

# Digital Marketing Report

## Impressions

How many ads were served:

100,106

## Clicks

Times a user clicked on an ad

397

## Click-Through Rate

(Clicks/Impressions) x 100

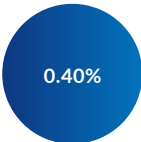
0.40%

## 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%) |
|--------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Little Lake Pet Lodge - Pet Lovers/Frequent Travelers Mobile | 87,888        | 314    | 0.36% | 5.10                      |
| Little Lake Pet Lodge - Geo-Fencing Mobile                   | 11,185        | 55     | 0.49% | 7.02                      |
| Little Lake Pet Lodge - Geo-Retargeting Mobile               | 636           | 23     | 3.62% | 51.66                     |
| Little Lake Pet Lodge - Site Retargeting Mobile              | 397           | 5      | 1.26% | 17.99                     |

Mobile Conquesting Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

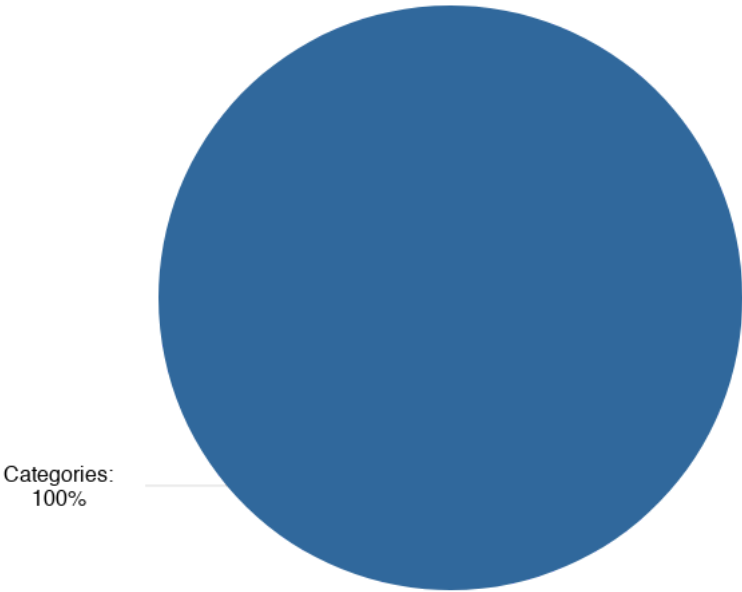
Mobile Conquesting Click Conversion Performance Breakout

| Conversion Name                                        | Click Conversions ↓ |
|--------------------------------------------------------|---------------------|
| Little Lake Pet Lodge Book Now Click Conversion        | 1                   |
| Little Lake Pet Lodge Schedule a Tour Click Conversion | 1                   |

Mobile Conquesting Click Conversions by Day



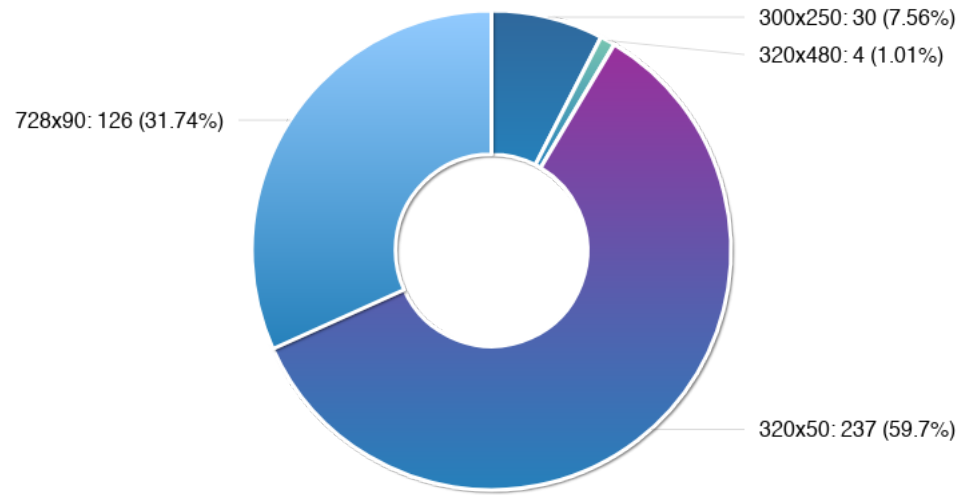
Top Mobile Conquesting Click Conversions by Strategy



