



Digital Marketing Report

Impressions

How many ads were served:

105,974

Clicks

Times a user clicked on an ad

423

Click-Through Rate

(Clicks/Impressions) x 100

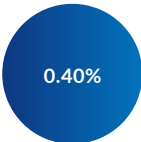
0.40%

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%)
MacKenzie River Pizza, Grill & Pub - Casual Restaurant Visitors/Pub Food/Parents Mobile	76,625	292	0.38%	5.44
MacKenzie River Pizza, Grill & Pub - Geo-Retargeting Mobile	16,459	70	0.43%	6.08
MacKenzie River Pizza, Grill & Pub - Geo-Fencing Mobile	9,280	53	0.57%	8.16
MacKenzie River Pizza, Grill & Pub - Pizza Lovers/Diners/Foodies Mobile	3,610	8	0.22%	3.17

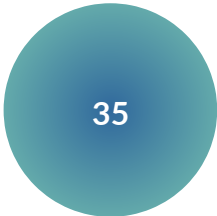


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

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 ↓
Mackenzie River Pizza Co	1490 Milligan RD	Idaho Falls	ID	83402	35

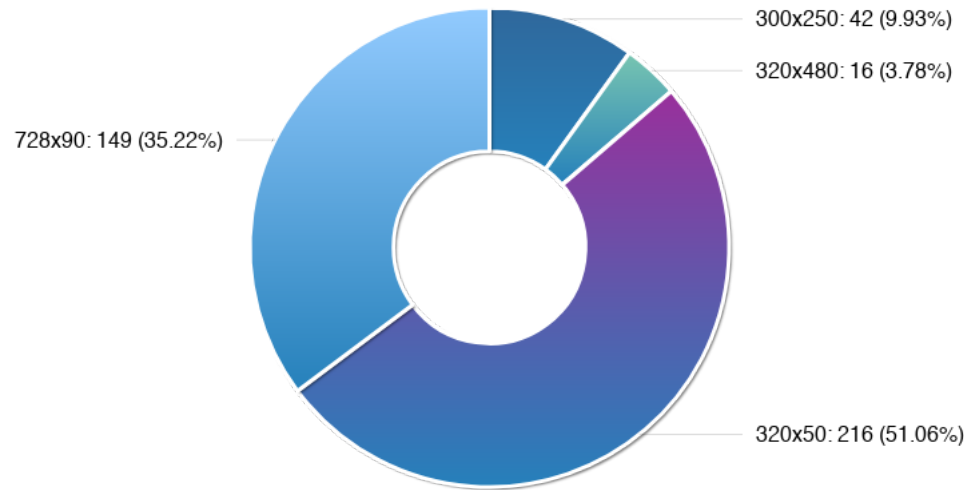


Mobile Conquesting Creative Performance

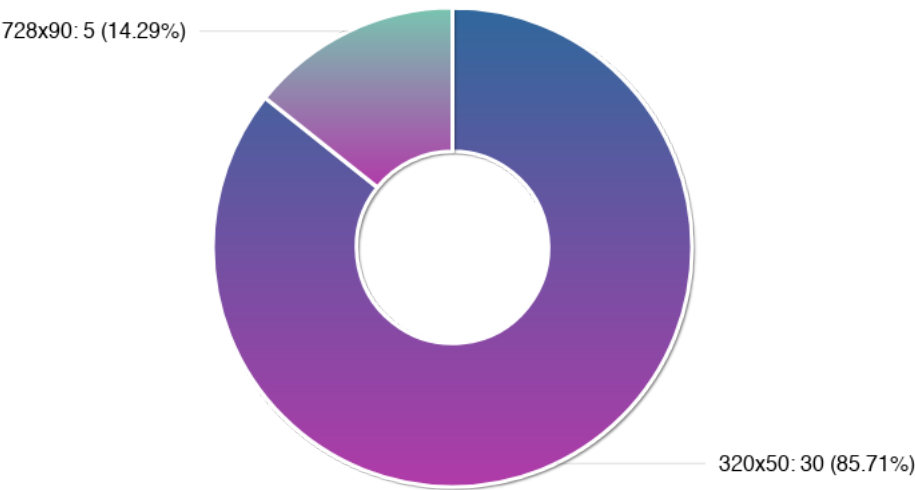
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	MacKenzie River Pizza, Grill & Pub_4.22_GeofencingMobileAds_4.264.gif	72,276	216	0.30%	4.27
	MacKenzie River Pizza, Grill & Pub_4.22_GeofencingMobileAds_4.263.jpg	28,420	149	0.52%	7.49
	MacKenzie River Pizza, Grill & Pub_4.22_GeofencingMobileAds_4.262.jpg	4,659	42	0.90%	12.88
	MacKenzie River Pizza, Grill & Pub_1.28_IFGeofencingAds_320x480.jpg	619	16	2.58%	36.93



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
The Hickory	485 N 2nd E suite 104	Rexburg	ID	83440			9,110	53	0.58%
Red Rabbit Grill Rexburg	155 W Main St #8	Rexburg	ID	83440			131	0	0.00%
Dixies Diner	2150 Channing Way	Idaho Falls	ID	83404			8	0	0.00%
Regal Edward Grand Teton	2707 S 25th E	Ammon	ID	83406			6	0	0.00%
Lil Mike's Bar-B-Que	116 S Clark St	Rigby	ID	83442			5	0	0.00%
The Firehouse Grill	2891 S 25th E	Ammon	ID	83406			5	0	0.00%
Home2 Suites by Hilton	1160 Whitewater Dr	Idaho Falls	ID	83402			4	0	0.00%
Righteous Slice	175 W 2nd S #100	Rexburg	ID	83440			4	0	0.00%
Burley Burger	3484 S 25th E	Idaho Falls	ID	83404			3	0	0.00%
Candlewood Suites	665 Pancheri Dr	Idaho Falls	ID	83402			3	0	0.00%
Domino's Pizza	1675 Market Wy	Ammon	ID	83406			2	0	0.00%
Longer Steak House	245 Houston Cir	Idaho Falls	ID	83402			2	0	0.00%
Domino's Pizza	945 W Broadway St	Idaho Falls	ID	83402			2	0	0.00%
Stockman's Restaurant	1175 Pier View Dr	Idaho Falls	ID	83402			1	0	0.00%
Olive Garden	1305 W Broadway St	Idaho Falls	ID	83402			1	0	0.00%
Five Guys	2541 S 25th E	Idaho Falls	ID	83406			1	0	0.00%
Marco's Pizza	2729 E Sunnyside Rd	Ammon	ID	83406			1	0	0.00%
Lucy's New York Style Pizza	2770 S 25th E	Idaho Falls	ID	83402			1	0	0.00%
Café Zupas	3771 S 25th E	Ammon	ID	83406			1	0	0.00%
Chili's	620 N Utah Ave	Idaho Falls	ID	83402			1	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



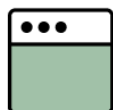
Live Chat



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.