%	3.16
American Plastics - Jefferson City Technician M/F, 18+/Manufacturing Experience/Job Search Behavioral Social Mirror	23,522	61	0.26%	3.70
American Plastics - Jefferson City Supervisor M/F, 18+/Manufacturing Experience/Job Search Behavioral B2B Social Mirror	12,359	16	0.13%	1.85
American Plastics - Jefferson City Supervisor Keyword B2B Social Mirror	1,813	3	0.17%	2.36
American Plastics - Jefferson City Technician Keyword B2B Social Mirror	879	0	0.00%	0.00
American Plastics - Jefferson City - Technician Geo-Fencing Mobile	363	7	1.93%	27.55
American Plastics - Jefferson City - Supervisor Geo-Fencing Mobile	329	1	0.30%	4.34

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	American Plastics - Jefferson City_Social Mirror_Technician	24,401	61	0.25%	3.57
	American Plastics - Jefferson City_Social Mirror_Supervisor	14,172	19	0.13%	1.92

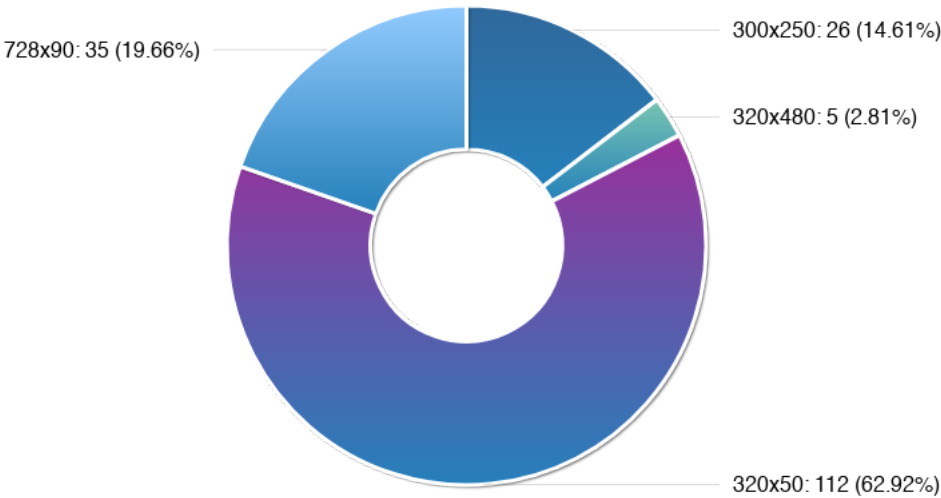
Social Mirror Ad Screenshots

	American Plastics - Jefferson City_Social Mirror_Supervisor
Screenshot	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	American Plastics - Jefferson City_Tech_Positions 320x50.png	32,521	57	0.18%	2.50
	American Plastics - Jefferson City_Production_Supervisor 320x50.png	32,214	55	0.17%	2.44
	American Plastics - Jefferson City_Production_Supervisor 728x90.png	3,397	15	0.44%	6.31
	American Plastics - Jefferson City_Tech_Positions 728x90.png	3,228	20	0.62%	8.85
	American Plastics - Jefferson City_Production_Supervisor 300x250.png	1,516	16	1.06%	15.08
	American Plastics - Jefferson City_Tech_Positions 300x250.png	1,413	10	0.71%	10.11
Preview not available	American Plastics - Jefferson City_American_Plastics_15_V1_6.11.26.mp4	250	0	0.00%	0.00
Preview not available	American Plastics - Jefferson City_American_Plastics_15_V1_6.11.26_1920x1080.mp4	223	0	0.00%	0.00
	American Plastics - Jefferson City_Tech_Positions 320x480.png	39	2	5.13%	73.26

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	210 N Allen St	Centralia	MO	65240			486	4	0.82%
	504 US-63	Freeburg	MO	65035			114	1	0.88%
	355 N Shamrock Rd	Jefferson City	MO	65101			27	0	0.00%
	1502 S Country Club Dr	Jefferson City	MO	65109			26	1	3.85%
	2900 W Truman Blvd	Jefferson City	MO	65109			26	1	3.85%
	1500 Waterloo Rd	Sedalia	MO	65301			4	0	0.00%
	6850 Algoa Rd	Jefferson City	MO	65101			3	0	0.00%
	2662 Militia Dr	Jefferson City	MO	65101			2	0	0.00%
	300 N Iron Ave	Sedalia	MO	65301			2	0	0.00%
	3353 State Rte 52	Eldon	MO	65026			2	1	50.00%

