

Digital Marketing Report

Impressions

How many ads were served:

115,335

Clicks

Times a user clicked on an ad

341

Click-Through Rate

(Clicks/Impressions) x 100

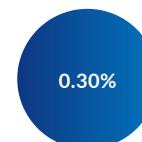
0.30%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

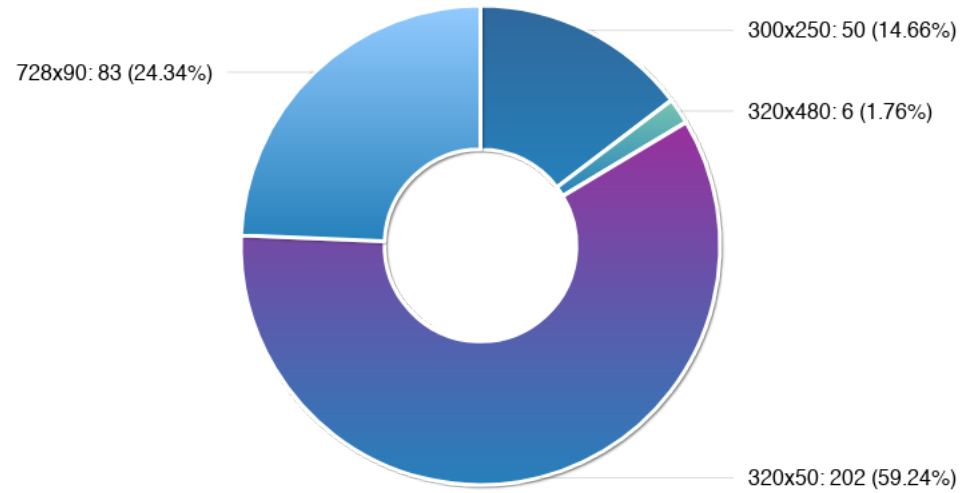
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Conserva Irrigation Crystal Coast, NC - Green Living/Landscaping Mobile	63,993	119	0.19%	2.66
Conserva Irrigation Crystal Coast, NC - Geo-Retargeting Mobile	40,983	97	0.24%	3.38
Conserva Irrigation Crystal Coast, NC - Geo-Fencing Mobile	10,359	125	1.21%	17.24

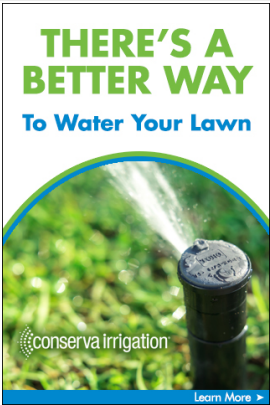
Mobile Conquesting Click Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	Conserva_After Conserva REV_320x50.jpg	33,127	73	0.22%	3.15
	conserva_betterWay_320x50.jpg	21,348	67	0.31%	4.48
	Conserva_Efficient Sprinkler White Text__320x50.jpg	21,138	39	0.18%	2.64
	conserva_betterWay_728x90.jpg	2,121	28	1.32%	18.86
	Conserva_After Conserva REV_728x90.jpg	3,664	28	0.76%	10.92
	Conserva_Flag Smart irrigaiton__320x50.jpg	24,405	23	0.09%	1.35
	Conserva_After Conserva REV_300x250.jpg	1,463	19	1.30%	18.55
	Conserva_Efficient Sprinkler White Text__728x90.jpg	2,095	15	0.72%	10.23
	conserva_betterWay_300x250.jpg	997	15	1.50%	21.49

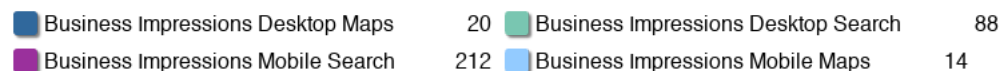
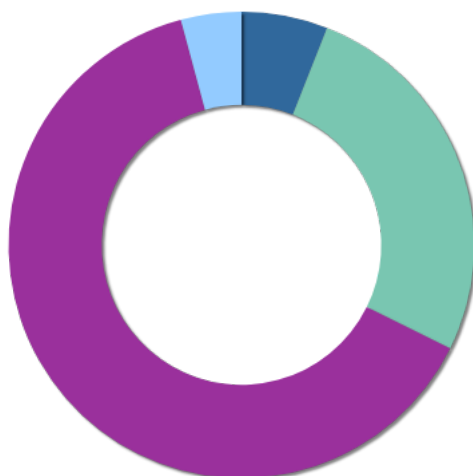
	Conserva_Flag Smart irrigaiton__728x90.jpg	2,372	12	0.51%	7.23
	Conserva_Efficient Sprinkler White Text__300x250.jpg	946	10	1.06%	15.10
	Conserva_Flag Smart irrigaiton__300x250.jpg	1,373	6	0.44%	6.24
	Conserva_Flag Smart irrigaiton__320x480.jpg	92	3	3.26%	46.58

