



Digital Marketing Report

Impressions

How many ads were served:

106,376

Clicks

Times a user clicked on an ad

377

Click-Through Rate

(Clicks/Impressions) x 100

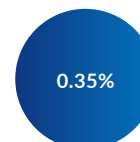
0.35%

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%)
Sayle Oil Company - Automobile Repairing/Transportation Service/Manufacturers Mobile	54,395	216	0.40%	5.67
Sayle Oil Company - PROPANE Mobile	51,981	161	0.31%	4.42

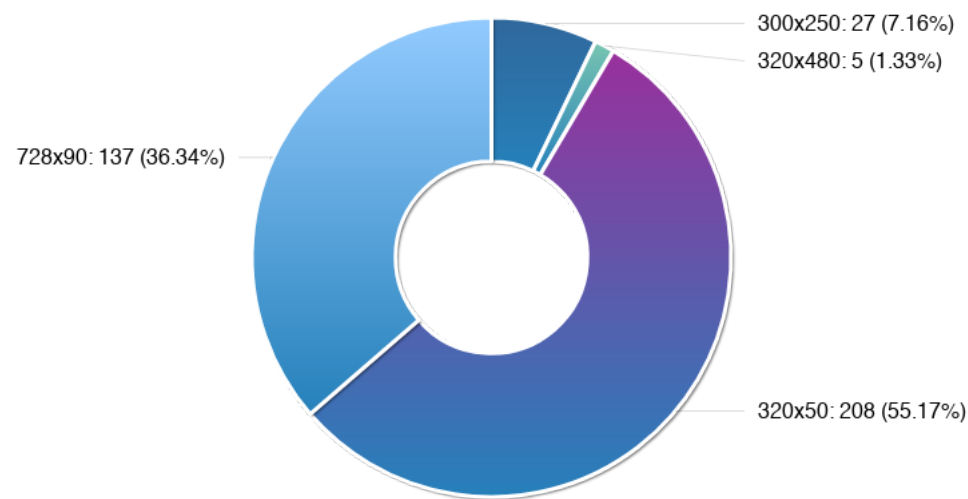


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	320x50_saylepropane_FuelNorthMS	35,078	97	0.28%	3.95
	Sayle Oil Company_320x50_sayle_sept23.jpg	34,469	111	0.32%	4.60
	Sayle Oil Company_728x90_sayle_sept23.jpg	17,394	82	0.47%	6.73
	728x90_saylepropane_FuelNorthMS	14,586	55	0.38%	5.39
	300x250_saylepropane_FuelNorthMS	2,317	9	0.39%	5.55
	Sayle Oil Company_300x250_sayle_sept23.jpg	2,174	18	0.83%	11.83
	Sayle Oil Company_320x480_sayle_sept23.jpg	358	5	1.40%	19.95



Mobile Conquesting Click Performance by Ad Size



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.