



Digital Marketing Report

Impressions

How many ads were served:

261,759

Clicks

Times a user clicked on an ad

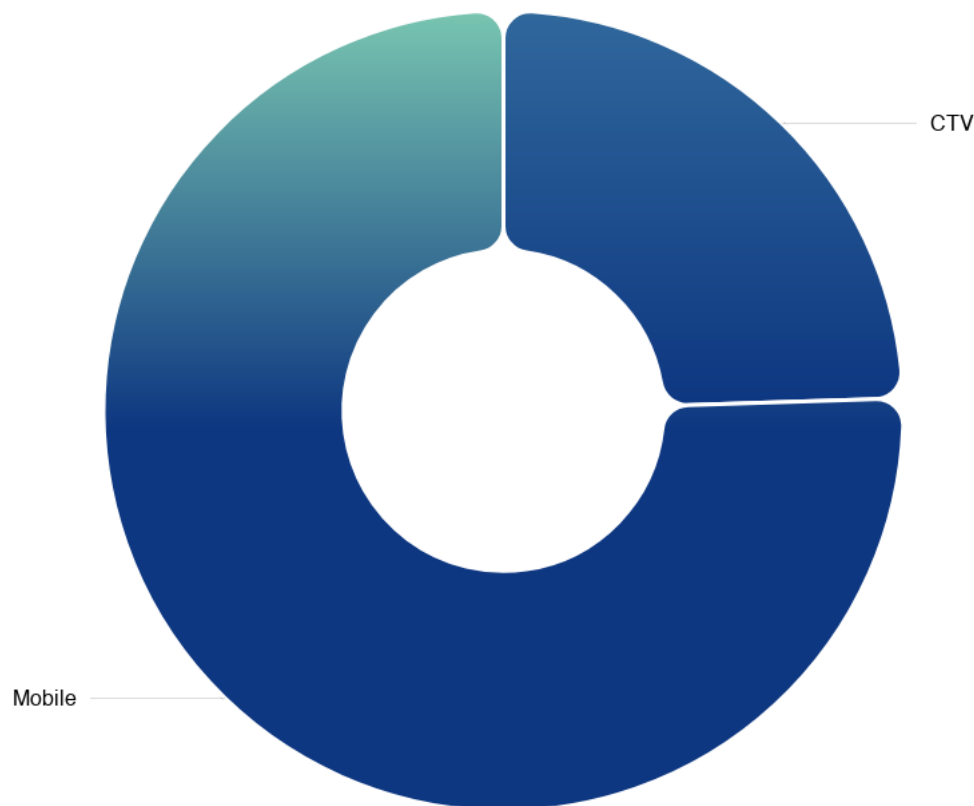
648

Click-Through Rate

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

0.33%

Your Product Breakout by Impressions



CTV Completion Rate

98.77%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.33%

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

X the National Average

4.68

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%)
Williams and Swee, LTD. Personal Injury Attorney - Farm Labor/Labor Organizations/Manufacturers Mobile	110,526	418	0.38%	5.40
Williams and Swee, LTD. Personal Injury Attorney - Geo-Retargeting Lookalike Mobile	80,061	195	0.24%	3.48
Williams and Swee, LTD. Personal Injury Attorney - Legal Services/NASCAR Fans Behavioral OTT	64,127	100	0.16%	2.23
Williams and Swee, LTD. Personal Injury Attorney - Geo-Retargeting Mobile	7,027	33	0.47%	6.71
Williams and Swee, LTD. Personal Injury Attorney - Geo-Fencing Mobile	18	2	11.11%	158.73

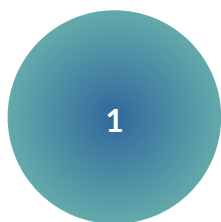


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

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 ↓
Williams & Swee	2011 Fox Creek RD	Bloomington	IL	61701	1

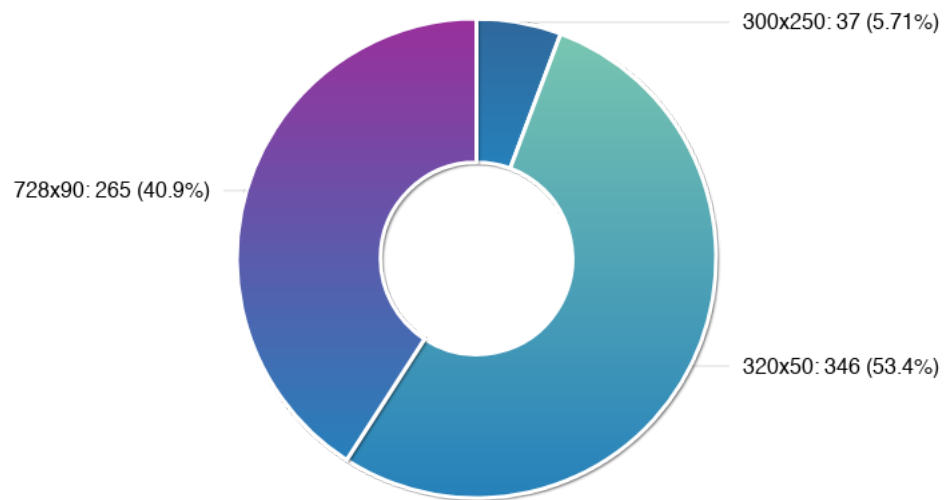


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Williams and Swee 320 x 50 px.png	132,559	346	0.26%	3.73
	Williams and Swee 2025 728 x 90 px.png	58,060	265	0.46%	6.52
	Williams and Swee 300250 2025.png	6,972	37	0.53%	7.58
	Williams and Swee_Injury 2024.mov	28	0	0.00%	0.00
	Williams and Swee 2024.mov	17	0	0.00%	0.00



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Williams and Swee Accident 2020 r23 (2).mov	21,624	98.90%
	Injury 2024.mov	14,670	98.86%
	Williams and Swee Fight (2).mov	21,541	98.85%
Thumbnail not available	Williams and Swee Injury 2020 r23 (2).mov	6,292	97.85%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Williams and Swee, LTD. Personal Injury Attorney - Legal Services/NASCAR Fans Behavioral OTT	100.00%	99.54%	99.25%	98.77%



Mobile Conquesting Geo-Fencing Performance

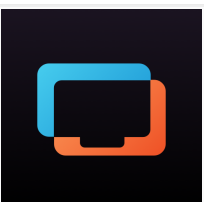
Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	500 N Morton Ave	Morton	IL	61550			10	1	10.00%
	700 W Lincoln St	Pontiac	IL	61764			8	1	12.50%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	39,134	56	0.14%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	24,993	44	0.18%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Tubi - Free Movies & TV	4,653	88.50%
	Vizio - Vizio WatchFree+	3,910	99.05%
	Tubi - Movies & TV Shows	3,354	99.12%
	DIRECTV	2,803	98.88%
	Telly - The Truly Smart TV	2,486	100.00%
	SAMSUNG TV PLUS	2,416	97.43%

	Pluto TV - Live TV and Movies	1,187	97.93%
	Pluto TV - It's Free TV	590	91.54%
	Sling TV	460	100.34%
	Xfinity TV - Pluto TV	387	96.80%

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.