

Digital Marketing Report

Impressions

How many ads were served:

102,895

Clicks

Times a user clicked on an ad

494

Click-Through Rate

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

0.48%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.50%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

6.86

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%)
Big Butler Fair - Geo-Fencing Mobile	41,926	223	0.53%	7.60
Big Butler Fair - Geo-Retargeting Mobile	39,379	117	0.30%	4.24
Big Butler Fair - Event Center Visitors/Family Entertainment Center Visitors Mobile	13,750	98	0.71%	10.18
Big Butler Fair - Site Retargeting Mobile	7,840	56	0.71%	10.20

Mobile Conquesting View-through Conversions

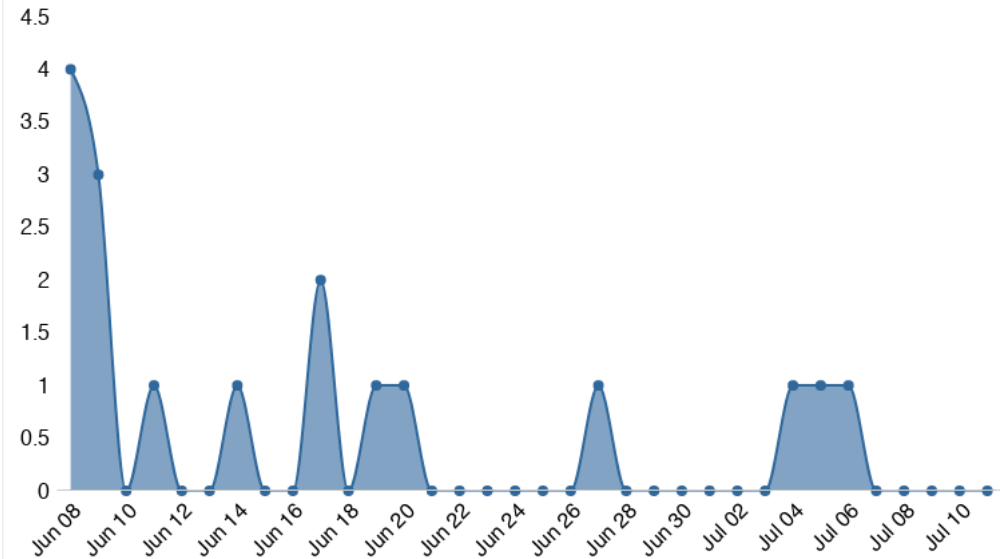


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

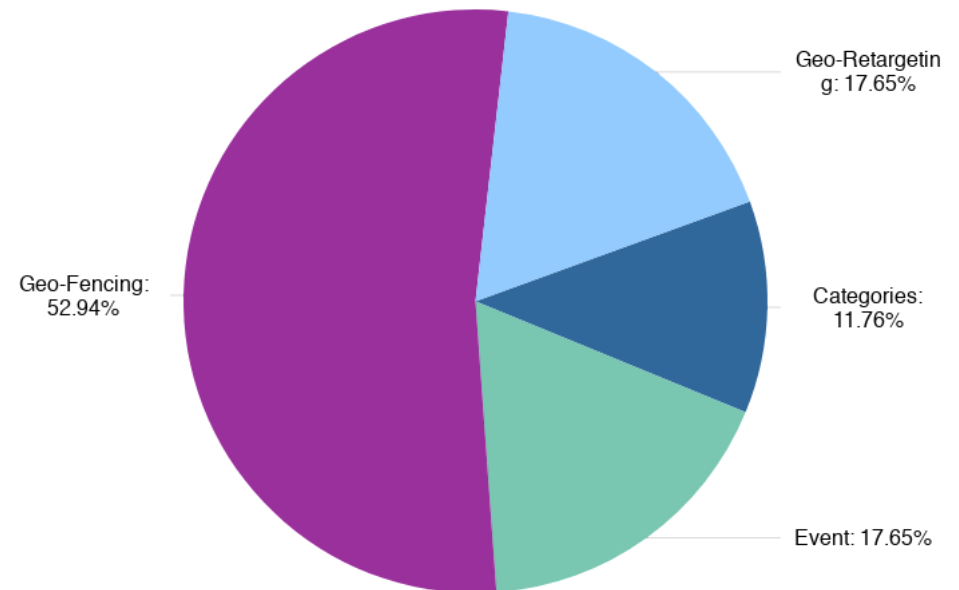
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Big Butler Fair Homepage Visits	17

