

Digital Marketing Report

Impressions

How many ads were served:

182,413

Clicks

Times a user clicked on an ad

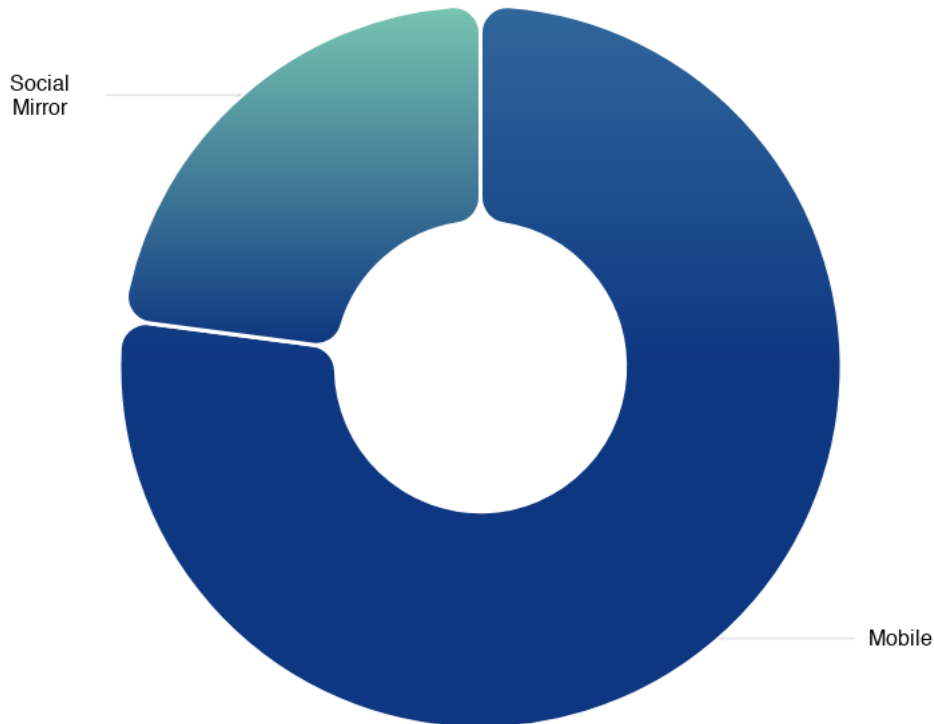
436

Click-Through Rate

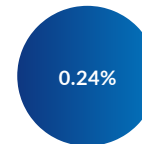
$(\text{Clicks} / \text{Impressions}) \times 100$

0.24%

Your Product Breakout by Impressions



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%)
United Parcel Service - Staples/Shipping Services Mobile	114,470	256	0.22%	3.19
United Parcel Service - AI Social Mirror	41,624	78	0.19%	2.68
United Parcel Service - Geo-Retargeting Mobile	13,103	58	0.44%	6.32
United Parcel Service - Geo-Fencing Mobile	13,033	44	0.34%	4.82
United Parcel Service - Cross Platform Mobile Retargeting Social Mirror	183	0	0.00%	0.00

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

2

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
UPS Store	1822 S Glenburnie RD # 6	New Bern	NC	28562	29
The UPS Store	2024 Waterscape WAY	New Bern	NC	28562	13

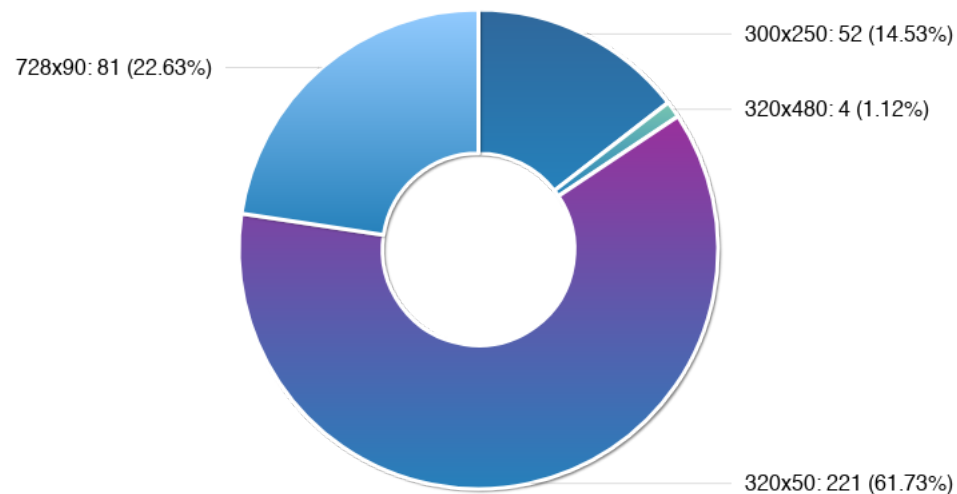
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	United Parcel Service_Social Mirror_Whether it's electronics_300x250	34,656	54	0.16%	2.23
	United Parcel Service_Social Mirror_Whether it's electronics_300x600	7,151	24	0.34%	4.79

