

Digital Marketing Report

Impressions

How many ads were served:

208,495

Clicks

Times a user clicked on an ad

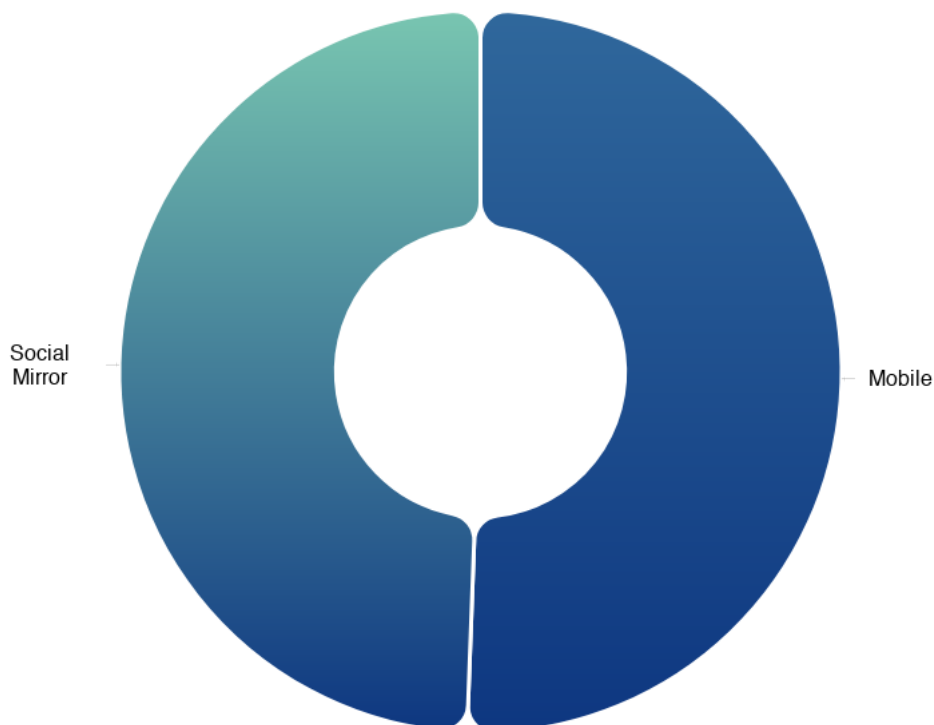
795

Click-Through Rate

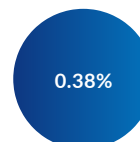
$(\text{Clicks} / \text{Impressions}) \times 100$

0.38%

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%)
Charleston Coliseum - Comedy - Concertgoers/Bar Visitors Mobile	85,545	299	0.35%	4.99
Charleston Coliseum - Behavioral Social Mirror	41,348	184	0.45%	6.36
Charleston Coliseum - AI Social Mirror	40,995	68	0.17%	2.37
Charleston Coliseum - Keyword Social Mirror	20,665	21	0.10%	1.45
Charleston Coliseum - Comedy - Geo-Fencing Mobile	11,409	145	1.27%	18.16
Charleston Coliseum - Comedy - Geo-Retargeting Mobile	8,533	78	0.91%	13.06



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 ↓
Charleston Civic Center	200 Civic Center DR	Charleston	WV	25301	23

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Charleston Coliseum_Social Mirror_IG_7.9_The Charleston Theater	57,595	205	0.36%	5.08
	Charleston Coliseum_Social Mirror_FB_7.9_The Charleston Theater	45,413	68	0.15%	2.14



