

Digital Marketing Report

Impressions

How many ads were served:

100,570

Clicks

Times a user clicked on an ad

327

Click-Through Rate

(Clicks/Impressions) x 100

0.33%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.35%

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

X the National Average

4.64

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%)
Laborers Local 818 - Geo-Retargeting Mobile	39,931	58	0.15%	2.08
Laborers Local 818 - Lowes Shoppers/Technical School Students/Mobile	30,248	143	0.47%	6.75
Laborers Local 818 - Geo-Fencing Mobile	20,271	80	0.39%	5.64
Laborers Local 818 - Site Retargeting Mobile	10,120	46	0.45%	6.49

Mobile Conquesting View-through Conversions

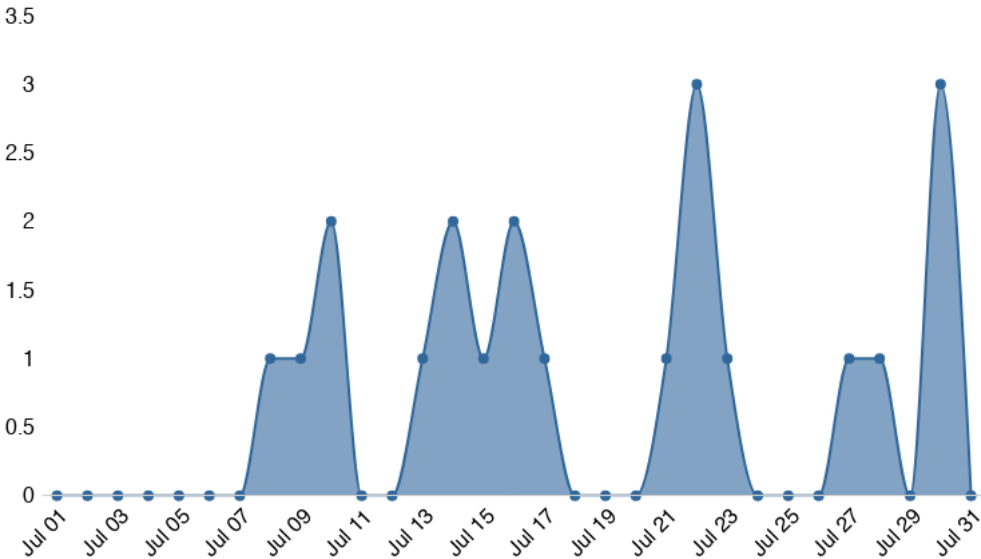


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

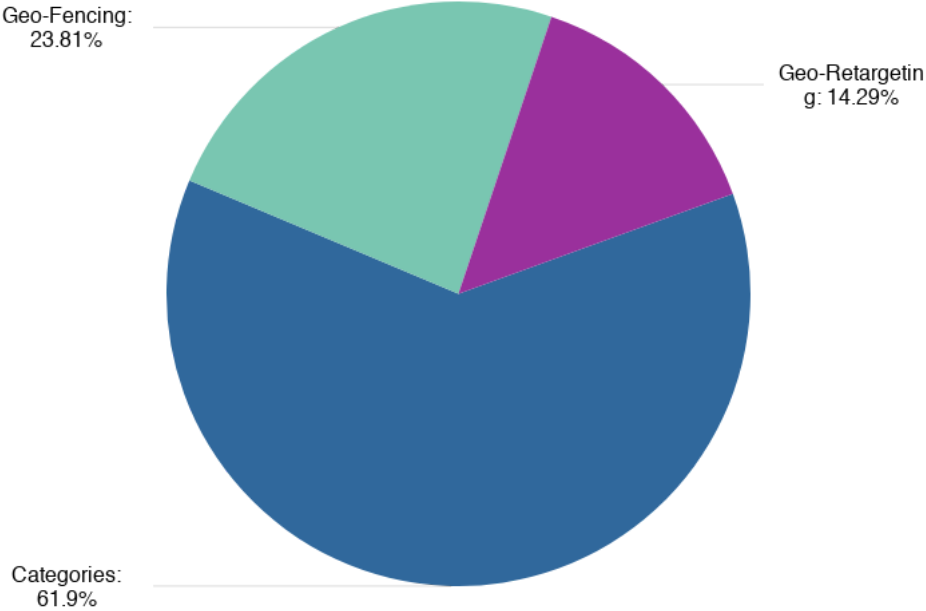
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Laborers Local 818 Homepage Visits	21

