

# Digital Marketing Report

## Impressions

How many ads were served:

512,361

## Clicks

Times a user clicked on an ad

15,666

## Click-Through Rate

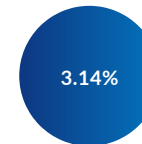
(Clicks/Impressions) x 100

3.06%

## Your Product Breakout by Impressions



## Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.



## Spend Performance

*Does not include management fee*



Line Item Performance

| Line Item Name                                                                 | Impressions ↓ | Clicks | CTR    | X the National Avg (.07%) |
|--------------------------------------------------------------------------------|---------------|--------|--------|---------------------------|
| HomeFed - The Market Common - AI Social Mirror                                 | 92,131        | 1,512  | 1.64%  | 23.44                     |
| HomeFed - The Market Common - Behavioral Mobile                                | 78,695        | 288    | 0.37%  | 5.23                      |
| HomeFed - Market Common - Behavioral Facebook/Instagram Premium                | 76,703        | 5,842  | 7.62%  | 108.81                    |
| HomeFed - The Market Common - Behavioral Social Mirror                         | 65,119        | 326    | 0.50%  | 7.15                      |
| HomeFed - The Market Common - Retargeting Facebook/Instagram Premium           | 52,018        | 1,948  | 3.74%  | 53.50                     |
| HomeFed - The Market Common - Geo-Fencing Mobile                               | 28,790        | 130    | 0.45%  | 6.45                      |
| HomeFed - The Market Common - Geo-Retargeting Mobile                           | 26,525        | 115    | 0.43%  | 6.19                      |
| HomeFed - The Market Common - CP - Retargeting Facebook/Instagram Premium      | 22,963        | 2,113  | 9.20%  | 131.45                    |
| HomeFed - The Market Common - CP - Cross Platform Facebook/Instagram Premium   | 15,925        | 1,390  | 8.73%  | 124.69                    |
| HomeFed - The Market Common - Keyword Social Mirror                            | 13,162        | 71     | 0.54%  | 7.71                      |
| HomeFed - Market Common - Custom Audience Lookalike Facebook/Instagram Premium | 11,058        | 1,394  | 12.61% | 180.09                    |
| HomeFed - Market Common - Retargeting Facebook/Instagram Premium               | 9,309         | 399    | 4.29%  | 61.23                     |
| HomeFed - The Market Common - Geo-Fencing Social Mirror                        | 9,294         | 4      | 0.04%  | 0.61                      |
| HomeFed - Market Common - Custom Audience Matching Facebook/Instagram Premium  | 5,790         | 122    | 2.11%  | 30.10                     |
| HomeFed - The Market Common - Retargeting Social Mirror                        | 4,879         | 12     | 0.25%  | 3.51                      |

## Social Mirror Click Conversions

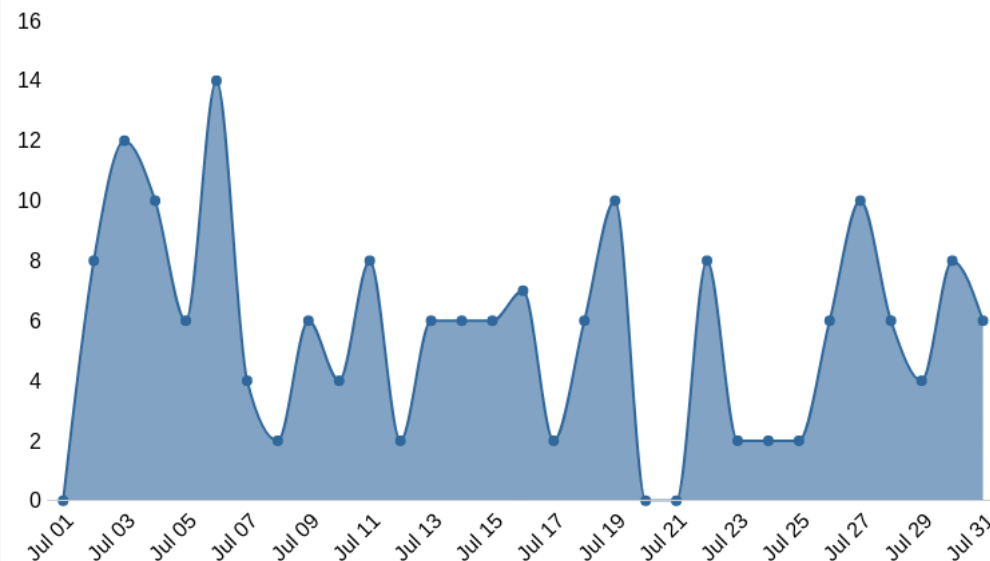


Times users clicked on an ad leading to your site and visited a page or completed an action

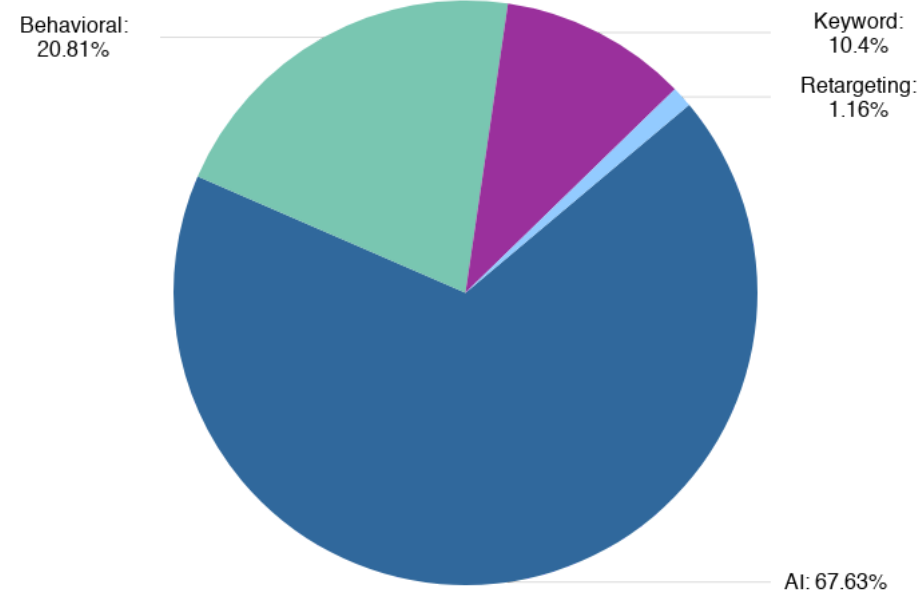
### Social Mirror Click Conversion Performance Breakout

| Conversion Name                                 | Click Conversions ↓ |
|-------------------------------------------------|---------------------|
| HomeFed - Market Common - Food Drink Page View  | 151                 |
| HomeFed - Market Common - Shopping Page View    | 14                  |
| HomeFed - Market Common - Experiences Page View | 4                   |
| HomeFed - Market Common - Services Page View    | 4                   |

