

Digital Marketing Report

Impressions

How many ads were served:

269,626

Clicks

Times a user clicked on an ad

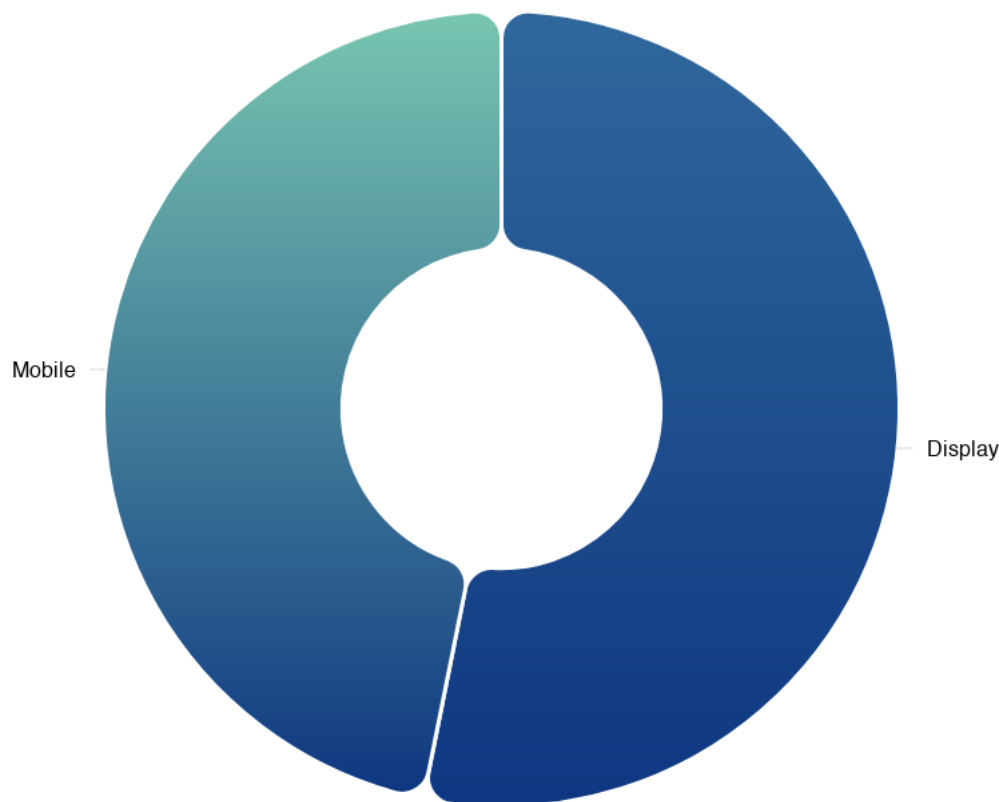
1,199

Click-Through Rate

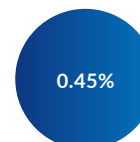
$(\text{Clicks} / \text{Impressions}) \times 100$

0.44%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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%)
Baskin's Ace Hardware - Property Manager/Contractors/Builders Behavioral B2B Display	143,308	655	0.46%	6.53
Baskins Ace Hardware - Paint Shoppers/Home Improvement Mobile	99,850	377	0.38%	5.39
Baskins Ace Hardware - Geo-Retargeting Mobile	18,125	120	0.66%	9.46
Baskins Ace Hardware - Geo-Fencing Mobile	8,330	45	0.54%	7.72
Baskin's Ace Hardware - Painting/Home Improvement Behavioral Display	13	2	15.38%	219.78

