

Digital Marketing Report

Impressions

How many ads were served:

64,519

Clicks

Times a user clicked on an ad

653

Click-Through Rate

(Clicks/Impressions) x 100

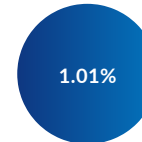
1.01%

Your Product Breakout by Impressions



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%)
Express Employment Pensacola - Employees Supply Chain Workers/Manufacturing/Blue Collar Worker Behavioral Display	21,487	213	0.99%	14.16
Express Employment Pensacola - Admin Administrative/HR/Hiring Managers Behavioral Display	21,450	242	1.13%	16.12
Express Employment Pensacola - Employees Keyword Display	10,201	144	1.41%	20.17
Express Employment Pensacola - Admin Keyword Display	10,105	51	0.50%	7.21
Express Employment Pensacola - Admin Express Employment Pensacola Geo-Retargeting Display	976	2	0.20%	2.93
Express Employment Pensacola - Employees Geo-Fencing Display	162	0	0.00%	0.00
Express Employment Pensacola - Admin Geo-Fencing Display	138	1	0.72%	10.35

Display Click Conversions

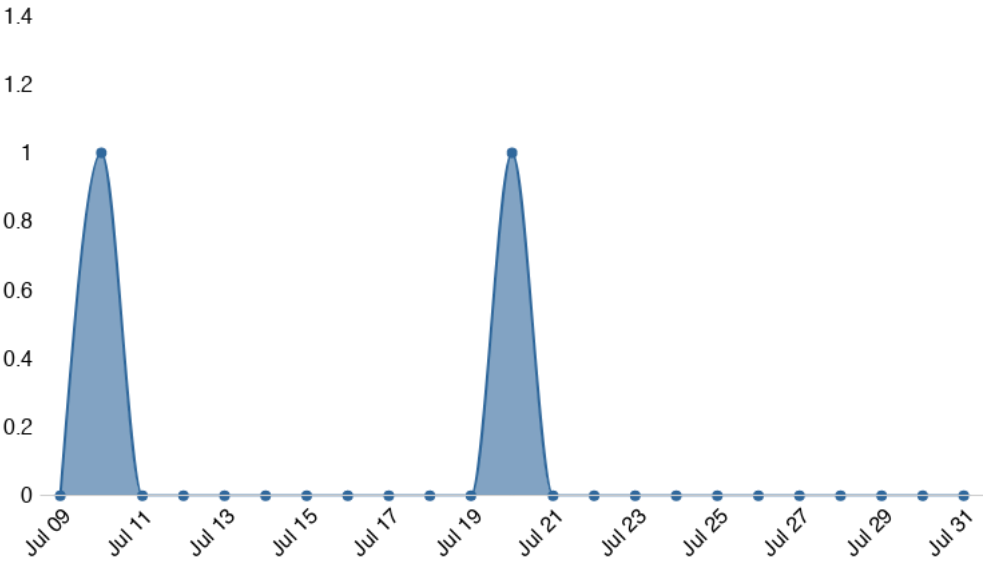


Times users clicked on an ad leading to your site and visited a page or completed an action

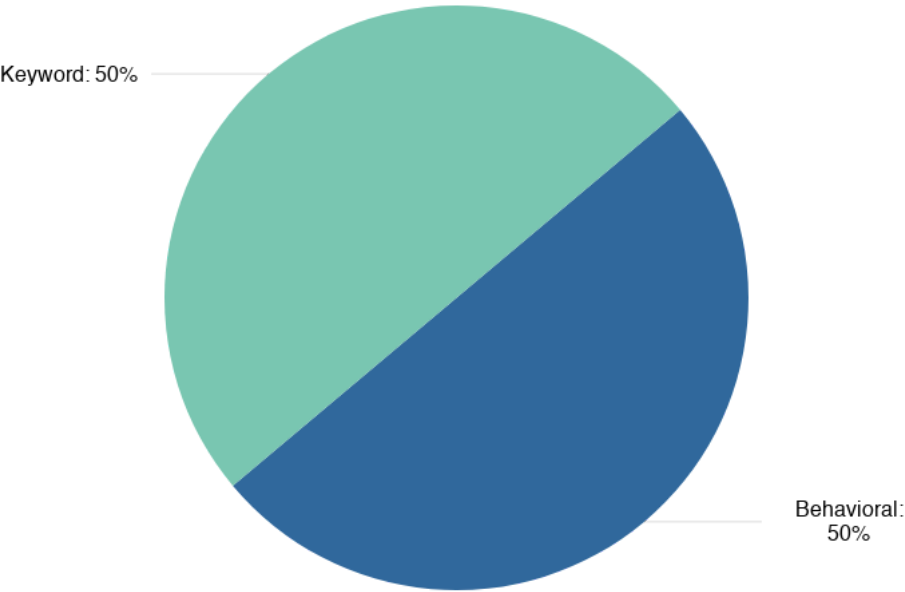
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Express Employment Pensacola Contact Us Page View	1
Express Employment Pensacola Job Openings Page View	1

