

Digital Marketing Report

Impressions

How many ads were served:

109,879

Clicks

Times a user clicked on an ad

409

Click-Through Rate

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

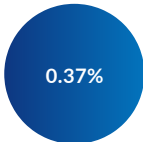
0.37%

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%)
ETC Services - Geo-Fencing Mobile	109,879	409	0.37%	5.32

Mobile Conquesting View-through Conversions

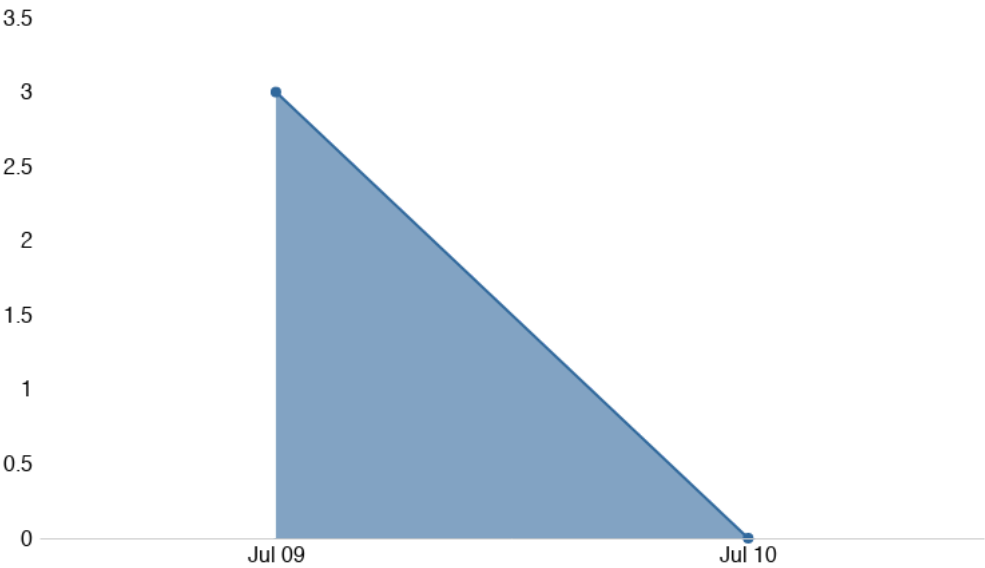


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

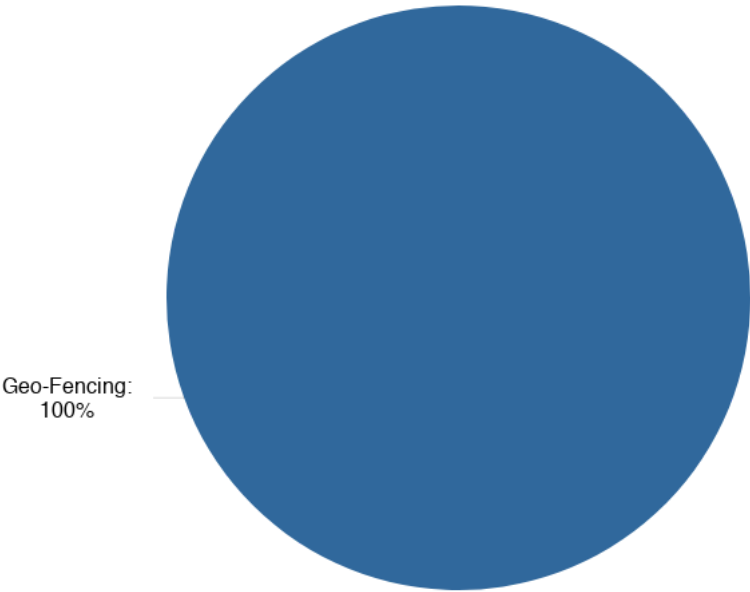
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
ETC Services Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