Display View-through Conversions

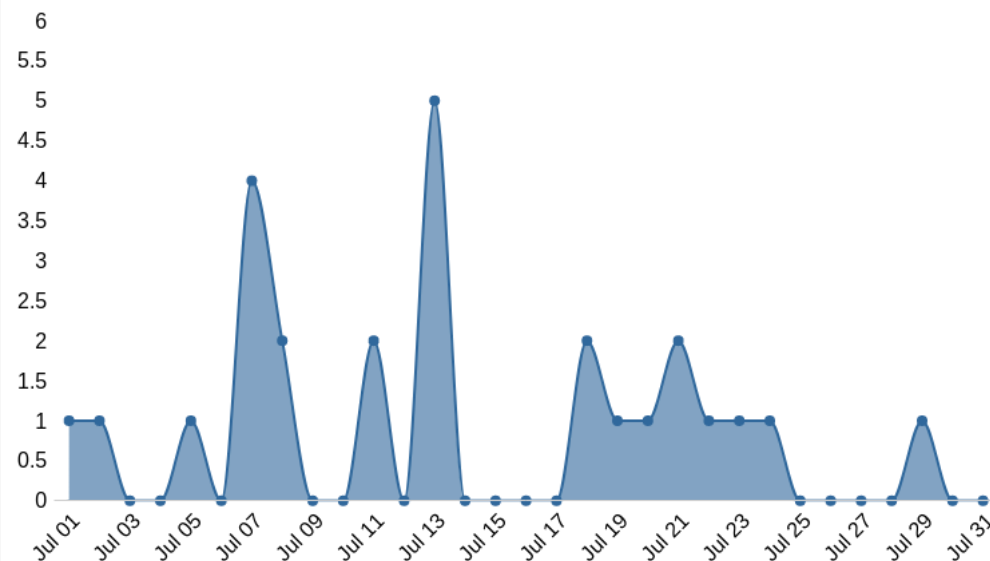
26

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

Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Baskin's Ace Hardware Shop Online Page View	24
Baskin's Ace Hardware Homepage Visits	2

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy

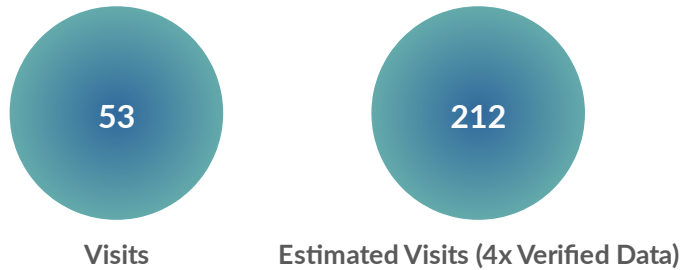
Behavioral:
100%

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

5

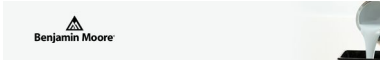
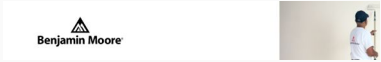
NUMBER OF LOCATIONS THAT TRACKED A VISIT



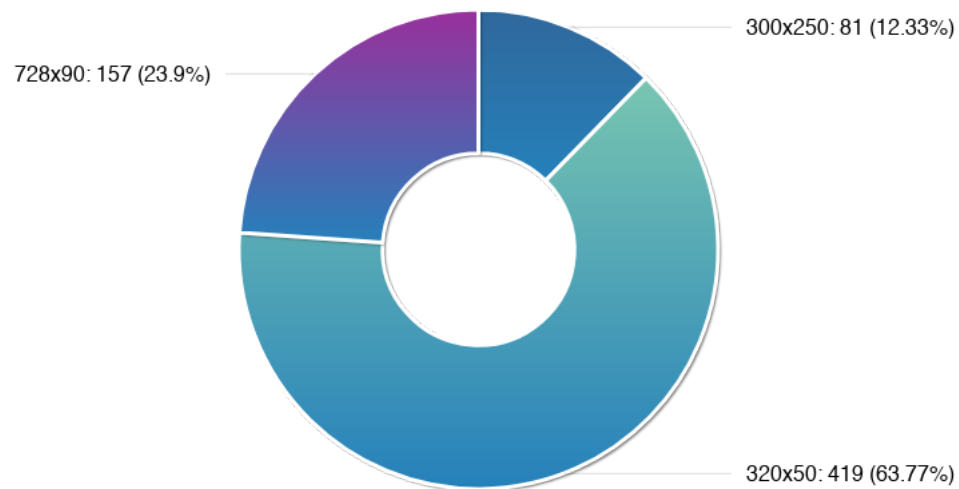
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Baskin's Ace Hardware	2 Post Office SQ	Harwich Port	MA	02646	37
Baskin's Ace Hardware	850 RTE 134	South Dennis	MA	02660	6
Baskin's Ace Hardware	28 S Orleans RD	Orleans	MA	02653	5
Baskin's Ace Hardware	2632 Main St	Brewster	MA	02631	4
Baskin's Ace Hardware	23 Whites PATH # I	South Yarmouth	MA	02664	1

