

Digital Marketing Report

Impressions

How many ads were served:

101,074

Clicks

Times a user clicked on an ad

407

Click-Through Rate

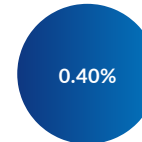
$(\text{Clicks}/\text{Impressions}) \times 100$

0.40%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



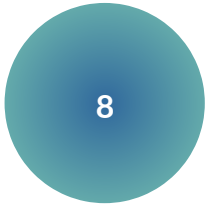
X the National Avg (.07%)

*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%)
Taco Inn - Frequent QSR Visitors/Taco Bell Visitors Mobile	62,617	215	0.34%	4.91
Taco Inn - Geo-Retargeting Mobile	26,744	108	0.40%	5.77
Taco Inn - Site Retargeting Mobile	11,503	76	0.66%	9.44
Taco Inn - Geo-Fencing Mobile	210	8	3.81%	54.42

Mobile Conquesting Click Conversions

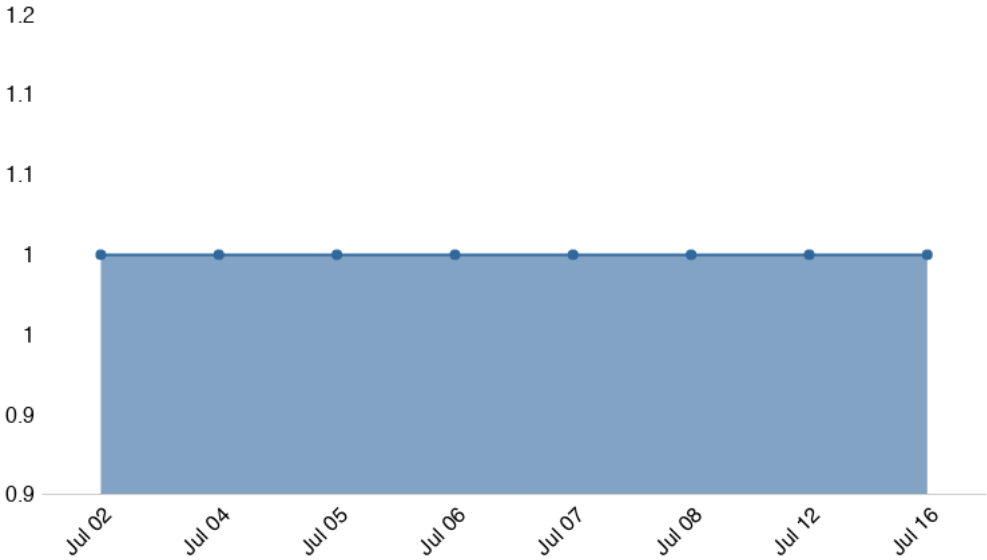


Times users clicked on an ad leading to your site and visited a page or completed an action

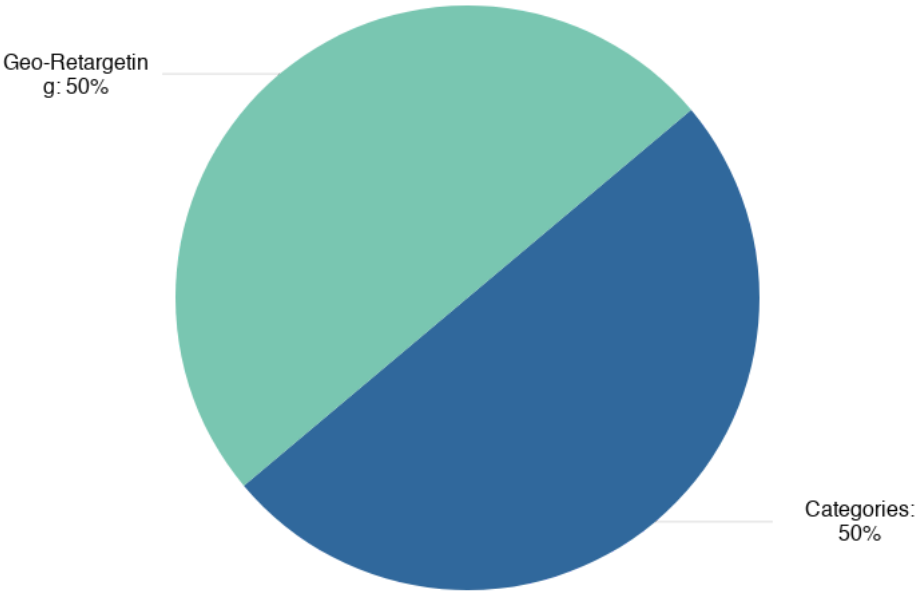
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Taco Inn Menu Page View	8

