

# Digital Marketing Report

## Impressions

How many ads were served:

102,179

## Clicks

Times a user clicked on an ad

456

## Click-Through Rate

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

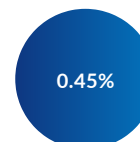
0.45%

## 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%) |
|--------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Barnstable Golf - Golf Course/Golfers/Outdoor Fitness Mobile | 72,901        | 310    | 0.43% | 6.07                      |
| Barnstable Golf - Geo-Retargeting Mobile                     | 27,957        | 132    | 0.47% | 6.75                      |
| Barnstable Golf - Geo-Fencing Mobile                         | 1,321         | 14     | 1.06% | 15.14                     |

**Mobile Conquesting Visit Performance:** *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

## Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

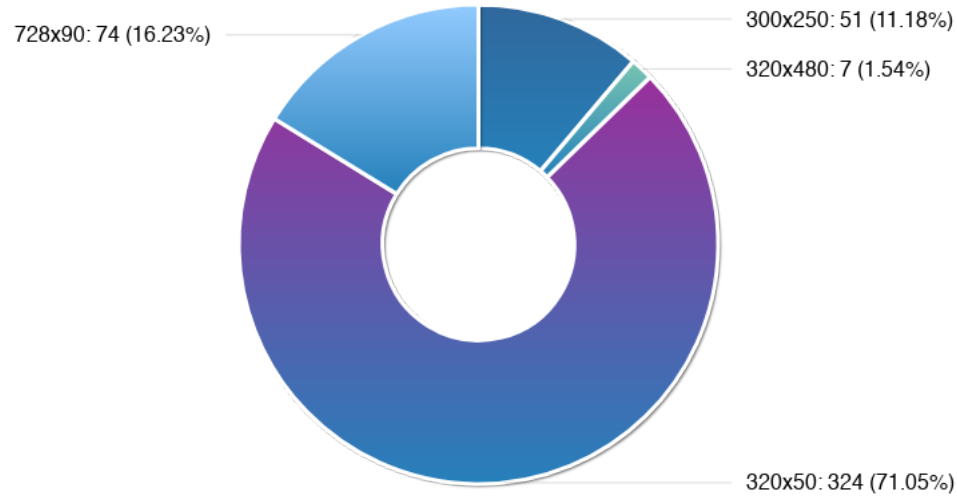


Estimated Visits (4x Verified Data)

## Mobile Conquesting Visits by Store Location

| Business Name                           | Address      | City           | State | Zip   | Visits ↓ |
|-----------------------------------------|--------------|----------------|-------|-------|----------|
| Olde Barnstable Fairgrounds Golf Course | 1460 RTE 149 | Marstons Mills | MA    | 02648 | 9        |

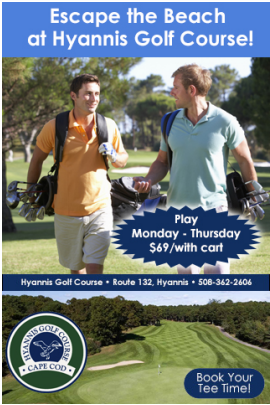
### Mobile Conquesting Click Performance by Ad Size



### Mobile Conquesting Visit Performance by Ad Size



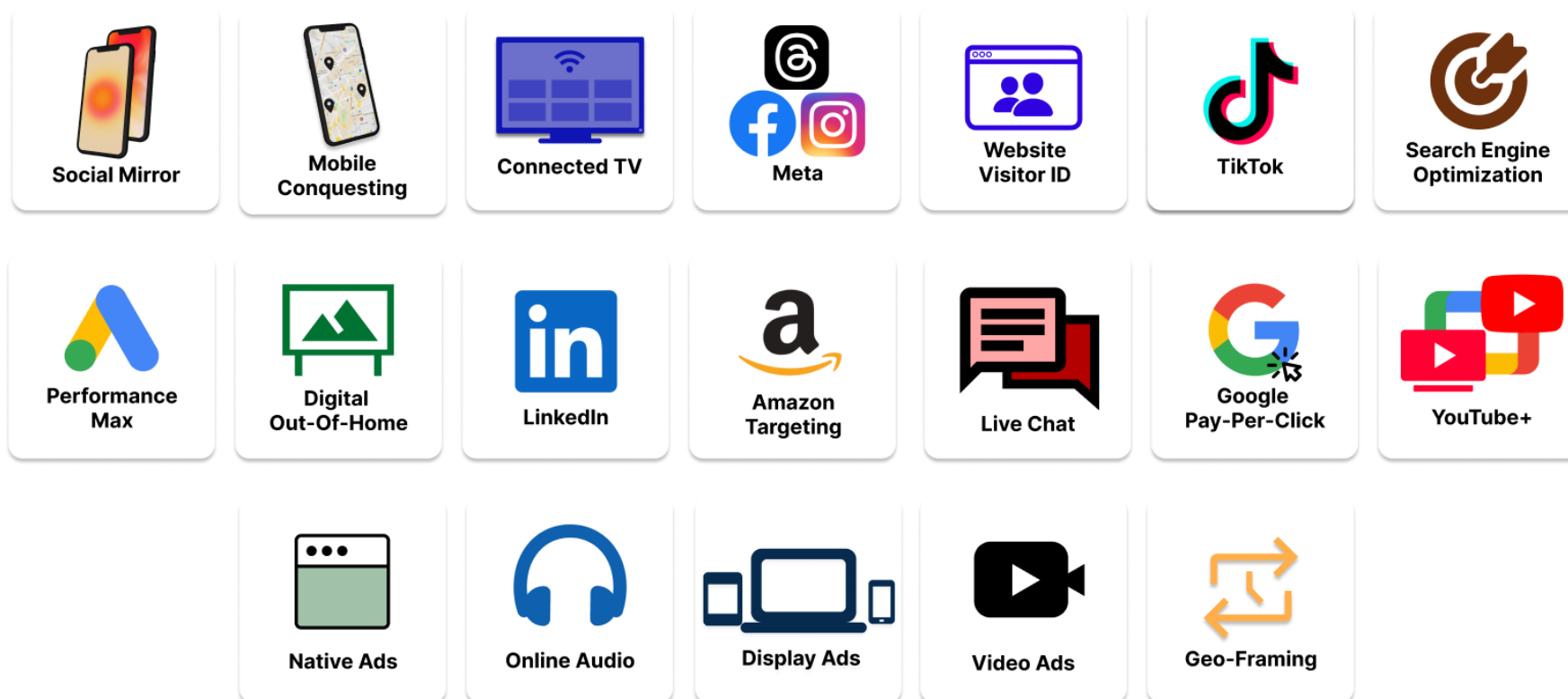
## Full Mobile Conquesting Creative Performance