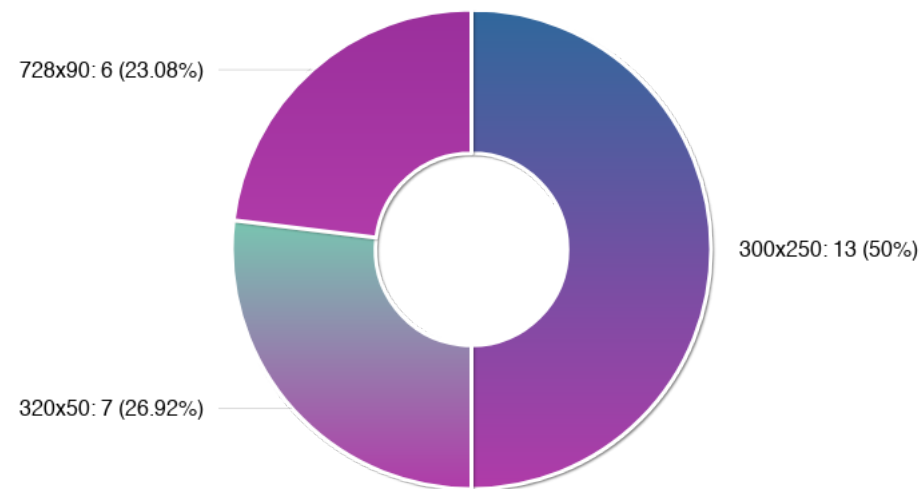
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Baskins_B2B_7.13.26_Now Shop Online_320x50	26,853	165	0.61%	8.78
Thumbnail not available	Baskins_B2B_7.13.26_Pouring Paint_320x50	25,674	145	0.56%	8.07
	Baskins_B2B_6.8.26_ContractorwithRegalSelectInteriorcans_320X50	13,701	60	0.44%	6.26
	Baskins_B2B_7.13.26_Pouring Paint_300x250	16,494	58	0.35%	5.02
	Baskins_B2B_7.13.26_Pouring Paint_728x90	8,448	53	0.63%	8.96
Thumbnail not available	Baskins_B2B_6.8.26_ColorTrends2021TealCabinets_320x50	16,467	47	0.29%	4.08
	Baskins_B2B_7.13.26_Now Shop Online_728xx90	9,606	41	0.43%	6.10
	Baskins_B2B_6.8.26_ContractorwithRegalSelectInteriorcans_728X90	5,641	37	0.66%	9.37
	Baskins_B2B_6.8.26_ColorTrends2021TealCabinets_728xx90	5,603	26	0.46%	6.63
	Baskins_B2B_6.8.26_ContractorwithRegalSelectInteriorcans_300x250	14,821	23	0.16%	2.22

