

Digital Marketing Report

Impressions

How many ads were served:

122,464

Clicks

Times a user clicked on an ad

671

Click-Through Rate

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

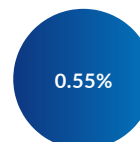
0.55%

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%)

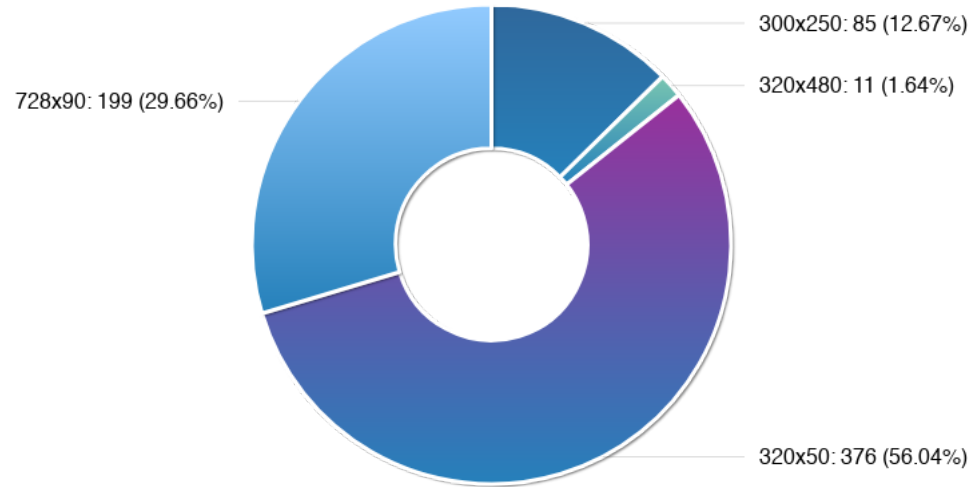
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

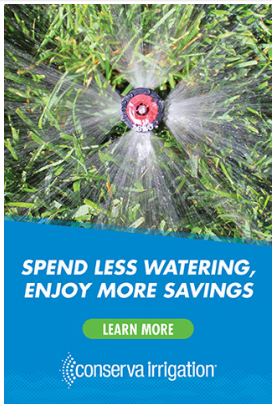
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Conserva of Myrtle Beach - Landscaping/Lawn/Sprinkles Mobile	59,494	258	0.43%	6.20
Conserva of Myrtle Beach - Geo-Fencing Mobile	31,647	246	0.78%	11.10
Conserva of Myrtle Beach - Geo-Retargeting Mobile	31,323	167	0.53%	7.62

Mobile Conquesting Click Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	Conserva_Flag Smart irrigaiton__320x50.jpg	38,861	197	0.51%	7.24
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 320x50.jpg	39,529	179	0.45%	6.47
	Conserva_Flag Smart irrigaiton__728x90.jpg	19,717	108	0.55%	7.83
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 728x90.jpg	19,511	91	0.47%	6.66
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 300x250.jpg	2,217	45	2.03%	29.00
	Conserva_Flag Smart irrigaiton_300x250.jpg	2,193	40	1.82%	26.06



Conserva_CON-44585224-Spend Less Smart Systems Display Ads 320x480.jpg

239

6

2.51%

35.86



Conserva_Flag Smart irrigaiton__320x480.jpg

197

5

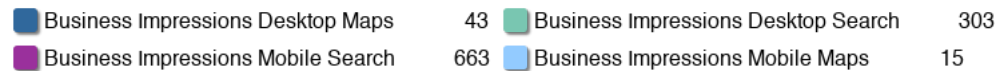
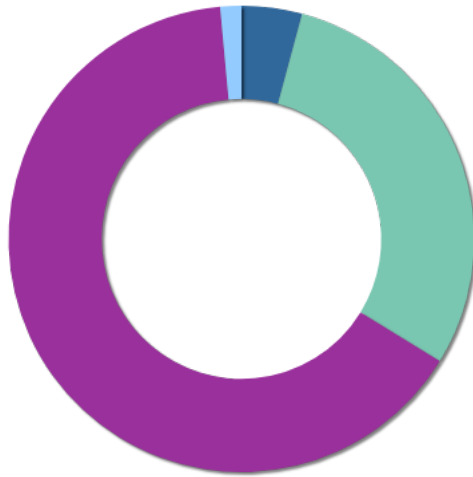
2.54%

