

Digital Marketing Report

Impressions

How many ads were served:

417,494

Clicks

Times a user clicked on an ad

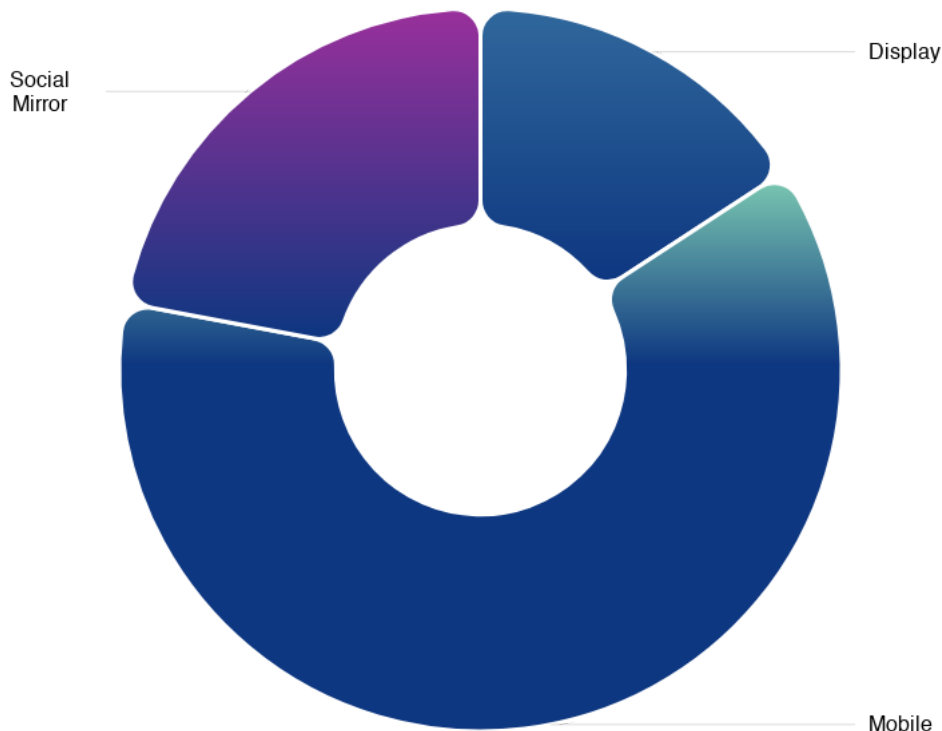
1,605

Click-Through Rate

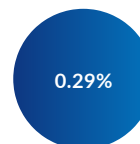
(Clicks/Impressions) x 100

0.38%

Your Product Breakout by Impressions

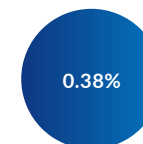


CTV Completion Rate



Percentage of users who watched the video from start to finish

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

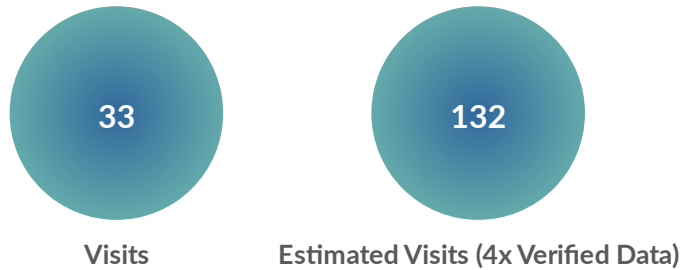
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Surprenant, Beneski & Nunes P.C. - Retirement/Estate Planning/Senior Living Behavioral Social Mirror	91,992	181	0.20%	2.81
Surprenant, Beneski & Nunes P.C. - Medicare/Medicaid Behavioral Display	65,950	265	0.40%	5.74
Surprenant, Beneski & Nunes P.C. - Medical Services/Estate Planning/Funeral Mobile ELDERLY	41,162	101	0.25%	3.51
Surprenant, Beneski & Nunes P.C. - Retirement/Estate Planning/Financial Advisors Mobile WEALTHY	41,117	203	0.49%	7.05
Surprenant, Beneski & Nunes P.C. - Geo-Fencing Mobile ELDERLY	31,277	160	0.51%	7.31
Surprenant, Beneski & Nunes P.C. - Geo-Retargeting Mobile ELDERLY	31,190	101	0.32%	4.63
Surprenant, Beneski & Nunes P.C. - Financial Advisor Visitors Mobile PLYMOUTH WEALTHY	30,609	164	0.54%	7.65
Surprenant, Beneski & Nunes P.C. - Geo-Retargeting Mobile WEALTHY	21,225	78	0.37%	5.25
Surprenant, Beneski & Nunes P.C. - Geo-Fencing Mobile WEALTHY	21,187	186	0.88%	12.54
Surprenant, Beneski & Nunes P.C. - Geo-Retargeting Lookalike Mobile WEALTHY	21,090	75	0.36%	5.08
Surprenant, Beneski & Nunes P.C. - Geo-Retargeting Mobile PLYMOUTH WEALTHY	14,473	62	0.43%	6.12
Surprenant, Beneski & Nunes P.C. - Geo-Fencing Mobile PLYMOUTH WEALTHY	6,222	29	0.47%	6.66

