

Digital Marketing Report

Impressions

How many ads were served:

101,578

Clicks

Times a user clicked on an ad

124

Click-Through Rate

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

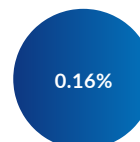
0.12%

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%)
Sleep World - Geo-Retargeting Mobile	75,548	93	0.12%	1.76
Sleep World - Mattress Shoppers/Furniture Shoppers Mobile	25,791	31	0.12%	1.72
Sleep World - Geo-Fencing Mobile	239	0	0.00%	0.00

Mobile Conquesting Click Conversions

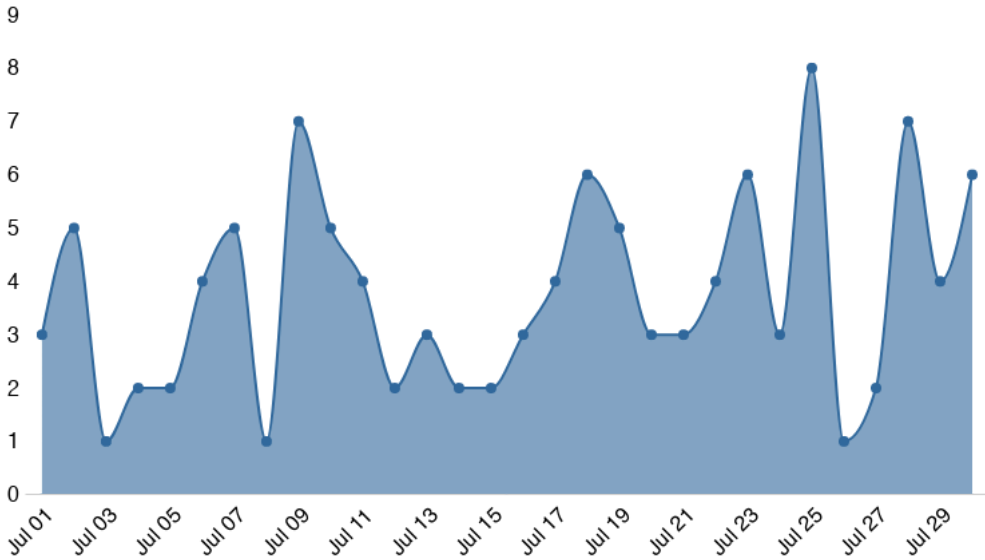


Times users clicked on an ad leading to your site and visited a page or completed an action

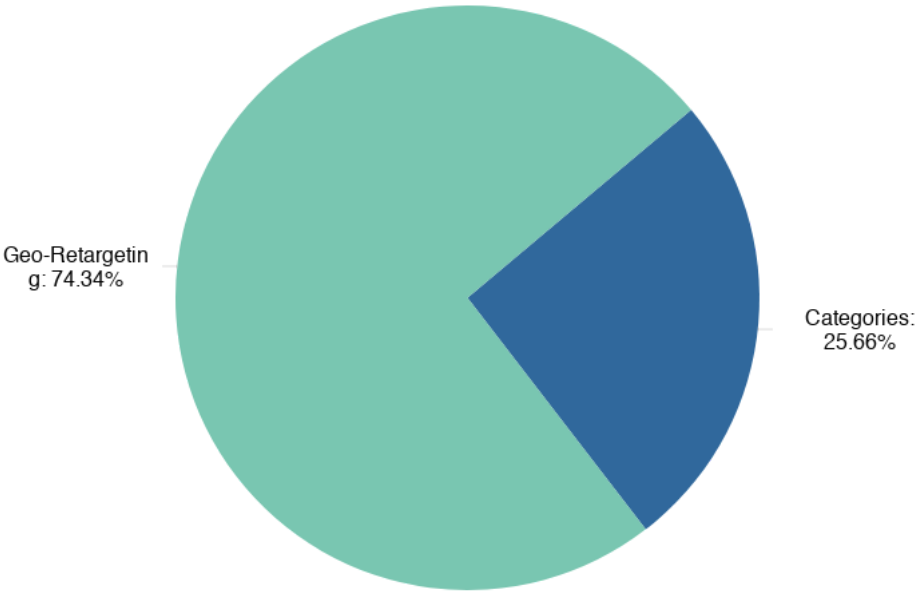
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Sleep World Available Mattresses Page View	113

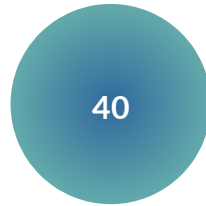
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

