

Digital Marketing Report

Impressions

How many ads were served:

170,583

Clicks

Times a user clicked on an ad

646

Click-Through Rate

(Clicks/Impressions) x 100

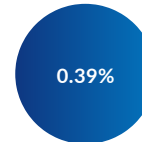
0.38%

Your Product Breakout by Impressions



Mobile

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.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Behavior Associates Muncie Autism Center - Geo-Retargeting Mobile	96,895	336	0.35%	4.95
Behavior Associates Muncie Autism Center - Site Retargeting Mobile	43,769	145	0.33%	4.73
Behavior Associates Muncie Autism Center - Geo-Retargeting Lookalike Mobile	20,693	94	0.45%	6.49
Behavior Associates Muncie Autism Center - Moms/Dads/Millennial Parents Mobile	8,057	61	0.76%	10.82
Behavior Associates Muncie Autism Center - Geo-Fencing Mobile	1,169	10	0.86%	12.22

Mobile Conquesting Click Conversions

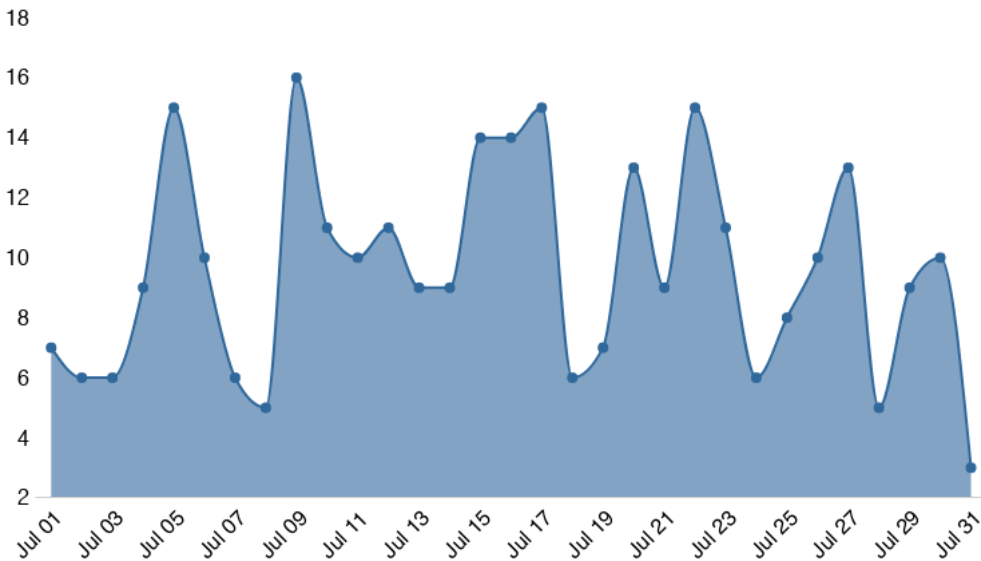


Times users clicked on an ad leading to your site and visited a page or completed an action

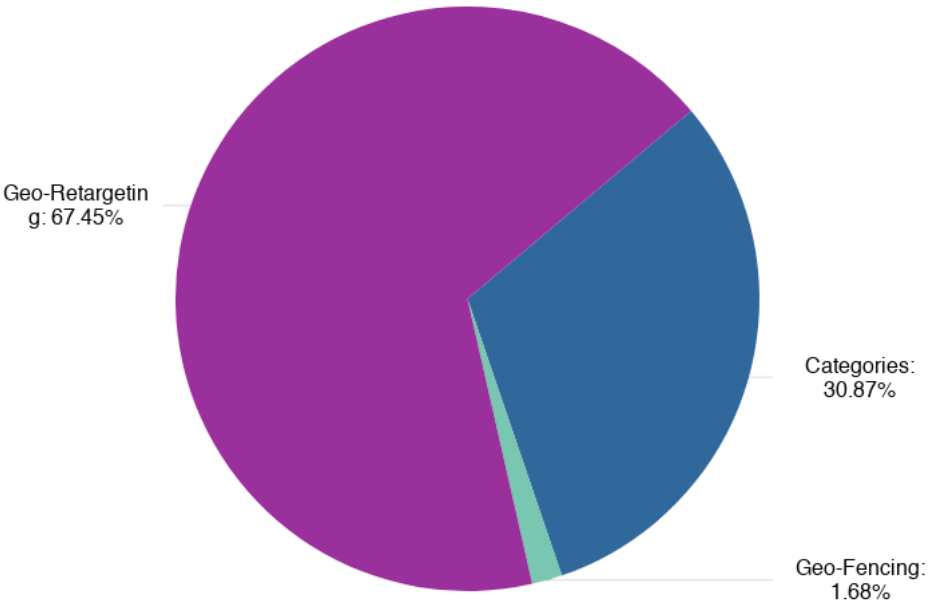
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Behavior Associates Muncie Autism Center Contact Page View	298

