

Digital Marketing Report

Impressions

How many ads were served:

1,132,689

Clicks

Times a user clicked on an ad

3,710

Click-Through Rate

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

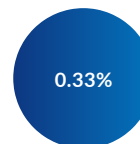
0.33%

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%)

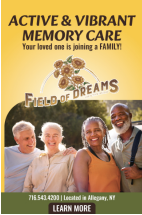
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



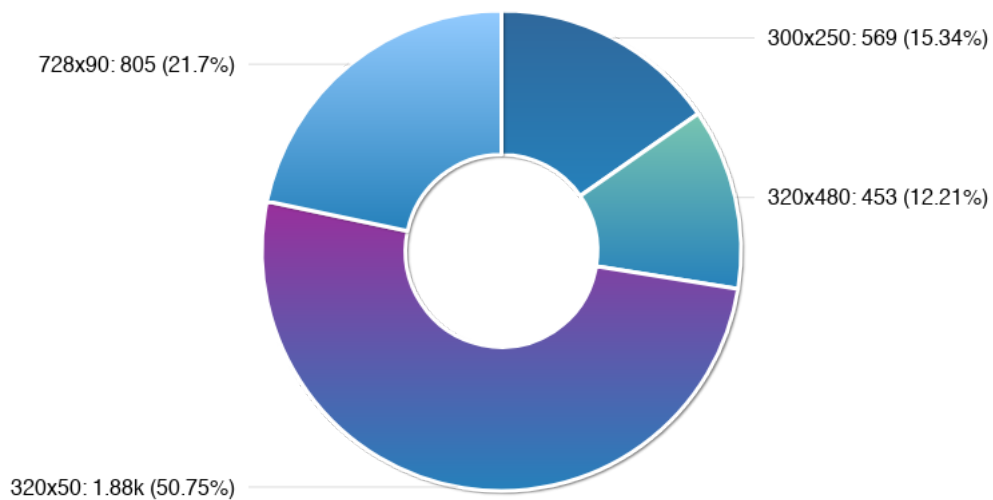
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Field Of Dreams - Baby Boomers/Gen X/Hospital Visitors Mobile	927,703	2,817	0.30%	4.34
Field Of Dreams - Geo-Retargeting Mobile	190,247	733	0.39%	5.50
Field Of Dreams - Geo-Fencing Mobile	14,739	160	1.09%	15.51

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Field Of Dreams_12.16_FIELDOF-DREAMS-04.jpg	644,659	1,883	0.29%	4.17
	Field Of Dreams_12.16_FIELDOF-DREAMS-03.jpg	281,309	805	0.29%	4.09
	Field Of Dreams_12.16_FIELDOF-DREAMS-02.jpg	107,138	453	0.42%	6.04
	Field Of Dreams_12.16_FIELDOF-DREAMS-01.jpg	99,583	569	0.57%	8.16

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
Salamanca Rehabilitation & Nursing Center	451 Broad Street	Salamanca	NY	14779			3,128	23	0.74%
Heritage Park Rehabilitation & Skilled Nursing	150 Prather Avenue	Jamestown	NY	14701			1,609	14	0.87%
Highland Hospital (Healthcare)	1000 South Avenue	Rochester	NY	14620			1,190	13	1.09%
Elderwood Village at Williamsville	5271 Main St	Williamsville	NY	14221			1,099	16	1.46%
Brickstone by St. John's	1325 Elmwood Avenue	Rochester	NY	14620			1,000	11	1.10%
Kirkhaven	254 Alexander Street	Rochester	NY	14607			779	1	0.13%
Corning Center for Rehabilitation & Healthcare	205 East First Street	Corning	NY	14830			583	7	1.20%
Elderwood at Hamburg	5775 Maelou Dr	Hamburg	NY	14075			530	7	1.32%
Brookside Community	301 W Henley Street	Olean	NY	14760			500	8	1.60%
Omega Family Medicine	130 S Union St Ste 7	Olean	NY	14760			466	1	0.21%
Dent Neurologic Institute	3980 Sheridan Drive	Amherst	NY	14226			455	3	0.66%
Rochester Presbyterian Home	256 Thurston Road	Rochester	NY				431	10	2.32%
The Village at Mill Landing	45 Mill Road	Rochester	NY	14626			370	2	0.54%
Updyke's Willow Ridge Quality Care Facility	131 Hornell Street	Hornell	NY	14843			296	3	1.01%
Elderwood Assisted Living at Hamburg	76 Buffalo St	Hamburg	NY	14075			216	3	1.39%
Sue's Rest	396 Canisteo Street	Hornell	NY	14843			203	4	1.97%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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