## Social Mirror Click Conversions by Day



## Top Social Mirror Click Conversions by Strategy



## Social Mirror View-through Conversions

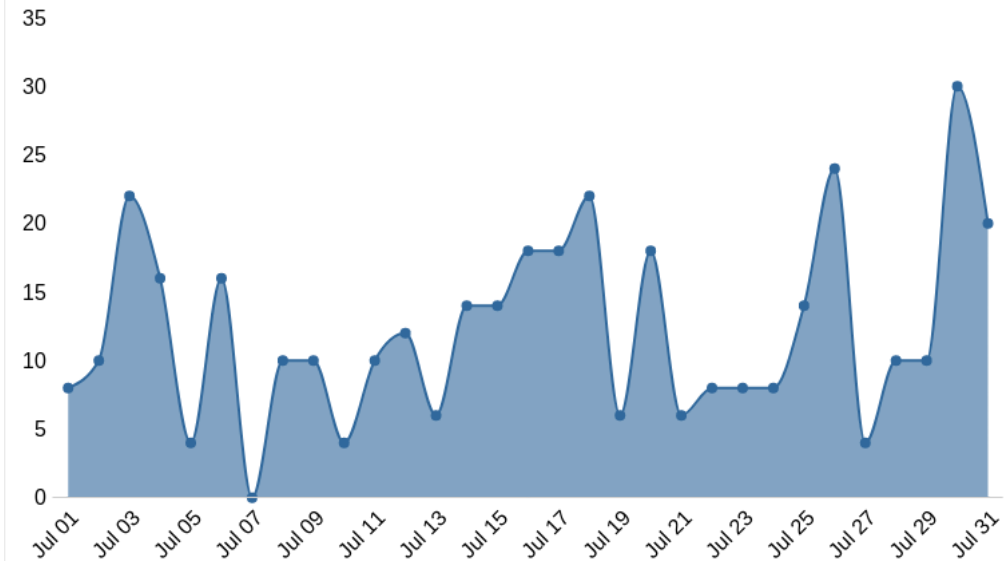


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

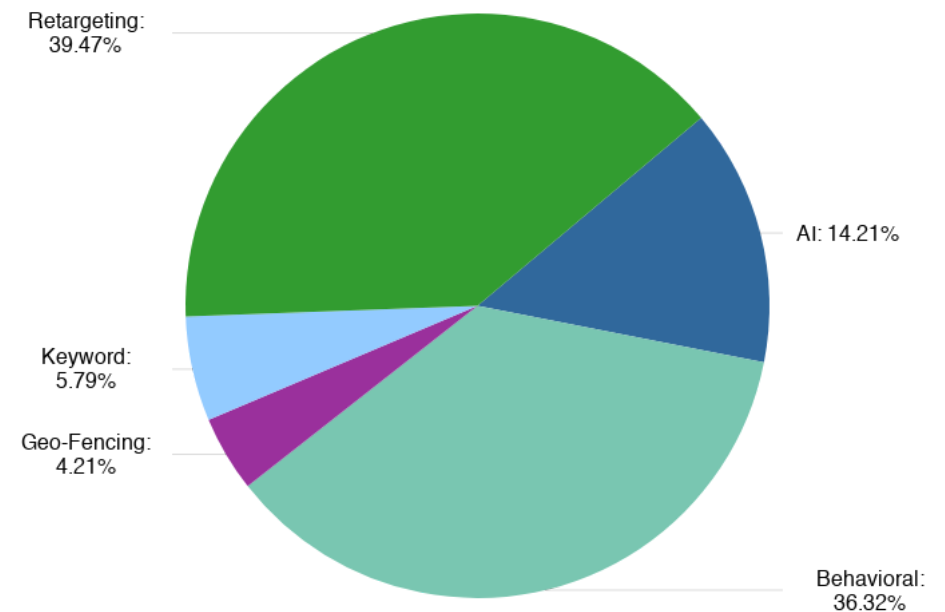
### Social Mirror View-through Conversion Performance Breakout

| Conversion Name                                         | View-through Conversions ↓ |
|---------------------------------------------------------|----------------------------|
| HomeFed - Market Common - Homepage Visits               | 242                        |
| HomeFed - Market Common - Movie Button Click Conversion | 38                         |
| HomeFed - Market Common - Shopping Page View            | 26                         |
| HomeFed - Market Common - Food Drink Page View          | 24                         |
| HomeFed - Market Common - Directories Page View         | 22                         |
| HomeFed - Market Common - Events Page View              | 20                         |
| HomeFed - Market Common - Services Page View            | 6                          |
| HomeFed - Market Common - Experiences Page View         | 2                          |

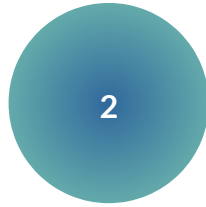
## Social Mirror View-through Conversions by Day



## Top Social Mirror View-through Conversions by Strategy



## Mobile Conquesting Click Conversions

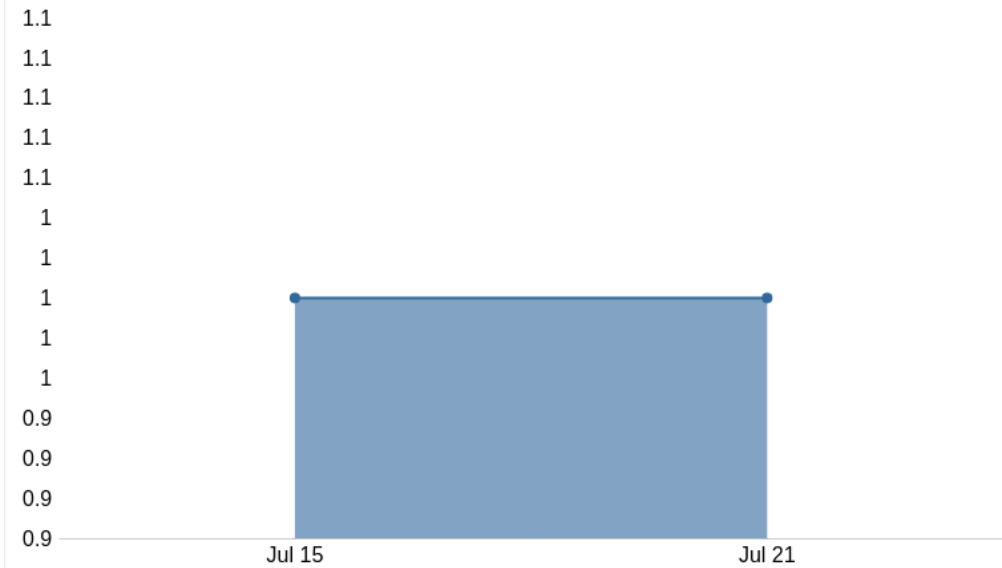


Times users clicked on an ad leading to your site and visited a page or completed an action

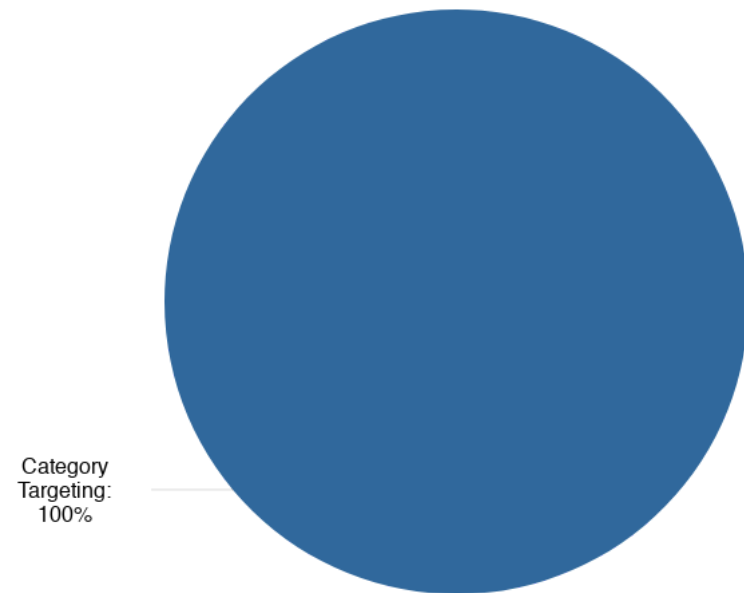
### Mobile Conquesting Click Conversion Performance Breakout

| Conversion Name                               | Click Conversions ↓ |
|-----------------------------------------------|---------------------|
| HomeFed - Market Common Directories Page View | 2                   |

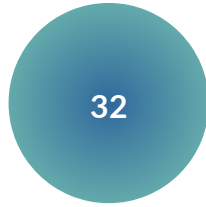
## Mobile Conquesting Click Conversions by Day



