

Digital Marketing Report

Impressions

How many ads were served:

62,679

Clicks

Times a user clicked on an ad

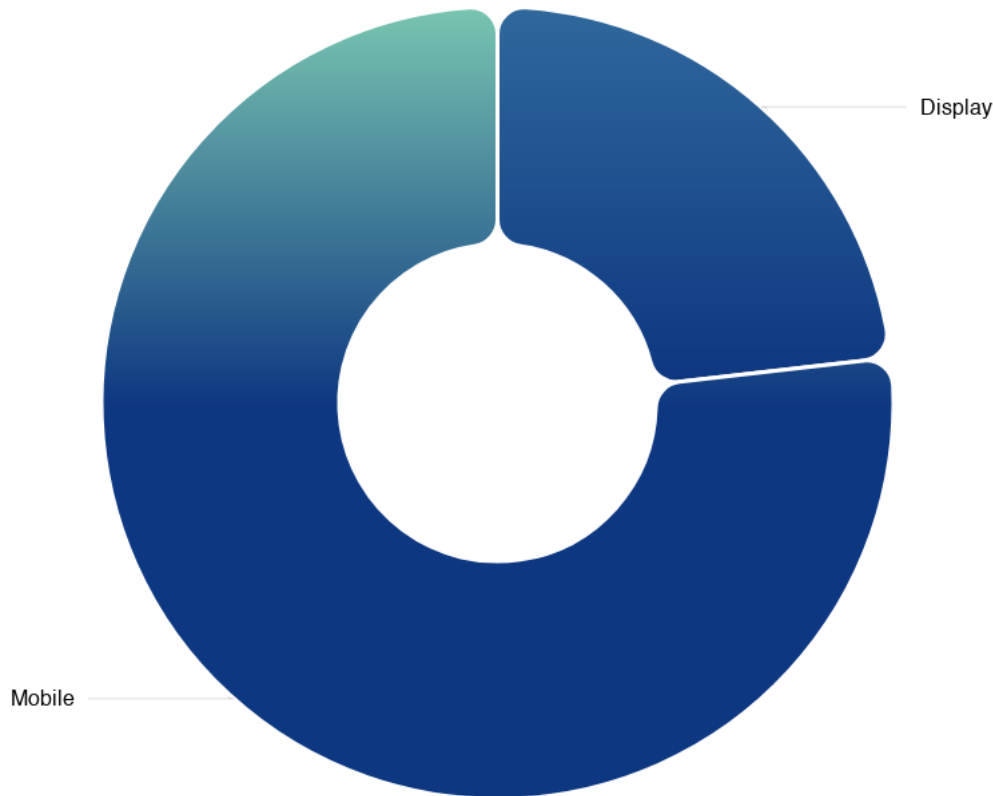
318

Click-Through Rate

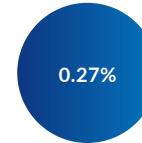
$(\text{Clicks} / \text{Impressions}) \times 100$

0.51%

Your Product Breakout by Impressions

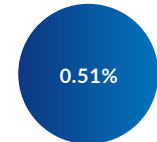


CTV Completion Rate



Percentage of users who watched the video from start to finish

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.



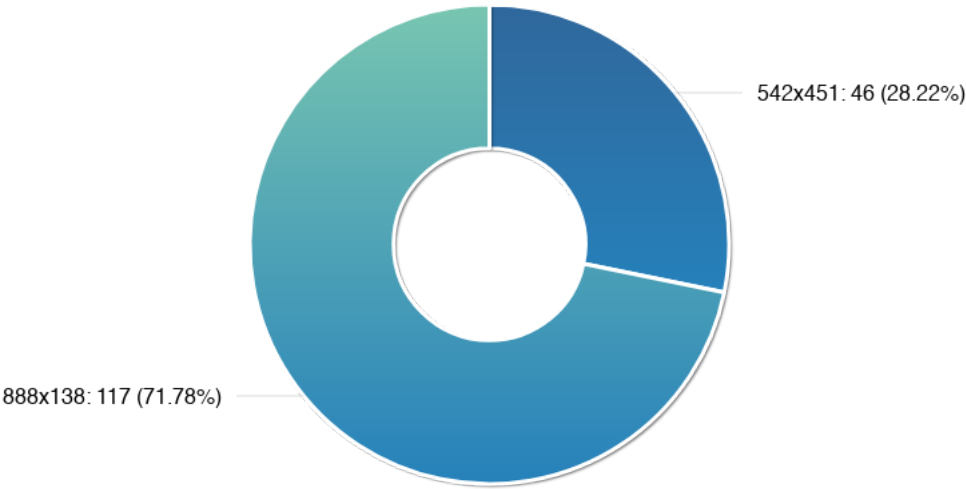
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Field Of Dreams - Baby Boomers/Gen X/Hospital Visitors Mobile	34,886	116	0.33%	4.75
Field Of Dreams - AI Display	14,524	163	1.12%	16.03
Field Of Dreams - Geo-Retargeting Mobile	12,152	32	0.26%	3.76
Field Of Dreams - Geo-Fencing Mobile	1,117	7	0.63%	8.95

