



Digital Marketing Report

Impressions

How many ads were served:

127,201

Clicks

Times a user clicked on an ad

148

Click-Through Rate

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

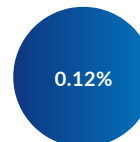
0.12%

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%)
Baxters Grille - Evening Diners/Affluent Shoppers Mobile	74,897	86	0.11%	1.64
Baxters Grille - Geo-Retargeting Mobile	52,178	61	0.12%	1.67
Baxters Grille - Geo-Fencing Mobile	126	1	0.79%	11.34



Mobile Conquesting View-through Conversions

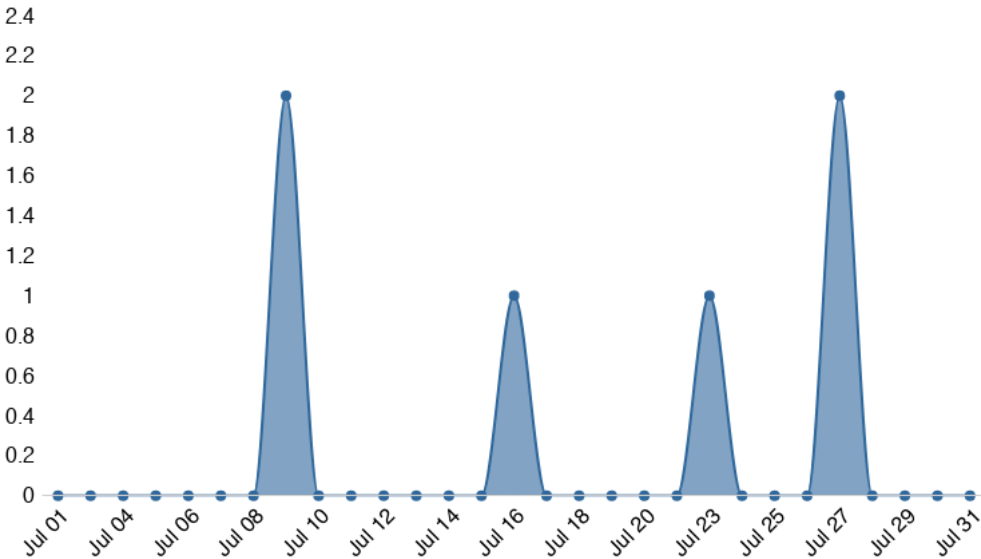


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

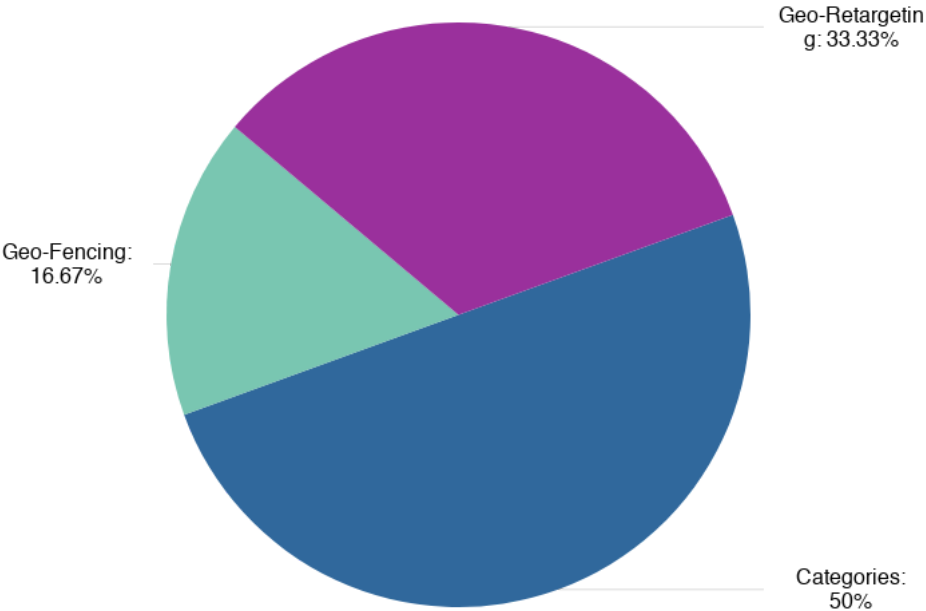
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Baxter's Grille Homepage Visits	6

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through 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

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

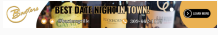
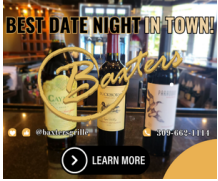


Estimated Visits (4x Verified Data)

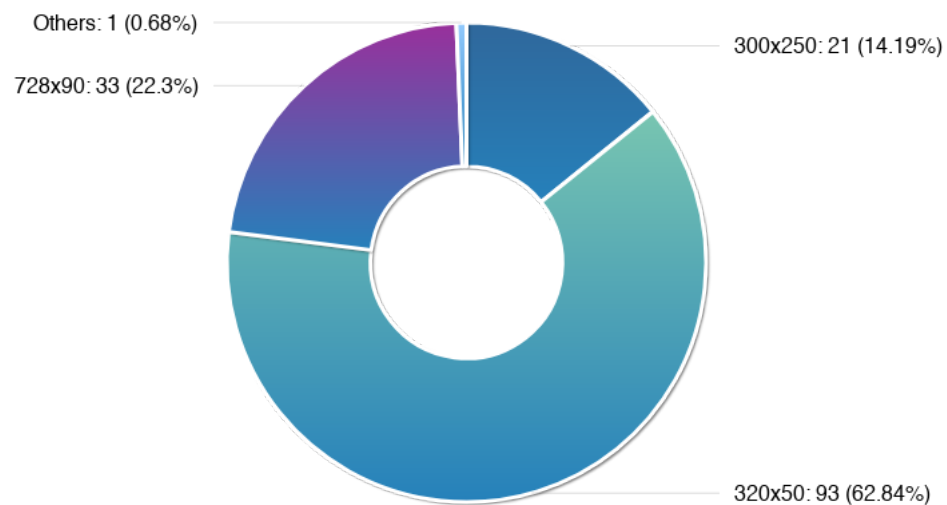
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Baxters American Grille	3212 E Empire ST	Bloomington	IL	61704	3

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Baxter's Grille_Best Date Baxters Mobile (1).png	108,657	93	0.09%	1.22
	Baxter's Grille_Best Date Baxters (Leaderboard (IAB)).png	10,264	25	0.24%	3.48
	Baxter's Grille_Best Date Baxters (Medium Rectangle (IAB)).png	4,079	12	0.29%	4.20
	Baxter's Grille_Best Steaks Baxters (Leaderboard (IAB)).png	1,647	5	0.30%	4.34
	Baxter's Grille_Best Steak Baxters (Leaderboard (IAB)).png	1,594	3	0.19%	2.69
	Baxter's Grille_Best Steaks Baxters (Medium Rectangle (IAB)).png	916	9	0.98%	14.04
	Baxter's Grille_Best Date Baxters (320 x 480 px).png	38	0	0.00%	0.00
	Baxter's Grille_Best Steaks Baxters (320 x 480 px).png	9	1	11.11%	158.73

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
	220 E Front Street	Bloomington	IL	61701			113	1	0.89%
	513 N Main Street	Bloomington	IL	61701			13	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



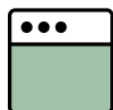
Live Chat



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.