## Top Mobile Conquesting Click Conversions by Strategy



## Mobile Conquesting View-through Conversions

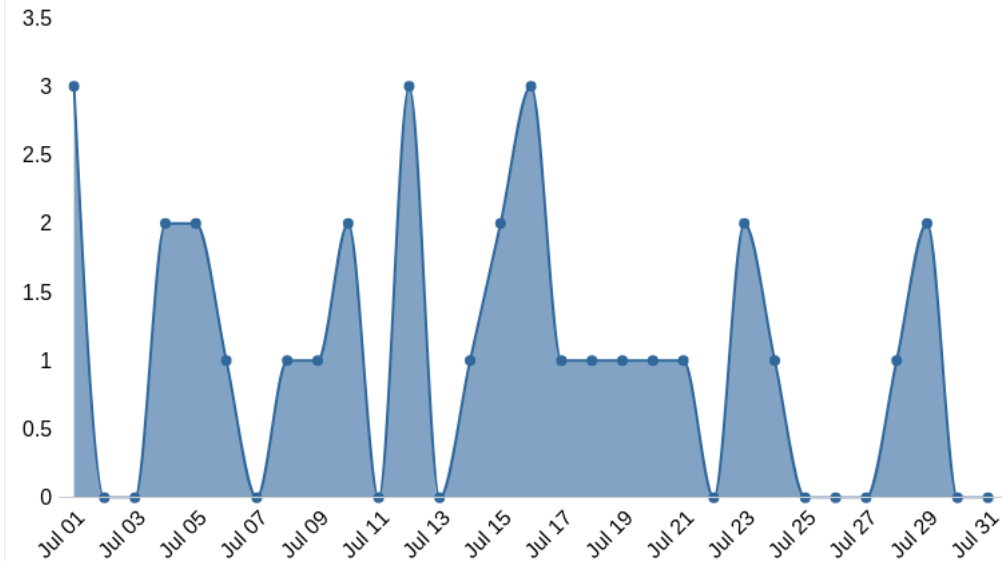


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

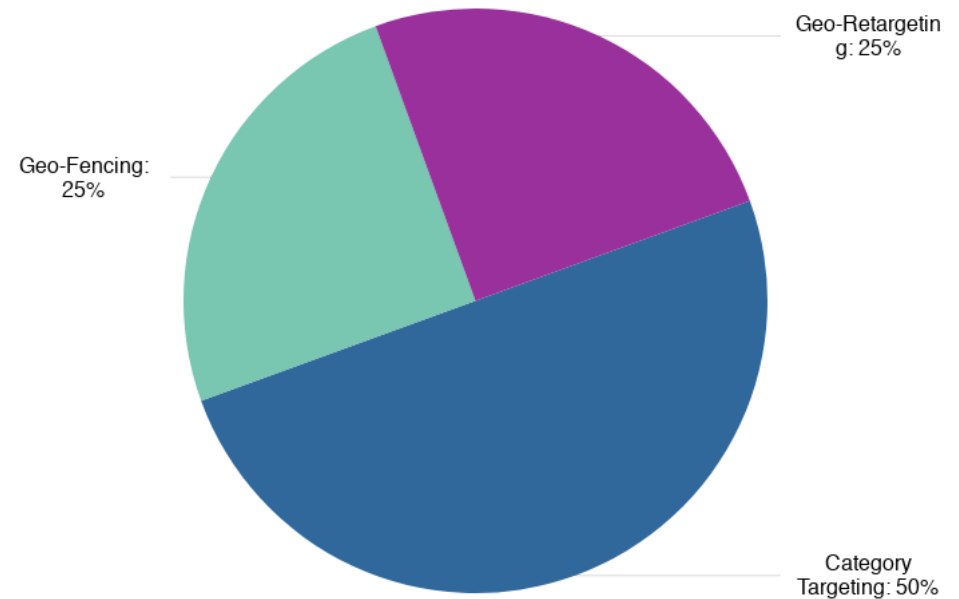
### Mobile Conquesting View-through Conversion Performance Breakout

| Conversion Name                         | <a href="#">View-throughs ↓</a> |
|-----------------------------------------|---------------------------------|
| Homefed - Market Common Homepage Visits | 32                              |

## Mobile Conquesting View-through Conversions by Day



## Top Mobile Conquesting View-through Conversions by Strategy



## Meta Click Conversions



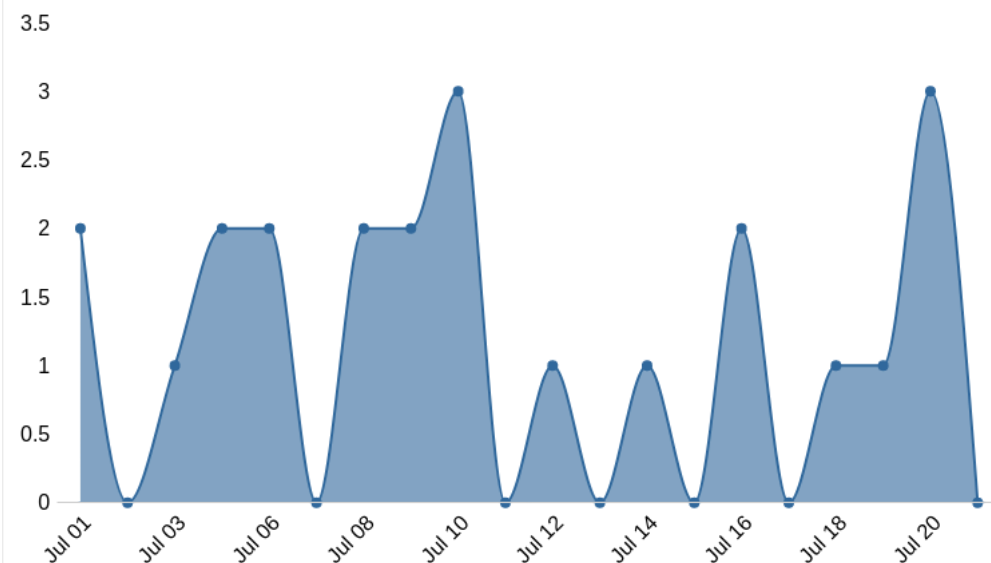
23

Times users clicked on an ad leading to your site and visited a page or completed an action

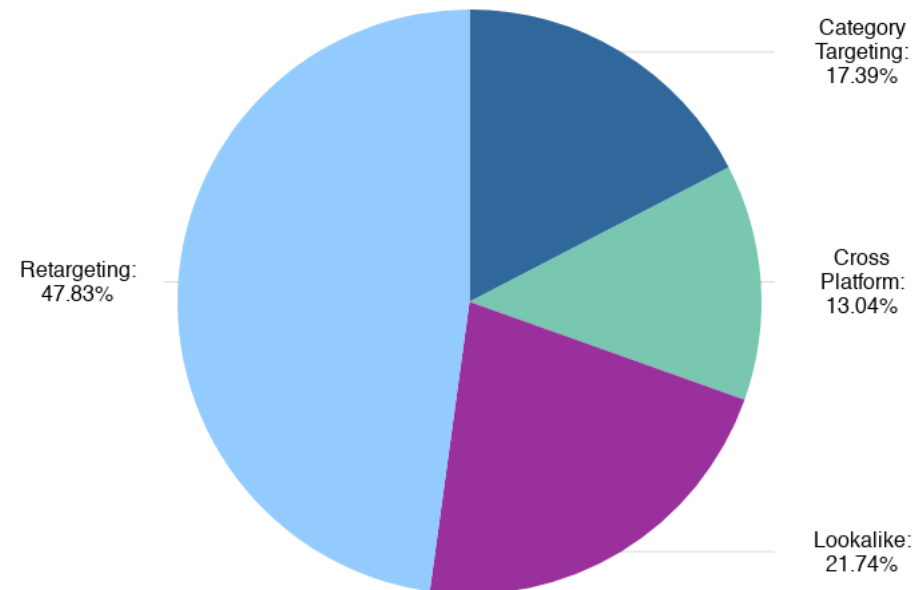
### Meta Click Conversion Performance

| Conversion Name                               | Click Conversions ↓ |
|-----------------------------------------------|---------------------|
| HomeFed - Market Common Food Drink Page View  | 15                  |
| HomeFed - Market Common Shopping Page View    | 5                   |
| HomeFed - Market Common Directories Page View | 3                   |

## Meta Click Conversions by Day



## Top Meta Click Conversions by Strategy



## Meta View-Through Conversions



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

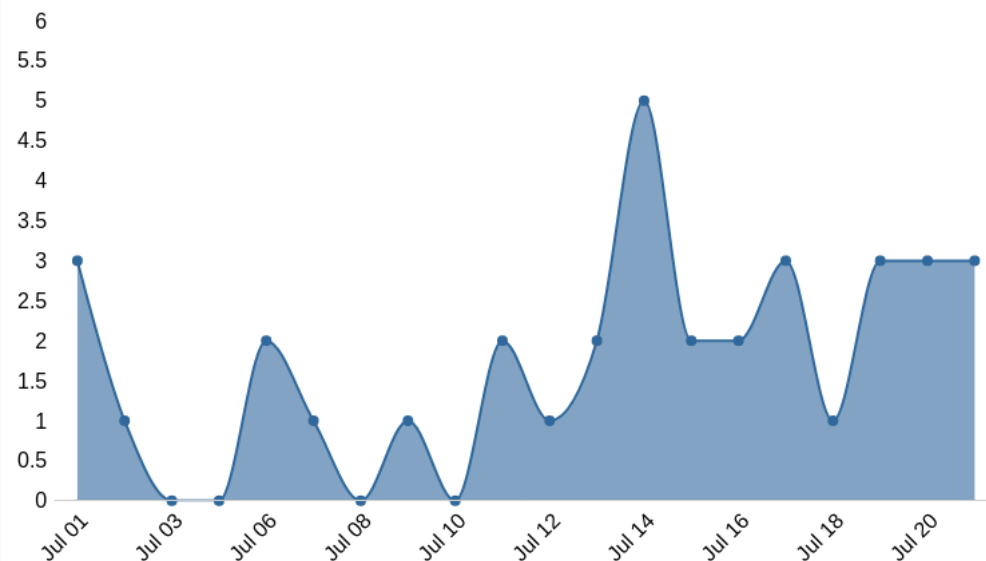
### Meta View-Through Conversion Performance