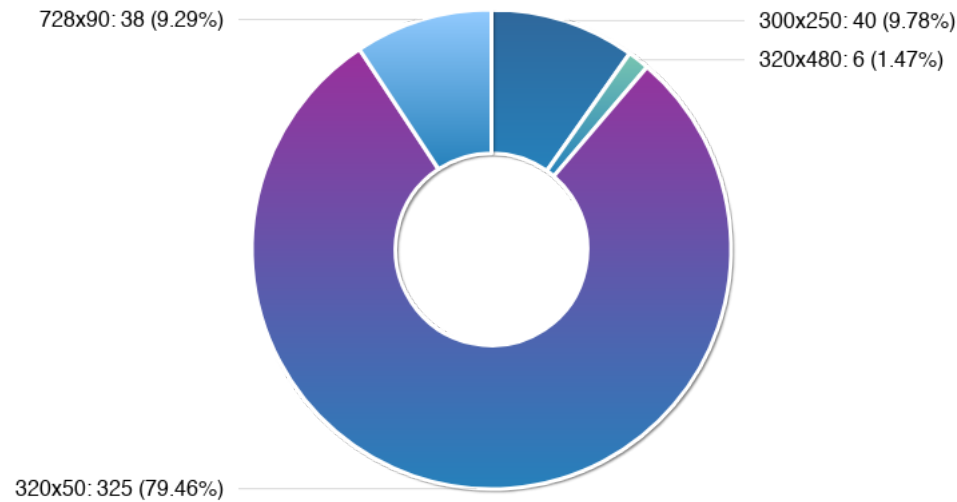
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	ETC Services_Weather 320x50	45,650	159	0.35%	4.98
	ETC Services_GEO 320x50	45,108	166	0.37%	5.26
	ETC Services_Weather 300x250	4,977	21	0.42%	6.03
	ETC Services_GEO 300x250	4,836	19	0.39%	5.61
	ETC Services_Weather 728x90	4,699	17	0.36%	5.17
	ETC Services_GEO 728x90	4,571	21	0.46%	6.56
	ETC Services_GEO 320x480	38	6	15.79%	225.56

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1106 Rosemare Avenue	Silver Spring	MD	20904			38,170	296	0.78%
	2305 Aisquith Street	Baltimore	MD	21218			28,924	77	0.27%
	355 South Potomac Street	Hagerstown	MD	21740			20,595	7	0.03%
	8433 Maryland Road	Pasadena	MD	21122			8,696	5	0.06%
	1150 Carinoso Circle	Severn	MD	21144			5,700	6	0.11%
	8131 Honey Bee Way	Manassas	VA	20111			3,442	7	0.20%
	10013 Culverene Road	Ellicott City	MD	21042			2,620	7	0.27%
	79 West Frederick Street	Walkersville	MD	21793			529	1	0.19%
	9612 Wooland Road	New Market	MD	21744			393	2	0.51%
	12087 Patapsco Ridge Road	Marriottsville	MD	21102			380	0	0.00%
	2500 Catoctin Court	Frederick	MD	21702			137	0	0.00%
	20504 Wilderness Run Road	Boonsboro	MD	21713			131	0	0.00%
	3110 Thurston Road	Frederick	MD	21704			88	0	0.00%
	6762 Marvin Avenue	Sykeville	MD	21784			34	0	0.00%
	5901 Old National Pike	Frederick	MD	21702			23	0	0.00%
	13331 Pennsylvania Avenue	Hagerstown	MD	21742			12	1	8.33%
	4501 Unakite Road	Middletown	MD	21769			4	0	0.00%
	7950 Timmons Road	Union Bridge	MD	21791			1	0	0.00%
	12049 Little Antietam Road	Smithsburg	MD	21783			0	0	-
	405 South Lakeview Drive	Cross Junction	VA	22625			0	0	-