36.26

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Carolina Forest 3	9308 Awendaw Ct	Myrtle Beach	SC	29579			26,761	205	0.77%
West of Wachesaw East Golf Couse	4565 Painted Fern Ct	Murrells Inlet	SC	29576			4,745	39	0.82%
Grand Dunes 08	9181 Venezia Cir	Myrtle Beach	SC	29579			29	0	0.00%
Waterford Plantation 05	3932 Briar Vista Dr	Myrtle Beach	SC	29579			22	0	0.00%
Eagle Nest Golf Neighborhood	716 Cascade Lp	Little River	SC	29566			18	2	11.11%
Carolina Forest 2	300 Shoreward Dr	Myrtle Beach	SC	29579			16	0	0.00%
Grand Dunes 02	824 Cipriana Dr	Myrtle Beach	SC	29572			15	0	0.00%
Longwood Bluffs/Wilderness Ln 03	66 Creek Harbour Cir	Murrells Inlet	SC	29576			14	0	0.00%
West Intl. Dr Conway	745 Prestbury Dr	Conway	SC	29526			12	0	0.00%
Barefoot Landing 3 - Mossy Oaks Dr	5802 Mossy Oaks Dr	North Myrtle Beach	SC	29582			6	0	0.00%
Blackmoor Golf Club	6170 Longwood Drive	Murrells Inlet	SC	29576			5	0	0.00%
Del Webb NMB	1306 Saw Palmetto St	North Myrtle Beach	SC	29582			2	0	0.00%
Longwood Bluffs/Wilderness Ln					33.586355	(79.079897)	1	0	0.00%
Waterford Plantation 04	1208 Isle Ct	Myrtle Beach	SC	29579			1	0	0.00%

How customers search for your business on Google



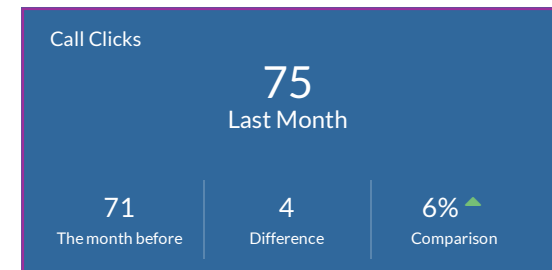
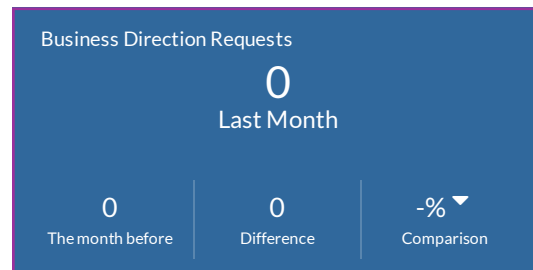
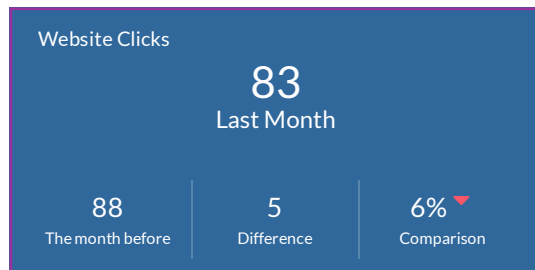
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

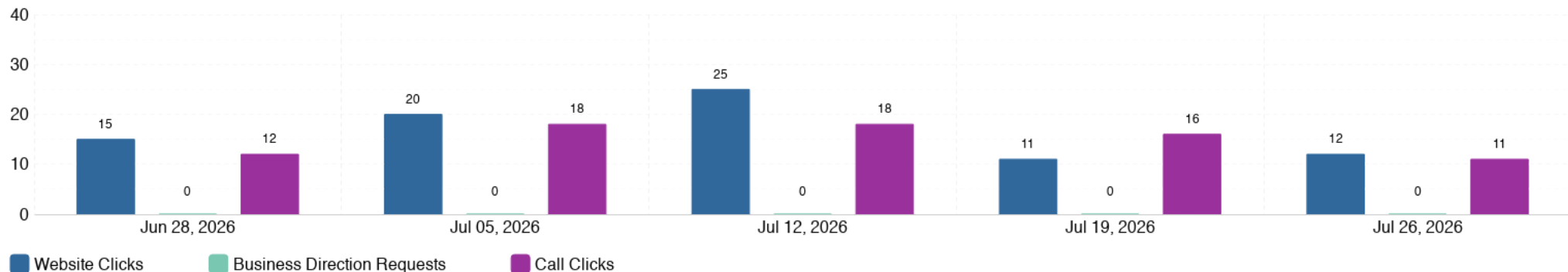
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