Conversion Name

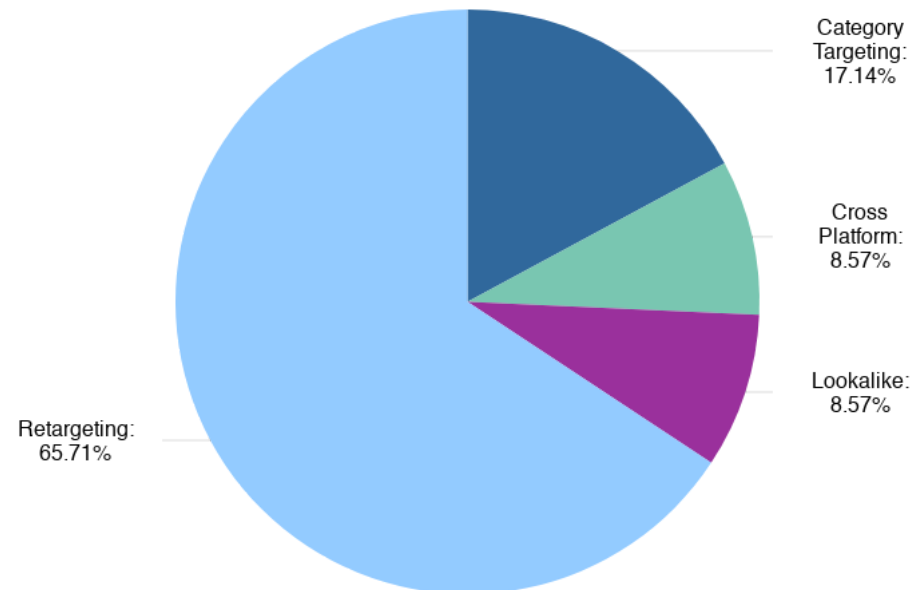
View-Through Conversions ↓

|                                               |    |
|-----------------------------------------------|----|
| HomeFed - Market Common Food Drink Page View  | 15 |
| HomeFed - Market Common Directories Page View | 14 |
| HomeFed - Market Common Shopping Page View    | 6  |

## Meta View-Through Conversions by Day



## Top Meta View-Through Conversions by Strategy

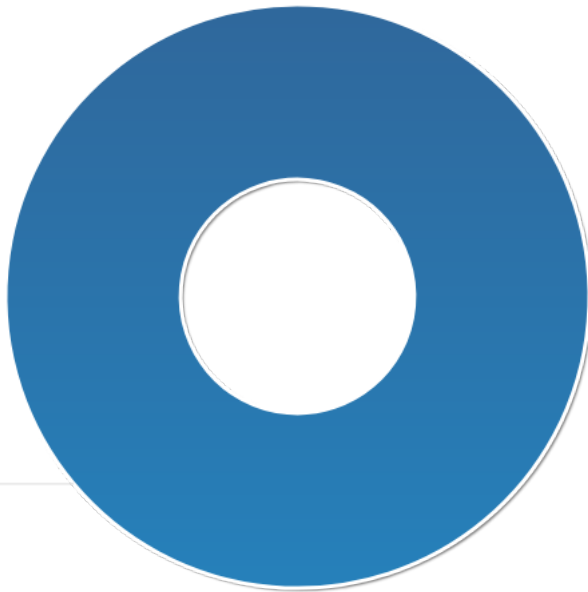


## Meta Event Response Performance

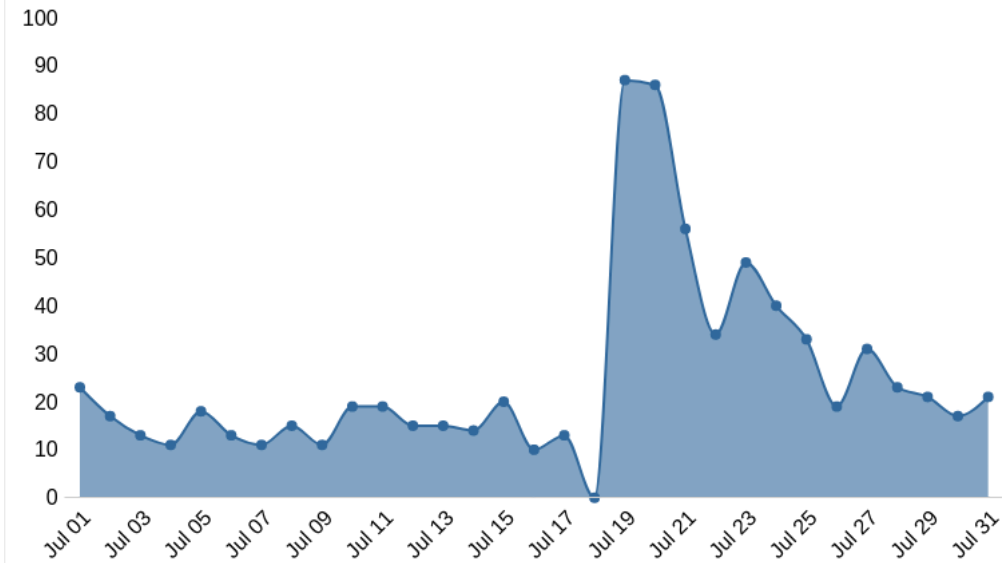


Times users clicked on an ad and responded to the event

## Meta Event Responses by Strategy



## Meta Event Responses by Day

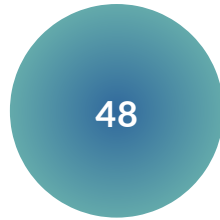


## Meta Post Engagements



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

### Meta Post Comments



The total number of comments your ads received

### Meta Post Reactions



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

### Meta Post Shares



The total number of people who shared your ad, giving your campaign free impressions

**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 ↓ |
|---------------|-----------------|--------------|-------|-------|----------|
| Market Common | 4017 Deville St | Myrtle Beach | SC    | 29577 | 32       |

## Social Mirror Creative Performance

| Preview Image                                                                       | Creative Name                                                                         | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                             | HomeFed - The Market<br>Common_Social Mirror_Story_5.21_luggage-1080-2.jpg            | 64,184      | 973      | 1.52% | 21.66                     |
|    | HomeFed - The Market<br>Common_Social Mirror_Story_6.24_Happy Hour.mp4                | 60,296      | 508      | 0.84% | 12.04                     |
|    | HomeFed - The Market<br>Common_Social Mirror_Story_5.21_1200-luggage.jpg              | 45,093      | 398      | 0.88% | 12.61                     |
|   | HomeFed - The Market Common_FB<br>Event_6.9_Myrtle Beach on Friday,<br>August 21 2026 | 3,671       | 19       | 0.52% | 7.39                      |
|  | HomeFed - The Market Common_FB<br>Event_6.9_Myrtle Beach on Friday,<br>July 17 2026   | 8,450       | 18       | 0.21% | 3.04                      |
|  | HomeFed - The Market<br>Common_IG_7.20_Summer<br>Sessions                             | 2,891       | 9        | 0.31% | 4.45                      |

## Social Mirror Creative AI Performance

| Creative                                                                |                  |                 | Preview Link                  | Percentage Served ↓ | CTR   |
|-------------------------------------------------------------------------|------------------|-----------------|-------------------------------|---------------------|-------|
| Creative Name                                                           | Variant Name     | Creative Format |                               |                     |       |
| HomeFed - The Market Common_Social Mirror_Story_6.24_Happy Hour.mp4     | Variant: V_00003 | Story           | <a href="#">Click to View</a> | 4.17%               | 1.57% |
| HomeFed - The Market Common_Social Mirror_Story_6.24_Happy Hour.mp4     | Variant: V_00006 | Story           | <a href="#">Click to View</a> | 3.68%               | 1.07% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_1200-luggage.jpg   | Variant: V_00006 | Story           | <a href="#">Click to View</a> | 3.25%               | 1.26% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_luggage-1080-2.jpg | Variant: V_00028 | Story           | <a href="#">Click to View</a> | 3.05%               | 1.85% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_luggage-1080-2.jpg | Variant: V_00025 | Story           | <a href="#">Click to View</a> | 2.80%               | 2.10% |
| HomeFed - The Market Common_Social Mirror_Story_6.24_Happy Hour.mp4     | Variant: V_00013 | Story           | <a href="#">Click to View</a> | 2.75%               | 1.04% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_1200-luggage.jpg   | Variant: V_00012 | Story           | <a href="#">Click to View</a> | 2.59%               | 0.97% |
| HomeFed - The Market Common_Social Mirror_Story_6.24_Happy Hour.mp4     | Variant: V_00009 | Story           | <a href="#">Click to View</a> | 2.54%               | 1.21% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_luggage-1080-2.jpg | Variant: V_00021 | Story           | <a href="#">Click to View</a> | 2.44%               | 2.00% |
| HomeFed - The Market Common_Social Mirror_Story_5.21_luggage-1080-2.jpg | Variant: V_00019 | Story           | <a href="#">Click to View</a> | 2.39%               | 2.08% |