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
 A horizontal yellow banner advertisement for Field Of Dreams. It features the text "ACTIVE & VIBRANT COMMUNITY!" in bold, "Memory Care Available" at the bottom left, and "Your loved one is joining a FAMILY!" on the right. The Field Of Dreams logo is in the center.	Field Of Dreams_7.14_888x138	11,199	117	1.04%	14.92
 A vertical yellow advertisement for Field Of Dreams. It features the text "ACTIVE & VIBRANT COMMUNITY!" at the top, a phone number "716.543.4200", "CALL TODAY FOR A TOUR", "Memory Care Available", "Your loved one is joining a FAMILY!", and "Located in Allegany, NY" at the bottom. The Field Of Dreams logo is on the left.	Field Of Dreams_7.14_542x451	3,325	46	1.38%	19.76

Display Click Performance by Ad Size



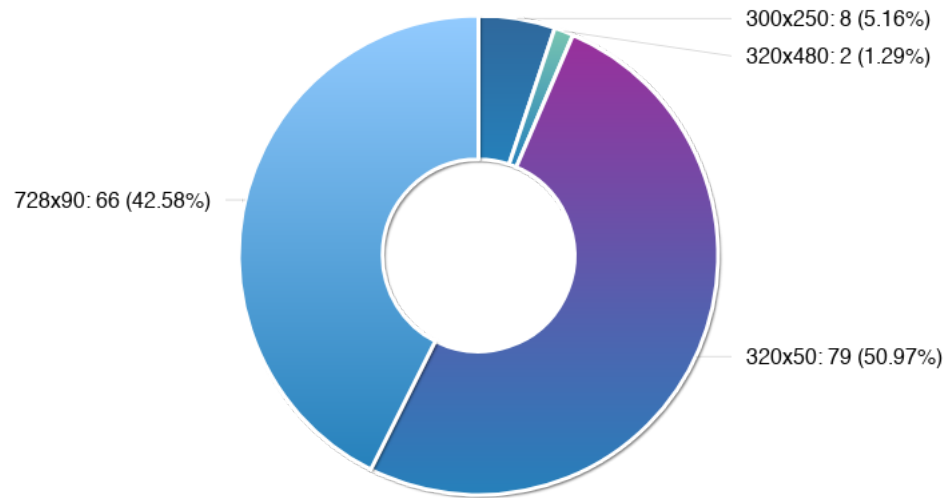
Display Ad Screenshots

	Field Of Dreams_7.14__542x451
Screenshot Urls	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Field Of Dreams_12.16_FIELDOF-DREAMS-04.jpg	30,424	79	0.26%	3.71
	Field Of Dreams_12.16_FIELDOF-DREAMS-03.jpg	16,371	66	0.40%	5.76
	Field Of Dreams_12.16_FIELDOF-DREAMS-01.jpg	1,341	8	0.60%	8.52
	Field Of Dreams_12.16_FIELDOF-DREAMS-02.jpg	19	2	10.53%	150.38

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
Salamanca Rehabilitation & Nursing Center	451 Broad Street	Salamanca	NY	14779			969	6	0.62%
Elderwood Village at Williamsville	5271 Main St	Williamsville	NY	14221			21	0	0.00%
Heritage Park Rehabilitation & Skilled Nursing	150 Prather Avenue	Jamestown	NY	14701			20	0	0.00%
The Village at Mill Landing	45 Mill Road	Rochester	NY	14626			20	0	0.00%
Elderwood Assisted Living at Hamburg	76 Buffalo St	Hamburg	NY	14075			14	0	0.00%
Rochester Presbyterian Home	256 Thurston Road	Rochester	NY				12	0	0.00%
Corning Center for Rehabilitation & Healthcare	205 East First Street	Corning	NY	14830			10	0	0.00%
Highland Hospital (Healthcare)	1000 South Avenue	Rochester	NY	14620			9	1	11.11%
Dent Neurologic Institute	3980 Sheridan Drive	Amherst	NY	14226			8	0	0.00%
Brookside Community	301 W Henley Street	Olean	NY	14760			5	0	0.00%
Clyde F. Simon Lakeview Apartments	105 Geneva Street	Bath	NY	14810			4	0	0.00%
Sue's Rest	396 Canisteo Street	Hornell	NY	14843			4	0	0.00%
Elderwood Assisted Living at West Seneca	580 Orchard Park Rd	West Seneca	NY	14224			4	0	0.00%
Updyke's Willow Ridge Quality Care Facility	131 Hornell Street	Hornell	NY	14843			3	0	0.00%