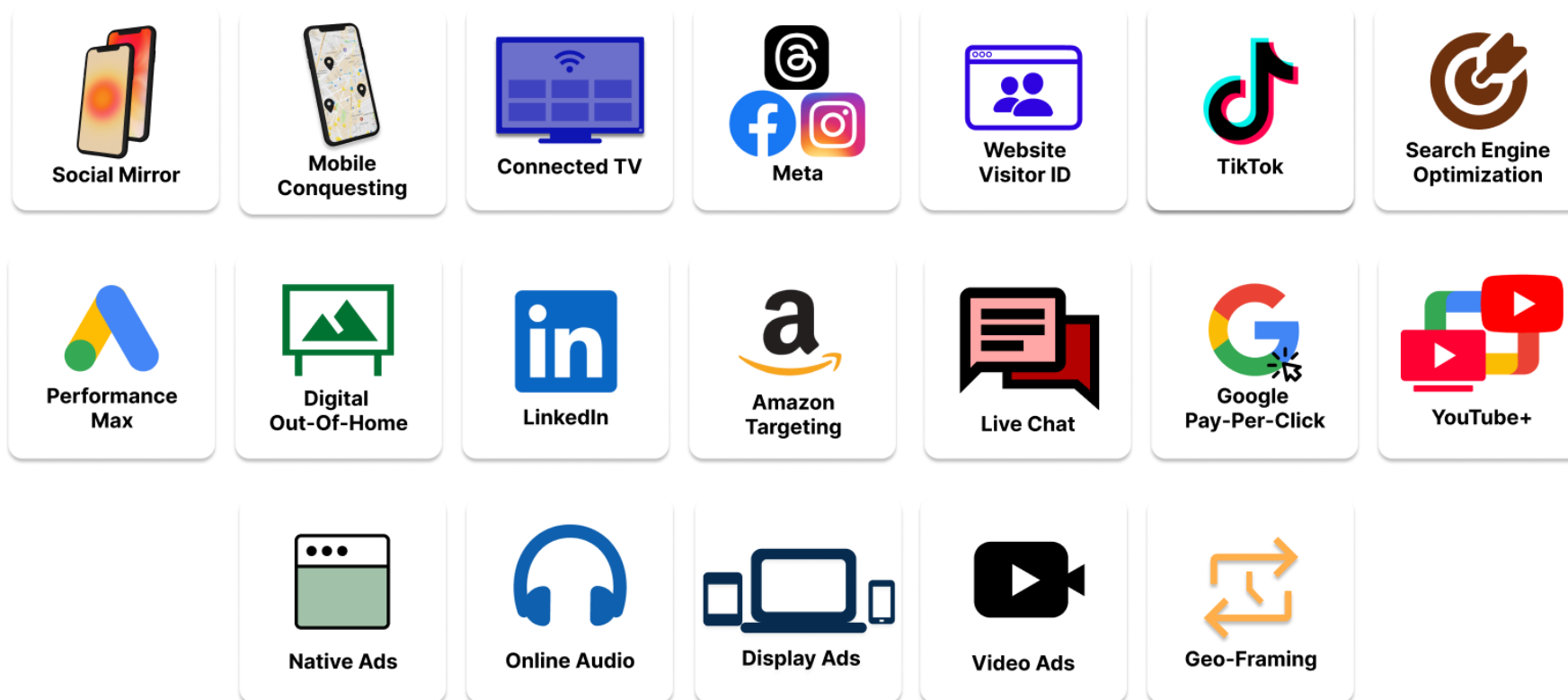
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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