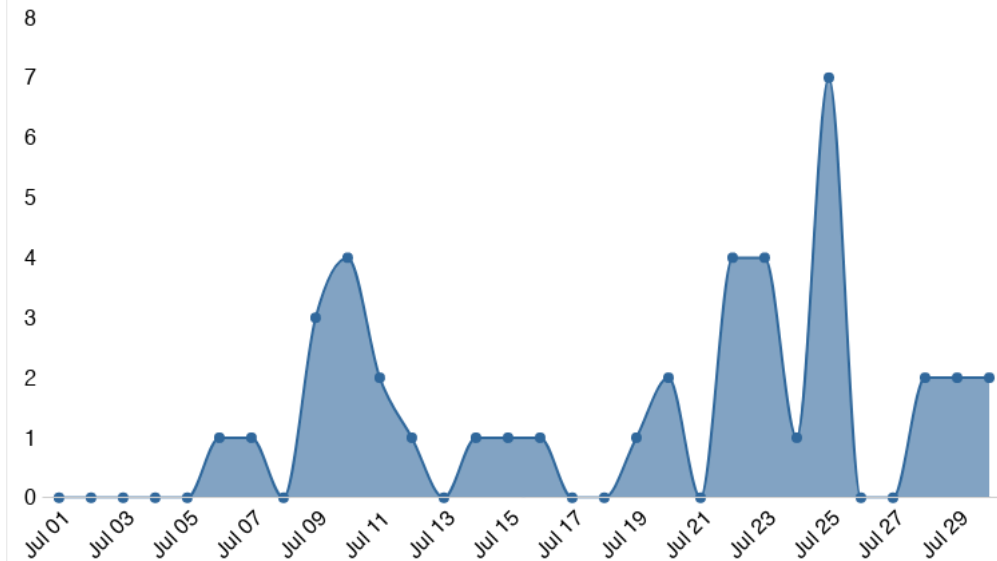


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

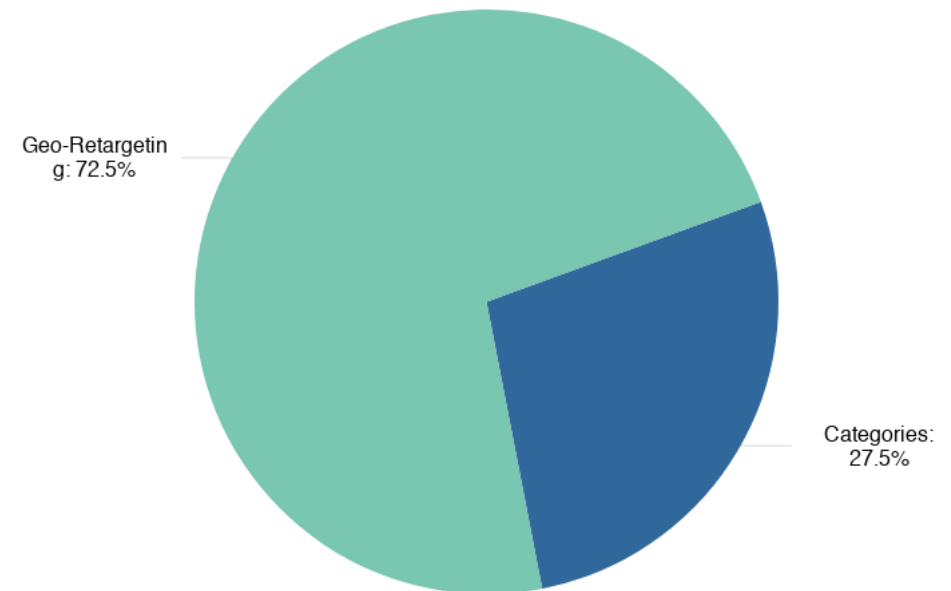
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sleep World Available Mattresses Page View	40

