

Digital Marketing Report

Impressions

How many ads were served:

30,598

Clicks

Times a user clicked on an ad

123

Click-Through Rate

(Clicks/Impressions) x 100

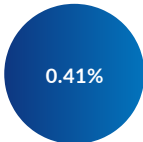
0.40%

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%)
Iron and Ale - Fine Dining Restaurant Visitors/Frequent Travelers/Restaurants Mobile	27,005	97	0.36%	5.13
Iron and Ale - Site Retargeting Mobile	3,593	26	0.72%	10.34

Mobile Conquesting View-through Conversions

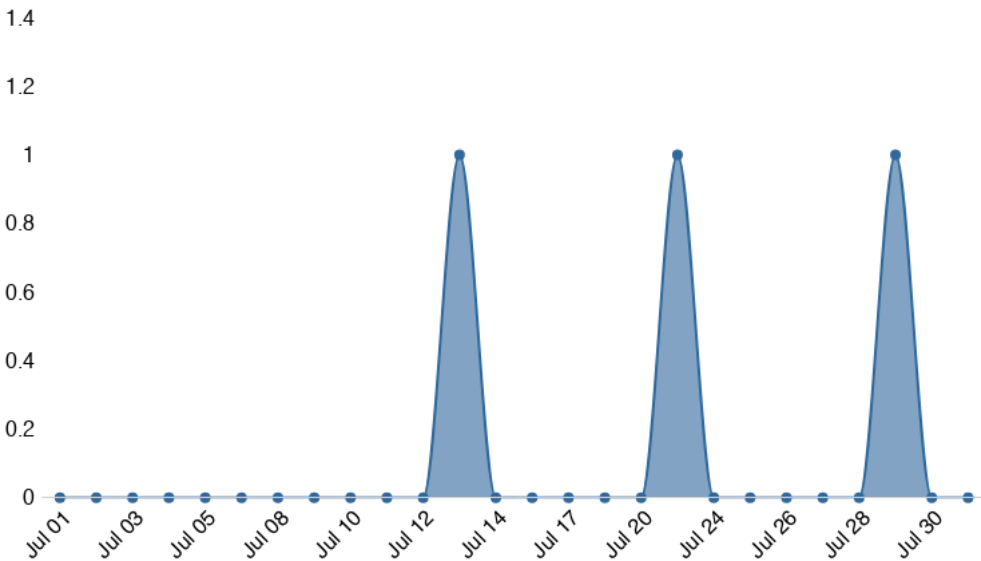


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

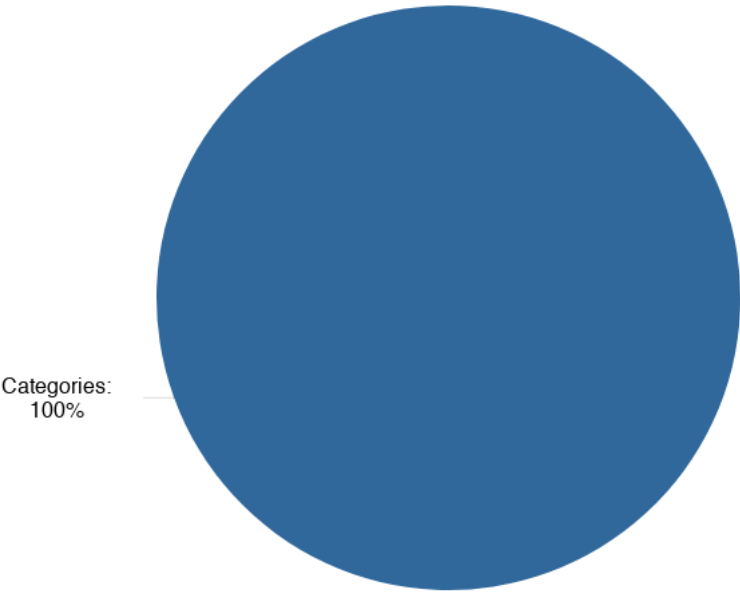
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Iron and Ale Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



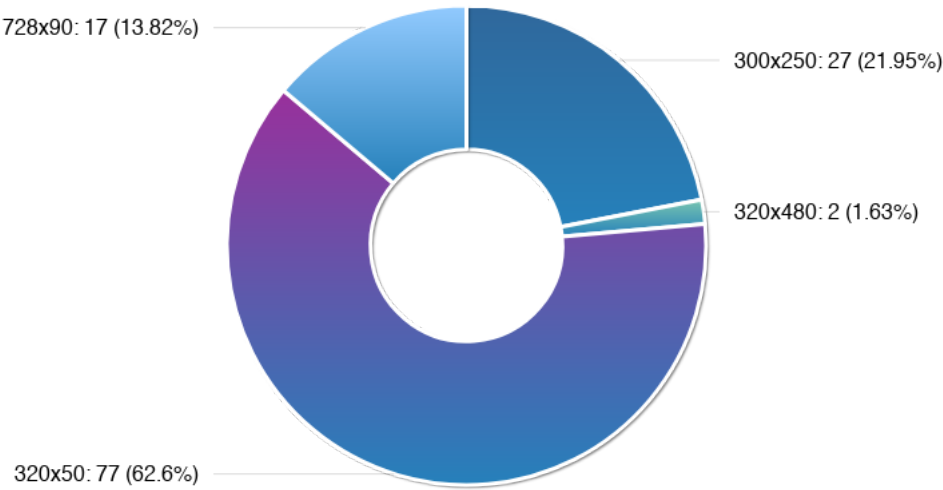
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Iron and Ale_6.30_320x50	24,173	77	0.32%	4.55
	Iron and Ale_6.30_728x90	3,797	17	0.45%	6.40
	Iron and Ale_6.30_300x250	2,611	27	1.03%	14.77
	Iron and Ale_6.30_320x480	17	2	11.76%	168.07

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.