

Digital Marketing Report

Impressions

How many ads were served:

104,991

Clicks

Times a user clicked on an ad

395

Click-Through Rate

(Clicks/Impressions) x 100

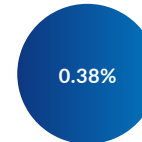
0.38%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

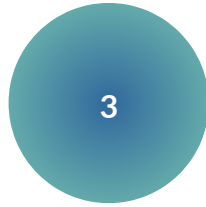
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
LEE KINSTLE SALES & SERVICE - Car Owners/Commuters Categories Mobile	104,991	395	0.38%	5.37

Mobile Conquesting View-through Conversions

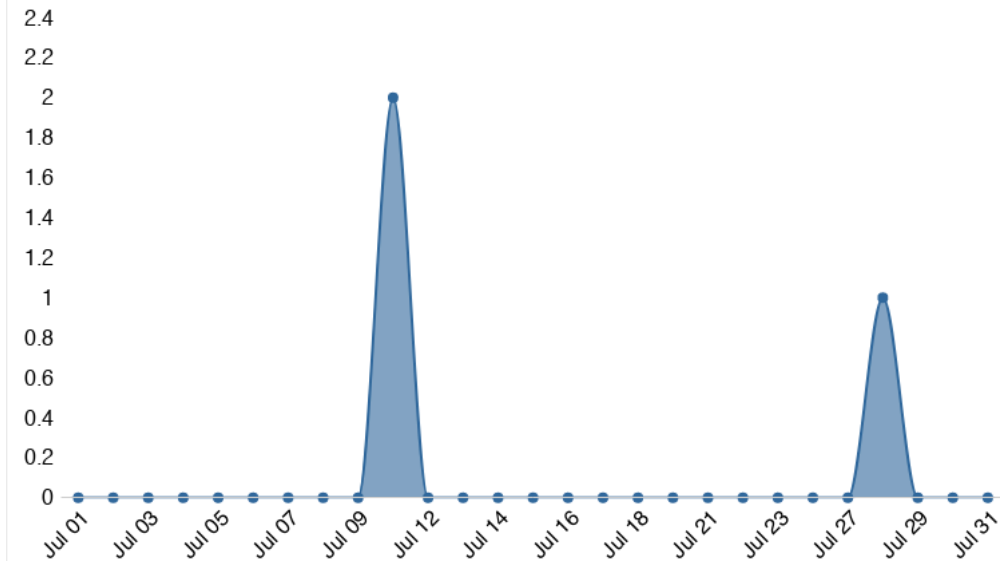


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

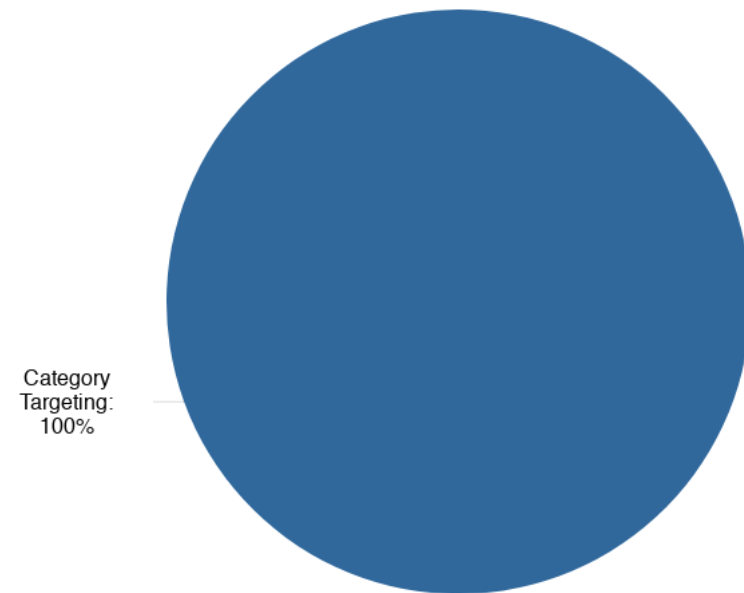
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
LEE KINSTLE SALES & SERVICE Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