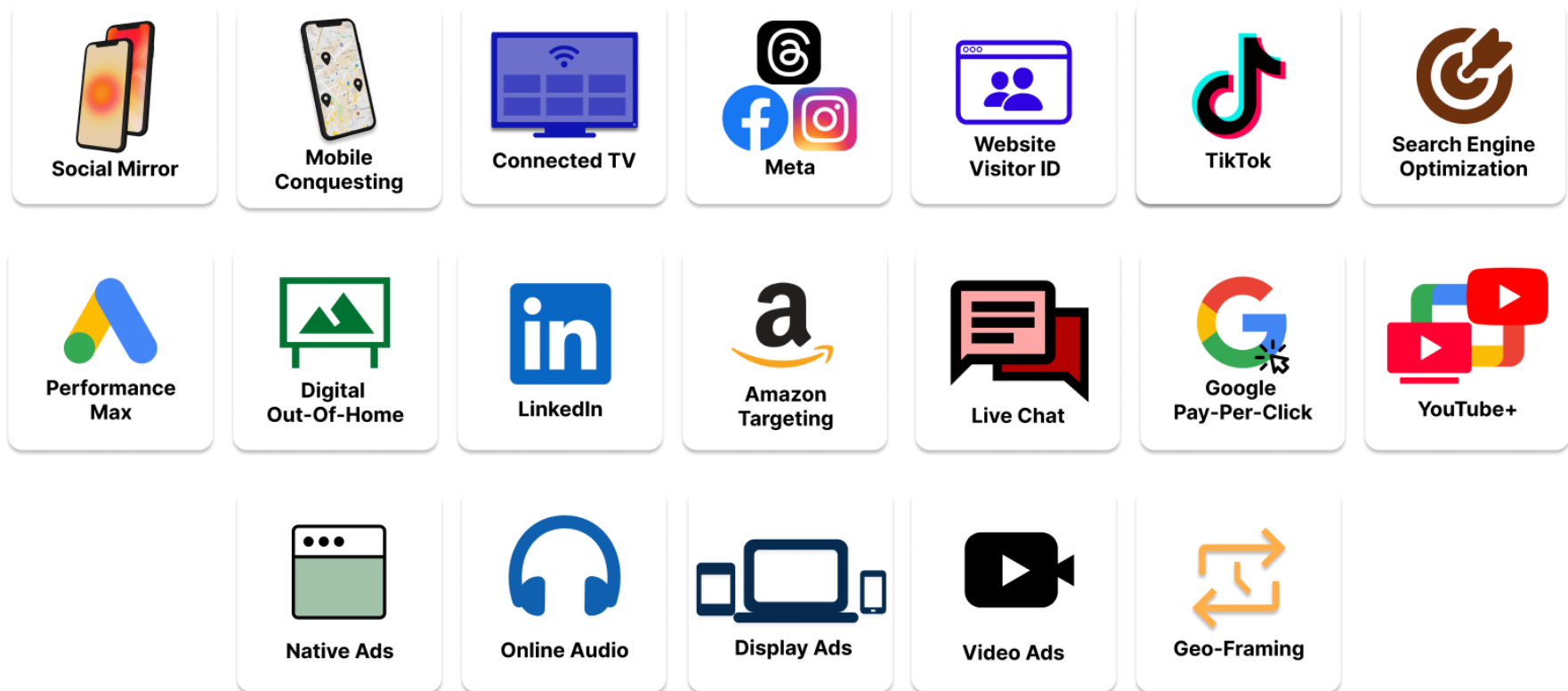
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	18,302	36	0.20%
Mobile	A portable electronic device that can connect to the internet.	17,829	38	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,442	6	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,545	0	0.00%
usatoday.com	1,156	3	0.26%
aquariumsource.com	1,070	0	0.00%
apnews.com	1,037	1	0.10%
imdb.com	1,028	2	0.19%
nypost.com	952	3	0.32%
foxnews.com	716	3	0.42%
ebay.com	699	0	0.00%
The Scoop	659	0	0.00%
hollywoodpq.com	576	0	0.00%
T-Mobile Play	536	0	0.00%
buzzfeed.com	520	0	0.00%
zillow.com	419	0	0.00%
themirror.com	300	4	1.33%
reuters.com	276	0	0.00%
aol.com	265	0	0.00%
blogging.org	249	1	0.40%
theScore: Sports News & Scores	247	0	0.00%
jcpenny.com	236	1	0.42%
krcgtv.com	235	0	0.00%

All available products in our *toolbox*.



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