

Digital Marketing Report

Impressions

How many ads were served:

156,243

Clicks

Times a user clicked on an ad

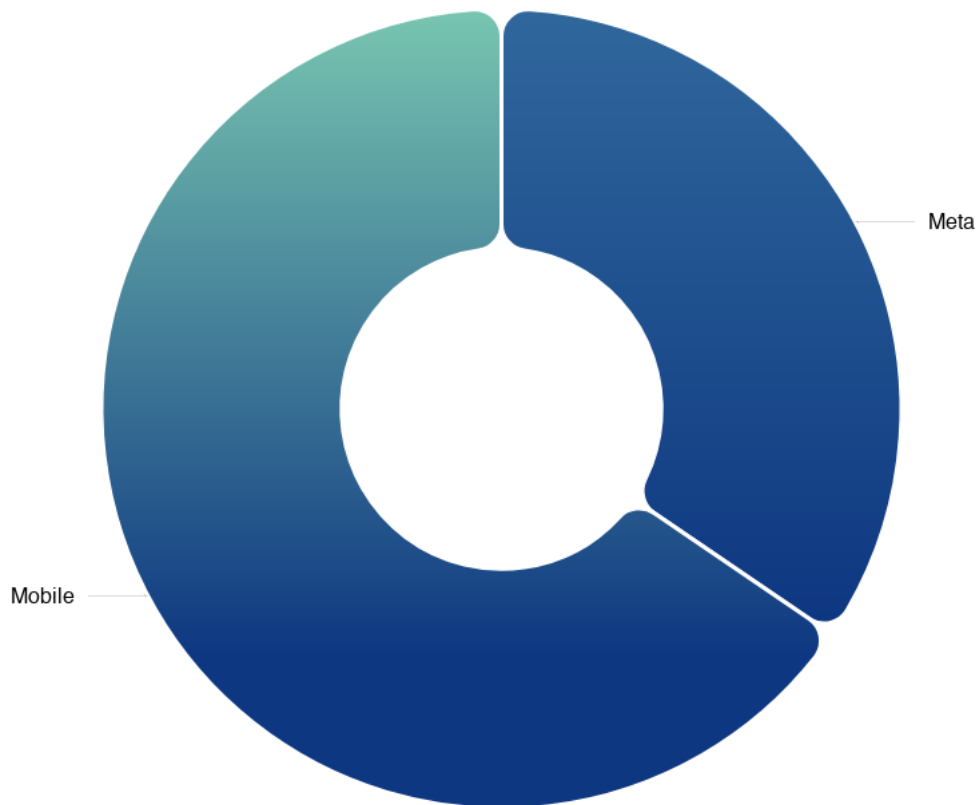
637

Click-Through Rate

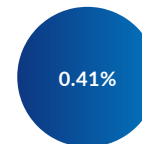
$(\text{Clicks} / \text{Impressions}) \times 100$

0.41%

Your Product Breakout by Impressions



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%)
Texas Nursing Lawyers - Hospital Visitors/Nursing School Students Mobile	91,230	362	0.40%	5.67
Texas Nursing Lawyers - Mobile Cross Platform Facebook Newsfeed	53,940	133	0.25%	3.52
Texas Nursing Lawyers - Site Retargeting Mobile	10,250	107	1.04%	14.91
Texas Nursing Lawyers - Geo-Retargeting Mobile	687	31	4.51%	64.46
Texas Nursing Lawyers - Geo-Fencing Mobile	136	4	2.94%	42.02

Meta Post Engagements



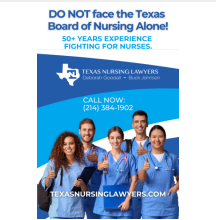
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