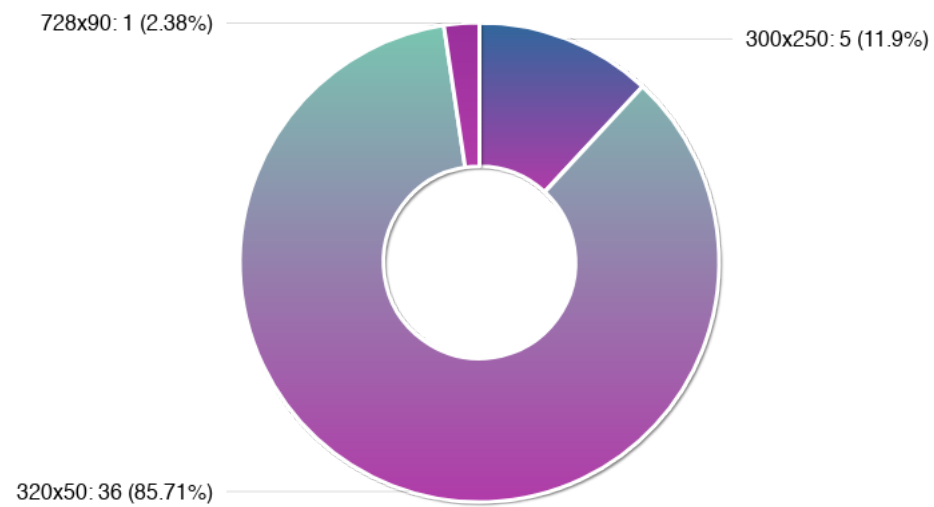
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	UPS_320x50 PRINTING CC.png	59,963	109	0.18%	2.60
	UPS_320x50 ENGINEERING GB.png	59,736	112	0.19%	2.68
	UPS_728x90 PRINTING CC.png	6,534	49	0.75%	10.71
	UPS_728x90 PRINTING GB.png	6,418	32	0.50%	7.12
	UPS_300x250 Engineering GB.png	4,336	26	0.60%	8.57
	UPS_300x250 Printing CC.png	3,503	26	0.74%	10.60
	UPS_320x480 Printing GB.png	66	2	3.03%	43.29
	UPS_320x480 Printing CC.png	50	2	4.00%	57.14

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Postal Annex	3537 M L King Jr Blvd	New Bern	NC	28562			5,759	24	0.42%
Fed Ex Drop Off	1305 Commerce Dr	New Bern	NC	28562			4,330	15	0.35%
US Postal Service	1851 S Glenburnie Rd	New Bern	NC	28562			2,116	4	0.19%
Staples	3230 M L King Jr Blvd	New Bern	NC	28562			817	1	0.12%
US Postal Service	1620 Old Cherry Point Rd	New Bern	NC	28560			23	0	0.00%
Dollar General - Fed Ex	3699 Neuse Blvd	New Bern	NC	28560			1	0	0.00%

