

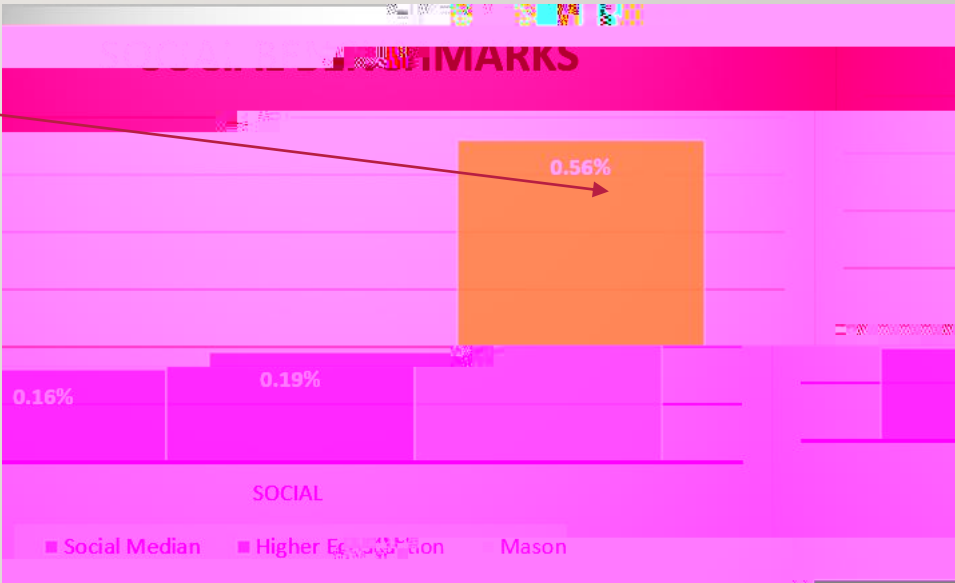
UNIVERSITY OF DETROIT MERCY BUILD YOUR FUTURE CAMPAIGN ANALYTICS REPORT

8.14.2020

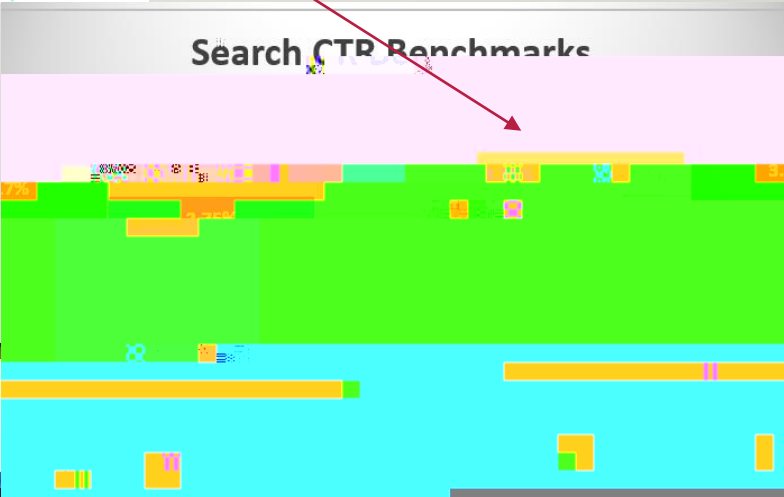
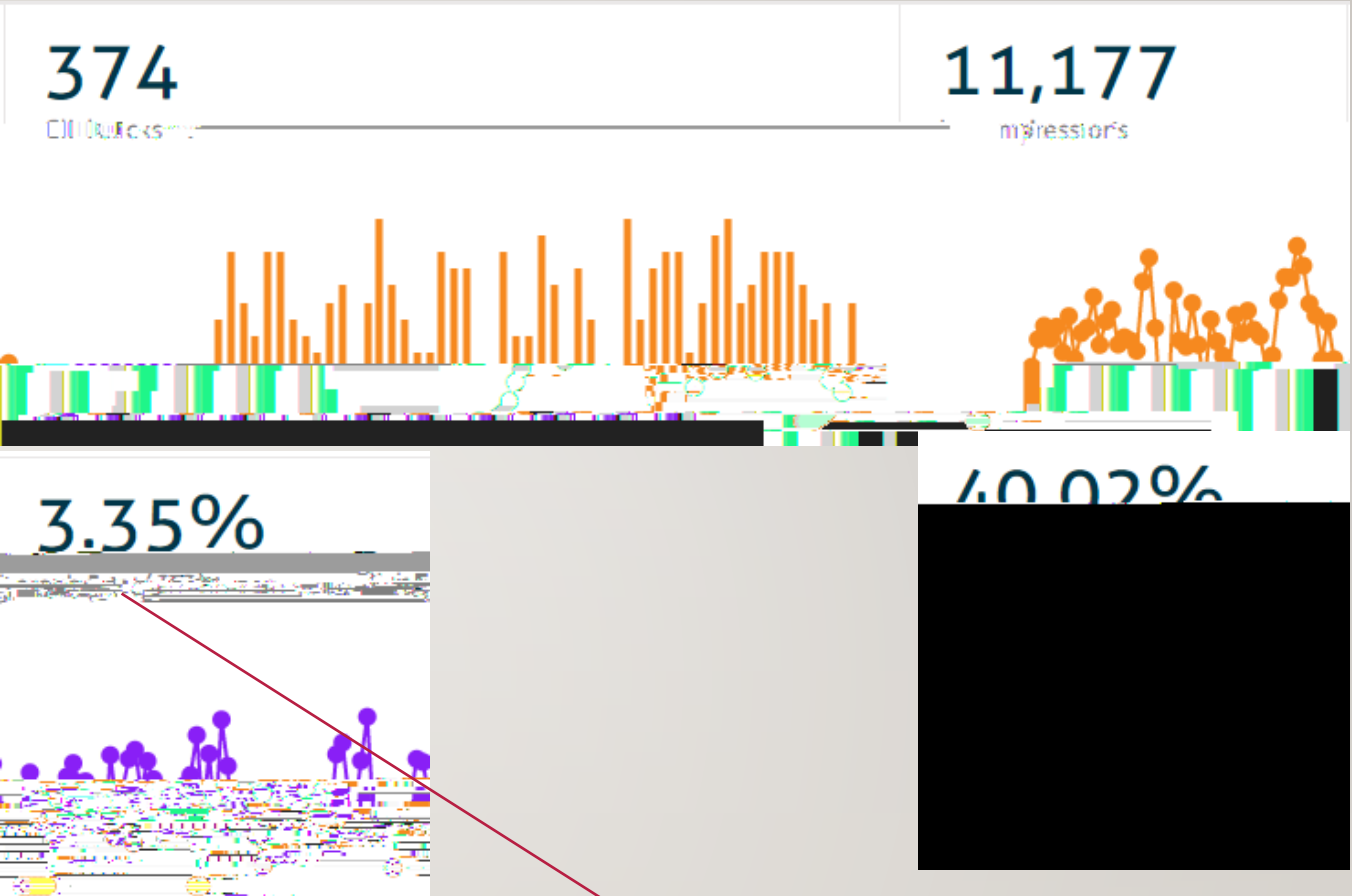
SITE TRAFFIC



SOCIAL

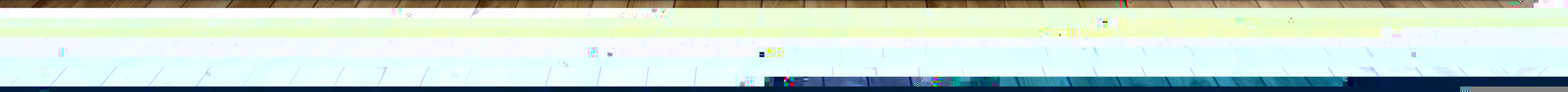


SEARCH



| Placement Name | Impressions | Clicks | CTR | 25% Completions | 50% Completions | 75% Completions | 100% Completions |
|----------------|-------------|--------|-----|-----------------|-----------------|-----------------|------------------|
|----------------|-------------|--------|-----|-----------------|-----------------|-----------------|------------------|

OTT



OPTIMIZATIONS/FINDINGS

APPLY SEARCH OPTIMIZATIONS TO REFINE TERMS AND INCREASE IMPRESSION SHARE