

Digital Marketing Report

Impressions

How many ads were served:

133,368

Clicks

Times a user clicked on an ad

143

Click-Through Rate

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

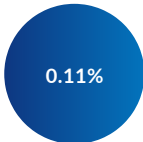
0.11%

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%)
Zoom Room Dog Training - A25-54/Pet Service Center Shoppers Mobile	90,735	90	0.10%	1.42
Zoom Room Dog Training - Geo-Retargeting Mobile	41,254	40	0.10%	1.39
Zoom Room Dog Training - Site Retargeting Mobile	1,160	8	0.69%	9.85
Zoom Room Dog Training - Geo-Fencing Mobile	219	5	2.28%	32.62

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)

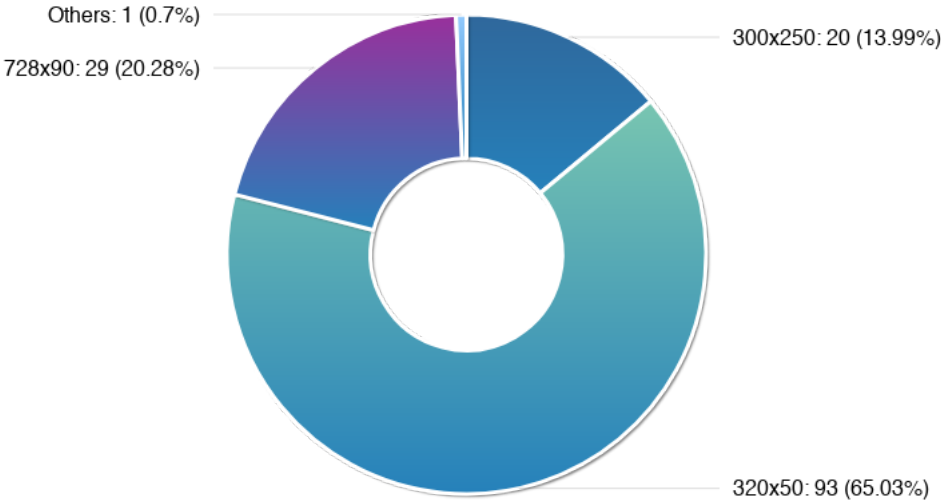
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Zoom Room Dog Training	10938 Spring Bluff Way	Knoxville	TN	37932	3

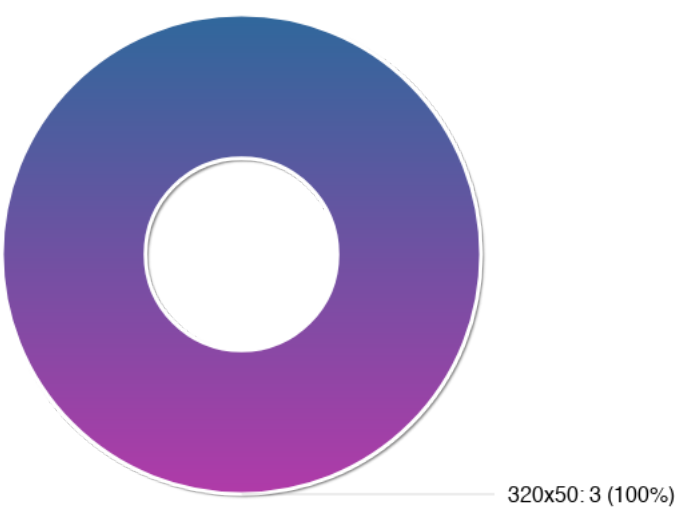
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	ZOOMROOM_SUMMER26_MC320 X50.gif	118,335	93	0.08%	1.12
	ZOOMROOM_SUMMER26_MC728 8X90.gif	9,276	29	0.31%	4.47
	ZOOMROOM_SUMMER26_MC300 X250.gif	5,710	20	0.35%	5.00
	ZOOMROOM_SUMMER26_MC320 X480.gif	47	1	2.13%	30.40

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
	4901 Bradshaw Rd	Knoxville	TN	37912			82	2	2.44%
	1305 Lovell Rd	Knoxville	TN	37932			27	0	0.00%
	5930 Lyons View Pike	Knoxville	TN	37919			26	0	0.00%
	10638 Missoula Way	Knoxville	TN	37932			21	0	0.00%
	10901 S Northshore Dr	Knoxville	TN	37922			14	1	7.14%
	108 Knox Road	Knoxville	TN				13	0	0.00%
	1980 Icon Way	Knoxville	TN	37932			12	0	0.00%
	2625 Maryville Pike	Knoxville	TN				11	0	0.00%
	5014 N Broadway St #101	Knoxville	TN	37918			5	0	0.00%
	200 S Central St	Knoxville	TN				3	2	66.67%
	11613 Vista Terrace Way	Knoxville	TN	37932			1	0	0.00%
	410 W Blount Ave	Knoxville	TN	37920			1	0	0.00%
	6005 Holston Drive	Knoxville	TN				1	0	0.00%
	700 Dalen Ln	Knoxville	TN	37932			1	0	0.00%
	810 Tapestry Way	Knoxville	TN	37932			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.