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

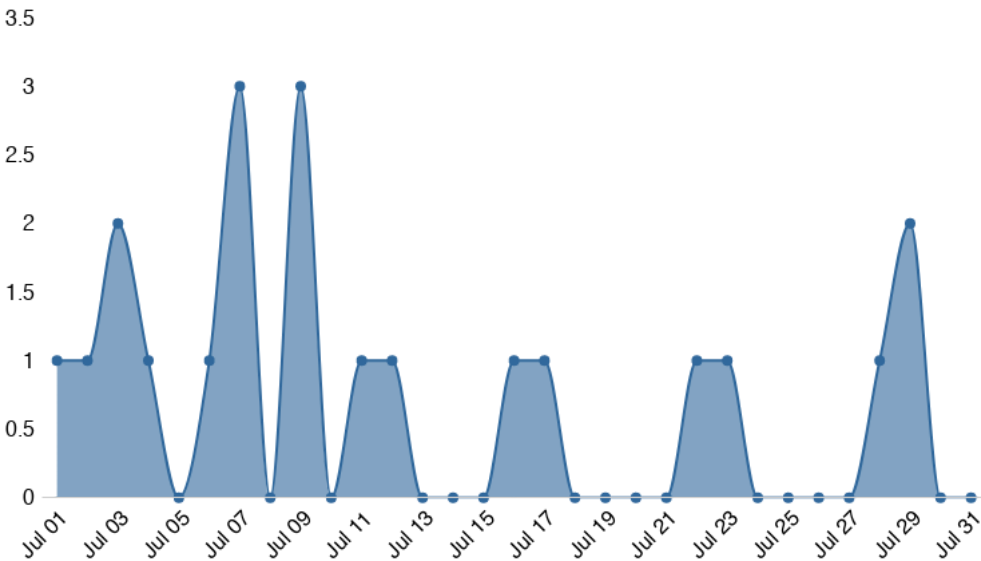


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

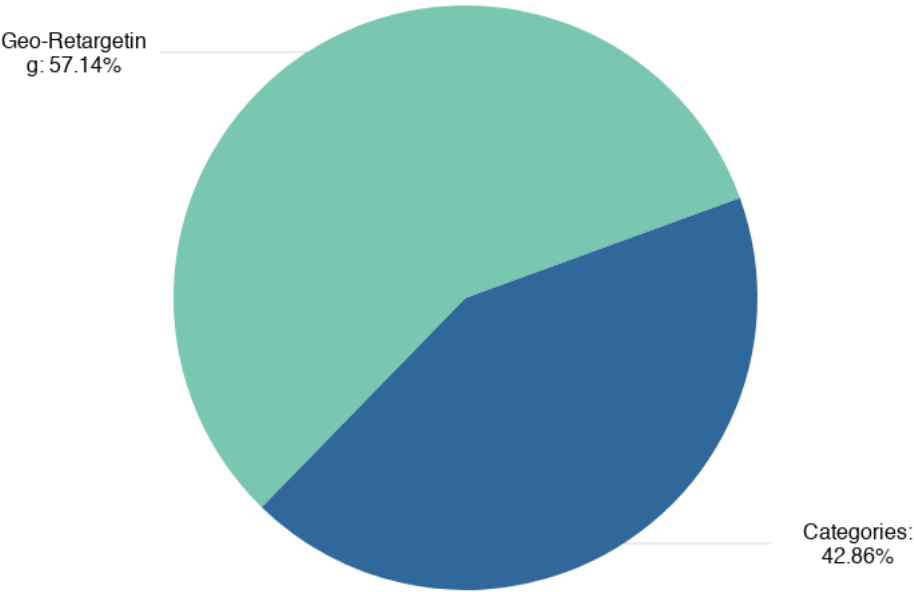
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Behavior Associates Muncie Autism Center Contact Page View	21

Mobile Conquesting View-through Conversions by Day



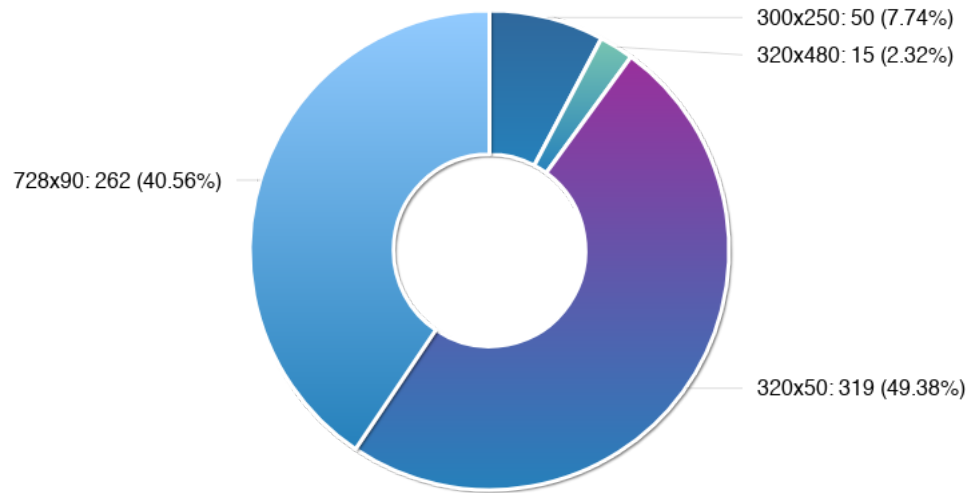
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Behavior Associates Muncie Autism Center_8.29_September BAI 320x50.png	105,836	319	0.30%	4.31
	Behavior Associates Muncie Autism Center_8.29_September BAI 728x90(1).png	57,262	262	0.46%	6.54
	Behavior Associates Muncie Autism Center_8.29_September BAI 300x250.png	6,885	50	0.73%	10.37
	Behavior Associates Muncie Autism Center_8.29_Septmeber BAI 320x480.png	600	15	2.50%	35.71