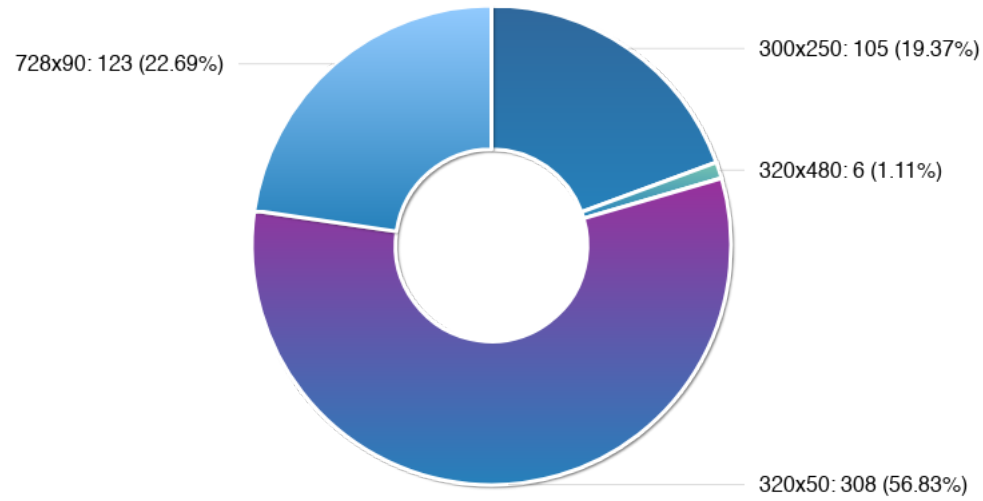
Display Click Performance by Ad Size



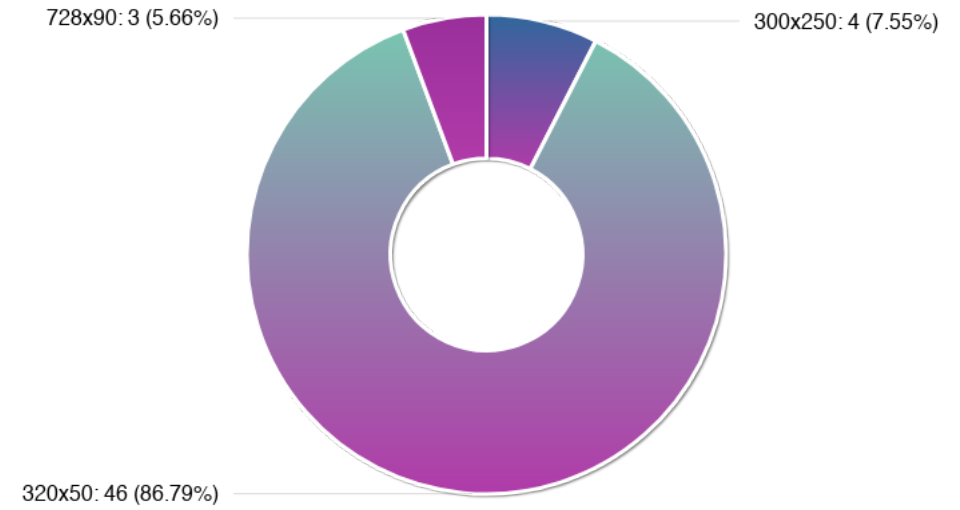
Display Conversion Performance by Ad Size



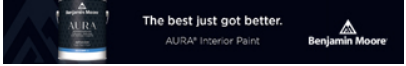
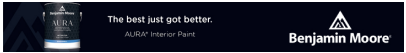
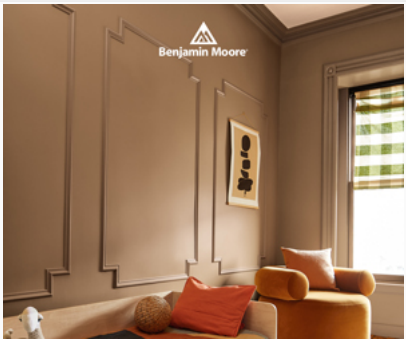
Mobile Conquesting Click Performance by Ad Size