Mobile Conquesting View-through Conversions by Day



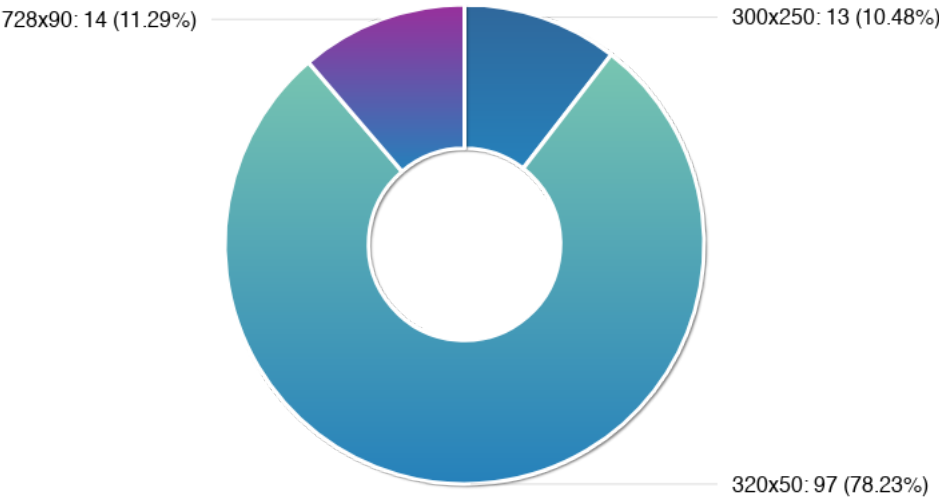
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sleep World_SLEEPWORLD-MARCH-03.jpg	89,737	97	0.11%	1.54
	Sleep World_SLEEPWORLD-MARCH-02.jpg	9,399	14	0.15%	2.13
	Sleep World_SLEEPWORLD-MARCH-01.jpg	2,442	13	0.53%	7.61

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	601 W Front St	Berwick	PA	18603			68	0	0.00%
	10 E Main St	Elizabethville	PA	17023			55	0	0.00%
	328 N Market St	Selinsgrove	PA	17870			44	0	0.00%
	35 S 4th St	Sunbury	PA	17801			40	0	0.00%
	121 E 5th St	Mt Carmel	PA	17851			9	0	0.00%
	3000 PA-405	Milton	PA	17847			8	0	0.00%
	1189 N 4th St	Sunbury	PA	17801			5	0	0.00%
	15 Ricky Ave	Bloomsburg	PA	17815			4	0	0.00%
	3rd Ave		PA	17702			3	0	0.00%
	1060 N Susquehanna Trail	Selinsgrove	PA	17870			2	0	0.00%
	1 Susquehanna Valley Mall	Selinsgrove	PA	17870			1	0	0.00%

8

CHATS

4

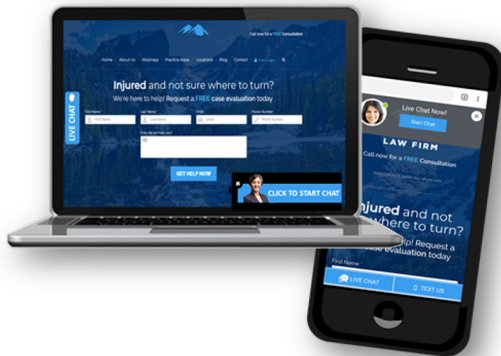
LEADS

2

BILLABLE LEADS

25.00%

CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

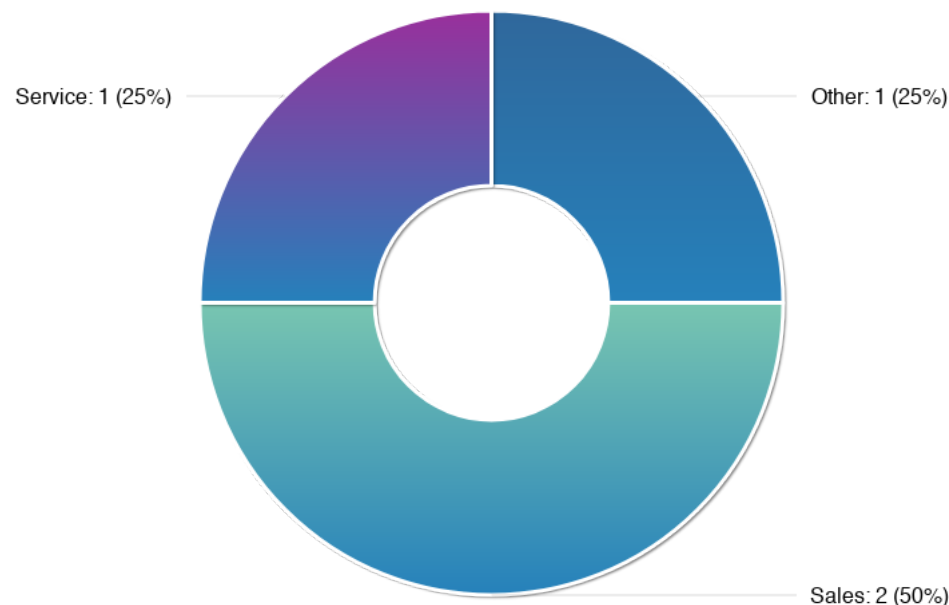
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							0	0	4
Jul 07, 2026	Sleep World	79763988	Service	pazamickas		kbzap@msn.com	0	0	1
Jul 15, 2026	Sleep World	79876908	Other	Helena Griffith	5703941122		0	0	1
Jul 19, 2026	Sleep World	79935380	Sales	Abigail Anderson		ahaanderson01@gmail.com	0	0	1
Jul 22, 2026	Sleep World	79986348	Sales	Brenda Snyder	7175741024		0	0	1

