

Digital Marketing Report

Impressions

How many ads were served:

102,560

Clicks

Times a user clicked on an ad

442

Click-Through Rate

(Clicks/Impressions) x 100

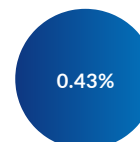
0.43%

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%)
John 316 Prospecting - Address Retargeting Mobile	34,821	154	0.44%	6.32
John 316 Prospecting - Address Targeting Mobile	34,005	138	0.41%	5.80
John 316 Prospecting - Behavioral Mobile	33,734	150	0.44%	6.35

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



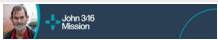
Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

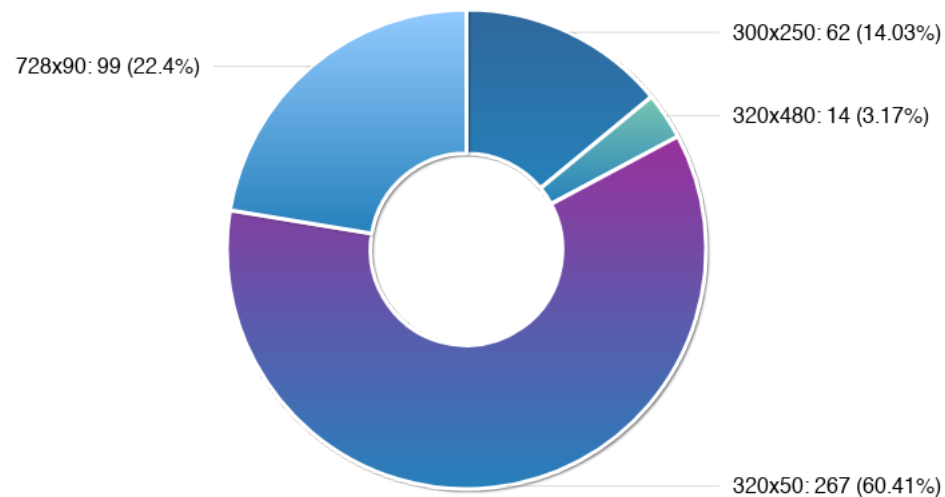
Business Name	Address	City	State	Zip	Visits ↓
John 3:16 Mission	506 N Cheyenne AVE	Tulsa	OK	74103	6

Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	John 316 Mission_6.30_John316_SummerHea t_Blue_320x50.gif	28,109	103	0.37%	5.23
	John 316 Mission_6.25_John316_SummerHea t_Brown_320x50.gif	28,098	80	0.28%	4.07
	John 316 Mission_6.25_John316_SummerHea t_Orange_320x50.gif	28,051	84	0.30%	4.28
	John 316 Mission_6.25_John316_SummerHea t_Orange_728x90.gif	4,447	36	0.81%	11.56
	John 316 Mission_6.25_John316_SummerHea t_Brown_728x90.gif	4,311	29	0.67%	9.61
	John 316 Mission_6.30_John316_SummerHea t_Blue_728x90.gif	4,236	34	0.80%	11.47
	John 316 Mission_6.30_John316_SummerHea t_Blue_300x250.gif	1,682	23	1.37%	19.53
	John 316 Mission_6.25_John316_SummerHea t_Brown_300x250.gif	1,652	25	1.51%	21.62
	John 316 Mission_6.25_John316_SummerHea	1,549	14	0.90%	12.91

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit 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



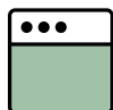
Live Chat



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.