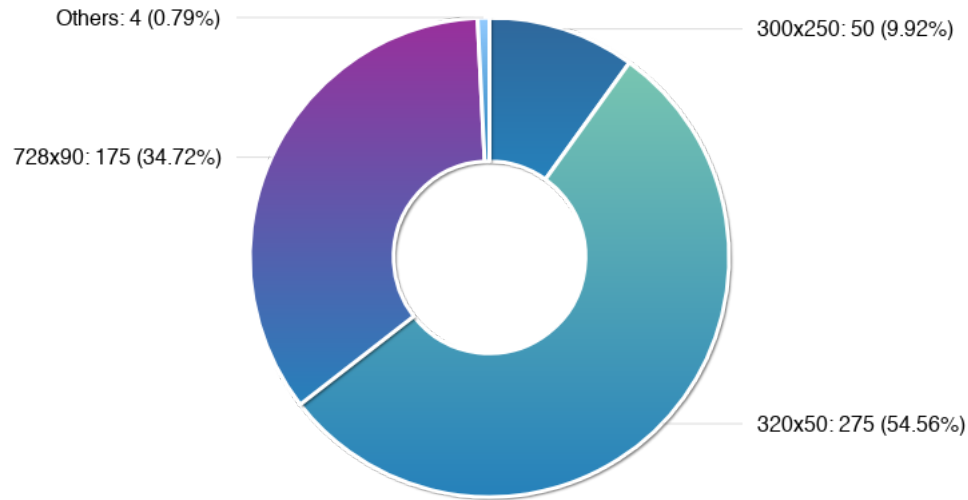


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	1 (320 x 50).png	33,974	159	0.47%	6.69
	2 (320 x 50).png	33,207	116	0.35%	4.99
	1 (728 x 90).png	15,137	88	0.58%	8.31
	2 (728 x 90).png	15,042	87	0.58%	8.26
	1 (300 x 250).png	2,332	25	1.07%	15.31
	2 (300 x 250).png	2,232	25	1.12%	16.00
	1 (320 x 480).png	190	0	0.00%	0.00
	2 (320 x 480).png	189	4	2.12%	30.23

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Texas Nursing Lawyers_5.22_Ad 1	49,370	123	0.25%	3.56
Texas Nursing Lawyers_5.22_Ad 2	4,570	10	0.22%	3.13

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	5323 Harry Hines Blvd	Dallas	TX	75390			67	0	0.00%
	5200 Harry Hines Blvd	Dallas	TX	75235			56	1	1.79%
	1500 S Main St	Fort Worth	TX	76104			8	0	0.00%
	1441 N Beckley Ave	Dallas	TX	75203			5	3	60.00%

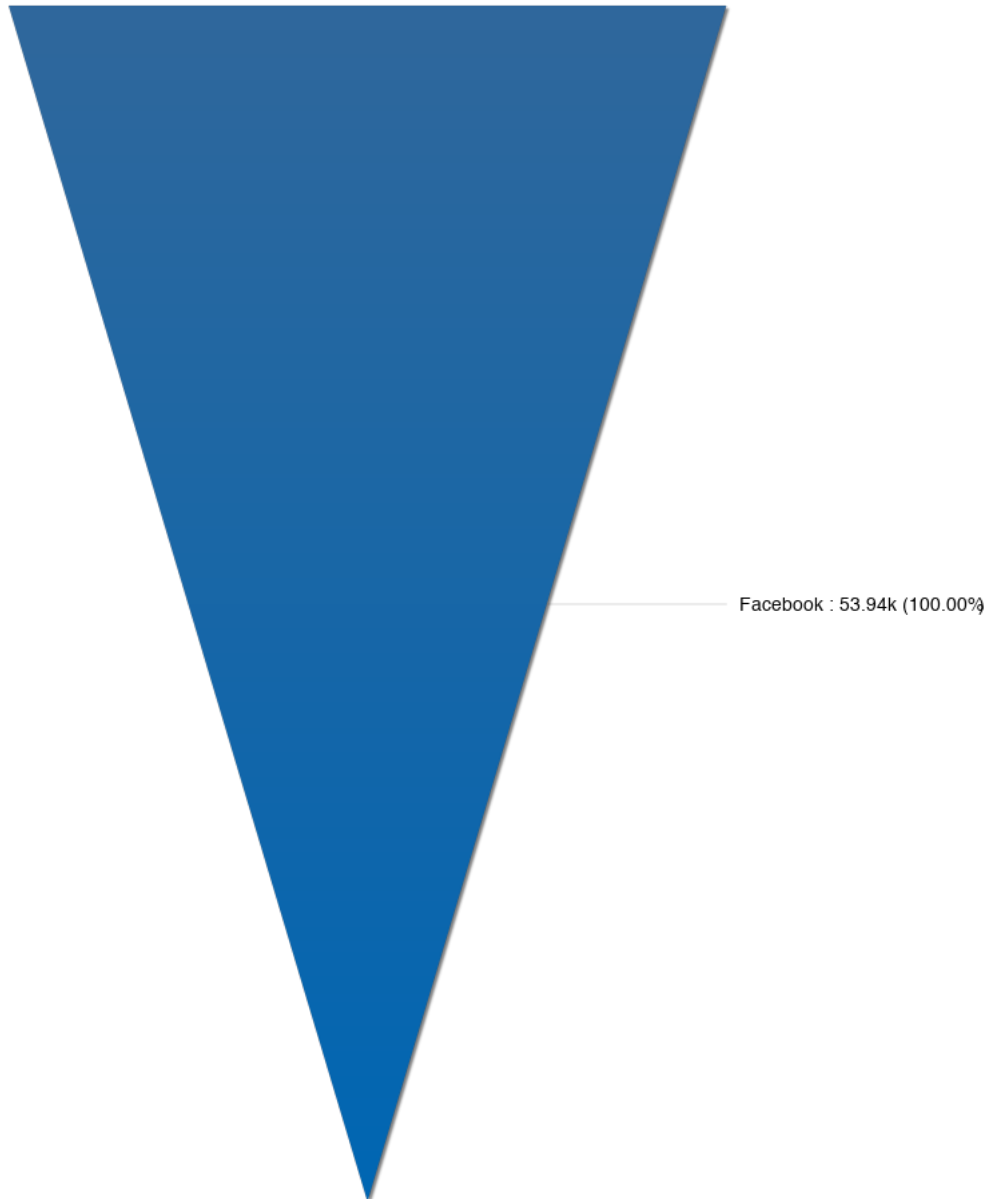
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	53,590	133	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	334	0	0.00%
Unknown	---	16	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	53,940	133	0.25%