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

4

NUMBER OF LOCATIONS THAT TRACKED A VISIT



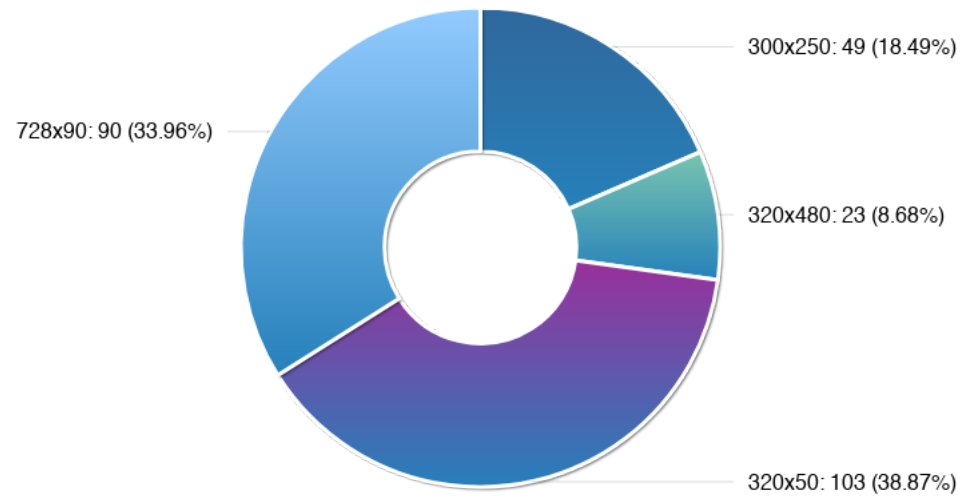
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Surprenant & Beneski, P.C.	35 Arnold ST	New Bedford	MA	02740	14
Surprenant, Beneski & Nunes P.C.	20 N Park Ave	Plymouth	MA	02360	13
Surprenant & Beneski, PC	45 Bristol DR	South Easton	MA	02375	5
Surprenant & Beneski, PC	336 South ST	Hyannis	MA	02601	1

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	SBN_Experts_beach van_320x50	31,903	103	0.32%	4.61
	SBN_Experts_beach van_728x90	15,711	90	0.57%	8.18
	SBN_Experts_beach van_300x250	13,829	49	0.35%	5.06
	SBN_Experts_beach van_320x480	4,507	23	0.51%	7.29

Display Click Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	77,744	142	0.18%	2.61
	SBN_Social Mirror_7.24.26_When people think of estate planning	14,248	39	0.27%	3.91

