

Digital Marketing Report

Impressions

How many ads were served:

108,751

Clicks

Times a user clicked on an ad

604

Click-Through Rate

(Clicks/Impressions) x 100

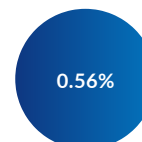
0.56%

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

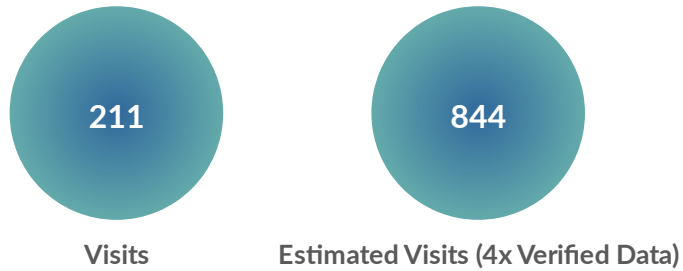
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kelleher Ford - Service - Geo-Retargeting Mobile	22,026	161	0.73%	10.44
Kelleher Ford - Service - Auto Repair & Service Shop Visitors Mobile	21,658	191	0.88%	12.60
Kelleher Ford - Sales - Kia Shoppers/Ram Shoppers/Ford Shoppers Mobile	21,427	86	0.40%	5.73
Kelleher Ford - Sales - Geo-Retargeting Mobile	17,623	93	0.53%	7.54
Kelleher Ford - Sales - Geo-Fencing Mobile	15,619	44	0.28%	4.02
Kelleher Ford - Service - Geo-Fencing Mobile	10,398	29	0.28%	3.98

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

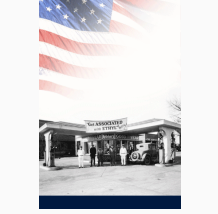
NUMBER OF LOCATIONS THAT TRACKED A VISIT



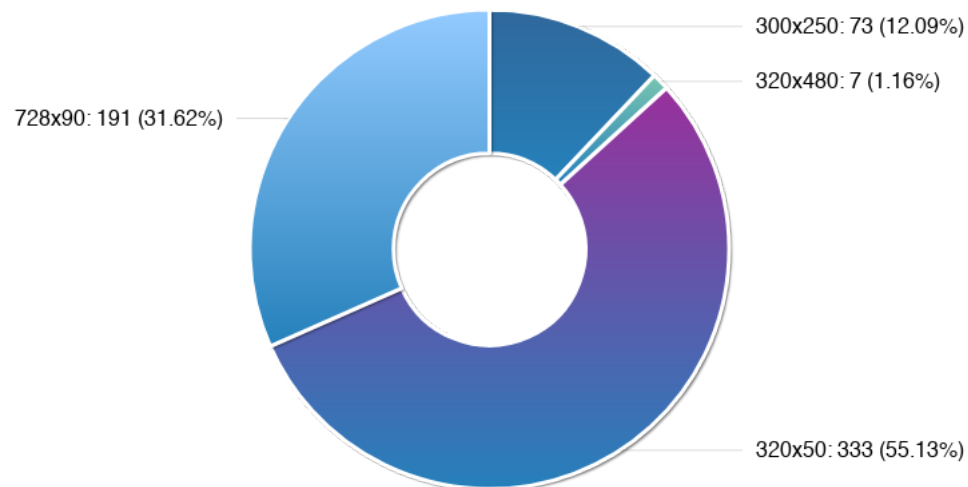
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Kelleher Motor Company	602 N Pearl ST	Ellensburg	WA	98926	211