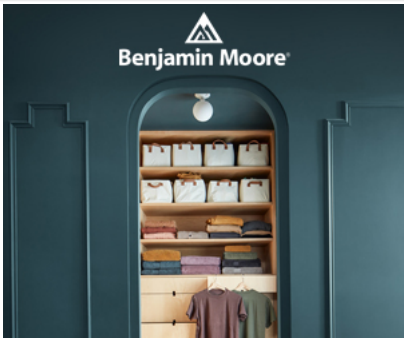
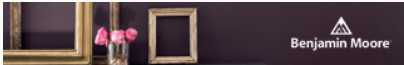
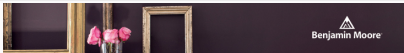


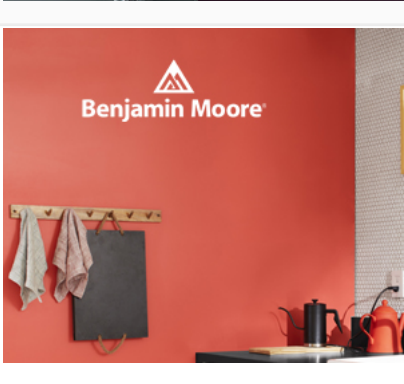
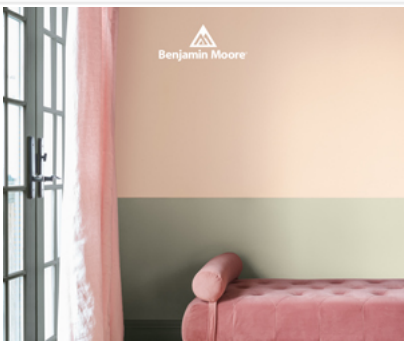
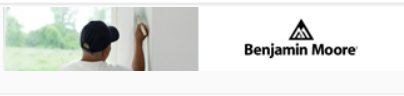
Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	Baskins_Aura Interior _320x50.jpg	52,274	154	0.29%	4.21
	Baskins_LightBlue wall320x50.jpg	51,885	150	0.29%	4.13
	Baskins_Aura Interior _728xx90.jpg	7,320	60	0.82%	11.71
	Baskins_LightBlue wall2_728x90.jpg	7,294	59	0.81%	11.56
	Baskins_Green Wall_purple sheets 300x250.jpg	1,383	29	2.10%	29.96
	Baskins_Tan Room Mouldings 300x250.jpg	1,406	27	1.92%	27.43

	Baskins_Dark Green Wall_Close 300x250.jpg	1,404	25	1.78%	25.44
	Baskins_LightBlue wall_300x250.jpg	1,461	24	1.64%	23.47
	Baskins_LightBlue wall_320x480.jpg	112	6	5.36%	76.53
	Baskins_Gray_Mantel_with_P urple_Wall_320X50.jpg	733	2	0.27%	3.90
	Baskins_RaspberryBlush_RG B_728x90.jpg	59	2	3.39%	48.43
	Baskins_Gray_Mantel_with_P urple_Wall.jpg_728X90.jpg	71	2	2.82%	40.24
	Baskins_RaspberryBlush_RG B_320x50.jpg	780	2	0.26%	3.66

