

Digital Marketing Report

Impressions

How many ads were served:

135,336

Clicks

Times a user clicked on an ad

554

Click-Through Rate

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

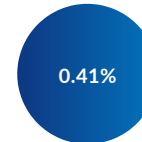
0.41%

Your Product Breakout by Impressions



Mobile

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.



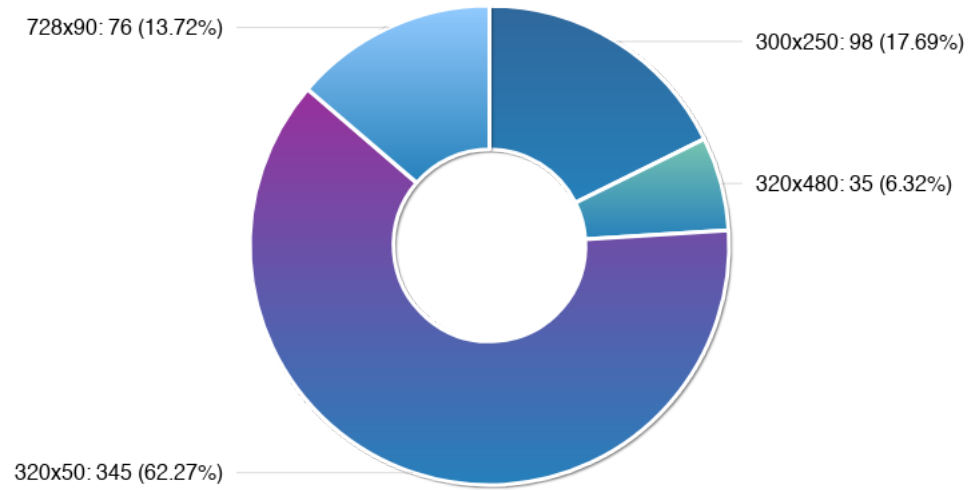
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Col Eric Shorter for Mayor - Address Retargeting Mobile	103,464	365	0.35%	5.04
Col Eric Shorter for Mayor - Voters/Social Media Users/TV Users Mobile	30,367	179	0.59%	8.42
Col Eric Shorter for Mayor - Address Targeting Mobile	1,505	10	0.66%	9.49

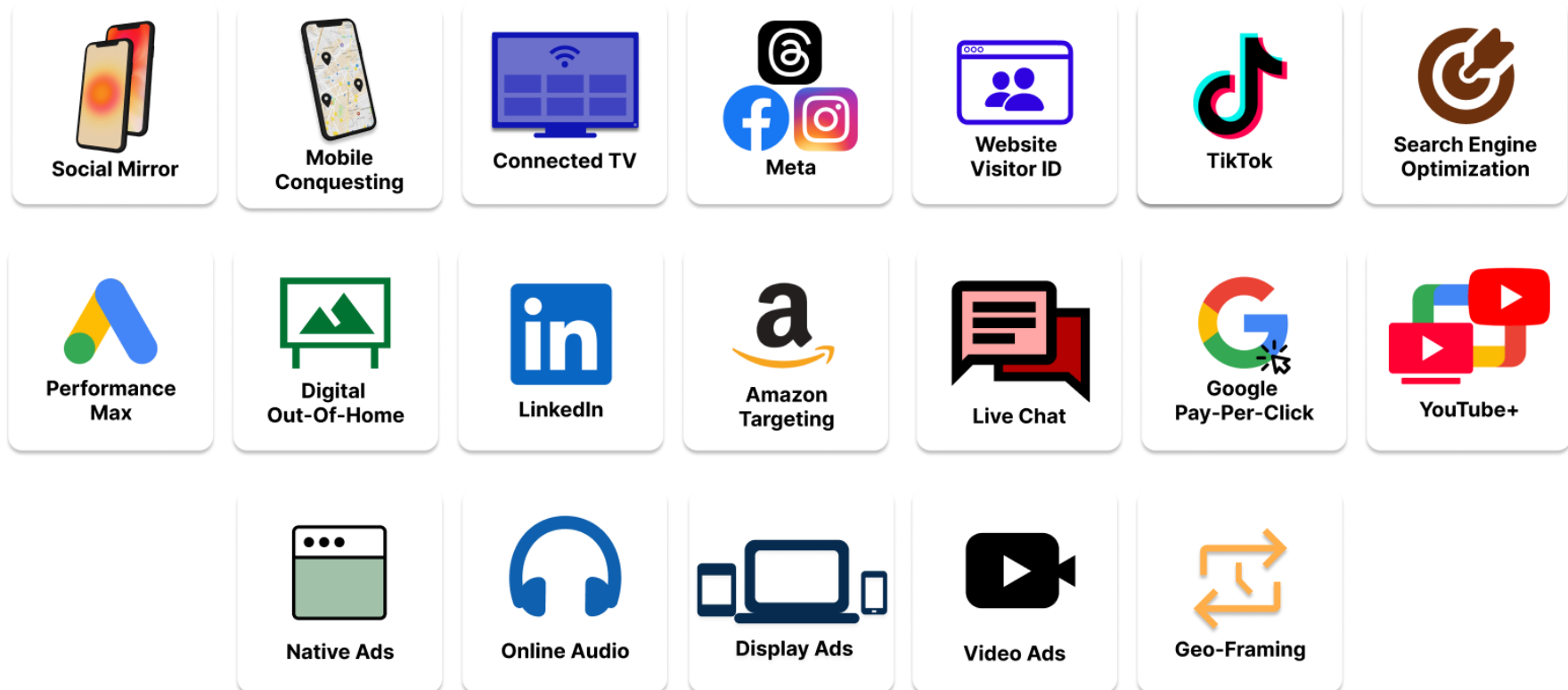
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Preview not available	Col Eric Shorter for Mayor_Scroller Ad	43,380	124	0.29%	4.08
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER kevl (320x 50 px).png	36,621	114	0.31%	4.45
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER (320x 50 px).png	36,353	107	0.29%	4.20
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER kevl (728x 90 px).png	4,631	40	0.86%	12.34
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER (728x 90 px).png	4,394	36	0.82%	11.70
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER (320x 480 px).png	2,352	19	0.81%	11.54
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER kevl (320x 480 px).png	2,230	16	0.72%	10.25
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER kevl 300x250 (1).png	1,836	33	1.80%	25.68
	Col Eric Shorter for Mayor_COL ERIC W. SHORTER kevl 300x250 (1).png	1,787	33	1.85%	26.38

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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