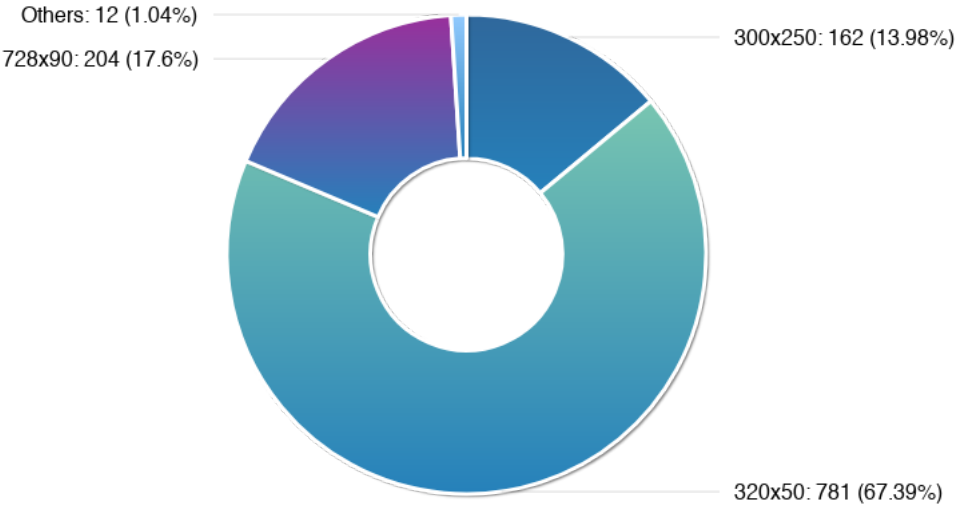
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00012	Video	Click to View	7.39%	0.75%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00005	Video	Click to View	6.98%	0.68%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00011	Video	Click to View	6.86%	0.38%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00014	Video	Click to View	6.27%	0.56%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00009	Video	Click to View	5.96%	0.65%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00001	Video	Click to View	5.71%	0.60%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00007	Video	Click to View	5.17%	0.46%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00003	Video	Click to View	5.11%	0.47%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00008	Video	Click to View	4.90%	0.60%
SBN_Social Mirror_6.17.26_Custom Trusts for Unique Family Needs	Variant: V_00006	Video	Click to View	4.84%	0.56%

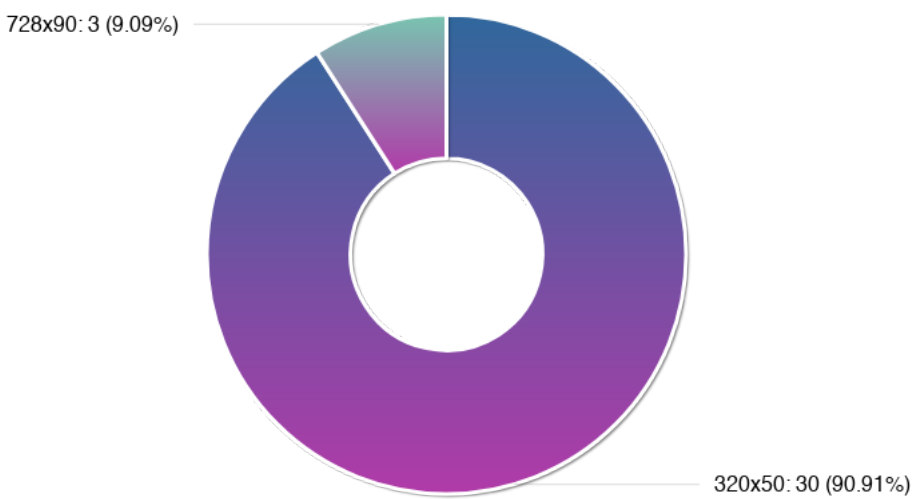
Social Mirror Ad Screenshots

	SBN_Social Mirror_8.3.26_Story_Planning ahead is one of those things		
Screenshot Urls			

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

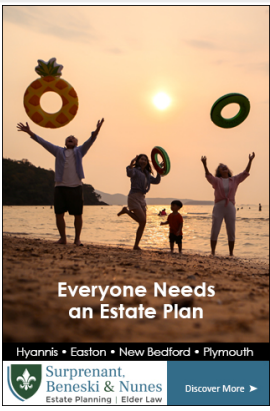
Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	SBN_everyone_watermelon_320x50.jpg	24,972	114	0.46%	6.52
	SBN_Life_kids_swim_320x50.jpg	25,094	107	0.43%	6.09
	SBN_certified_pop_pool_320x50.jpg	25,513	76	0.30%	4.26
	SBN_sun_hat_shades_fam_320x50.jpg	15,521	74	0.48%	6.81
Preview not available	SBN_Scroller Ad	5,664	74	1.31%	18.66
	SBN_02.01.26_Scroller	21,123	67	0.32%	4.53
	SBN_Floaties_everyone_ocean_320x50.jpg	17,818	63	0.35%	5.05
	SBN_everyone_kids_beach_chairs_320x50.jpg	25,948	59	0.23%	3.25
	SBN_sb_1b_soccer_done_RIGHT_320x50.jpg	17,878	52	0.29%	4.16
	SBN_sb_4a_gameday_320x50.jpg	18,501	48	0.26%	3.71
	SBN_Life_kids_swim_728x90.jpg	2,788	36	1.29%	18.45
	SBN_Experts_beach_van_320x50.jpg	18,424	33	0.18%	2.56
	SBN_sun_hat_shades_fam_728x90.jpg	3,570	33	0.92%	13.21

