



Digital Marketing Report

Impressions

How many ads were served:

277,057

Clicks

Times a user clicked on an ad

1,181

Click-Through Rate

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

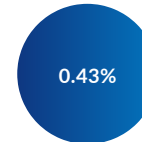
0.43%

Your Product Breakout by Impressions



Mobile

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%)
Fiesta Auto Insurance & Tax Services - California Spanish - Insurance Office Visitors/Car Dealership Visitors Mobile	57,741	272	0.47%	6.73
Fiesta Auto Insurance & Tax Services - California English - Insurance Office Visitors/Car Dealership Visitors Mobile	54,803	246	0.45%	6.41
Fiesta Auto Insurance & Tax Services - Texas Spanish - Insurance Office Visitors/Car Dealership Visitors Mobile	36,014	164	0.46%	6.51
Fiesta Auto Insurance & Tax Services - Texas English - Insurance Office Visitors/Car Dealership Visitors Mobile	35,043	155	0.44%	6.32
Fiesta Auto Insurance & Tax Services - Texas English - Geo-Retargeting Mobile	32,003	115	0.36%	5.13
Fiesta Auto Insurance & Tax Services - Texas Spanish - Geo-Retargeting Mobile	30,798	101	0.33%	4.68
Fiesta Auto Insurance & Tax Services - California English - Geo-Retargeting Mobile	14,306	56	0.39%	5.59
Fiesta Auto Insurance & Tax Services - California Spanish - Geo-Retargeting Mobile	11,393	43	0.38%	5.39
Fiesta Auto Insurance & Tax Services - Texas Spanish - Geo-Fencing Mobile	2,460	16	0.65%	9.29
Fiesta Auto Insurance & Tax Services - Texas English - Geo-Fencing Mobile	2,190	12	0.55%	7.83
Fiesta Auto Insurance & Tax Services - California English - Geo-Fencing Mobile	159	1	0.63%	8.98
Fiesta Auto Insurance & Tax Services - California Spanish - Geo-Fencing Mobile	147	0	0.00%	0.00

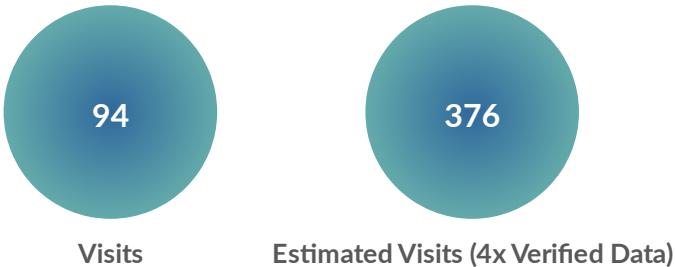


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

12

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Grid contains more rows, but they have been clipped.

Mobile Conquesting Visits by Store Location

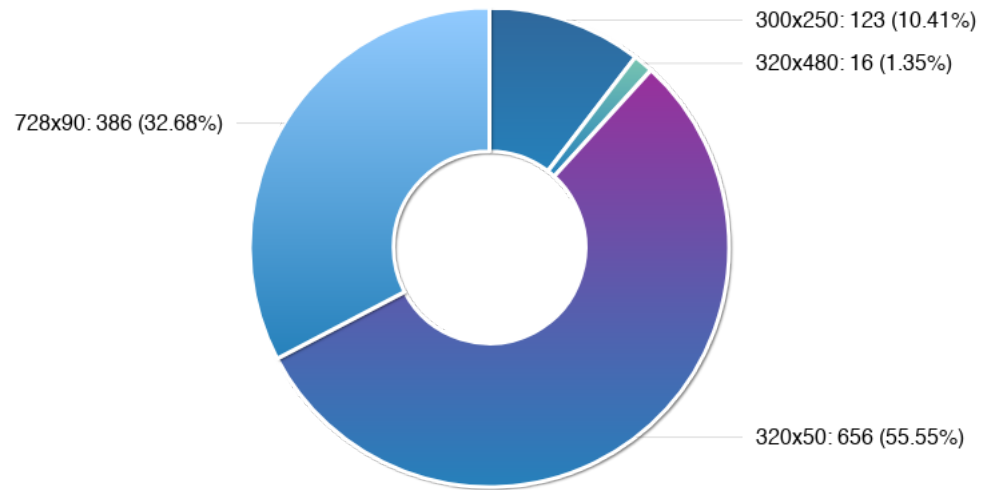
Business Name	Address	City	State	Zip	Visits ↓
Fiesta Auto Insurance & Tax Services	1286 N Peach Ave #101	Fresno	CA	93727	32
Fresno Fiesta Auto Insurance	4209 E Tulare ST	Fresno	CA	93702	22
FIESTA AUTO INSURANCE & TAX SERVICES	1453 W Shields Ave	Fresno	CA	93705	12
Fiesta Auto Insurance & Tax Service	1422 S HIGHWAY 121	Lewisville	TX	75067	6
FIESTA TAX SERVICES	3510 East Lancaster Avenue	Fort Worth	TX	76103	5
University Drive Shopping Center	1626 W University DR	Denton	TX	76201	4
Fiesta Auto Insurance & Tax Services	159 Central Ave	Shafter	CA	93263	4