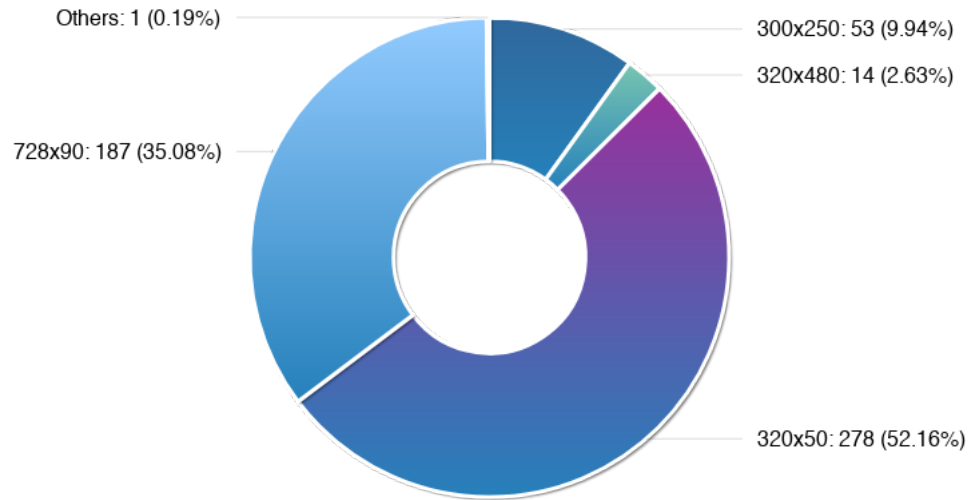
Social Mirror Ad Screenshots

| HomeFed - The Market Common_IG_7.20_Summer Sessions |  |
|-----------------------------------------------------|--|
| Screenshot Urls                                     |  |

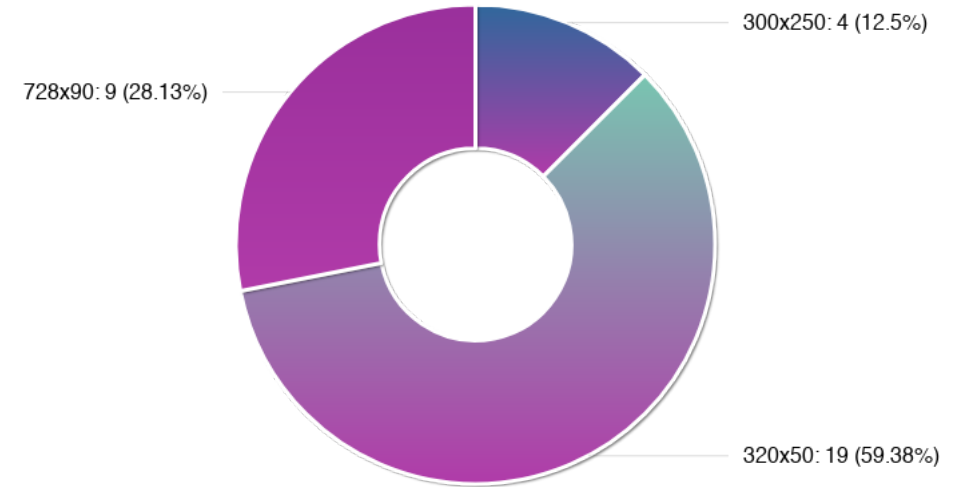
## Mobile Conquesting Creative Performance

| Preview                                                                          | Creative Name                    | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|----------------------------------|---------------|--------|-------|---------------------------|
|  | market-320-summer (1).gif        | 84,823        | 278    | 0.33% | 4.68                      |
|  | summer-market-728 (2).gif        | 43,273        | 187    | 0.43% | 6.17                      |
|  | market-summer-300 (1).gif        | 5,146         | 53     | 1.03% | 14.71                     |
|  | market-summer-640 (1).jpg        | 672           | 14     | 2.08% | 29.76                     |
|                                                                                  | Market Common 15 Second 2024.mp4 | 97            | 1      | 1.03% | 14.73                     |

## Mobile Conquesting Click Performance by Ad Size



## Mobile Conquesting Visit Performance by Ad Size



Grid contains more rows, but they have been clipped.

## Meta Creative Performance

| Ad                                                  | Impressions | Clicks ↓ | CTR    | X the National Avg (.07%) |
|-----------------------------------------------------|-------------|----------|--------|---------------------------|
| HomeFed - Market Common_6.12_Collection             | 74,088      | 6,693    | 9.03%  | 129.06                    |
| HomeFed - Market Common_6.9_August Concert          | 26,825      | 2,383    | 8.88%  | 126.91                    |
| HomeFed - Market Common_6.9_July Concert            | 34,760      | 1,894    | 5.45%  | 77.84                     |
| HomeFed - Market Common_6.17_Taste Collection       | 16,197      | 1,109    | 6.85%  | 97.81                     |
| HomeFed - The Market Common_5.20_luggage-1080-2.jpg | 26,715      | 331      | 1.24%  | 17.70                     |
| HomeFed - Market Common_7.20_Summer Sessions        | 1,173       | 313      | 26.68% | 381.20                    |
| HomeFed - Market Common_1.23_Shopping Collection    | 3,846       | 232      | 6.03%  | 86.17                     |
| HomeFed - Market Common_1.23_Dining Collection      | 3,110       | 161      | 5.18%  | 73.95                     |
| HomeFed - The Market Common_5.20_1200-luggage.jpg   | 5,574       | 61       | 1.09%  | 15.63                     |

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   |
|-----------------------------------------------------|-------------------------------|----------------|-------|-------|----------|-----------|---------------|--------|-------|
| Myrtle Beach Airport                                | 1100 Jetport Rd               | Myrtle Beach   | SC    | 29577 |          |           | 12,216        | 36     | 0.29% |
| Coastal Grand Mall<br>(indirect competitor)         | 2000 Coastal Grand Cir        | Myrtle Beach   | SC    | 29577 |          |           | 7,934         | 30     | 0.38% |
| Grande Dunes                                        | 101 Grande Dunes Blvd         | Myrtle Beach   | SC    | 29572 |          |           | 3,013         | 15     | 0.50% |
| Broadway at the Beach<br>(indirect competitor)      | 1325 Celebrity Cir            | Myrtle Beach   | SC    | 29577 |          |           | 1,174         | 10     | 0.85% |
| Myrtle Beach State Park                             | 4401 South Kings Hwy          | Myrtle Beach   | SC    | 29575 |          |           | 830           | 2      | 0.24% |
| Holiday Inn Club<br>Vacations South Beach<br>Resort | 3020 Owners Club Ct           | Myrtle Beach   | SC    | 29577 |          |           | 756           | 3      | 0.40% |
| Myrtle Beach Boardwalk<br>& Promenade               | 2nd Ave N to 14th Ave N       | Myrtle Beach   | SC    | 29577 |          |           | 387           | 3      | 0.78% |
| SkyWheel Myrtle Beach                               | 1110 N Ocean Blvd             | Myrtle Beach   | SC    | 29577 |          |           | 365           | 6      | 1.64% |
| Residence Inn Myrtle<br>Beach Oceanfront            | 2605 South Ocean<br>Boulevard | Myrtle Beach   | SC    | 29577 |          |           | 359           | 7      | 1.95% |
| Hammock Shops Village                               | 10880 Ocean Hwy               | Pawleys Island | SC    | 29585 |          |           | 332           | 1      | 0.30% |
| Springmaid Pier                                     | 3200 South Ocean<br>Boulevard | Myrtle Beach   | SC    | 29577 |          |           | 213           | 0      | 0.00% |
| Surfside Pier                                       | 11 Ocean Blvd S               | Surfside Beach | SC    | 29575 |          |           | 175           | 0      | 0.00% |
| Pirates Voyage Dinner &<br>Show                     | 8907 N Kings Hwy              | Myrtle Beach   | SC    | 29572 |          |           | 172           | 2      | 1.16% |
| Grand Park Athletic<br>Complex                      | 961 Meyers Avenue             | Myrtle Beach   | SC    | 29577 |          |           | 151           | 0      | 0.00% |
| Family King Amusement<br>Park                       | 300 4th Avenue South          | Myrtle Beach   | SC    | 29577 |          |           | 122           | 1      | 0.82% |
| WonderWorks Myrtle<br>Beach                         | 1313 Celebrity Circle         | Myrtle Beach   | SC    | 29577 |          |           | 61            | 1      | 1.64% |

## BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 29577    | 24,292        | 259    | 1.07% | 15.23                     |
| 29588    | 21,790        | 202    | 0.93% | 13.24                     |
| 29579    | 17,616        | 220    | 1.25% | 17.84                     |
| 29582    | 15,092        | 183    | 1.21% | 17.32                     |
| 29526    | 14,954        | 167    | 1.12% | 15.95                     |
| 29576    | 14,629        | 125    | 0.85% | 12.21                     |
| 29501    | 12,507        | 115    | 0.92% | 13.14                     |
| 29575    | 12,036        | 144    | 1.20% | 17.09                     |
| 29566    | 8,130         | 101    | 1.24% | 17.75                     |
| 29572    | 7,636         | 77     | 1.01% | 14.41                     |
| 29527    | 6,743         | 67     | 0.99% | 14.19                     |
| 29569    | 6,124         | 63     | 1.03% | 14.70                     |
| 29585    | 5,960         | 38     | 0.64% | 9.11                      |
| 29440    | 5,870         | 72     | 1.23% | 17.52                     |
| 29568    | 4,746         | 47     | 0.99% | 14.15                     |
| 28468    | 2,901         | 32     | 1.10% | 15.76                     |
| 28467    | 2,142         | 8      | 0.37% | 5.34                      |
| 29528    | 367           | 0      | 0.00% | 0.00                      |
| 29578    | 286           | 1      | 0.35% | 5.00                      |
| 29598    | 61            | 0      | 0.00% | 0.00                      |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 305,620       | 14,357 | 4.70% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 49,641        | 348    | 0.70% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 21,391        | 336    | 1.57% |
| Unknown     | ---                                                                                         | 1,699         | 92     | 5.41% |

## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| WMBF Breaking News & Weather   | 23,243        | 495    | 2.13% |
| foxnews.com                    | 18,742        | 200    | 1.07% |
| nypost.com                     | 6,544         | 25     | 0.38% |
| aol.com                        | 3,730         | 0      | 0.00% |
| zillow.com                     | 2,860         | 0      | 0.00% |
| tmz.com                        | 2,392         | 11     | 0.46% |
| Fox News - Daily Breaking News | 2,065         | 1      | 0.05% |
| accuweather.com                | 1,727         | 1      | 0.06% |
| hollywoodpq.com                | 1,619         | 21     | 1.30% |
| britannica.com                 | 1,545         | 0      | 0.00% |
| dailymail.com                  | 1,435         | 2      | 0.14% |
| msn.com                        | 1,433         | 1      | 0.07% |
| myrtlebeachonline.com          | 1,366         | 4      | 0.29% |
| huffpost.com                   | 1,300         | 9      | 0.69% |
| courttv.com                    | 1,269         | 0      | 0.00% |
| wmbfnews.com                   | 1,200         | 6      | 0.50% |
| Podcast Player                 | 1,035         | 2      | 0.19% |
| Weather - The Weather Channel  | 999           | 1      | 0.10% |
| theguardian.com                | 959           | 3      | 0.31% |
| WPDE.com                       | 851           | 10     | 1.18% |

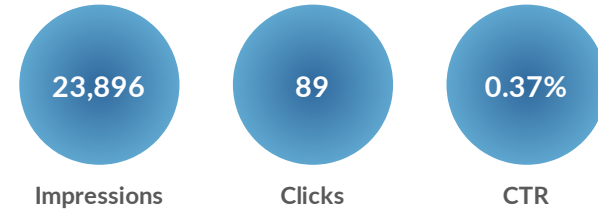
## Social Placement Performance

| 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. | 156,791       | 12,638 | 8.06% |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 23,896        | 89     | 0.37% |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 6,472         | 158    | 2.44% |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 1,737         | 147    | 8.46% |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 994           | 16     | 1.61% |
| Instagram Feed                                      | Your ads appear in the mobile app and on desktop and mobile web.                                                                                                                                                                               | 769           | 22     | 2.86% |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 714           | 15     | 2.10% |
| Instagram Reels                                     | Your ads appear in the Reels tab on Instagram.                                                                                                                                                                                                 | 642           | 16     | 2.49% |
| Facebook Search Results                             | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 577           | 27     | 4.68% |
| Unknown                                             | Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.                                                                                                    | 561           | 42     | 7.49% |

### Facebook News Feed Performance



### Audience Network Performance



### Instagram Performance



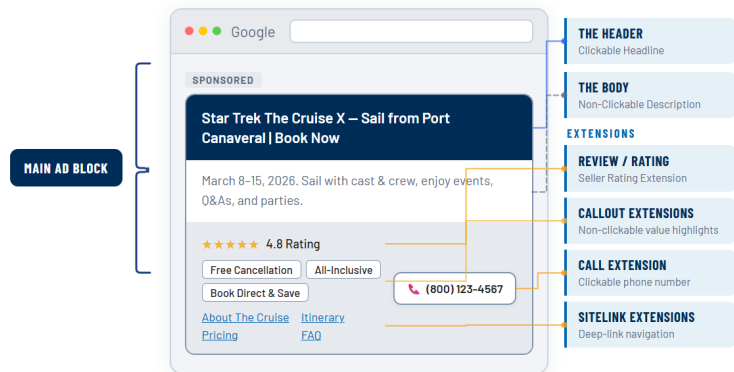
**Cost:** Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

**Avg. CPC:** The amount paid for your Ads divided by your total Clicks.

*Note: Costs do not include management fee*

*"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.*

*Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.*



*This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.*

*Location Extensions are not currently available to be shown.*

**URL Click:** When users click on the final URL in an ad.

**Headline Click:** Clicks on the ad's main headline, which also leads users to the main landing page.

**Sitelink Click:** When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

**Get Location Details Click:** When a user clicks in to expand the client's location in the Maps section of the search results list.

**Phone Calls Click:** When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

**Driving Directions Click:** When a user clicks on the "Get Directions" link within an ad.

**Location Expansion:** Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

*"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.*

## Google Analytics 4 Performance

|         |             |                   |                       |              |           |
|---------|-------------|-------------------|-----------------------|--------------|-----------|
| 107,645 | 49,745      | 25,914            | 52.09%                | 37,679       | 33,474    |
| VIEWS   | SESSIONS    | ENGAGED SESSIONS  | ENGAGEMENT RATE       | ACTIVE USERS | NEW USERS |
|         | 43,678      | 1.32              | 506:58:01             |              |           |
|         | TOTAL USERS | SESSIONS PER USER | TOTAL USER ENGAGEMENT |              |           |

**Views:** The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

**Sessions:** The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

**Engaged Sessions:** The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

**Engagement Rate:** Engaged Sessions / Total Sessions

**Active Users:** The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

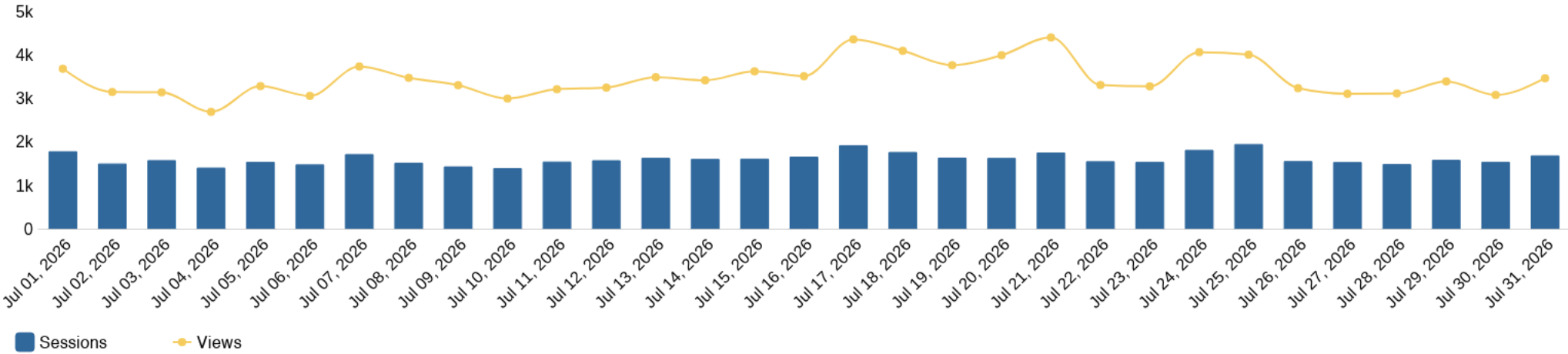
**New Users:** The number of new unique user IDs who interacted with your site or launched your app for the first time.

**Total Users:** The number of unique user IDs that triggered any events.

**Sessions Per User:** The average number of sessions per user.

**Total User Engagement:** The length of total time that your app screen was in the foreground or your web page was in focus.