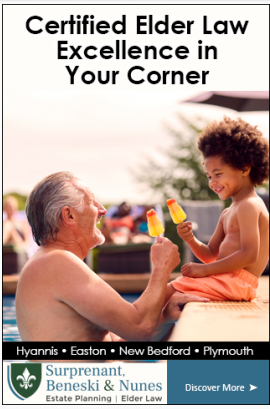
	SBN_sun_hat_shades_fam_300x250.jpg	2,944	27	0.92%	13.10
	SBN_everyone_watermelon_728x90.jpg	2,736	27	0.99%	14.10
	SBN_Floaties_everyone_ocean_728x90.jpg	1,545	22	1.42%	20.34
	SBN_everyone_watermelon_300x250.jpg	1,963	22	1.12%	16.01
	SBN_everyone_kids beach chairs_728x90.jpg	2,428	22	0.91%	12.94
	SBN_Life_kids_swim_300x250.jpg	1,965	21	1.07%	15.27
	SBN_certified_pop_pool_728x90.jpg	2,458	20	0.81%	11.62

	SBN_certified_pop_pool_300x250.jpg	1,522	19	1.25%	17.83
	SBN_sb_1b_soccer done RIGHT_728x90.jpg	1,606	16	1.00%	14.23
	SBN_sb_1b_soccer done RIGHT_300x250.jpg	1,259	16	1.27%	18.15
	SBN_Experts_beach van_300x250.jpg	1,182	15	1.27%	18.13
	SBN_everyone_kids beach chairs_300x250.jpg	1,506	15	1.00%	14.23
	SBN_Grad_everyone estate__320x50.jpg	5,256	14	0.27%	3.81

 Surprenant, Beneski & Nunes Estate Planning Elder Law	 Experts Focused on Accuracy, Guidance and Advocacy Discover More	SBN_Experts_beach van__728x90.jpg	1,329	13	0.98%	13.97
		SBN_Floaties_everyone_ocean_300x250.jpg	1,162	10	0.86%	12.29
		SBN_sb_4a_gameDay_300x250.jpg	1,110	10	0.90%	12.87
 Surprenant, Beneski & Nunes Estate Planning Elder Law	 Estate Planning & Life-Care Planning SIMPLIFIED Trust The Experts	SBN_sb_4a_gameDay_728x90.jpg	1,400	9	0.64%	9.18
		SBN_Grad_everyone estate_300x250.jpg	905	7	0.77%	11.05
 Surprenant, Beneski & Nunes Estate Planning Elder Law	 Everyone Needs an Estate Plan Discover More	SBN_Grad_everyone estate__728x90.jpg	858	6	0.70%	9.99

	SBN_sun_hat_shades fam_320x480.jpg	21	3	14.29%	204.08
	SBN_erin_estatePlanning_ps Edit.mp4	1,408	2	0.14%	2.03
	SBN_everyone_kids beach chairs_320x480.jpg	11	2	18.18%	259.74
	SBN_sb_1b_soccer done RIGHT_320x480.jpg	25	1	4.00%	57.14

 Experts Focused on Accuracy, Guidance and Advocacy Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Discover More ►	SBN_Experts_beach van__320x480.jpg	14	1	7.14%	102.04
 Estate Planning & Life-Care Planning SIMPLIFIED Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Trust The Experts ►	SBN_sb_4a_gameDay_320x480.jpg	8	1	12.50%	178.57
 Everyone Needs an Estate Plan Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Discover More ►	SBN_Floaties_everyone_ocean_320x480.jpg	15	1	6.67%	95.24