Mobile Conquesting Creative Performance

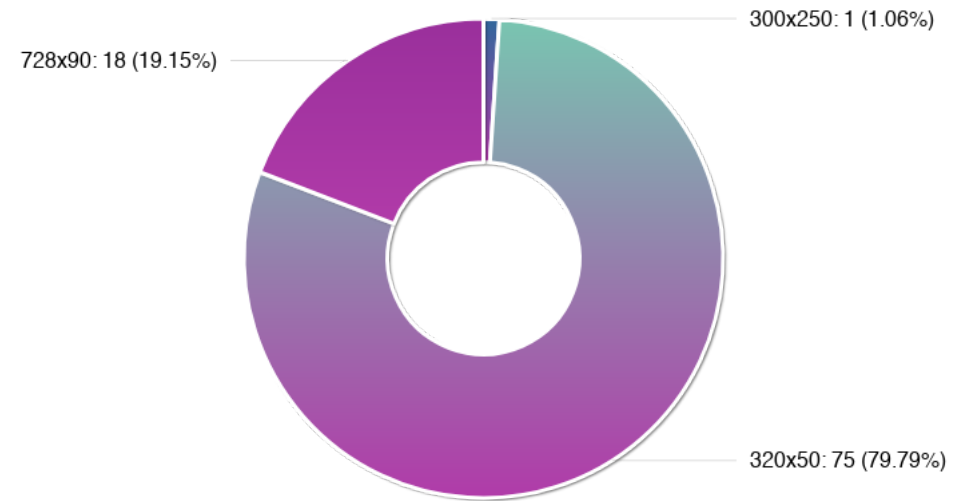
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Fiesta Auto Insurance & Tax Services_Fiesta320x50benglish3	50,793	155	0.31%	4.36
	Fiesta Auto Insurance & Tax Services_Fiesta320x50bspanish4	50,497	150	0.30%	4.24
	Fiesta Auto Insurance & Tax Services_Fiesta320x50benglish5	48,431	179	0.37%	5.28
	Fiesta Auto Insurance & Tax Services_Fiesta728x90bspanish2	25,452	144	0.57%	8.08
	Fiesta Auto Insurance & Tax Services_Fiesta320x50bspanish	23,232	94	0.40%	5.78
	Fiesta Auto Insurance & Tax Services_Fiesta320x50bspanish5	22,566	78	0.35%	4.94
	Fiesta Auto Insurance & Tax Services_Fiesta728x90benglish	17,986	102	0.57%	8.10
	Fiesta Auto Insurance & Tax Services_Fiesta728x90benglish2	17,204	97	0.56%	8.05
	Fiesta Auto Insurance & Tax Services_Fiesta728x90bspanish	10,398	43	0.41%	5.91
	Fiesta Auto Insurance & Tax Services_Fiestaspanish300x2503	4,800	60	1.25%	17.86



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





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
Aramex Insurance	1523 New York Ave	Arlington	TX	76010			1,139	7	0.61%
A-MAX Auto Insurance	5335 Broadway Blvd Ste 206	Garland	TX	75043			955	5	0.52%
Marketplace Insurance Exchange	1400 Hillcrest Dr	Arlington	TX	76010			890	3	0.34%
Payless Insurance	1908 S First St	Garland	TX	75040			191	1	0.52%
Pronto Insurance	5511 Broadway Blvd	Garland	TX	75043			188	0	0.00%
Ai United Insurance	1504 New York Ave	Arlington	TX	76010			171	0	0.00%
Nationwide Insurance	629 W Centerville Rd Ste 206	Garland	TX	75041			134	1	0.75%
Altima Auto Insurance	107 S First St	Garland	TX	75040			106	2	1.89%
Ai United Insurancce	232 W Centerville Rd	Garland	TX	75041			96	0	0.00%
Castros Insurance	4316 Saturn Rd	Garland	TX	75041			95	0	0.00%
La Familia Auto Insurance & Tax Services	1200 N Josey Ln	Carrollton	TX	75006			60	0	0.00%
Lopez Auto Insurance	3460 W Walnut St Ste 900	Garland	TX	75042			56	0	0.00%
Castillo Auto Insurance	3160 Saturn Rd Ste 202	Garland	TX	75041			48	0	0.00%
America's Best Auto Insurance	138 W Centerville Rd #100	Garland	TX	75041			47	0	0.00%
Leo's Auto Insurance	108 E Centerville Rd	Garland	TX	75041			45	0	0.00%
Roy Bingham Insurance	2108 W Pioneer Pkwy Ste 100	Arlington	TX	76013			40	0	0.00%
A Abana Auto Insurance	2930 S First St #200	Garland	TX	75041			40	0	0.00%
PRONTO	700 W Main St	Visalia	CA	93291			40	0	0.00%
SU CASA	116 N. 11th Avenue	Hanford	CA	93230 4508			38	0	0.00%

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.