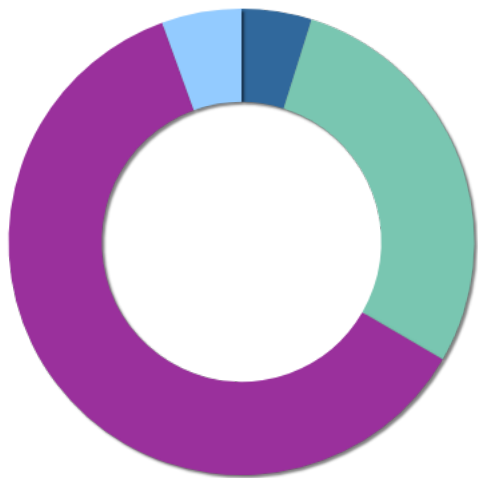
Social Placement Performance by Impressions



Facebook News Feed Performance



How customers search for your business on Google



Business Impressions Desktop Maps	22	Business Impressions Desktop Search	129
Business Impressions Mobile Search	276	Business Impressions Mobile Maps	25

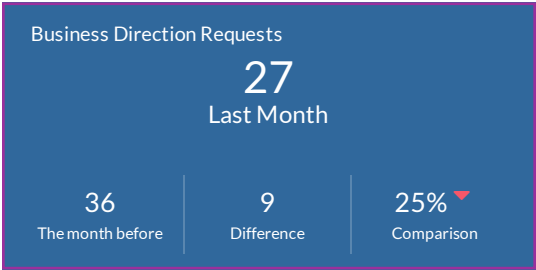
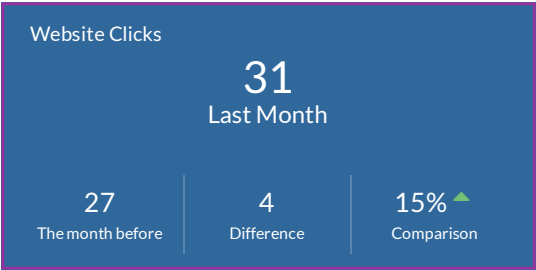
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

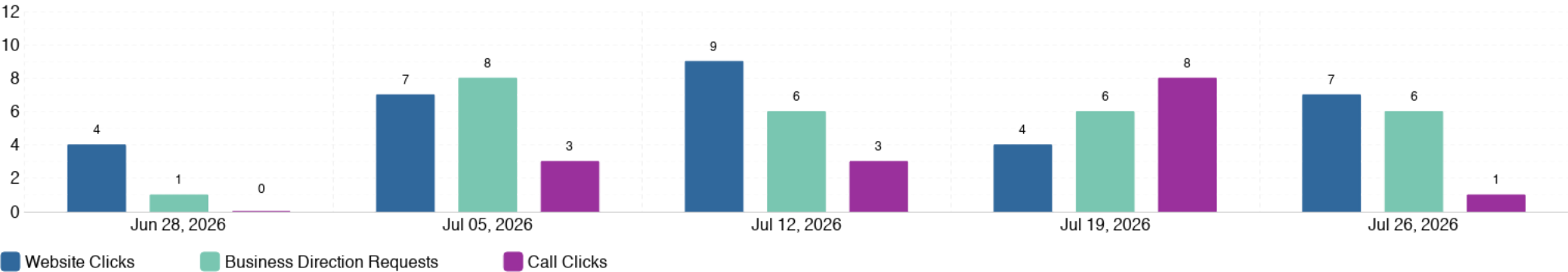
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.