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



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

4

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

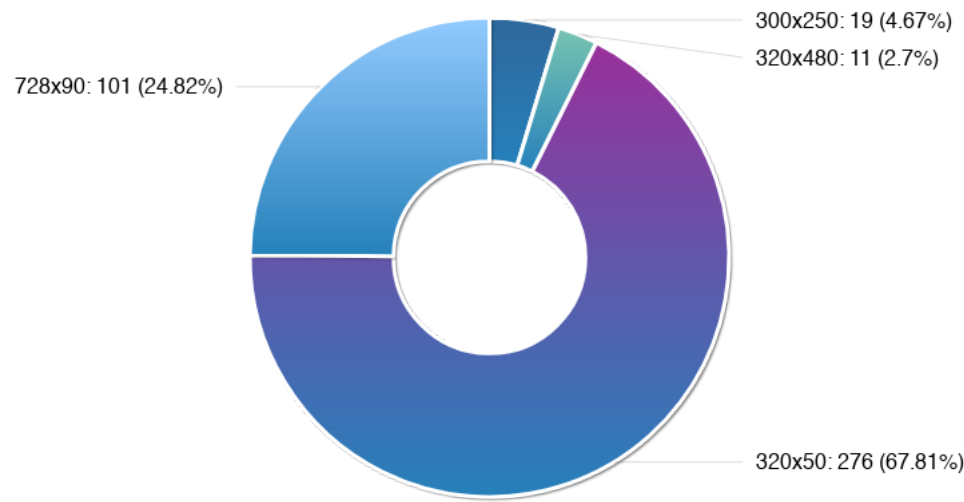
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Taco Inn	245 S 70th ST # 210	Lincoln	NE	68510	50
Taco Inn	4039 S 48th ST	Lincoln	NE	68506	14
Taco Inn	2509 N 11th ST	Lincoln	NE	68521	4
Taco Inn	8520 Bowman Dr	Lincoln	NE	68526	2

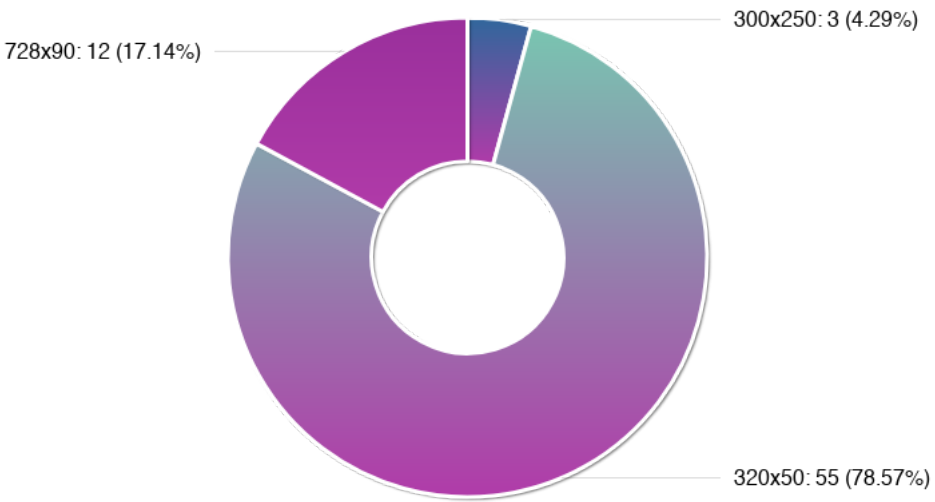
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Taco Inn_5.15_A Lincoln Tradition, (320 x 50 px).gif	40,369	152	0.38%	5.38
	Taco Inn_6.1_Scrolling Banner	38,179	124	0.32%	4.64
	Taco Inn_5.15_A Lincoln Tradition,.gif	19,173	101	0.53%	7.53
	Taco Inn_5.15_Order Now.gif	2,817	19	0.67%	9.64
	Taco Inn_5.15_Order Now (320 x 480 px).gif	522	11	2.11%	30.10
	TacoInn_6.1Untitled (1080p)	14	0	0.00%	0.00

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
Nebraska Wesleyan University	5000 St Paul Ave	Lincoln	NE	68504			127	5	3.94%
Taco John's	5641 S 56th St	Lincoln	NE	68516			22	1	4.55%
Birria Boss	1320 O St	Lincoln	NE	68508			16	0	0.00%
Chipotle	1317 Q St Suite 100	Lincoln	NE	68508			12	1	8.33%
Walmart Supercenter	8700 Andermatt Dr	Lincoln	NE	68526			9	1	11.11%
Lincoln Northeast	2635 N 63rd St	Lincoln	NE	68507			6	0	0.00%
Taco John's	1126 South St	Lincoln	NE	68502			5	0	0.00%
Copal	4747 Pioneers Blvd	Lincoln	NE	68506			5	0	0.00%
Taco John's	2301 N 84th St	Lincoln	NE	68507			2	0	0.00%
Muchachos	416 S 11th St	Lincoln	NE	68508			2	0	0.00%
Chipotle	6005 O St	Lincoln	NE	68510			2	0	0.00%
Tacos Los Hermanos	4401 N 70th St	Lincoln	NE	68507			1	0	0.00%
Taco Bell	4502 O St	Lincoln	NE	68510			1	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.