

Digital Marketing Report

Impressions

How many ads were served:

108,211

Clicks

Times a user clicked on an ad

181

Click-Through Rate

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

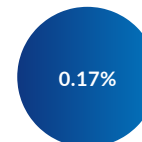
0.17%

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.

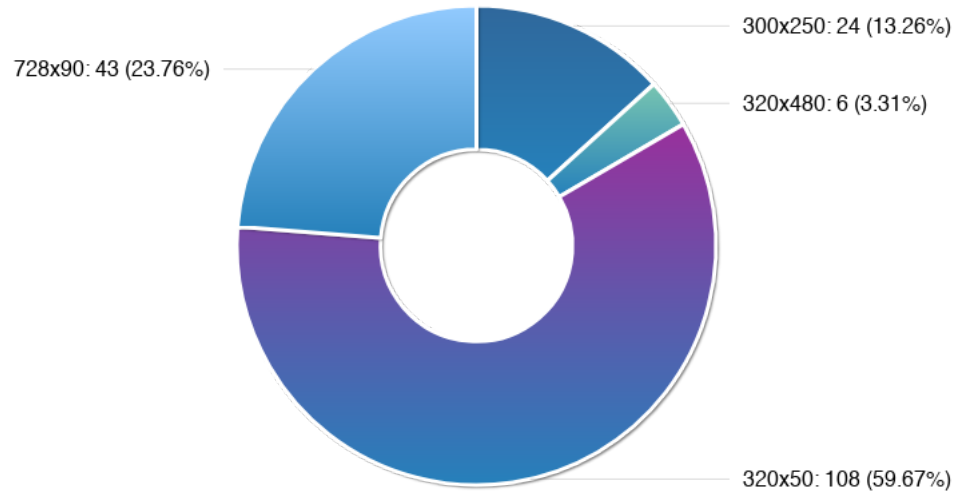
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Nash Community College - Parents/Junior/Community College Students Mobile	95,532	153	0.16%	2.29
Nash Community College - Geo-Retargeting Mobile	10,748	18	0.17%	2.39
Nash Community College - Geo-Fencing Mobile	1,931	10	0.52%	7.40

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Nash CC Move 320x50.png	93,653	108	0.12%	1.65
	Nash CC Move 728x90.png	8,781	43	0.49%	7.00
	Nash CC Move 300x250.png	5,706	24	0.42%	6.01
	Nash CC Move 320x480.png	71	6	8.45%	120.72

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Braswell Memorial Library	727 N Grace St	Rocky Mount	NC	27804			851	4	0.47%
Tar River Academy	906 Hammond St	Rocky Mount	NC	27804			319	0	0.00%
Nash Central High School	4279 Nash Central High Rd	Rocky Mount	NC	27804			303	2	0.66%
NC Works	793 Country Club Rd	Rocky Mount	NC	27804			301	2	0.66%
Rocky Mount High School	1400 Bethlehem Rd	Rocky Mount	NC	27803			94	2	2.13%
Rocky Mount Event Center	727 Pennsylvania Ave	Rocky Mount	NC	27801			28	0	0.00%
Northern Nash High School	4230 Green Hills Rd	Rocky Mount	NC	27804			27	0	0.00%
Rocky Mount Preparatory School	3334 Bishop Rd	Rocky Mount	NC	27804			8	0	0.00%

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.