Mobile Conquesting Click Performance by Ad Size

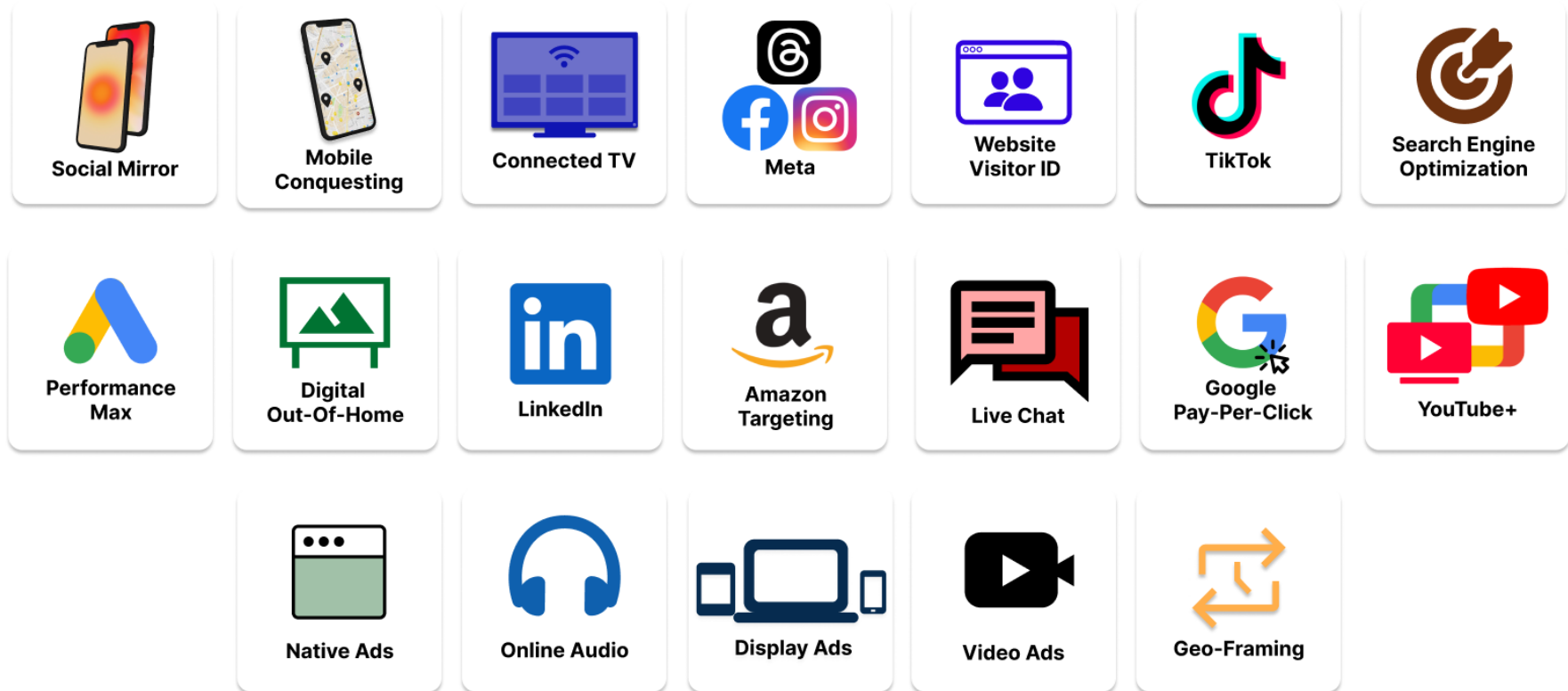




Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1710 S Madison St	Muncie	IN	47302			370	2	0.54%
	500 S Mulberry St	Muncie	IN	47305			332	5	1.51%
	2801 E 16th St	Muncie	IN	47302			116	1	0.86%
	315 N Morrison Rd	Muncie	IN	47304			106	0	0.00%
	1200 N Minnetrista Pkwy	Muncie	IN	47303			88	0	0.00%
	900 W Royerton Rd	Muncie	IN	47303			57	0	0.00%
	520 S Talley Ave	Muncie	IN	47303			47	1	2.13%
	3801 N Wheeling Ave	Muncie	IN	47304			37	0	0.00%
	6401 W Ricer Rd	Muncie	IN	47304			12	1	8.33%
	5000 E Centennial Ave	Muncie	IN	47303			3	0	0.00%
	520 E Main ST	Muncie	IN	47305			1	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.