Lead Type Performance



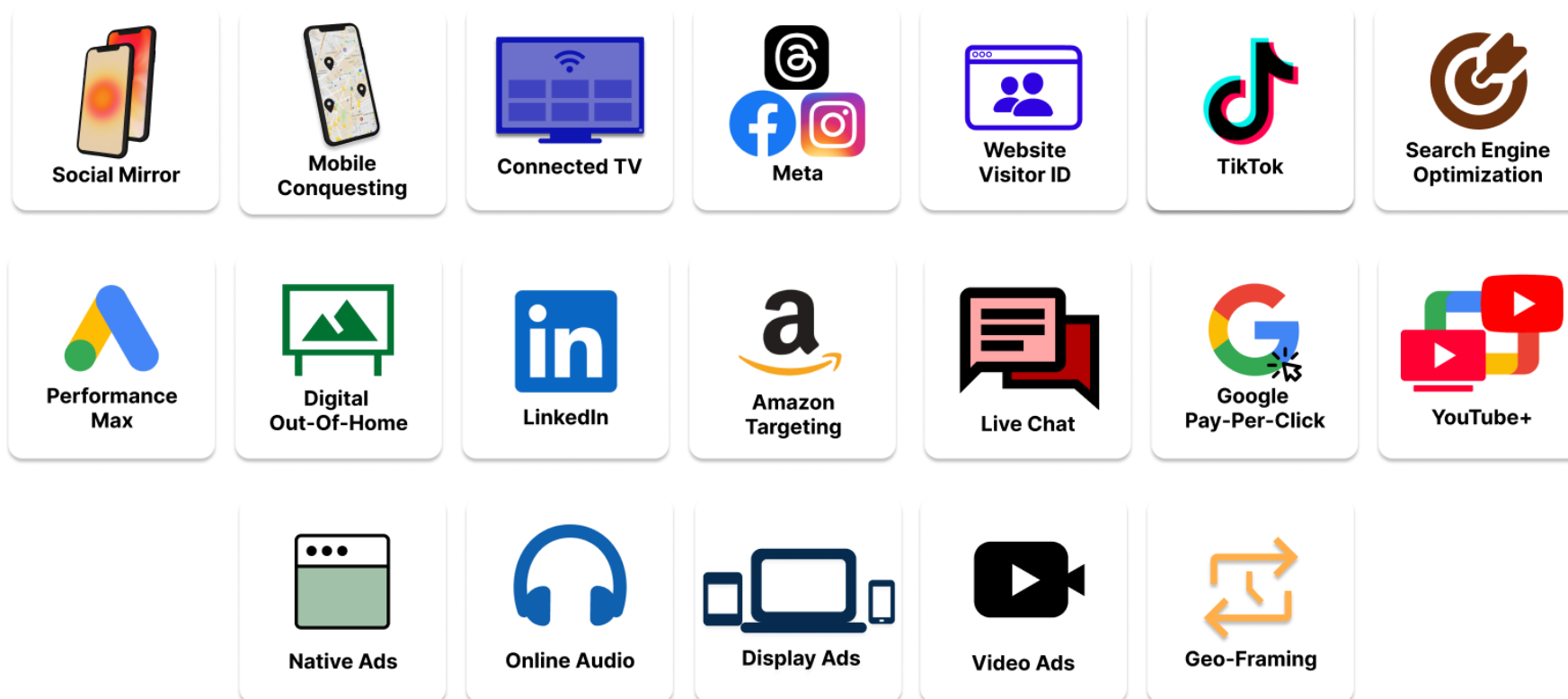
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



[?](#) Your account team is [here to help](#) - reach out with any questions or to explore new ideas.