Display Click Conversions by Day



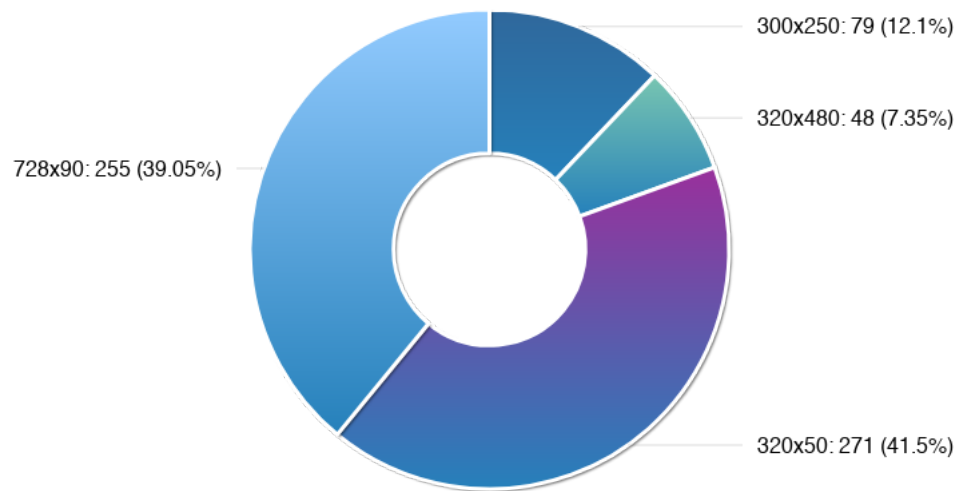
Top Display Click Conversions by Strategy



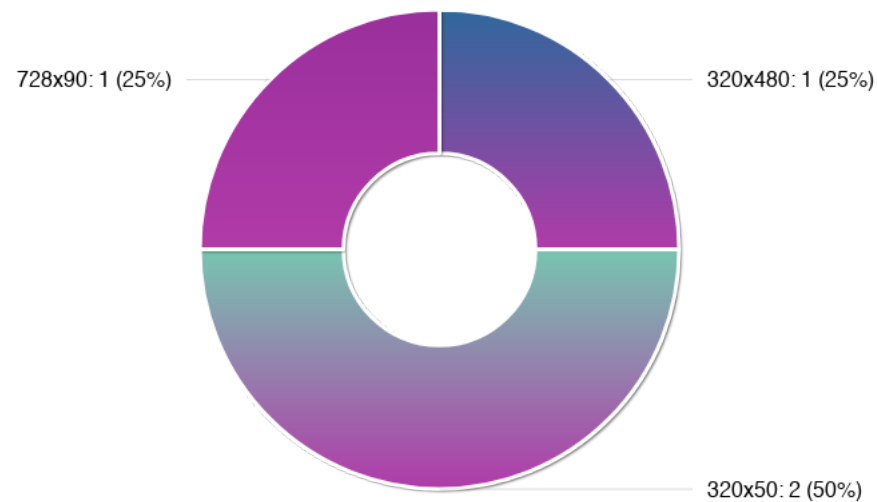
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Express Employment Pensacola_express pros 1 (728 x 90 px).png_728x90	14,623	154	1.05%	15.04
	Express Employment Pensacola_Express Pros 1 (320 x 50 px).png_320x50	16,174	138	0.85%	12.19
	Express Employment Pensacola_express pros 1 (320 x 50 px) (1).png_320x50	13,834	133	0.96%	13.73
	Express Employment Pensacola_Express Pros 1 (728 x 90 px).png_728x90	11,058	101	0.91%	13.05
	Express Employment Pensacola_express pros 1 300x250.png_300x250	2,574	40	1.55%	22.20
	Express Employment Pensacola_Express Pros 1 (300 x 250 px).png_300x250	4,986	39	0.78%	11.17
	Express Employment Pensacola_express pros 1 (320 x 480 px) (1).png_320x480	819	30	3.66%	52.33

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,029	473	0.96%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,804	102	1.04%
Desktop	A personal computing device that remains stationary at one location.	5,686	78	1.37%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	2,147	11	0.51%
usatoday.com	1,386	9	0.65%
foxnews.com	1,005	2	0.20%
T-Mobile Play	909	56	6.16%
nypost.com	805	13	1.61%
Solitaire	482	9	1.87%
tmz.com	446	4	0.90%
imdb.com	436	2	0.46%
MyRadar Weather Radar	334	2	0.60%
nola.com	314	0	0.00%
pnj.com	297	3	1.01%
spotify.com	256	2	0.78%
fancaps.net	238	1	0.42%
msn.com	230	0	0.00%
arcamax.com	200	6	3.00%
cults3d.com	198	0	0.00%
huffpost.com	183	3	1.64%
theadvocate.com	179	0	0.00%
themompack.com	176	0	0.00%
braceletbook.com	167	0	0.00%

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.