12

CHATS

2

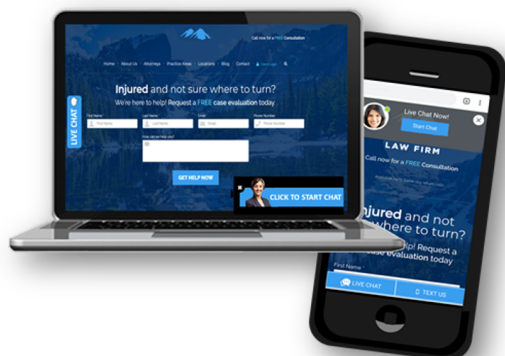
LEADS

1

BILLABLE LEADS

8.33%

CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

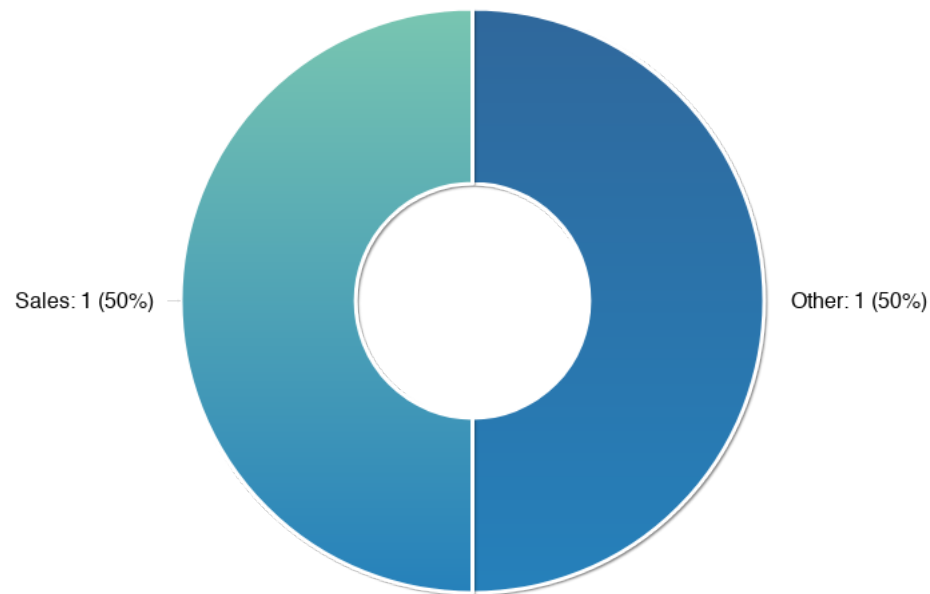
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							0	0	2
Jul 11, 2026	ETC Services	79817704	Other	Julie Barker		julieb@proonlinepage.com	0	0	1
Jul 21, 2026	ETC Services	79962223	Sales	Milt	3016395411	mtipperman@gmail.com	0	0	1

Lead Type Performance



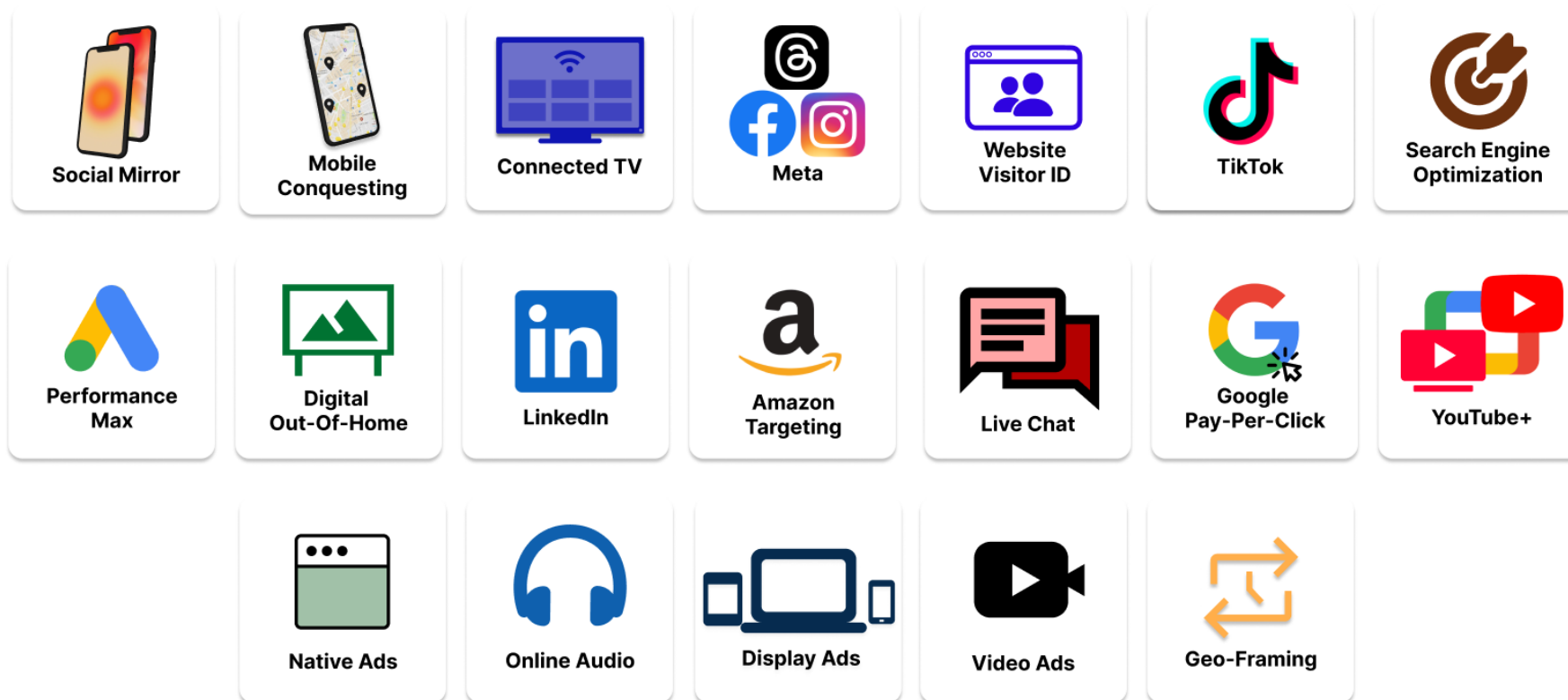
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



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