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



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)

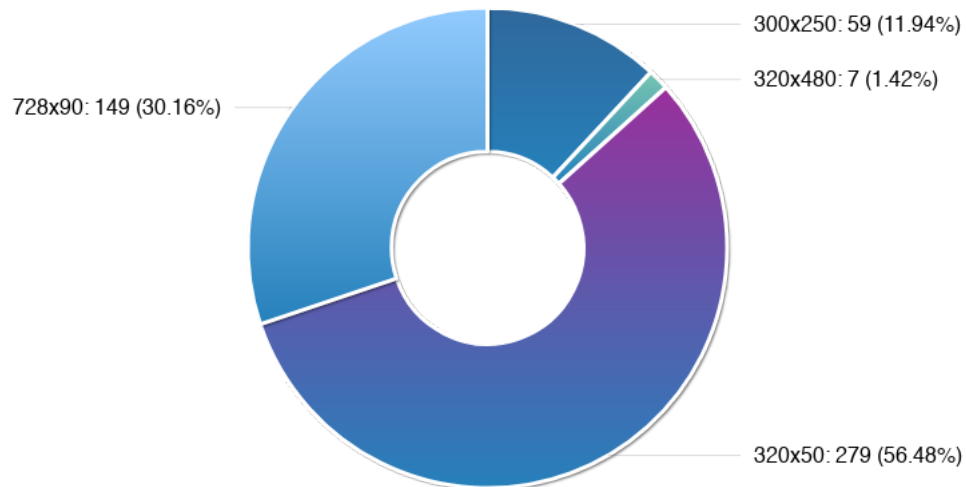
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Butler Fair & Agricultural Association	1127 New Castle RD	Prospect	PA	16052	7

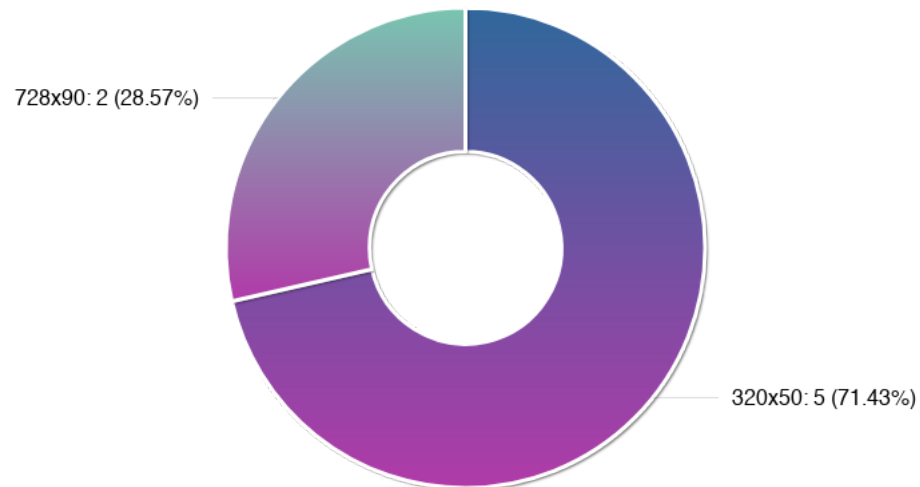
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Big Butler Fair_6.8_26June-BigButlerFair_320x50.gif	70,431	279	0.40%	5.66
	Big Butler Fair_6.8_26June-BigButlerFair_728x90.gif	28,478	149	0.52%	7.47
	Big Butler Fair_6.8_26June-BigButlerFair_300x250.gif	3,721	59	1.59%	22.65
	Big Butler Fair_6.8_26June-BigButlerFair_320x480.gif	265	7	2.64%	37.74

