

Digital Marketing Report

Impressions

How many ads were served:

103,644

Clicks

Times a user clicked on an ad

540

Click-Through Rate

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

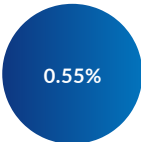
0.52%

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%)
Stanleys Greenhouse - Garden Center Shoppers/Other Home Improvement Shoppers Category Mobile	50,463	237	0.47%	6.71
Stanleys Greenhouse - Geo-Retargeting Mobile	27,780	111	0.40%	5.71
Stanleys Greenhouse - Geo-Fencing Mobile	22,841	163	0.71%	10.19
Stanleys Greenhouse - Site Retargeting Mobile	2,560	29	1.13%	16.18

Mobile Conquesting View-through Conversions

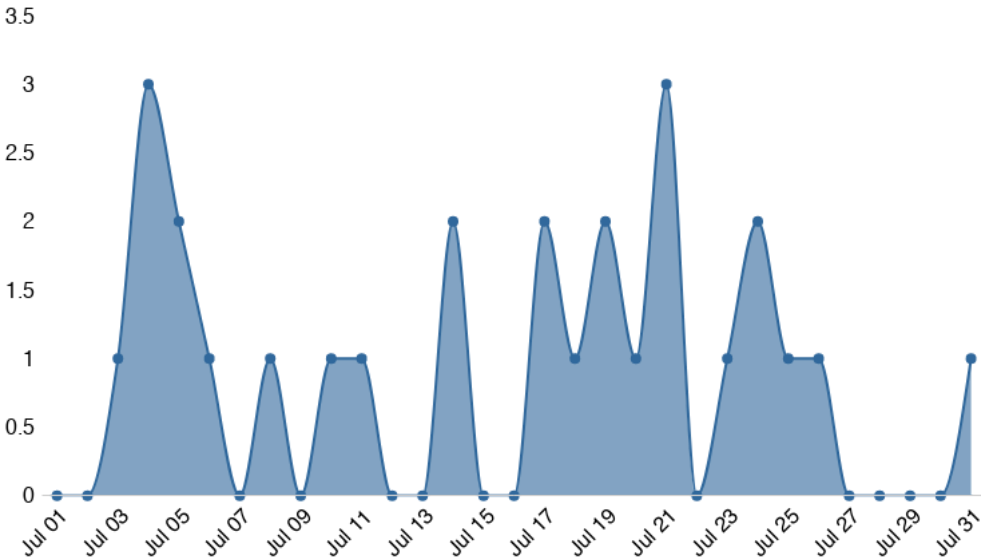


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

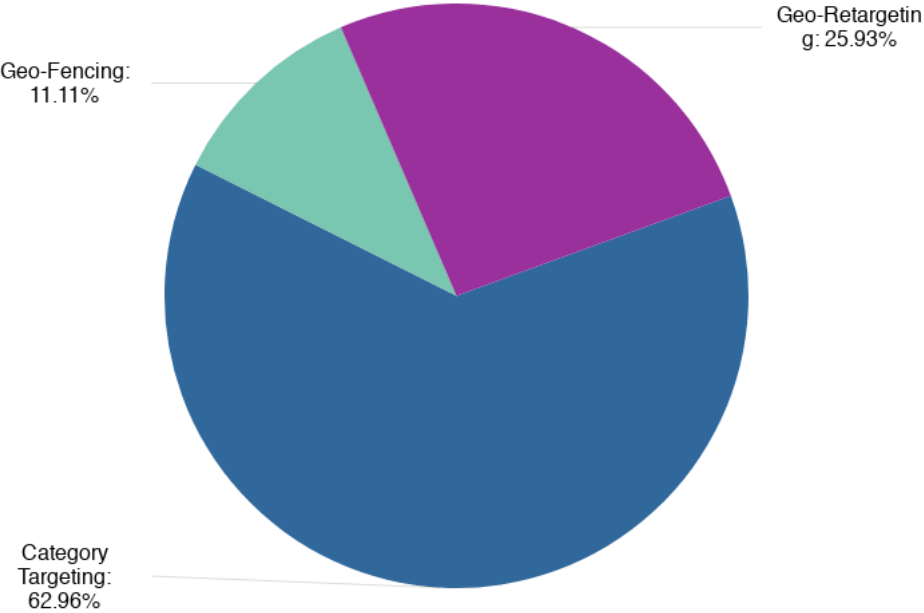
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Stanley's Greenhouse Homepage Visits	27

