

Digital Marketing Report

Impressions

How many ads were served:

131,408

Clicks

Times a user clicked on an ad

294

Click-Through Rate

(Clicks/Impressions) x 100

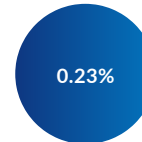
0.22%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

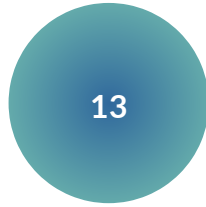
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Jiffys Truck School - Geo-Retargeting Mobile	92,698	170	0.18%	2.62
Jiffys Truck School - Employment Agencies/Opportunities/Career Categories Mobile	38,079	114	0.30%	4.28
Jiffys Truck School - Geo-Fencing Mobile	631	10	1.58%	22.64

Mobile Conquesting View-through Conversions

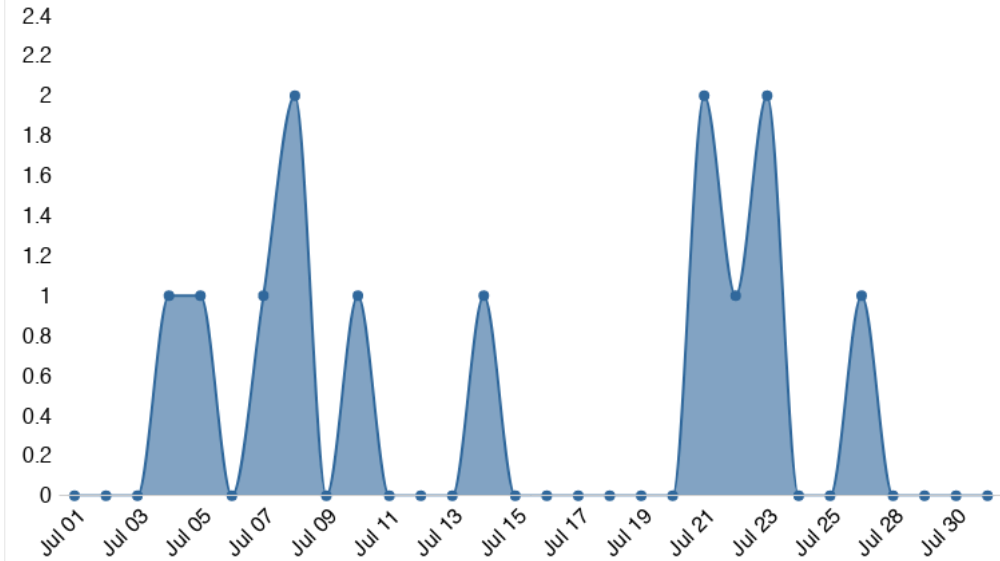


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

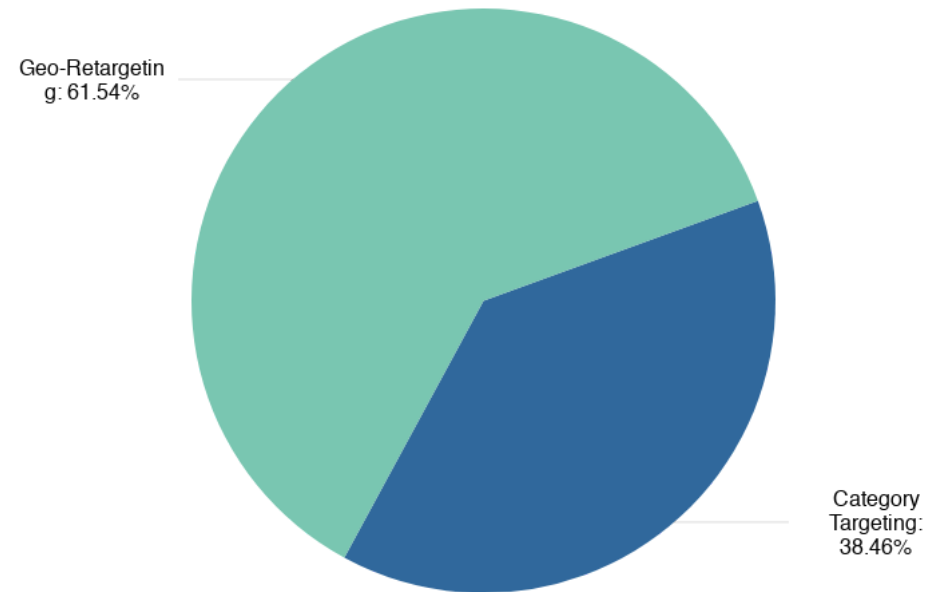
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Jiffy's Truck School Homepage Visits	13

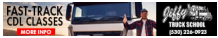
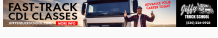
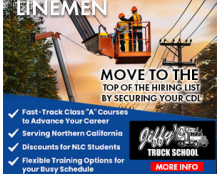
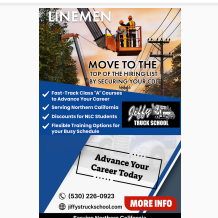
Mobile Conquesting View-through Conversions by Day