 Conserva irrigation logo at the top left. The image shows a close-up of a sprinkler head in a green lawn, with water spraying out. The text 'Efficient Irrigation. Less Maintenance.' is written in the bottom left. A blue button with 'Learn More' and a right arrow is at the bottom right.	Conserva_Efficient Sprinkler White Text__320x480.jpg	91	1	1.10%	15.70
 'THERE'S A BETTER WAY' in large green letters. Below it, 'To Water Your Lawn' in blue. The image shows a sprinkler head in a green lawn, with water spraying out. The Conserva Irrigation logo is in the bottom left. A blue button with 'Learn More' and a right arrow is at the bottom right.	conserva_betterWay_320x480.jpg	35	1	2.86%	40.82
 'Smart Sprinklers. Smart Choice.' in bold black letters. Below it, the Conserva Irrigation logo. A green bar contains 'INSTALLATION • MAINTENANCE • DESIGN'. The image is split into two panels: 'BEFORE' showing a dry, brown lawn and 'AFTER' showing a lush green lawn. A blue button with 'Learn More' and a right arrow is at the bottom right.	Conserva_After Conserva REV_320x480.jpg	68	1	1.47%	21.01

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
East Summerhouse	1702 Clubhouse Dr	Morehead City	NC	28557			3,591	31	0.86%
Morehead City	3003 Country Clud Rd	Morehead City	NC	28557			3,402	42	1.23%
Fairfield Harbour	1200 Caracara Dr.	New Bern	NC	28560			2,280	31	1.36%
Saratoga	538 Saratoga Rd.	Sneads Ferry	NC	28460			893	18	2.02%
Rondo Dr.	1608 Rondo Dr	Greenville	NC	27858			56	0	0.00%
Brandywine	218 Lord Granville Dr.	Morehead City,	NC	28557			55	0	0.00%
Summerhouse	394 Spicer Lake Dr.	Holly Ridge	NC	28445			36	0	0.00%
Big Ben Dr.	2313 Big Ben Dr	Greenville	NC	27858			20	0	0.00%
Bogue Watch HOA	307 Bogue Watch Dr	Newport	NC	28570			5	1	20.00%
Hanes Farm - West					35.061598	(77.102276)	4	1	25.00%
Sneads Ferry	181 Charles Creek Rd	Sneads Ferry	NC	28460			4	1	25.00%
Bettye Gresham	2906 Bettye Gresham Ln.	New Bern	NC	28562			4	0	0.00%
Cannonsgate HOA	514 Cannonsgate Dr	Newport	NC	28570			3	0	0.00%
Brownlea Dr	1115 Brownlea Dr	Greenville	NC	27858			2	0	0.00%
Lake Tyler	311 Frida Rd.	New Bern	NC	28560			2	0	0.00%
Plantation BLVD	2484 Northwoods Dr	Jackstonville	NC	28540			1	0	0.00%
Kelham & Dunhagan	800 Daventry Dr	Greenville	NC	28590			1	0	0.00%

How customers search for your business on Google



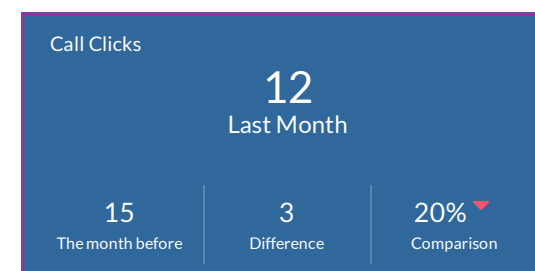
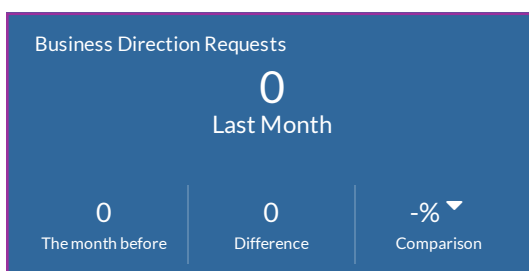
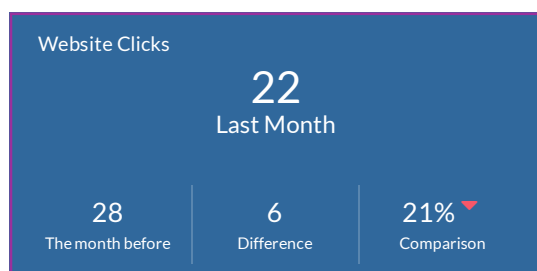
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

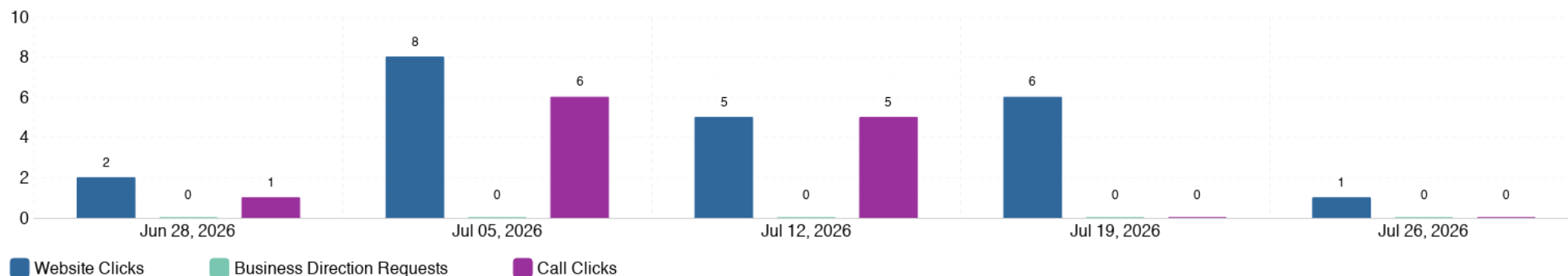
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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



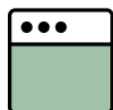
Live Chat



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.