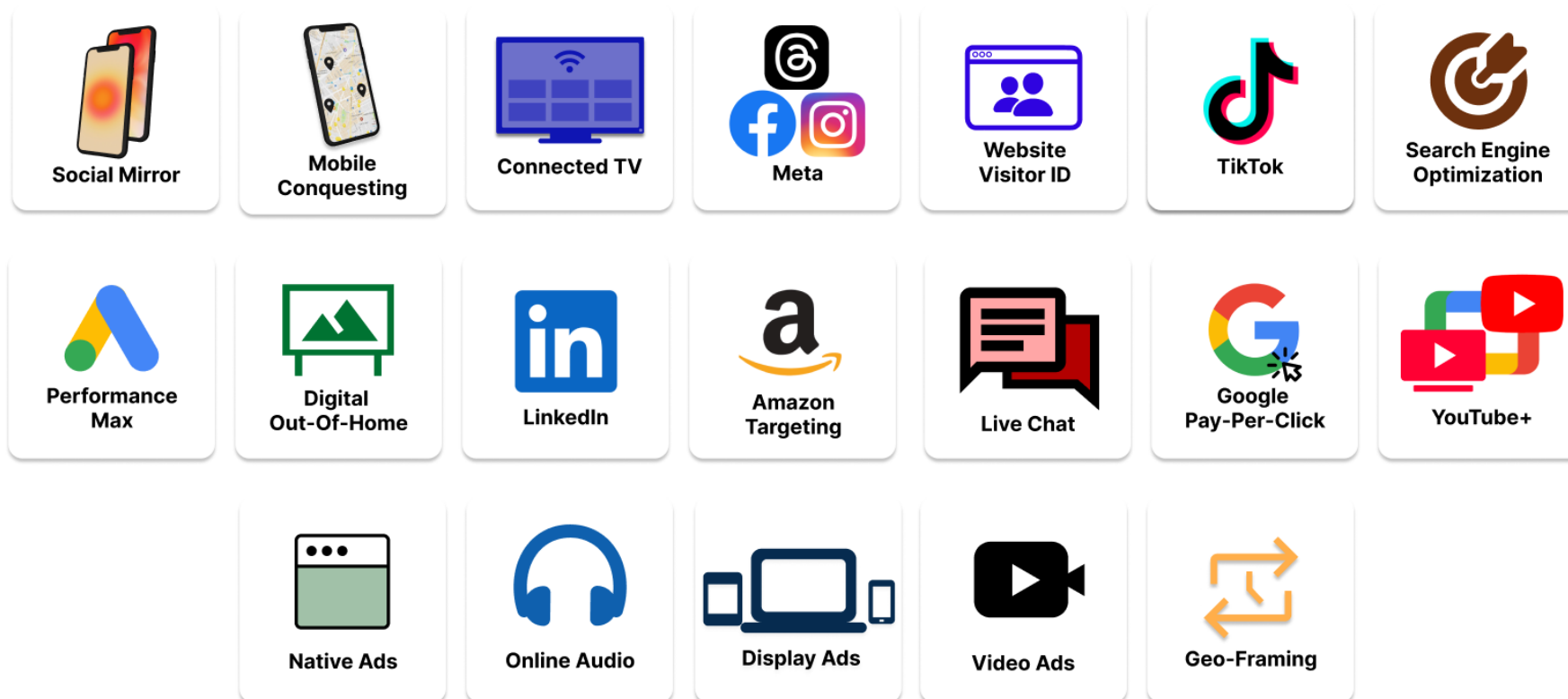
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	12,008	144	1.20%
Desktop	A personal computing device that remains stationary at one location.	1,439	13	0.90%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,077	6	0.56%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
fingerlakes1.com	1,041	2	0.19%
lawandcrime.com	607	0	0.00%
Solitaire	357	13	3.64%
nypost.com	207	4	1.93%
Slicing Hero: Sword Master	183	10	5.46%
Golf GPS & Scorecard by SwingU	145	0	0.00%
Spider Solitaire	139	0	0.00%
jcpenny.com	131	0	0.00%
ultimate-guitar.com	120	0	0.00%
Paper Delivery Boy	100	0	0.00%
huffpost.com	99	1	1.01%
courttv.com	88	1	1.14%
cronista.com	88	0	0.00%
whec.com	86	0	0.00%
tmz.com	85	1	1.18%
Crossword Quest	71	0	0.00%
New York Post for iPhone	65	1	1.54%
urdunovelbook.com	62	1	1.61%
AOL Mail, News, Weather, Video	61	0	0.00%
Dominoes - Domiones Master	61	0	0.00%

All available products in our *toolbox*.



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