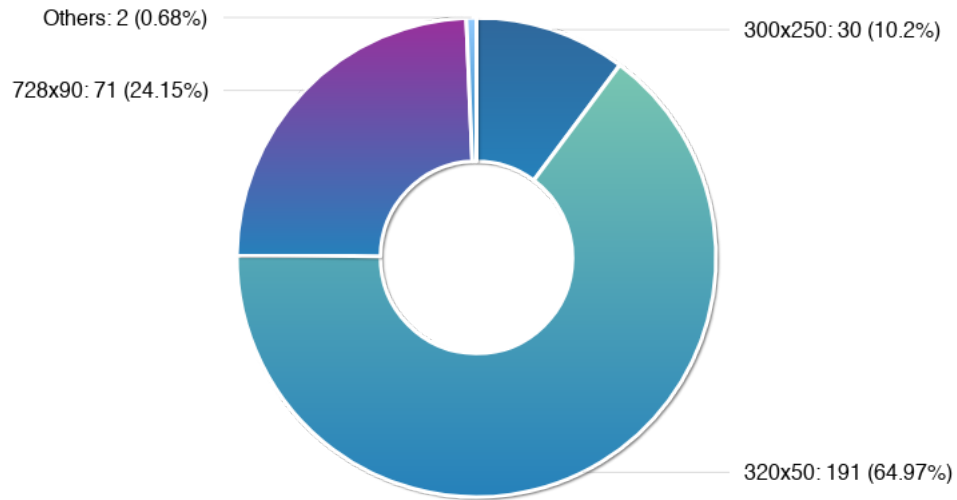
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	JTS320x50.jpg	55,468	83	0.15%	2.14
	JTSLineman320x50.jpg	55,393	108	0.20%	2.79
	JTSLineman728x90.jpg	7,684	39	0.51%	7.25
	JTS728x90.jpg	7,674	32	0.42%	5.96
	JTSLineman300x250.jpg	2,477	14	0.57%	8.07
	JTS300x250.jpg	2,452	16	0.65%	9.32
	JTS640x960.jpg	132	0	0.00%	0.00
	JTSLineman640x960.jpg	128	2	1.56%	22.32

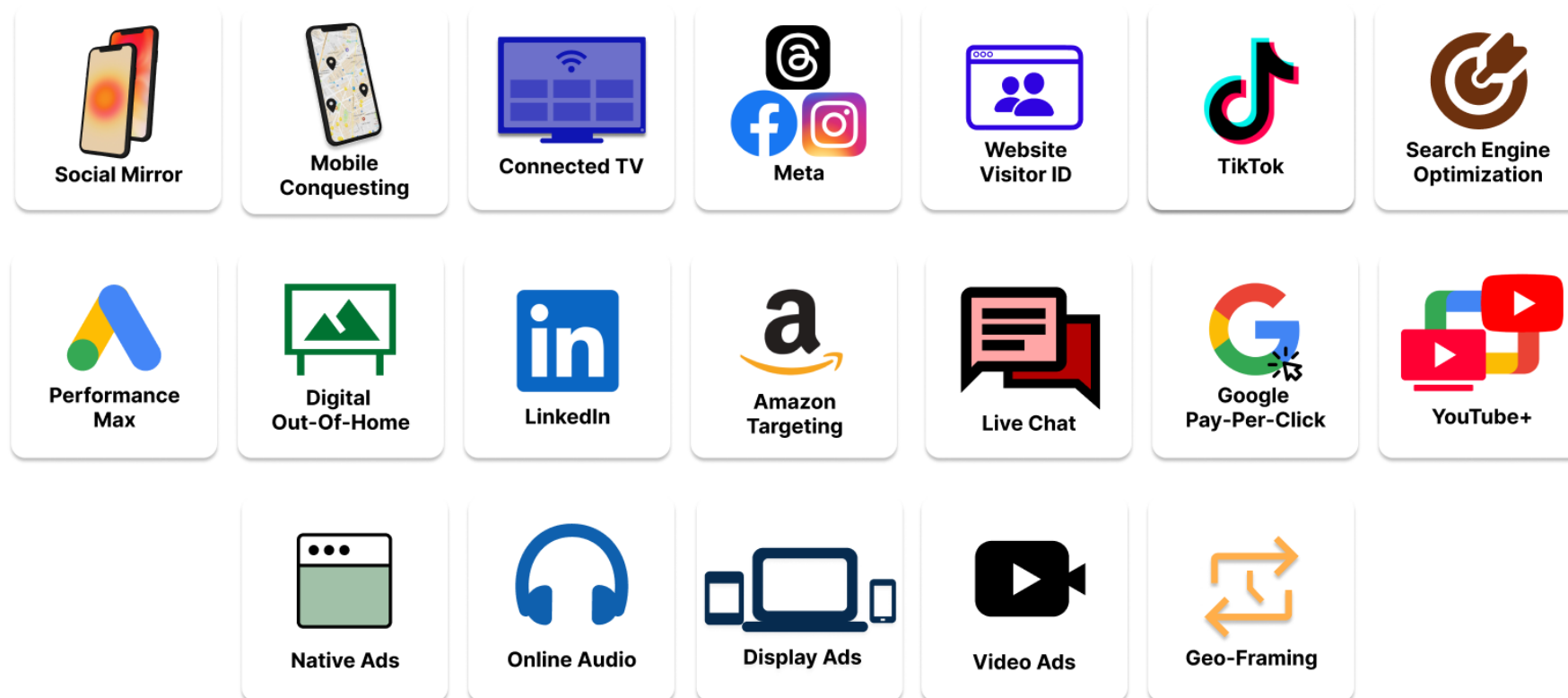
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	8530 Commercial Way	Redding	CA	96002			613	9	1.47%
	910 Cypress Ave	Redding	CA	96001			17	0	0.00%
	2009 Challenger Ave	Oroville	CA	95965			1	1	100.00%

All available products in our *toolbox*.



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