| Preview                                                                            | Creative Name                                    | Impressions | Clicks↓ | CTR   | X the National Avg (.07%) |
|------------------------------------------------------------------------------------|--------------------------------------------------|-------------|---------|-------|---------------------------|
|                                                                                    | Barnstable Golf_7.1.26_Scroller                  | 41,505      | 168     | 0.40% | 5.78                      |
|    | Barnstable Golf_Hyannis \$69 Special 320x50.jpg  | 42,034      | 156     | 0.37% | 5.30                      |
|    | Barnstable Golf_Hyannis \$69 Special 728x90.jpg  | 14,909      | 74      | 0.50% | 7.09                      |
|    | Barnstable Golf_Hyannis \$69 Special 300x250.jpg | 3,502       | 51      | 1.46% | 20.80                     |
|  | Barnstable Golf_Hyannis \$69 Special 320x480.jpg | 229         | 7       | 3.06% | 43.67                     |

## Mobile Conquesting Geo-Fencing Performance

| Business Name                | Address               | City           | State | Zip  | Latitude | Longitude | Impressions ↓ | Clicks | CTR     |
|------------------------------|-----------------------|----------------|-------|------|----------|-----------|---------------|--------|---------|
| Harwich Port Golf Course     | 51 South Street       | Harwich Port   | MA    | 2646 |          |           | 758           | 3      | 0.40%   |
| Bass River Golf Course       | 62 Highbank Rd        | South Yarmouth | MA    | 2664 |          |           | 373           | 3      | 0.80%   |
| Blue Rock Golf Course        | 48 Todd Rd            | South Yarmouth | MA    | 2664 |          |           | 48            | 0      | 0.00%   |
| Chatham Seaside Links        | 209 Seaview St        | Chatham        | MA    | 2633 |          |           | 33            | 0      | 0.00%   |
| Cotuit Highground            | 31 Crockers Neck Rd   | Cotuit         | MA    | 2635 |          |           | 32            | 1      | 3.13%   |
| Brookside Club               | 11 Brigadoon Road     | Bourne         | MA    | 2532 |          |           | 25            | 0      | 0.00%   |
| Cape Cod Country Club        | 48 Theatre Drive      | East Falmouth  | MA    | 2536 |          |           | 13            | 0      | 0.00%   |
| Twin Brooks Golf Course      | 35 Scudder Ave        | Hyannis        | MA    | 2601 |          |           | 10            | 0      | 0.00%   |
| Dennis Pines Golf Course     | 50 Golf Course Rd     | South Dennis   | MA    | 2660 |          |           | 9             | 0      | 0.00%   |
| Paul Harney Golf Course      | 74 Club Valley Drive  | East Falmouth  | MA    | 2536 |          |           | 8             | 5      | 62.50%  |
| Falcon Golf Club             | 3352 Goenther Rd      | Bourne         | MA    | 2532 |          |           | 6             | 1      | 16.67%  |
| Captain's Golf Course        | 1000 Freemans Way     | Brewster       | MA    | 2631 |          |           | 2             | 0      | 0.00%   |
| Dennis Highlands Golf Course | 825 Old Bass River Rd | Dennis         | MA    | 2638 |          |           | 2             | 0      | 0.00%   |
| Holly Ridge Golf Club        | 121 Country Club Rd   | Sandwich       | MA    | 2563 |          |           | 1             | 0      | 0.00%   |
| Cranberry Valley Golf Course | 183 Oak Street        | Harwich        | MA    | 2645 |          |           | 1             | 1      | 100.00% |
| Hyannis Golf Course          | 1800 Iyannough Road   | Hyannis        | MA    | 2601 |          |           | 0             | 0      | -       |

# All available products in our *toolbox*.



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