



Digital Marketing Report

Impressions

How many ads were served:

338,118

Clicks

Times a user clicked on an ad

1,761

Click-Through Rate

(Clicks/Impressions) x 100

0.52%

Your Product Breakout by Impressions



Total Engagement Rate

0.65%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

7.44

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%)
Sonoma County Airport - AI Social Mirror	159,235	1,018	0.64%	9.13
Sonoma County Airport - Public Transit Users/Airports/Business Travel Mobile	116,485	380	0.33%	4.66
Sonoma County Airport - Air Travel/Travelers/Young Professionals Behavioral Social Mirror	37,956	246	0.65%	9.26
Sonoma County Airport - Geo-Retargeting Mobile	17,538	63	0.36%	5.13
Sonoma County Airport - Geo-Fencing Mobile	5,778	16	0.28%	3.96
Sonoma County Airport - March - Air Travel/Travelers/Young Professionals Behavioral Social Mirror	702	32	4.56%	65.12
Sonoma County Airport - Site Retargeting Mobile	364	6	1.65%	23.55
Sonoma County Airport - March - AI Social Mirror	60	0	0.00%	0.00



Social Mirror View-through Conversions

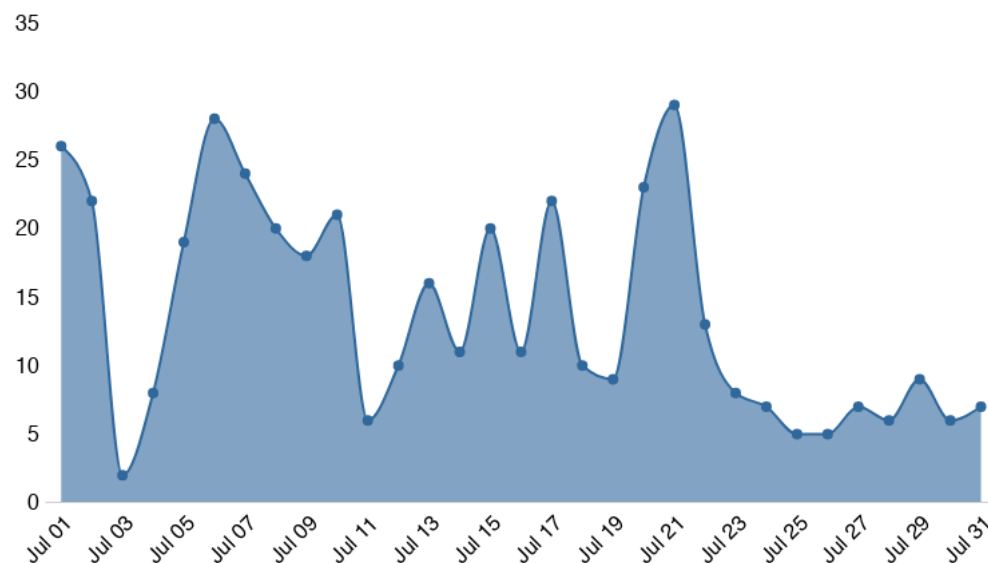


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror View-through Conversion Performance Breakout

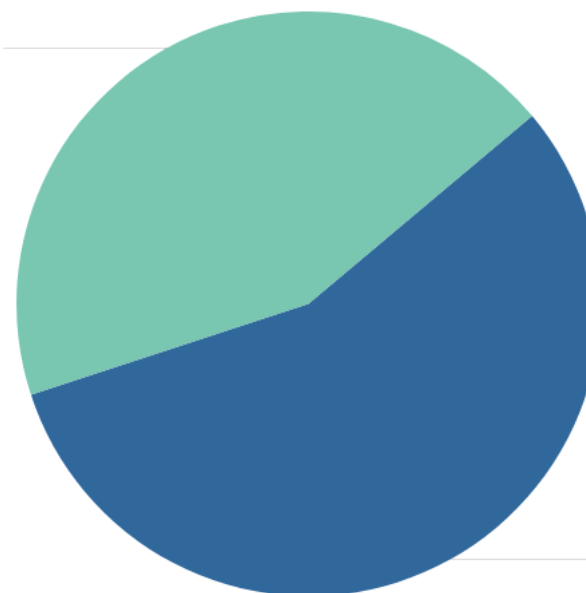
Conversion Name	View-through Conversions ↓
Sonoma County Airport Homepage Visits	428

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

Behavioral:
43.93%



AI: 56.07%



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 ↓
Sonoma County Airport	2200 Airport Blvd	Santa Rosa	CA	95403	23



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Sonoma County Airport_7.7_STS July 1 - 2	157,461	952	0.60%	8.64
Thumbnail not available	Sonoma County Airport_2.13_SCA 14 Non Stop Flights_new	40,492	344	0.85%	12.14