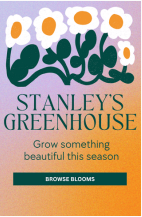
Mobile Conquesting View-through Conversions by Day



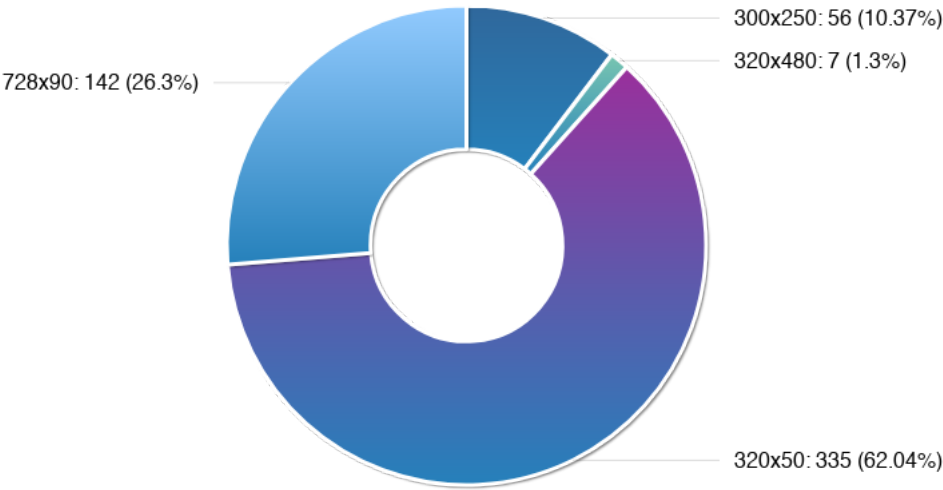
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	STANLEYS_SUMMER26_MC320X50.gif	32,986	133	0.40%	5.76
	Stanley's Greenhouse_6.15_Scroller	31,274	127	0.41%	5.80
	STANLEYS_SUMMER26_MC728X90.gif	18,790	91	0.48%	6.92
	STANLEYS_BUTTERFLY_MC320X50.gif	10,829	75	0.69%	9.89
	STANLEYS_BUTTERFLY_728X90.gif	6,017	51	0.85%	12.11
	STANLEYS_SUMMER26_MC300X250.gif	2,510	28	1.12%	15.94
	STANLEYS_BUTTERFLY_MC300X250.gif	824	28	3.40%	48.54
	STANLEYS_SUMMER26_MC320X480.gif	271	5	1.85%	26.36
	STANLEYS_BUTTERFLY_MC320X480.gif	145	2	1.38%	19.70