 Certified Elder Law Excellence in Your Corner Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Discover More ►	SBN_certified_pop_pool__320x480.jpg	5	1	20.00%	285.71
 Surprenant, Beneski & Nunes Estate Planning Elder Law Your Legacy Begins with a Solid Estate Plan Discover More ►	SBN_Father Daug Selfie_legacy_728x90.jpg	0	0	-	0.00
 Surprenant, Beneski & Nunes Estate Planning Elder Law Practical Advice for a Protected Future Discover More ►	SBN_practical protect_picnic_728x90.jpg	0	0	-	0.00
 Everyone Needs an Estate Plan Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Discover More ►	SBN_everyone_watermelon__320x480.jpg	45	0	0.00%	0.00
 Life Changes. Your Estate Plan Should Too! Hyannis • Easton • New Bedford • Plymouth Surprenant, Beneski & Nunes Estate Planning Elder Law Discover More ►	SBN_Life_kids_swim_320x480.jpg	54	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
The Bay Club	63 County Rd	Mattapoisett	MA	02739			14,887	140	0.94%
Holy Cross Church	225 Purchase St	South Easton	MA	02375			6,380	52	0.82%
Padanram Harbor Shores Neighborhood	15 Star of the Sea Dr	Dartmouth	MA	02748			2,275	7	0.31%
Christian Fellowship Center	822 Church Street	New Bedford	MA	02745			1,902	6	0.32%
St John the Baptist	44 School Street	Quincy	MA	02170			1,484	8	0.54%
Our Lady of Lourdes	433 West Street	Brockton	MA	02301			1,343	7	0.52%
Long Hagan Huff-Harris (Duxbury Office) / Law Mom	24 Bay Rd	Duxbury	MA	2332			1,124	1	0.09%
White Cliffs	42 Fairway Drive	Plymouth	MA	2360			1,120	2	0.18%
St. Anthony of Padua	1359 Acushnet Ave	New Bedford	MA	02746			1,043	3	0.29%
Christ Church	12 Quincy Ave	Quincy	MA	02169 6712			1,034	7	0.68%
Angley & Angley / JG Rubin Financial Planner	100 Court St	Plymouth	MA	2360			1,033	8	0.77%
St. Isidore	340 Center Street	Middleborough	MA	02346			737	2	0.27%
St. Andrew the Apostle	19 Kilmer Avenue	Taunton	MA	02780			722	4	0.55%
St. Peter the Apostle	11 Prince Street	Provincetown	MA	02657			692	3	0.43%
The Arc of Bristol County	141 Park St	Attleboro	MA	02703			682	6	0.88%
Popponesset Island	180 waterway	Mashpee	MA	02649			612	0	0.00%
Chatham Senior Center	193 Stony Hill Road	Chatham	MA	02633			573	1	0.17%
Parish of St Chrysostom	1 Linden Street	Quincy	MA	02170 1809			572	1	0.17%
Osterville Grand Island	163 pineleigh path	Osterville	MA	02655			570	5	0.88%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02360	14,571	41	0.28%	4.02
02301	12,981	55	0.42%	6.05
02169	11,333	37	0.33%	4.66
02740	10,775	31	0.29%	4.11
02368	7,679	36	0.47%	6.70
02780	6,909	22	0.32%	4.55
02184	6,553	11	0.17%	2.40
02703	6,529	21	0.32%	4.59
02302	5,546	9	0.16%	2.32
02790	5,080	9	0.18%	2.53
02048	4,682	15	0.32%	4.58
02021	3,907	12	0.31%	4.39
02745	3,874	4	0.10%	1.48
02035	3,855	10	0.26%	3.71
02370	3,698	16	0.43%	6.18
02324	3,429	9	0.26%	3.75
02760	2,918	4	0.14%	1.96
02601	2,782	10	0.36%	5.14
02072	2,423	7	0.29%	4.13
02067	2,420	5	0.21%	2.95