Social Mirror Ad Screenshots

Sonoma County Airport_7.7_STS July 1 - 2	
Screenshot Urls	

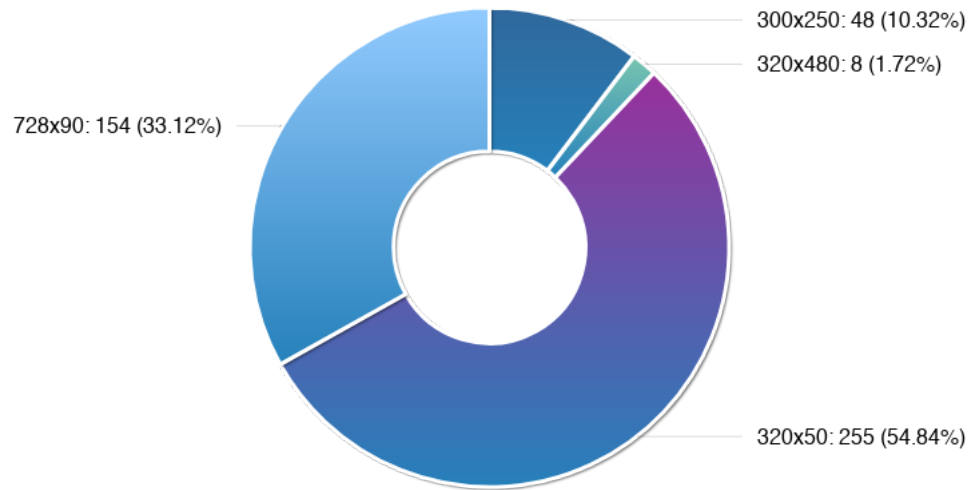


Mobile Conquesting Creative Performance

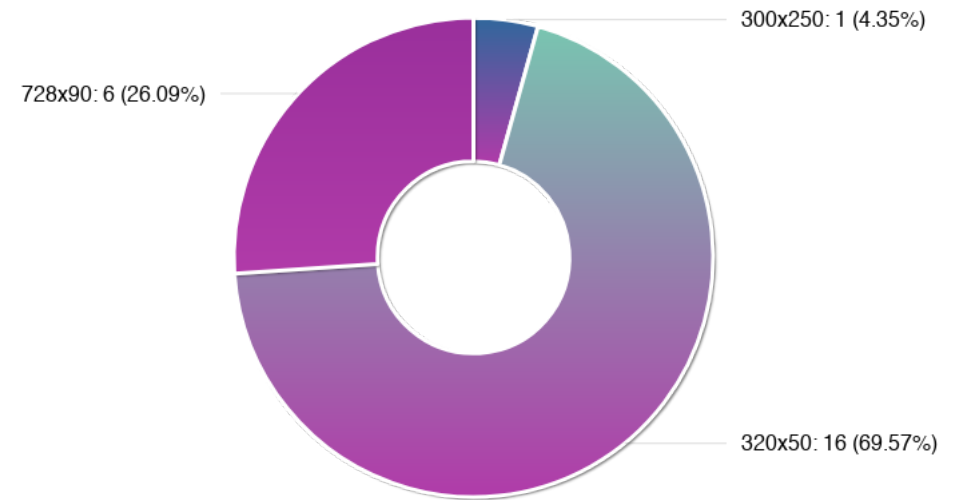
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	STS 320x50	88,883	255	0.29%	4.10
	STS 728x90	45,335	154	0.34%	4.85
	STS 300x250	5,442	48	0.88%	12.60
	STS 320x480	505	8	1.58%	22.63



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
	695 Grant Avenue	Novato	CA	94945			2,719	6	0.22%
	900 Enterprise Drive	Rohnert Park	CA	94928			1,571	5	0.32%
	7 4th Street	Santa Rosa	CA	95401			801	3	0.37%
Custom BP 0708	98 Penngrove Ave	Penngrove	CA	94951			291	1	0.34%
	7700 Redwood Boulevard	Novato	CA	94945			209	0	0.00%
	680 3rd Street	San Rafael	CA	94901			123	0	0.00%
			CA				108	1	0.93%
	980 East Cotati Avenue	Cotati	CA	94931			61	1	1.64%
	600 Larkspur Landing Cir	Larkspur	CA	94939			2	0	0.00%
	220 Lakeville Street	Petaluma	CA	94952			1	0	0.00%
	464 Emily Rose Circle	Windsor	CA	95492			0	0	-



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	110,428	1,054	0.95%
Desktop	A personal computing device that remains stationary at one location.	68,161	221	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	19,364	21	0.11%



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.