Mobile Conquesting Click Performance by Ad Size

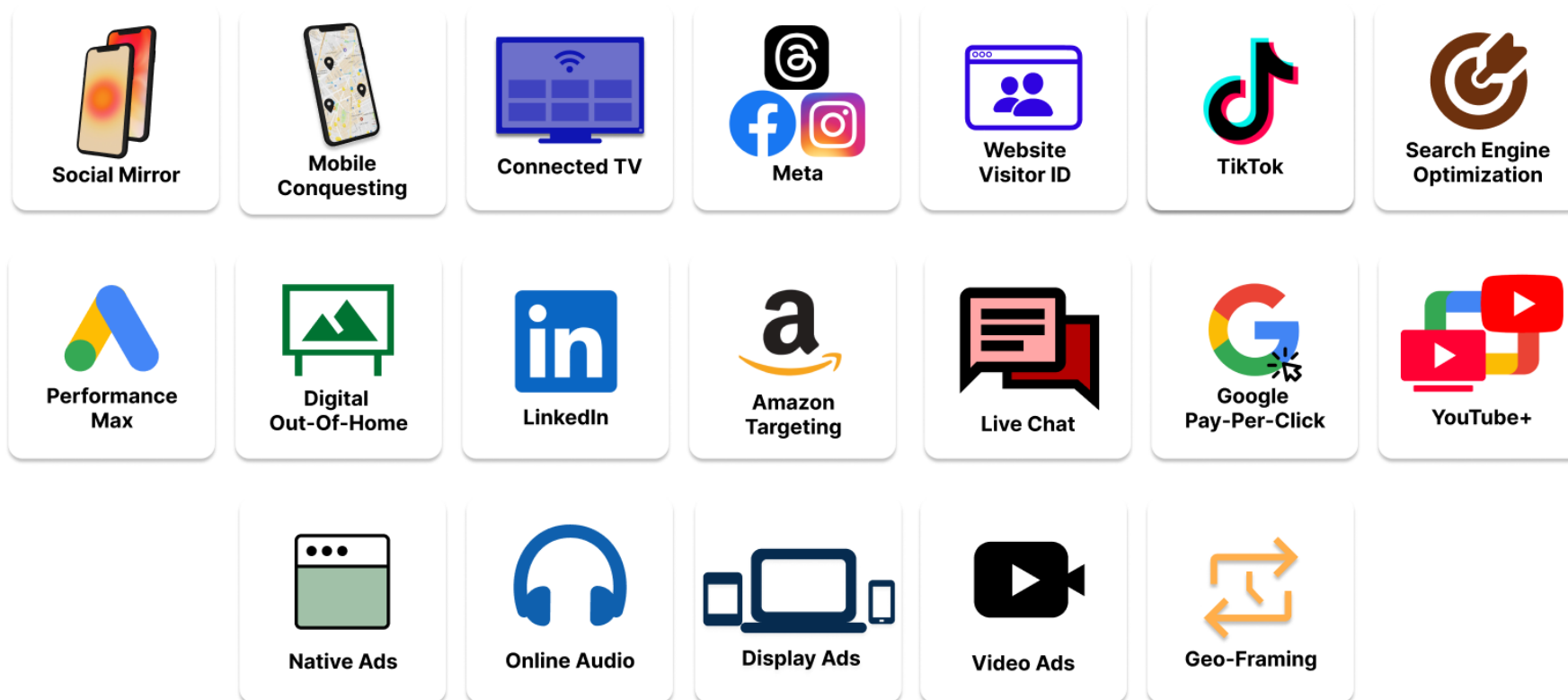


Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
LAKESHORE PARK	5930 LYONS VIEW PIKE	Knoxville	TN	37919			7,106	39	0.55%
	2610 Best Farms Lane	Maryville	TN	37803			3,028	19	0.63%
MARINERS POINT CLUBHOUSE	9670 MARINERS POINT	Knoxville	TN	37922			2,936	20	0.68%
	12135 Grand Frks Dr	Knoxville	TN	37932			2,712	17	0.63%
HOA MANAGEMENT INC	120 SUBURBAN RD	Knoxville	TN	37923			2,579	25	0.97%
COVE RIDGE HOMEOWNERS	2400 WINDFLOWER WAY	Knoxville	TN	37923			1,257	17	1.35%
	3703 Wyatt Way	Kodak	TN	37764			941	5	0.53%
	1126 Elery Drive	Seymour	TN	37865			813	4	0.49%
KNOXVILLE BOTANICAL GARDEN	2743 WIMPOLE AVE	Knoxville	TN	37914			661	9	1.36%
CONCORD HILLS HOMEOWNERS ASSOCIATION	10731 FARRAGUT HILLS BLVD	Farragut	TN	37934			196	2	1.02%
	3569 Bisham Wood Lane	Powell	TN	37849			182	1	0.55%
	3532 Emory Grn St	Karns	TN	37931			168	1	0.60%
	Eagleton Rd	Maryville	TN	37804			68	3	4.41%
BROTHER WOLF BAR	108 W JACKSON AVE #1	Knoxville	TN	37902			56	0	0.00%
	907 Calico Lane	Seymour	TN	37865			52	0	0.00%
	11905 Cordial Ln	Knoxville	TN	37932			42	1	2.38%
	12307 Hatmaker Lane	Knoxville	TN	37932			39	0	0.00%
	112 S Blissful Meadows Drive	Harriman	TN	37748			10	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.