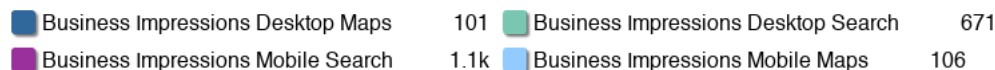
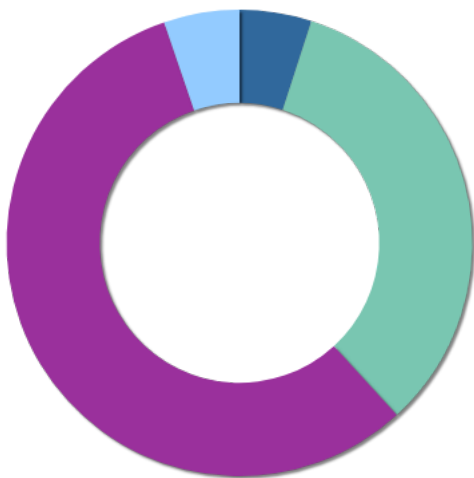
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	111,221	339	0.30%
Desktop	A personal computing device that remains stationary at one location.	35,856	89	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,865	18	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	7,190	33	0.46%
foxnews.com	5,885	19	0.32%
courttv.com	5,235	4	0.08%
nypost.com	5,011	5	0.10%
washingtonpost.com	2,699	3	0.11%
dailymail.com	2,645	12	0.45%
usatoday.com	2,238	6	0.27%
brezzamistica.info	1,908	3	0.16%
tmz.com	1,812	5	0.28%
imdb.com	1,545	1	0.06%
huffpost.com	1,438	6	0.42%
buzzfeed.com	1,404	2	0.14%
apnews.com	1,321	1	0.08%
wcvb.com	1,258	1	0.08%
theguardian.com	1,143	2	0.17%
barstoolsports.com	957	0	0.00%
record.pt	861	0	0.00%
mediotiempo.com	817	0	0.00%
spotify.com	745	2	0.27%
Wattpad Beta	631	0	0.00%

How customers search for your business on Google



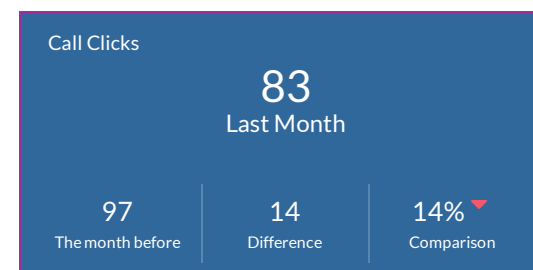
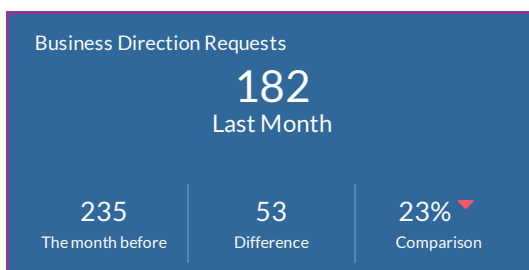
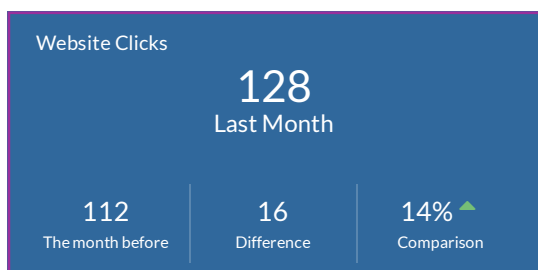
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

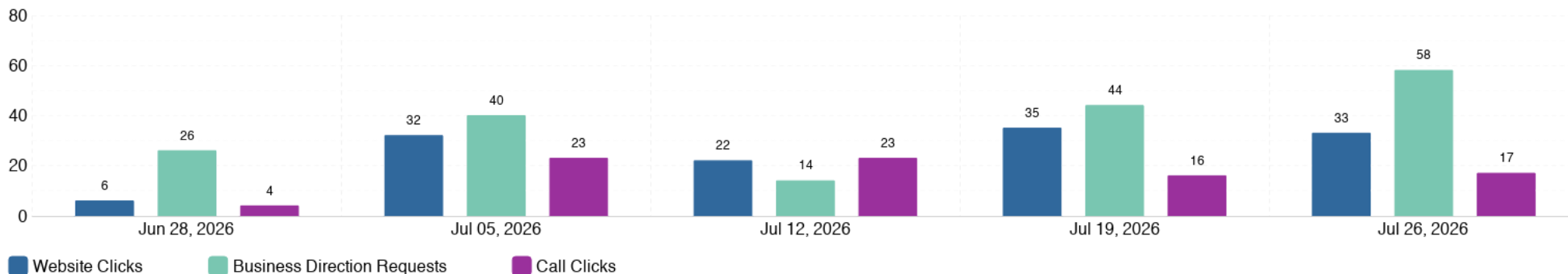
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