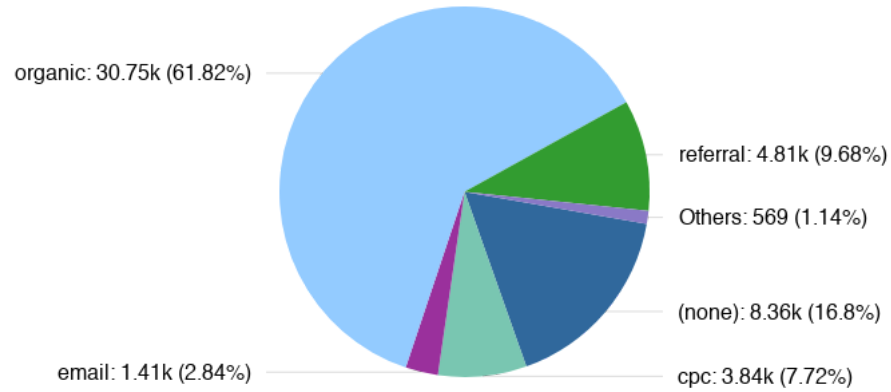
Google Analytics 4 Performance by Day



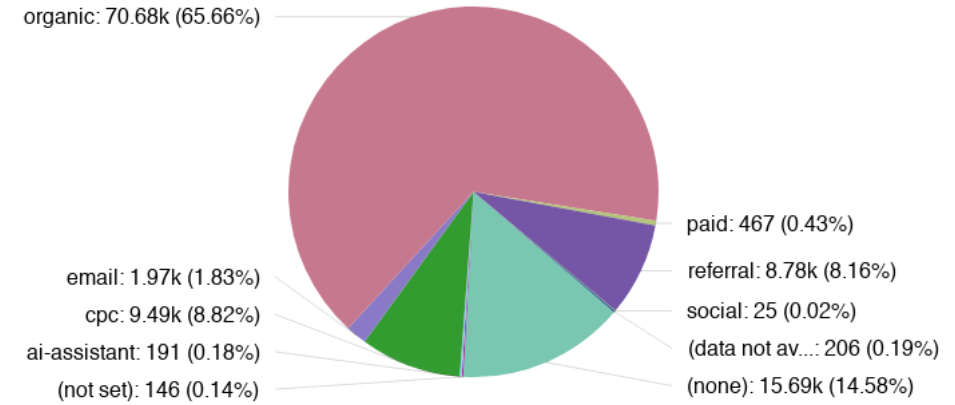
Google Analytics 4 Account Performance

| <a href="#">Analytics Account Name</a> ↑ | Sessions | Views   | Total User Engagement | Pages / Session | Engagement rate |
|------------------------------------------|----------|---------|-----------------------|-----------------|-----------------|
| Total                                    | 49,745   | 107,645 | 506:58:01             | 2.16            | 52.09%          |
| The Market Common                        | 49,745   | 107,645 | 506:58:01             | 2.16            | 52.09%          |

Google Analytics 4 Sessions by Medium



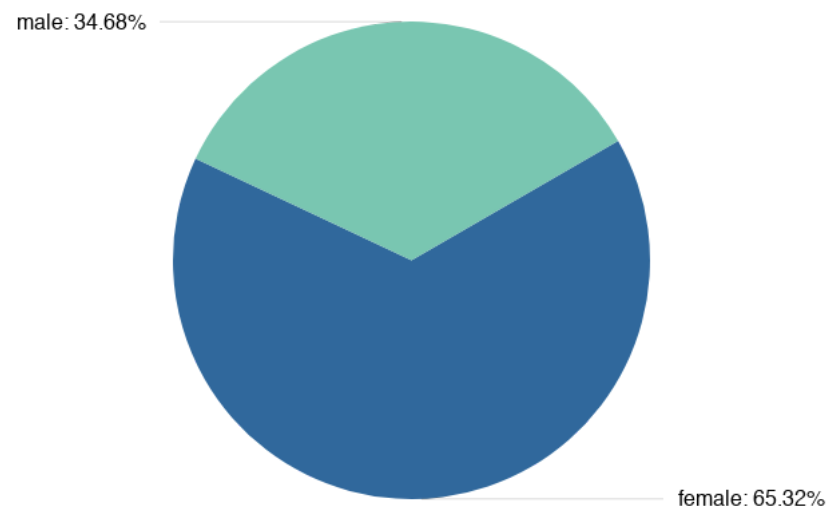
Google Analytics 4 Page Views by Medium



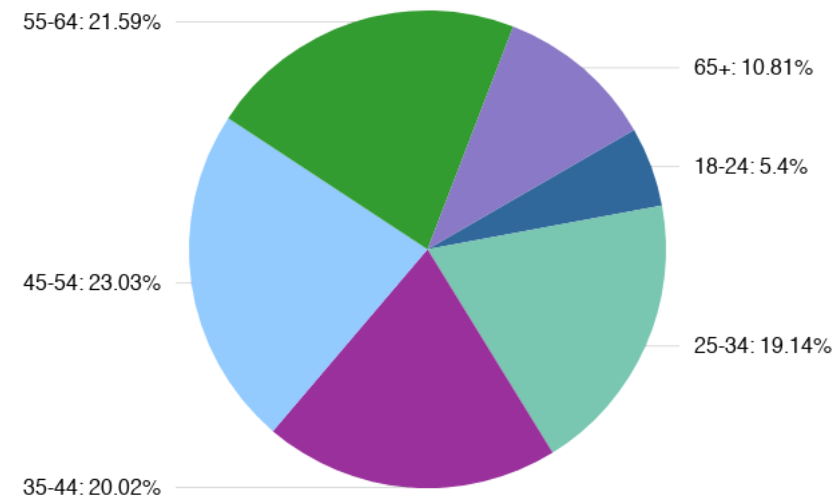
Google Analytics 4 Event Performance

| Event name      | Event count ↓  |
|-----------------|----------------|
| <b>Total</b>    | <b>267,372</b> |
| page_view       | 107,645        |
| user_engagement | 76,492         |
| session_start   | 49,761         |
| first_visit     | 33,474         |

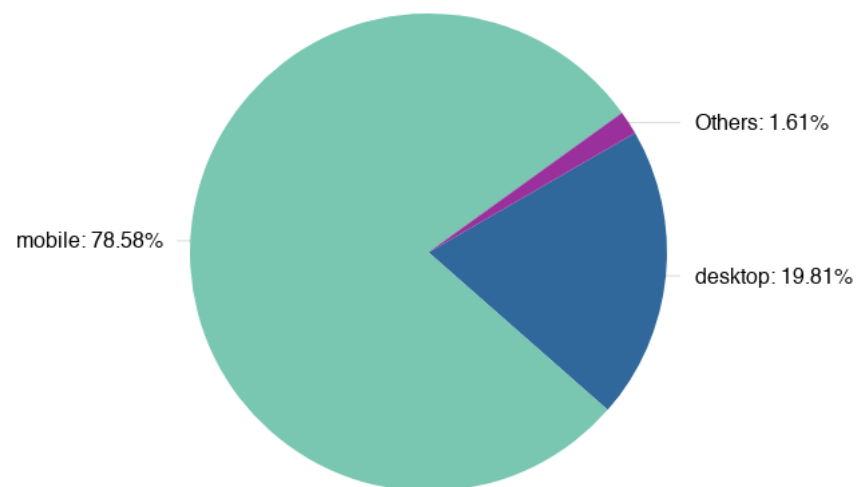
Google Analytics 4 Engaged Sessions by Gender



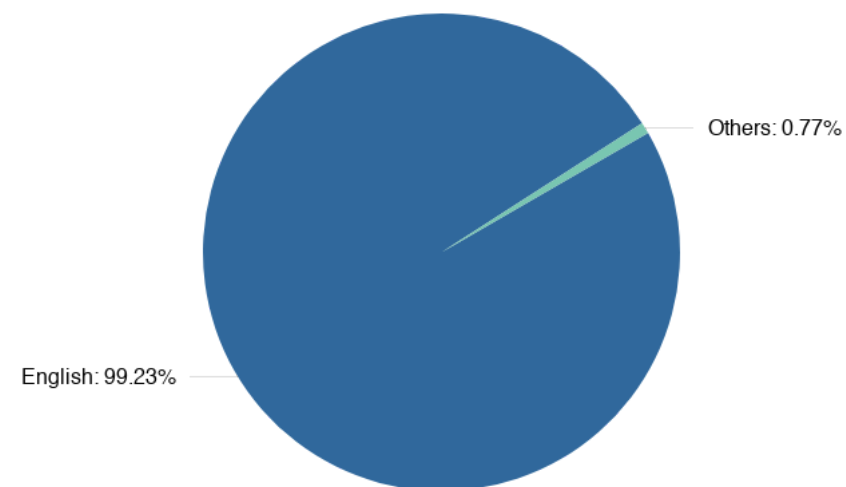
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



## Google Analytics 4 Top Browser Performance

| Browser          | Sessions ↓ | Views   | Engaged sessions | Engagement rate | Total User Engagement |
|------------------|------------|---------|------------------|-----------------|-----------------------|
| Total            | 49,804     | 107,645 | 25,966           | 52.14%          | 506:58:01             |
| Safari           | 31,395     | 67,560  | 16,364           | 52.12%          | 288:15:42             |
| Chrome           | 15,077     | 33,325  | 7,983            | 52.95%          | 175:31:22             |
| Edge             | 1,390      | 3,379   | 1,001            | 72.01%          | 29:08:03              |
| Android Webview  | 804        | 1,315   | 162              | 20.15%          | 04:04:46              |
| Samsung Internet | 394        | 850     | 209              | 53.05%          | 04:38:33              |

## Google Analytics 4 Page Path Performance

| Page path                                             | Engaged sessions ↓ |
|-------------------------------------------------------|--------------------|
| Total                                                 | 68,200             |
| /                                                     | 14,406             |
| /dining/                                              | 6,084              |
| /shopping/                                            | 3,361              |
| /apparel-accessories/                                 | 3,310              |
| /summer-sunset-sessions-market-common-concert-series/ | 3,123              |
| /home/calendar-of-events/                             | 2,935              |
| /tenants/gtc-cinema/                                  | 2,228              |
| /the-residences/                                      | 1,495              |
| /visit-us/                                            | 1,449              |
| /directory/                                           | 1,209              |

Grid contains more rows, but they have been clipped.