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)

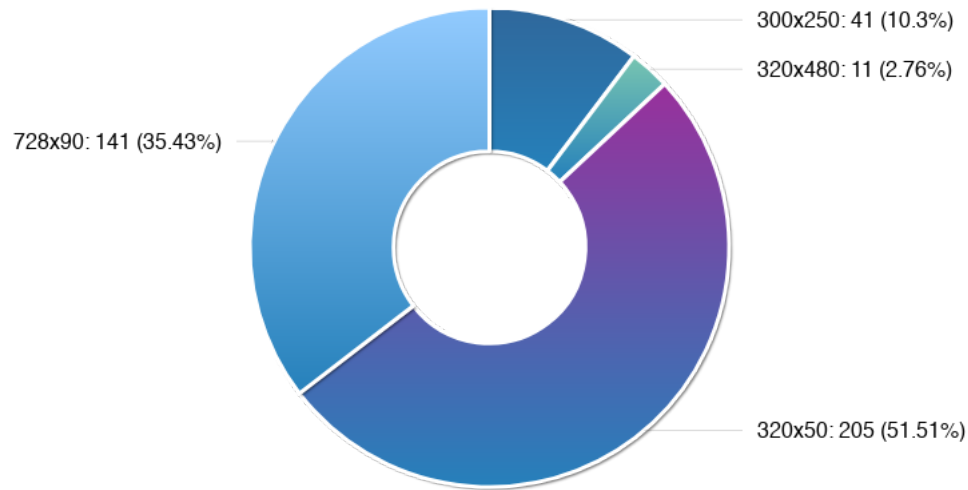
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
LEE KINSTLE SALES & SERVICE	650 W ERVIN RD	Van Wert	OH	45891	43

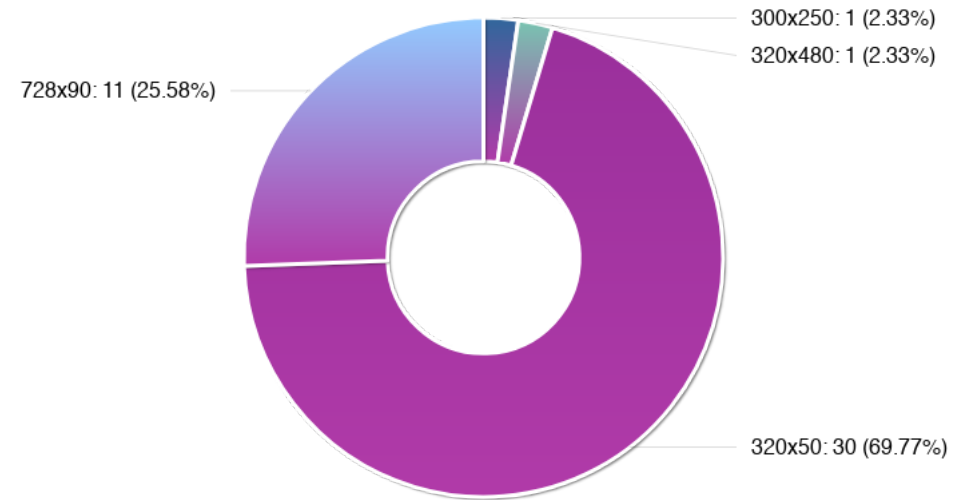
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	LEE KINSTLE 3.3 (320X50).png	33,010	102	0.31%	4.41
	LEE KINSTLE 3.1 (320X50).png	33,002	103	0.31%	4.46
	LEE KINSTLE 3.1 (728X90).png	17,515	73	0.42%	5.95
	LEE KINSTLE 3.3 (728X90).png	16,814	68	0.40%	5.78
	LEE KINSTLE 3.3 (300X250).png	2,255	20	0.89%	12.67
	LEE KINSTLE 3.1 (300X250).png	2,150	21	0.98%	13.95
	LEE KINSTLE 3.1 (320X480).png	251	5	1.99%	28.46
	LEE KINSTLE 3.3 (320X480).png	247	6	2.43%	34.70