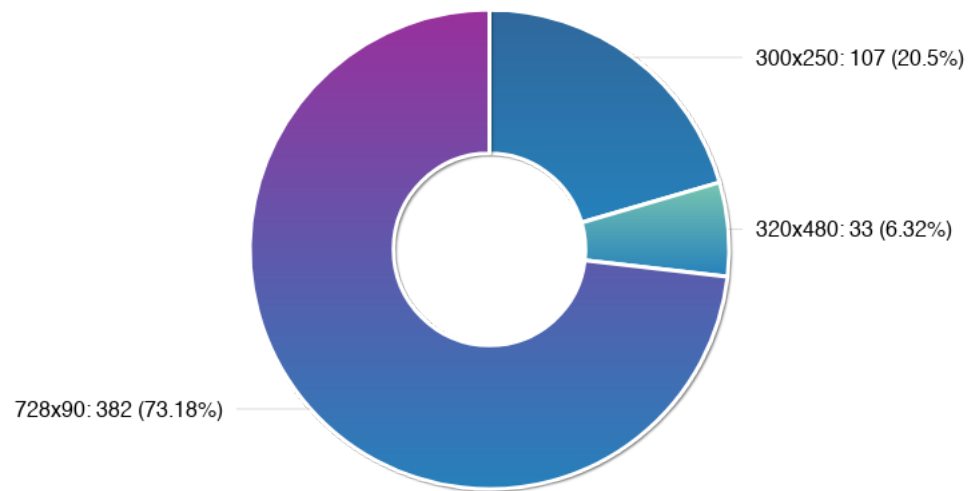
Social Mirror Ad Screenshots

	Charleston Coliseum_Social Mirror_FB_7.9_The Charleston Theater
Screenshot Urls	

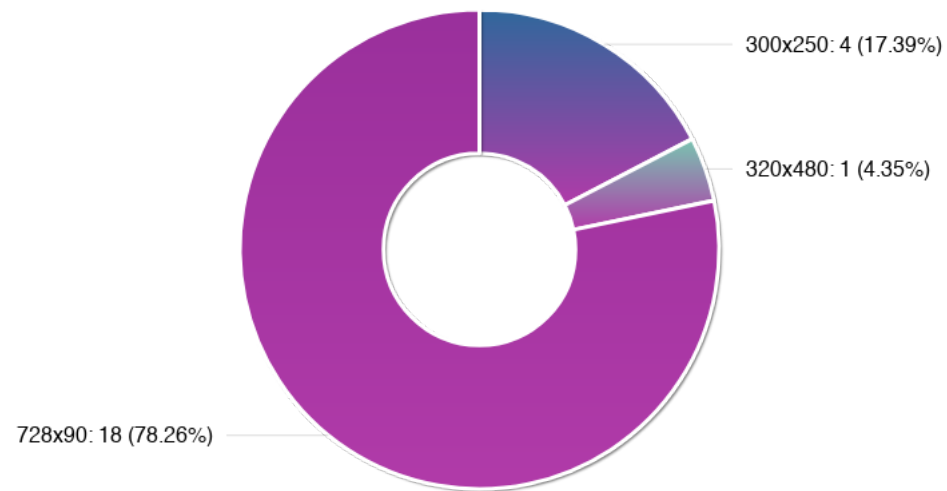
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	CENTER OF COMEDY (320 x 50 px) (728 x 90 px).png	88,450	382	0.43%	6.17
	CENTER OF COMEDY (320 x 50 px) (300 x 250 px).png	15,252	107	0.70%	10.02
	CENTER OF COMEDY (320 x 50 px) (300 x 250 px) (320 x 480 px).png	1,785	33	1.85%	26.41

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
The ROQ	1022 Quarrier St	Charleston	WV	25301			11,410	145	1.27%
Municipal Auditorium	244 Virginia St E	Charleston	WV	25301			3	0	0.00%
Go Bananas Comedy Club	8410 Market Pl Ln	Cincinnati	OH	45242			3	0	0.00%
Commonwealth Comedy Club	522 5th Ave	Dayton	KY	41074			1	0	0.00%
Paramount Theatre	1300 Winchester Ave	Ashland	KY	41101			0	0	-