## Mobile Conquesting Creative Performance

| Preview               | Creative Name                                         | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-----------------------|-------------------------------------------------------|---------------|--------|-------|---------------------------|
|                       | Little Lake Pet Lodge_4.16_LLPL_SUMSZN_MC320 X50.gif  | 61,943        | 163    | 0.26% | 3.76                      |
|                       | Little Lake Pet Lodge_4.16_LLPL_SUMSZN_MC728 X90.gif  | 27,501        | 111    | 0.40% | 5.77                      |
|                       | Little Lake Pet Lodge_4.16_LLPL_SUMSZN_MC300 X250.gif | 2,948         | 25     | 0.85% | 12.11                     |
|                       | Little Lake Pet Lodge_11.24_LLPL_SMOKEY_MC320 X50.gif | 2,140         | 17     | 0.79% | 11.35                     |
| Preview not available | Little Lake Pet Lodge_Scroller_7.29                   | 2,105         | 31     | 1.47% | 21.04                     |
|                       | LLPL_SCHOOL_MC320X50.gif                              | 2,000         | 26     | 1.30% | 18.57                     |
|                       | Little Lake Pet Lodge_11.24_LLPL_SMOKEY_MC728 X90.gif | 523           | 6      | 1.15% | 16.39                     |
|                       | LLPL_SCHOOL_728X90.gif                                | 517           | 9      | 1.74% | 24.87                     |
|                       | Little Lake Pet Lodge_4.16_LLPL_SUMSZN_MC320 X480.gif | 241           | 4      | 1.66% | 23.71                     |
|                       | LLPL_SCHOOL_MC300X250.gif                             | 97            | 2      | 2.06% | 29.46                     |

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

| Business Name                         | Address                       | City      | State | Zip   | Latitude | Longitude | Impressions ↓ | Clicks | CTR    |
|---------------------------------------|-------------------------------|-----------|-------|-------|----------|-----------|---------------|--------|--------|
| Oak Ridge Rec Center                  | 1403 Oak Ridge Turnpike       | Oak Ridge | TN    | 37830 |          |           | 4,104         | 12     | 0.29%  |
| Fort Dickerson Park                   | 3000 Fort Dickerson Rd Sw     | Knoxville | TN    | 37920 |          |           | 2,299         | 20     | 0.87%  |
| Lakeshore Park                        | 5930 Lyons View Pike          | Knoxville | TN    | 37919 |          |           | 2,007         | 8      | 0.40%  |
| Concord Park                          | 10960 Concord Park Dr         | Knoxville | TN    | 37922 |          |           | 1,952         | 10     | 0.51%  |
| Kroger                                | 1550 Oak Ridge Tpke           | Oak Ridge | TN    | 37830 |          |           | 487           | 1      | 0.21%  |
| Tellico Village                       | 119 Talah Way                 | Loudon    | TN    | 37774 |          |           | 139           | 1      | 0.72%  |
| Sequoyah Hills Park                   | 1400 Cherokee Blvd            | Knoxville | TN    | 37919 |          |           | 85            | 0      | 0.00%  |
| American Museum of Science and Energy | 115 E Main St                 | Oak Ridge | TN    | 37830 |          |           | 29            | 0      | 0.00%  |
| UTK Sorority Village                  | 2629 Ann Baker Furrow Blvd    | Knoxville | TN    | 37919 |          |           | 26            | 2      | 7.69%  |
| Rarity Bay                            | 403 Rarity Bay Pkwy           | Vonore    | TN    | 37885 |          |           | 23            | 0      | 0.00%  |
| Stanley's Greenhouse                  | 3029 Davenport Rd             | Knoxville | TN    | 37920 |          |           | 13            | 0      | 0.00%  |
| Tennessee National Golf Club          | 8301 Tennessee National Drive | Loudon    | TN    | 37774 |          |           | 7             | 0      | 0.00%  |
| Tellico Village                       | 145 Awohili Drive             | Loudon    | TN    | 37774 |          |           | 6             | 1      | 16.67% |
| Willow Creek Golf Club                | 12003 Kingston Pike           | Knoxville | TN    | 37934 |          |           | 3             | 0      | 0.00%  |
| Fox Den Country Club                  | 12284 N Fox Den Dr            | Knoxville | TN    | 37934 |          |           | 2             | 0      | 0.00%  |
| The Greens-Oak Ridge                  | 201 Tuskegee Dr               | Oak Ridge | TN    | 37830 |          |           | 2             | 0      | 0.00%  |
| Suitelife Pet Resort                  | 100 N Lincoln Circle          | Oak Ridge | TN    | 37830 |          |           | 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.