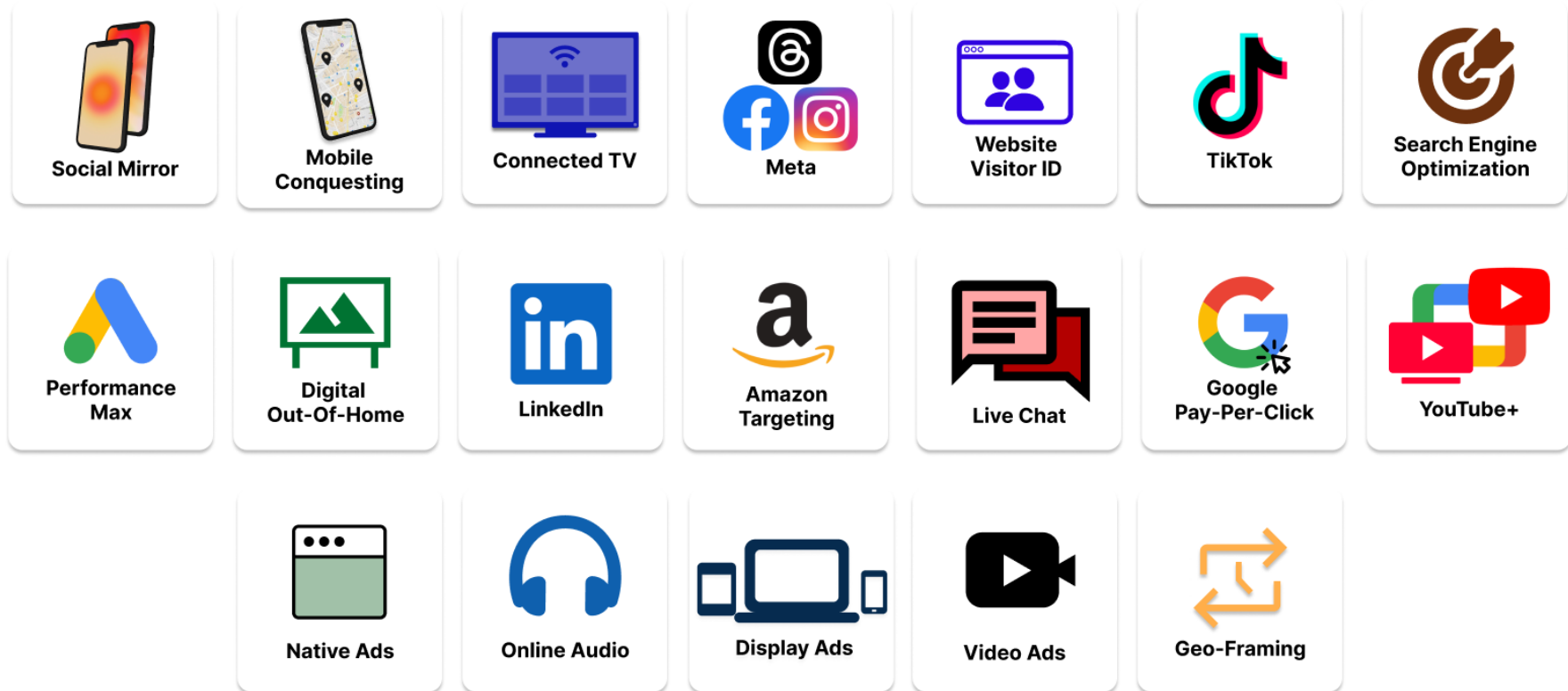
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



All available products in our *toolbox*.



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