Understanding Your **Reporting**

GUIDE

Programmatic Display

TERM	WHAT IT MEANS
Clicks	The number of people your ads sent to your website.
CTR	Click-through rate: the share of people who saw your ad and clicked it. The national average for display campaigns is **0.06%–0.08%**, a helpful benchmark when reviewing your results.
Conversions	When your tracking pixel is in place on your website, we measure two kinds of conversions. Both are strong indicators of performance and brand recall: • **Post-impression conversion:** someone sees your ad, doesn't click, and visits your website later. • **Post-click conversion:** someone clicks your ad and then takes another action on your website. *We recommend conversion tracking on every campaign. It shows what people do once they reach your site.*
Geos	Shows which cities and ZIP codes produce the most clicks or conversions (click any column header to sort). We review these with you to confirm we're reaching the right areas and decide where to expand or focus.
Audience	Shows which audience segments engage most. We can add segments to reach more of your target market, or remove ones that aren't driving engagement. With hundreds of thousands of segments available, we can reach very specific customers. When a segment performs well, we look for similar ones. For example, if "moms with children ages 10–14" drives a lot of clicks, we might add soccer moms, working mothers, or stay-at-home moms.

Programmatic Display Best Practices

- Refresh your ad creative every 4–6 weeks.
- Our support team will help you place your tracking pixel at no cost.
- Give every ad a clear call to action (e.g., Learn More, Shop Now, Apply Now, Register Here).
- Keep ad copy short and include your logo.
- A/B test different images or ad copy.
- Once your pixel has been live for a few months and your site has enough visitors, we can break out **site retargeting** as its own campaign line to drive more clicks and conversions.

Understanding Your **Reporting**

GUIDE

Device ID & Geofencing

TERM	WHAT IT MEANS
Clicks	The number of people your ads sent to your website.
CTR	Click-through rate: the share of people who saw your ad and clicked it. The national average for display campaigns is **0.06%–0.08%**, a helpful benchmark when reviewing your results.
Conversions	When your tracking pixel is in place on your website, we measure two kinds of conversions. Both are strong indicators of performance and brand recall: • **Post-impression conversion:** someone sees your ad, doesn't click, and visits your website later. • **Post-click conversion:** someone clicks your ad and then takes another action on your website. *We recommend conversion tracking on every campaign. It shows what people do once they reach your site.*
Foot Traffic Report	Shows how many people visited your business after seeing your ad. Compare those visits to your average sale value to see the return on your campaign. Think beyond the obvious locations. A luxury auto dealer might geofence competing dealerships, and also country clubs and high-end retail stores to reach the same kind of buyer. After a few months of data, we remove locations that aren't producing foot traffic. Your report also breaks out visits by each location we targeted.

Device ID Best Practices

- Refresh your ad creative every 4–6 weeks.
- Our support team will help you place your tracking pixel at no cost.
- Give every ad a clear call to action (e.g., Learn More, Shop Now, Apply Now, Register Here).
- Keep ad copy short and include your logo.
- A/B test different images or ad copy.
- Once your pixel has been live for a few months and your site has enough visitors, we can break out **site retargeting** as its own campaign line to drive more clicks and conversions.
- We add or remove geofence locations based on performance.

Understanding Your **Reporting**

GUIDE

Programmatic Video & Streaming TV

TERM	WHAT IT MEANS
Clicks	The number of people your ads sent to your website. *Streaming TV shouldn't be judged by clicks, especially on large TV screens where viewers can't click.*
CTR	Click-through rate: the share of viewers who clicked your ad. • Streaming TV average: **0.10%–0.12%** • Programmatic video average: **0.12%–0.15%** *Streaming TV shouldn't be judged by CTR, especially on large screens.*
Completion Rate	The share of viewers who watched your video all the way through. • Streaming TV average: **about 90%** (large screens about 97%, small screens 70–80%) • Programmatic video average: **about 55%**
Conversions	When your tracking pixel is in place on your website, we measure two kinds of conversions. Both are strong indicators of performance and brand recall: • **Post-impression conversion:** someone sees your ad, doesn't click, and visits your website later. • **Post-click conversion:** someone clicks your ad and then takes another action on your website. *We recommend conversion tracking on every campaign. It shows what people do once they reach your site.*
Geos	Shows which cities and ZIP codes produce the most clicks or conversions (click any column header to sort). We review these with you to confirm we're reaching the right areas and decide where to expand or focus.

Video & Streaming TV Best Practices

- A/B test videos with different messaging to see what resonates best with your audience.

Understanding Your **Reporting**

GUIDE

Email Marketing

TERM	WHAT IT MEANS
Clicks	The number of people your ads sent to your website.
CTR	Click-through rate: the share of recipients who clicked a link in your email. • Standard email average: **1.8%–2.2%** • In-market email average: **2%–3%**
Open Rate	The share of recipients who opened your email. • Standard and in-market email average: **17%–22%**

Questions about your report?

Your Max Media Digital team will walk through your dashboard with you, explain what the numbers mean, and recommend what to adjust next.

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