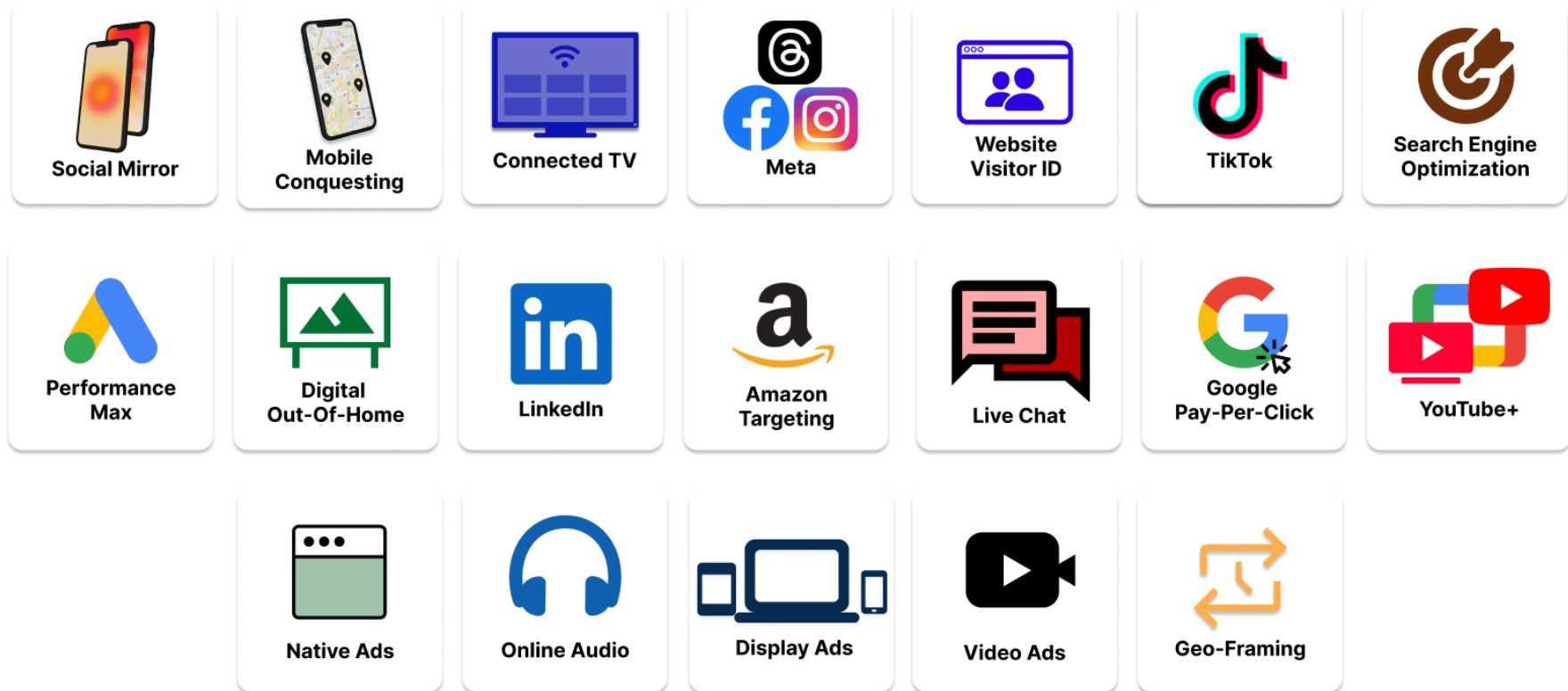
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	26,490	55	0.21%
Desktop	A personal computing device that remains stationary at one location.	11,590	18	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,727	5	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
washingtonpost.com	3,195	1	0.03%
foxnews.com	2,475	6	0.24%
nypost.com	2,068	3	0.15%
huffpost.com	1,092	2	0.18%
tmz.com	1,035	1	0.10%
Fox News - Daily Breaking News	915	0	0.00%
buzzfeed.com	800	1	0.13%
dailymail.com	626	1	0.16%
Weather - The Weather Channel	616	0	0.00%
heraldsun.com	590	0	0.00%
hollywoodpq.com	570	0	0.00%
accuweather.com	569	2	0.35%
nytimes.com	479	0	0.00%
courttv.com	442	2	0.45%
mediotiempo.com	380	0	0.00%
theguardian.com	376	2	0.53%
apnews.com	359	0	0.00%
BuzzFeed - Quiz, Trivia & News	310	1	0.32%
WeatherBug - Weather Forecast	284	0	0.00%
people.com	279	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.