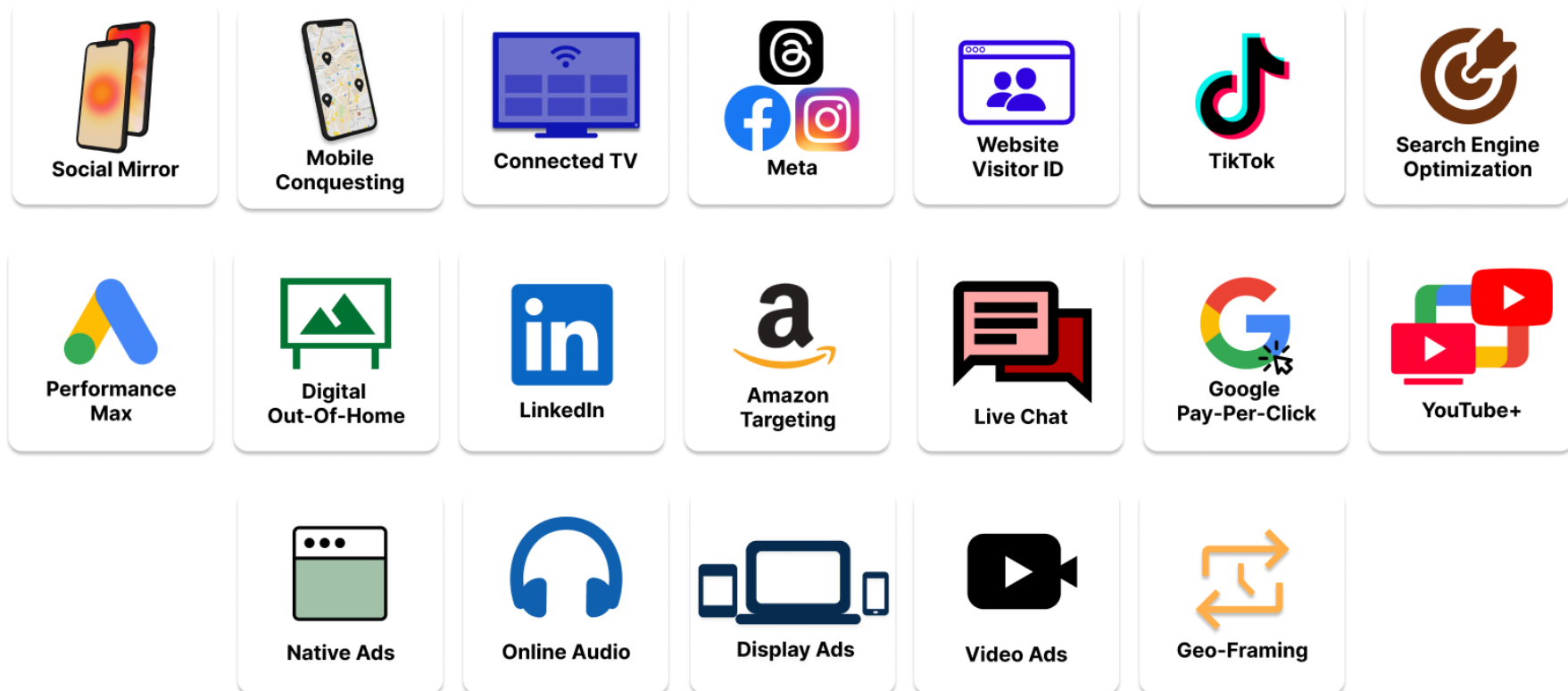
## Google Analytics 4 Performance by Interest

| Interests                                                        | Sessions ↓   | Views        | Engaged sessions | Engagement rate | Total User Engagement |
|------------------------------------------------------------------|--------------|--------------|------------------|-----------------|-----------------------|
| <b>Total</b>                                                     | <b>1,926</b> | <b>4,411</b> | <b>1,069</b>     | <b>55.50%</b>   | <b>25:03:54</b>       |
| News & Politics/Avid News Readers                                | 258          | 661          | 155              | 60.08%          | 03:13:26              |
| News & Politics/Avid News Readers/Entertainment News Enthusiasts | 181          | 400          | 104              | 57.46%          | 02:12:04              |
| Food & Dining/Cooking Enthusiasts/Aspiring Chefs                 | 174          | 354          | 94               | 54.02%          | 01:37:50              |
| Shoppers/Shopping Enthusiasts                                    | 158          | 335          | 89               | 56.33%          | 02:15:48              |
| Travel/Travel Buffs                                              | 152          | 401          | 86               | 56.58%          | 02:31:04              |
| News & Politics/Avid News Readers/Avid Local News Readers        | 118          | 304          | 69               | 58.47%          | 01:44:01              |
| Travel/Travel Buffs/Beachbound Travelers                         | 118          | 249          | 67               | 56.78%          | 01:17:16              |
| Lifestyles & Hobbies/Shutterbugs                                 | 78           | 142          | 38               | 48.72%          | 00:45:12              |
| Media & Entertainment/TV Lovers                                  | 68           | 156          | 35               | 51.47%          | 00:52:16              |
| Media & Entertainment/Movie Lovers                               | 64           | 130          | 33               | 51.56%          | 00:43:52              |
| Sports & Fitness/Sports Fans/Soccer Fans                         | 63           | 155          | 31               | 49.21%          | 01:08:28              |
| Sports & Fitness/Sports Fans                                     | 59           | 163          | 32               | 54.24%          | 00:45:01              |
| Banking & Finance/Avid Investors                                 | 52           | 111          | 30               | 57.69%          | 00:41:29              |
| Home & Garden/Home Decor Enthusiasts                             | 52           | 134          | 27               | 51.92%          | 00:50:48              |

## Google Analytics 4 Performance by Geo

| City               | Region         | Sessions ↓ | Views   | Engaged sessions | Engagement rate | Total User Engagement |
|--------------------|----------------|------------|---------|------------------|-----------------|-----------------------|
| Total              |                | 54,052     | 107,645 | 30,185           | 55.84%          | 506:58:01             |
| Myrtle Beach       | South Carolina | 3,190      | 7,229   | 1,829            | 57.34%          | 39:23:27              |
| Charlotte          | North Carolina | 3,106      | 7,021   | 1,752            | 56.41%          | 31:58:33              |
| Raleigh            | North Carolina | 2,134      | 5,065   | 1,277            | 59.84%          | 23:05:58              |
| Socastee           | South Carolina | 1,225      | 2,495   | 674              | 55.02%          | 12:22:17              |
| New York           | New York       | 1,134      | 1,862   | 369              | 32.54%          | 07:25:23              |
| Conway             | South Carolina | 1,093      | 2,190   | 551              | 50.41%          | 10:19:04              |
| Carolina Forest    | South Carolina | 863        | 1,752   | 442              | 51.22%          | 09:39:34              |
| North Myrtle Beach | South Carolina | 824        | 1,852   | 475              | 57.65%          | 09:03:54              |
| Atlanta            | Georgia        | 775        | 1,549   | 468              | 60.39%          | 07:59:46              |
| Murrells Inlet     | South Carolina | 707        | 1,314   | 356              | 50.35%          | 06:10:29              |
| Garden City        | South Carolina | 671        | 1,437   | 362              | 53.95%          | 08:06:41              |
| (not set)          | (not set)      | 598        | 918     | 200              | 33.44%          | 02:54:10              |
| Surfside Beach     | South Carolina | 584        | 1,396   | 345              | 59.08%          | 06:17:51              |
| (not set)          | South Carolina | 545        | 1,076   | 294              | 53.95%          | 04:56:16              |
| (not set)          | New York       | 311        | 401     | 51               | 16.40%          | 00:51:32              |

# All available products in our *toolbox*.



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