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size

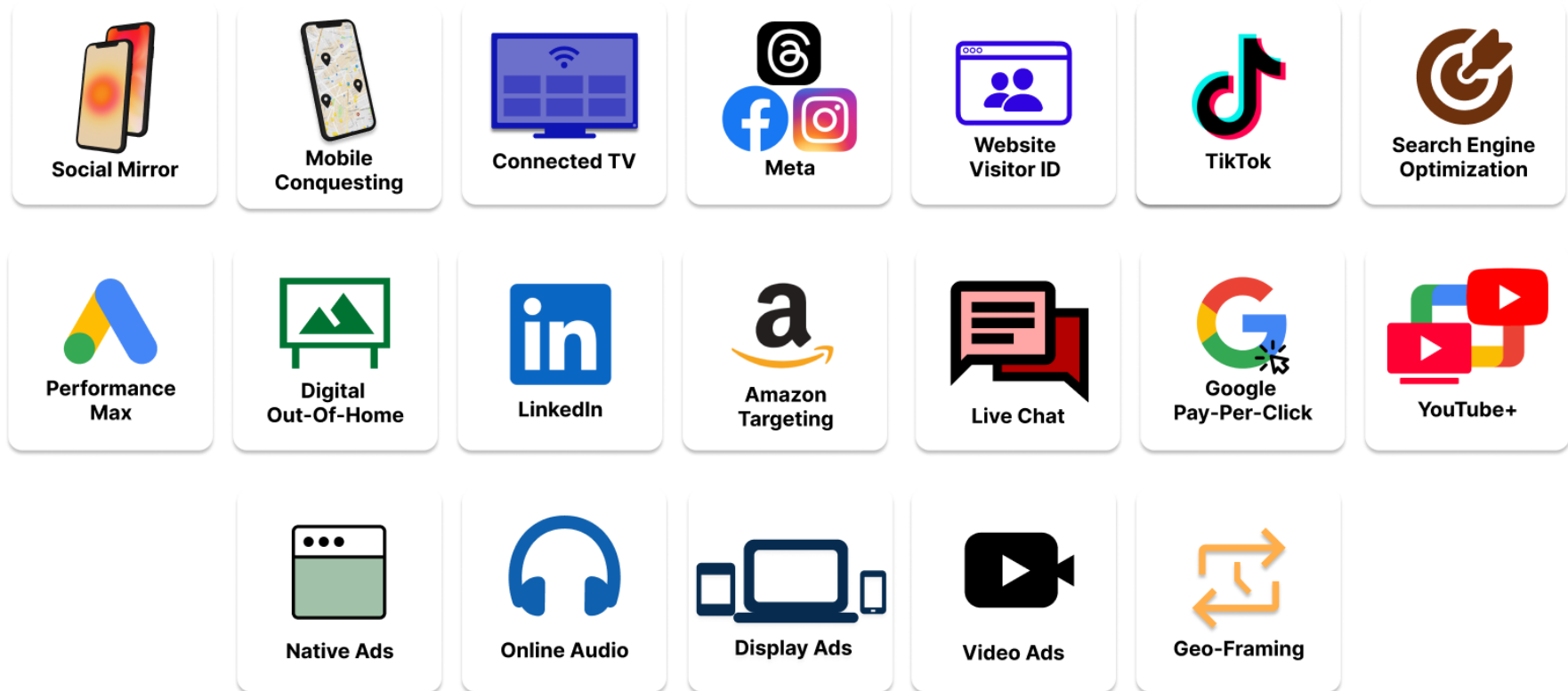




Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
							41,273	220	0.53%
							653	3	0.46%

All available products in our *toolbox*.



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