Mobile Conquesting View-through Conversions by Day



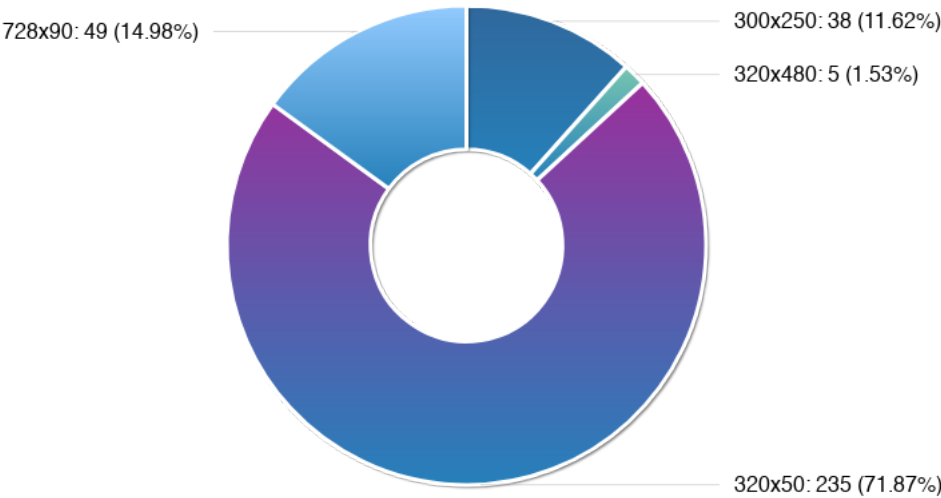
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Laborers Local 818_LL818 MC 320X50.gif	42,589	114	0.27%	3.82
	Laborers Local 818_Scroller Ad	41,905	121	0.29%	4.12
	Laborers Local 818_LL818 MC 728X90.gif	11,681	49	0.42%	5.99
	Laborers Local 818_LL818 MC 300x250.gif	4,219	38	0.90%	12.87
	Laborers Local 818_LL818 MC 320X480.gif	194	5	2.58%	36.82

Mobile Conquesting Click 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
Pellissippi State Community College	10915 Hardin Valley Rd	Knoxville	TN	37932			10,044	16	0.16%
Tennessee College of Applied Technology	1100 Liberty St	Knoxville	TN	37919			4,365	26	0.60%
Johnson & Galyon Construction	1130 Atlantic Ave	Knoxville	TN	37917			2,773	22	0.79%
Empire Construction	3600 Henson Rd	Knoxville	TN	37921			652	4	0.61%
A G Heins Co Inc	116 Heins St	Knoxville	TN	37921			495	3	0.61%
F.E. Trainer Construction, LLC	1185 Keowee Ave SW	Knoxville	TN	37919			391	0	0.00%
Blass Construction & Roofing	318 Nancy Lynn Ln	Knoxville	TN	37919			330	2	0.61%
Witt Building Materials	1242 Weisgarber Rd	Knoxville	TN	37909			231	0	0.00%
Denark Construction	1635 Western Ave	Knoxville	TN	37921			178	1	0.56%
Rocky Top Materials	2707 John Deere Dr	Knoxville	TN	37917			138	3	2.17%
ELDERS ACE HARDWARE	150 N FOREST PARK BLVD	Knoxville	TN	37919			123	0	0.00%
Lansing Building Products	1801 3rd Creek Rd	Knoxville	TN	37921			95	0	0.00%
Cornerstone Construction Services	10609 Lexington Dr	Knoxville	TN	37932			78	1	1.28%
Tindell's Building Materials	7751 Norris Fwy	Knoxville	TN	37938			64	0	0.00%
ABC Supply Co	220 Royal Crown Dr	Knoxville	TN	37919			59	0	0.00%
HOME DEPOT	9361 KINGSTON PIKE	Knoxville	TN	37922			56	1	1.79%
Christmas Lumber Co	10519 Kingston Pike	Knoxville	TN	37922			28	1	3.57%
ELDERS ACE HARDWARE	4219 CHAPMAN HWY	Knoxville	TN	37920			28	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.