Device Performance

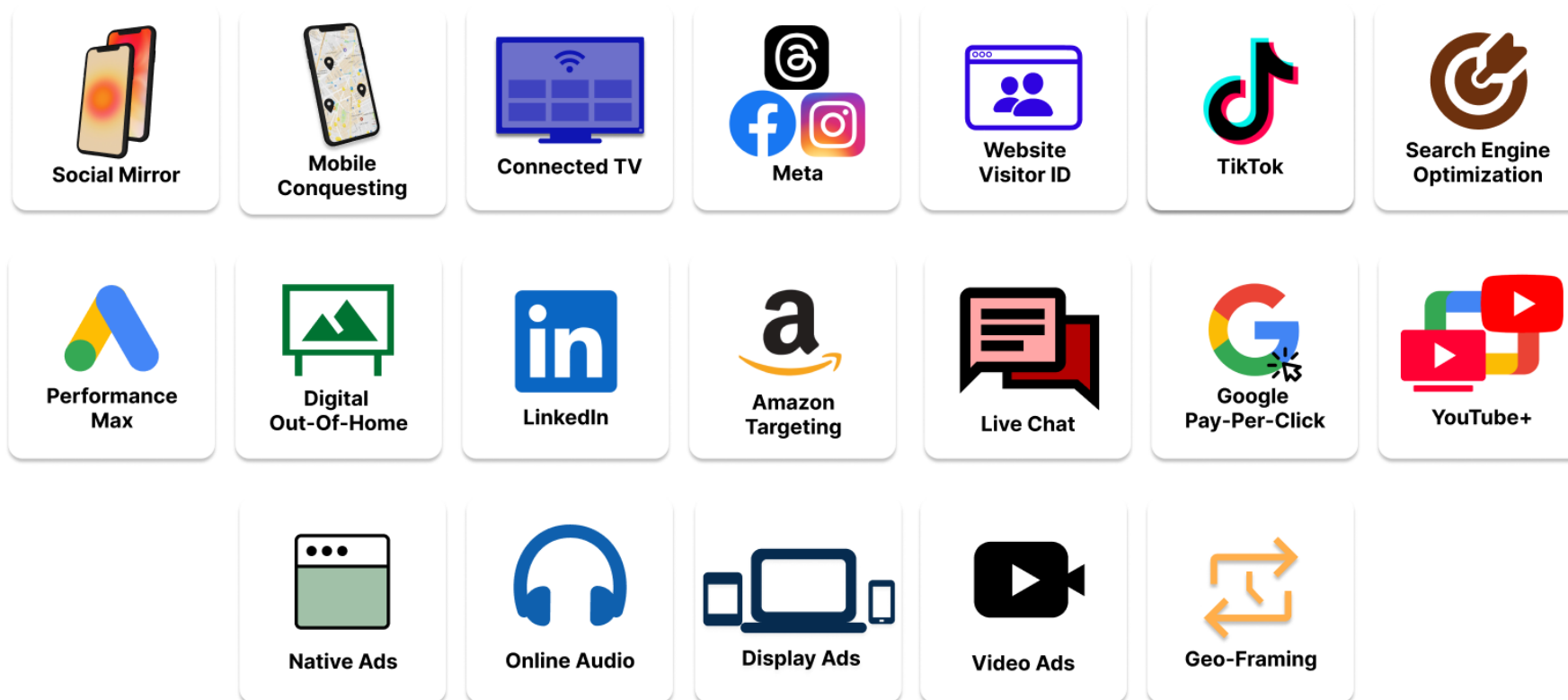
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	63,690	217	0.34%
Desktop	A personal computing device that remains stationary at one location.	32,251	45	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,067	11	0.16%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Podcast Player	8,727	1	0.01%
foxnews.com	7,848	54	0.69%
msn.com	5,463	1	0.02%
aol.com	5,257	0	0.00%
nypost.com	1,995	2	0.10%
tmz.com	1,794	21	1.17%
arcamax.com	1,502	3	0.20%
legacy.com	1,501	3	0.20%
hollywoodpq.com	1,477	8	0.54%
wvmetronews.com	1,357	2	0.15%
themirror.com	961	11	1.14%
apnews.com	860	2	0.23%
myfamilytravels.com	781	1	0.13%
usatoday.com	780	5	0.64%
rankupwards.com	770	4	0.52%
pinterest.com	675	0	0.00%
mediotiempo.com	590	8	1.36%
biblegateway.com	578	0	0.00%
huffpost.com	569	3	0.53%
baseball-reference.com	547	0	0.00%

All available products in our *toolbox*.



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