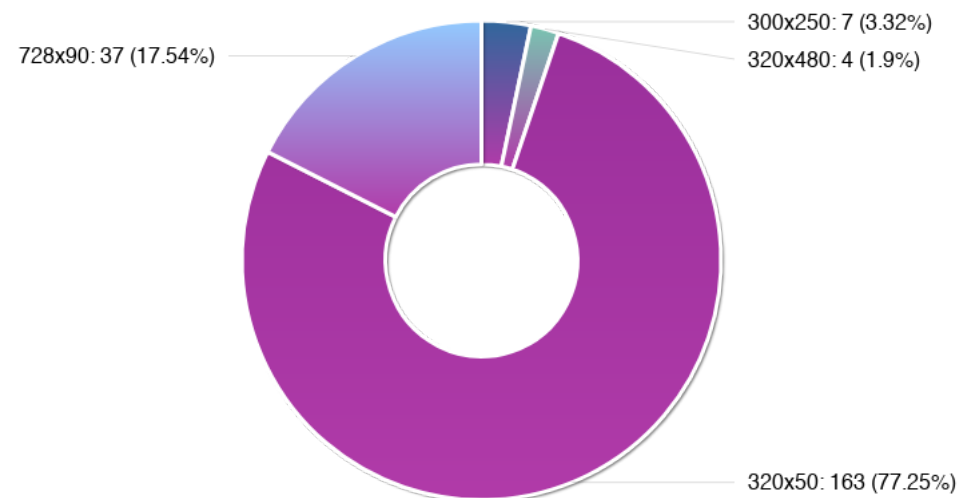
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kelleher Ford_7.2_Scroller Ad	68,183	272	0.40%	5.70
	Kelleher Ford_7.9_July26_KMCBanners_728x90.gif	15,658	121	0.77%	11.04
	Kelleher Ford_5.7_May2026GeoFenceBanner_320x50-7.png	7,606	36	0.47%	6.76
	Kelleher Ford_7.9_July26_KMCBanners_300x250.gif	5,324	47	0.88%	12.61
	Kelleher Ford_5.7_May2026GeoFenceBanner_728x90-6.png	4,562	54	1.18%	16.91
	Kelleher Ford_9.10_Kelleher_Community_320x50.gif	3,717	25	0.67%	9.61
	Kelleher Ford_9.10_Kelleher_Community_728x90.gif	2,467	16	0.65%	9.27
	Kelleher Ford_7.9_July26_KMCBanners_320x480.gif	646	7	1.08%	15.48
	Kelleher Ford_5.7_May2026GeoFenceBanner_300x250-5.png	281	14	4.98%	71.17

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
INDEPENDENT AUTO REPAIR	208 W Tacoma Ave	Ellensburg	WA	98926			19,610	36	0.18%
SETH MOTORS INC.	105 S Main Street	Ellensburg	WA	98926			1,028	3	0.29%
FRED MEYER	201 S Water St	Ellensburg	WA	98926			876	2	0.23%
D&M MOTORS & TOWING	205 N Main Street	Ellensburg	WA	98926			755	1	0.13%
AUTO MASTERS INC.	208 N Kittitas Street	Ellensburg	WA	98926			651	3	0.46%
THE HAYMAKER	108 Railroad Ave	Kittitas	WA	98934			590	7	1.19%
NAPA AUTO PARTS ELLENSBURG	507 S Main Street	Ellensburg	WA	98926			586	1	0.17%
Fred Meyer	201 S. Water St	Ellensburg	WA	98926			481	2	0.42%
HOSMER'S GARAGE	100 W Jackson Ave	Ellensburg	WA	98926			374	4	1.07%
Bill Harris Used Cars	403-413 S Wenas Ave	Selah	WA	98942			290	4	1.38%
WINDY CHEVROLET	1008 Canyon Road	Ellensburg	WA	98926			214	3	1.40%
VALVOLINE INSTANT OIL CHANGE	101 S Main Street	Ellensburg	WA	98926			133	1	0.75%
BILL HARRIS USED CARS	608 S 1st Street	Selah	WA	98942			75	0	0.00%
Bill Harris Used Cars	608 S 1st	Selah	WA	98942			61	1	1.64%
NAPA AUTO PARTS CLE ELUM	104 W Railroad Ave	Cle Elum	WA	98922			55	3	5.45%
LES SCHWAB ELLENSBURG	1206 S Canyon Road	Ellensburg	WA	98926			52	0	0.00%
LES SCHWAB	1206 S Canyon Road	Ellensburg	WA	98926			44	0	0.00%
SAFEWAY - CLE ELUM	804 W 1st St	Yakima	WA	98922			31	0	0.00%
Safeway	804 W. 1st St	Cle Elum	WA	98922			27	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



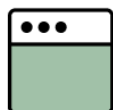
Live Chat



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.