

Digital Marketing Report

Impressions

How many ads were served:

188,166

Clicks

Times a user clicked on an ad

603

Click-Through Rate

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

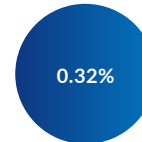
0.32%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



0.32%

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

X the National Average



4.58

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%)
Redding Kia - Nissan Shopper/Toyota Shopper Categories Mobile	123,070	336	0.27%	3.90
Redding Kia - Tehama County Nissan Shopper/Toyota Shopper Categories Mobile	50,267	190	0.38%	5.40
Redding Kia - Site Retargeting Mobile	12,969	61	0.47%	6.72
Redding Kia - Tehama County Site Retargeting Mobile	1,687	14	0.83%	11.86
Redding Kia - Geo-Retargeting Mobile	171	2	1.17%	16.71
Redding Kia - Geo-Fencing Mobile	2	0	0.00%	0.00

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)

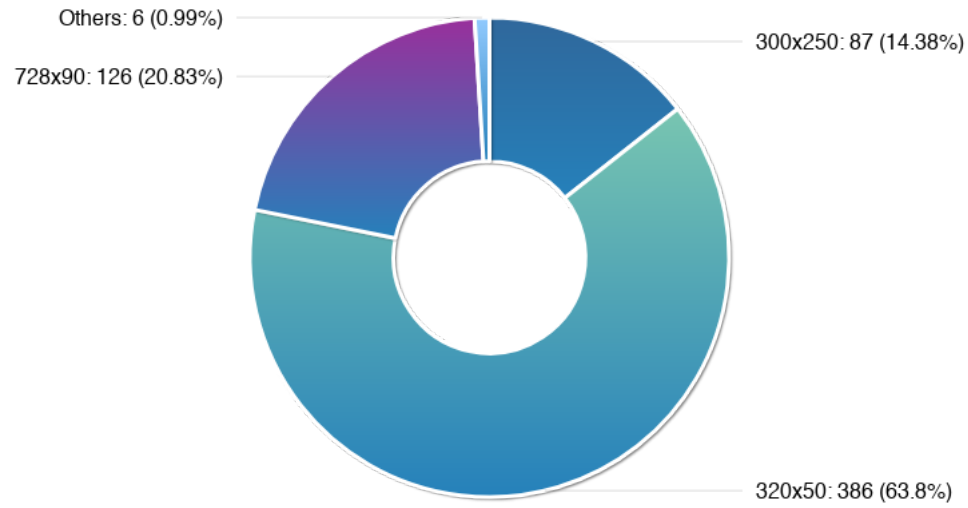
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Redding Kia	418 E Cypress AVE	Redding	CA	96002	3

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Redding KIA_7.20_Seltos Summer 320x50 (2).png	55,581	129	0.23%	3.32
	Redding KIA_7.20_Telluride Summer 320x50 (1).png	55,295	125	0.23%	3.23
	Redding KIA_Tehama_7.20_Seltos Summer 320x50 (2).png	21,632	61	0.28%	4.03
	Redding KIA_Tehama_7.20_Telluride Summer 320x50 (1).png	21,589	71	0.33%	4.70
	Redding KIA_7.20_Seltos Summer 728x90 (1).png	10,185	47	0.46%	6.59
	Redding KIA_7.20_Telluride Summer 728x90 (2).png	10,041	47	0.47%	6.69
	Redding KIA_Tehama_7.20_Seltos Summer 728x90 (1).png	2,543	16	0.63%	8.99
	Redding KIA_7.20_Telluride Summer 300x250 (1).png	2,537	32	1.26%	18.02
	Redding KIA_Tehama_7.20_Telluride Summer 728x90 (2).png	2,509	16	0.64%	9.11
	Redding KIA_7.20_Seltos Summer 300x250 (1).png	2,503	17	0.68%	9.70

Mobile Conquesting Click Performance by Ad Size



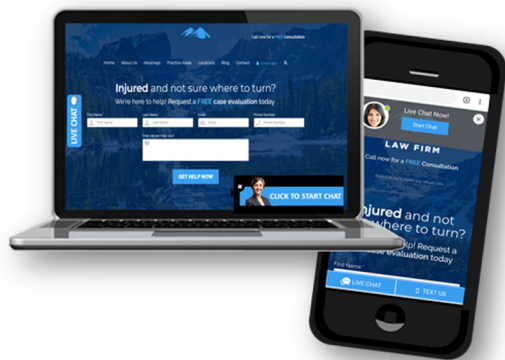
Mobile Conquesting Visit Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	2525 Churn Creek Rd	Redding	CA	96002			2	0	0.00%



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.