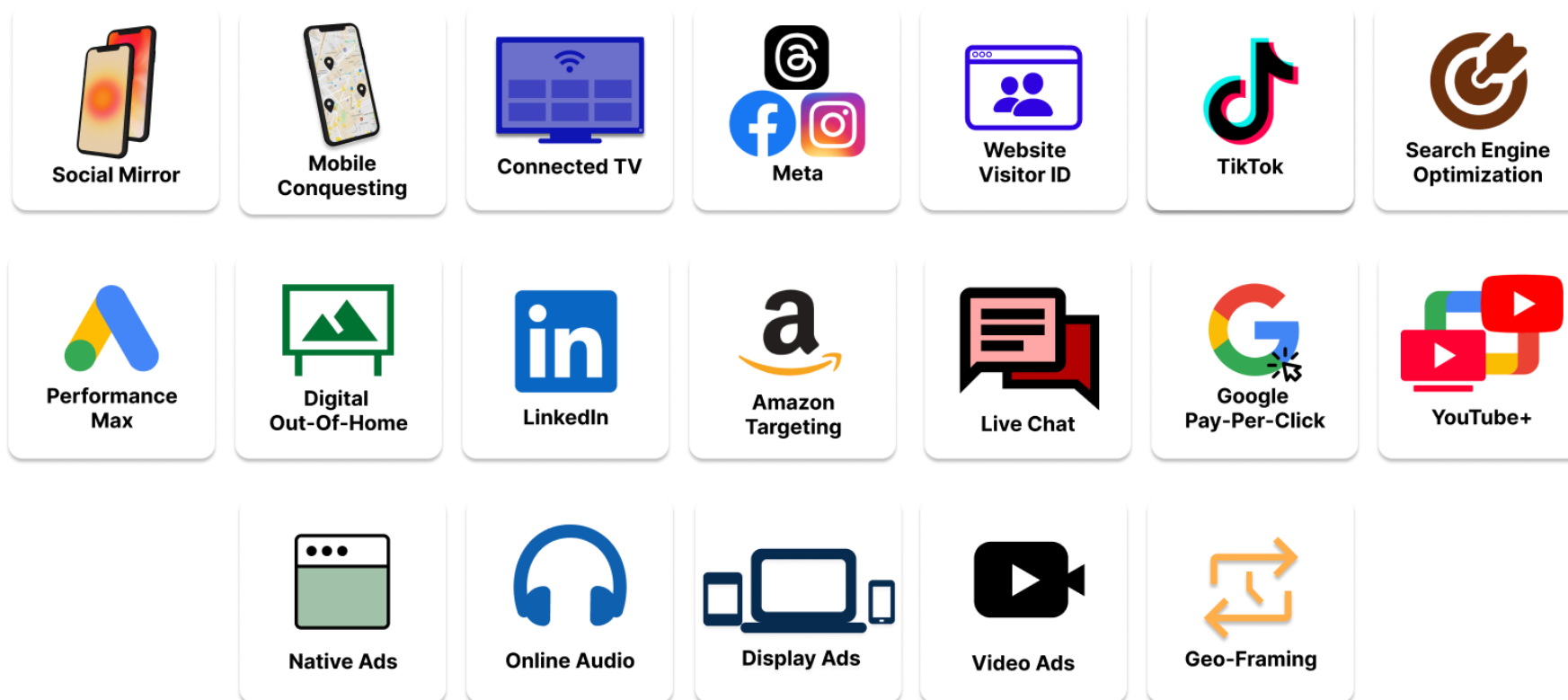
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.