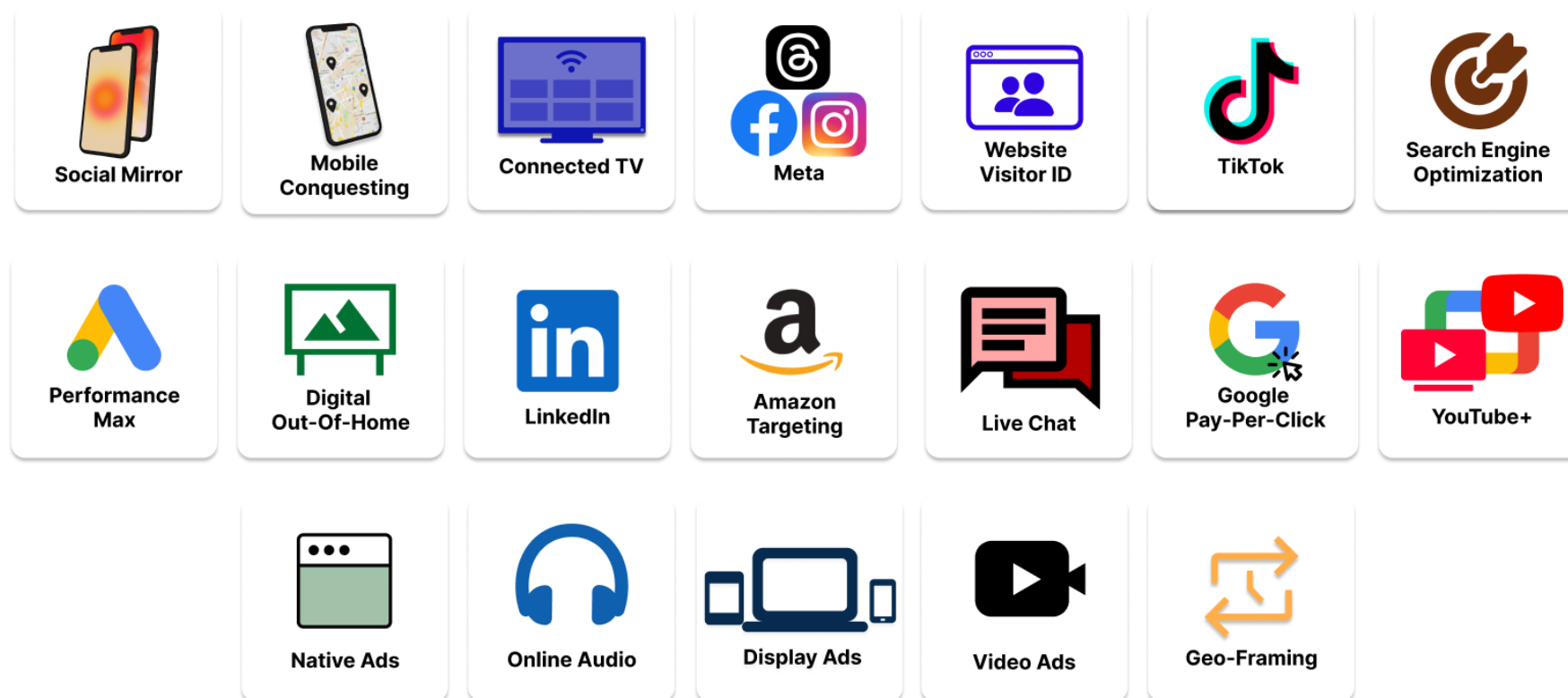
What are the different Lead types?

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.