	Baskins_Gray_Mantel_with_Purple_Wall_300X250.jpg	57	0	0.00%	0.00
	Baskins_RaspberryBlush_RGB_300x250.jpg	61	0	0.00%	0.00
	Baskins_Gray_Mantel_with_Purple_Wall_320X480.jpg	1	0	0.00%	0.00
	Baskins_Pink Bedroom_300x250.jpg	1	0	0.00%	0.00
	Baskins_Contractorpaintingaroundwindow_320x50.jpg	3	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
Bradford's Hardware	231 Main St	Hyannis	MA	02601			2,563	19	0.74%
Anchor Ace, South Yarmouth	1305 MA-28	South Yarmouth	MA	02664			1,584	4	0.25%
Centerville Paint & Hardware	1600 Falmouth Rd	Centerville	MA	02632			1,437	9	0.63%
Breakaway Grills, Dennis	435 MA-134	South Dennis	MA	02660			674	3	0.45%
Sherwin Williams, Orleans	136 MA-6A	Orleans	MA	02653			613	2	0.33%
Mid-Cape Home Cetners Orleans	15 Main Street	Orleans	MA	02653			247	0	0.00%
Hubbard Paint & Wallpaper, Hyannis	50 Falmouth R	Hyannis	MA	02601			212	6	2.83%
CertaPro Painters of Cape Cod	3180 Main St	Barnstable	MA	02630			208	0	0.00%
Mid-Cape Home Cetners Dennis	465 MA-134	South Dennis	MA	02660			194	1	0.52%
Chatham Paint & Hardware	624 Main St	Chatham	MA	02633			141	0	0.00%
Sherwin Williams, Harwich	1421 Orleans-Harwich Rd	Harwich	MA	02645			135	0	0.00%
Snow's Home and Garden	22 Main Street	Orleans	MA	02653			91	0	0.00%
Agway, Orleans	20 Lots Hollow Rd	Orleans	MA	02653			62	0	0.00%
Premium Plywood + Specialties	700 Bearses Way	Hyannis	MA	02601			48	1	2.08%
Eastham ACE Hardware	4205 State Hwy	Eastham	MA	02642			46	0	0.00%
Home Depot, Hyannis	65 Independence Dr	Hyannis	MA	02601			28	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02601	23,247	98	0.42%	6.02
02664	14,225	58	0.41%	5.82
02645	11,338	58	0.51%	7.31
02631	11,323	53	0.47%	6.69
02632	9,170	76	0.83%	11.84
02660	9,036	44	0.49%	6.96
02673	8,045	39	0.48%	6.93
02642	7,659	26	0.34%	4.85
02653	5,683	33	0.58%	8.30
02633	5,543	17	0.31%	4.38
02675	4,752	13	0.27%	3.91
02646	4,297	28	0.65%	9.31
02639	4,295	18	0.42%	5.99
02670	3,864	19	0.49%	7.02
02648	3,741	15	0.40%	5.73
02630	3,555	8	0.23%	3.21
02655	3,366	16	0.48%	6.79
02667	2,728	12	0.44%	6.28
02668	2,128	5	0.23%	3.36
02638	1,924	10	0.52%	7.43

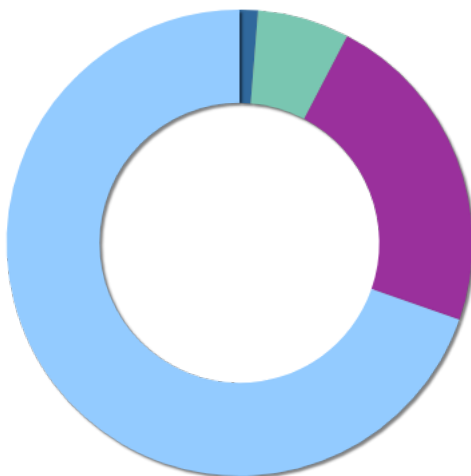
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	108,122	532	0.49%
Desktop	A personal computing device that remains stationary at one location.	19,192	79	0.41%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	16,007	46	0.29%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	14,308	64	0.45%
T-Mobile Play	4,777	147	3.08%
imdb.com	2,044	2	0.10%
realclearpolitics.com	1,699	1	0.06%
wcvb.com	1,418	2	0.14%
abcnews.com	1,244	1	0.08%
courttv.com	1,179	4	0.34%
nypost.com	1,099	8	0.73%
foxnews.com	1,095	1	0.09%
theguardian.com	1,064	3	0.28%
usatoday.com	1,056	4	0.38%
Bleacher Report: Sports News	1,054	1	0.09%
bostonherald.com	971	2	0.21%
buzzfeed.com	963	5	0.52%
MyRadar Weather Radar	955	3	0.31%
huffpost.com	953	3	0.31%
wandertrivia.com	924	1	0.11%
dailymail.com	905	5	0.55%
spotify.com	885	4	0.45%
Life360: Find Friends & Family	782	1	0.13%

How customers search for your business on Google



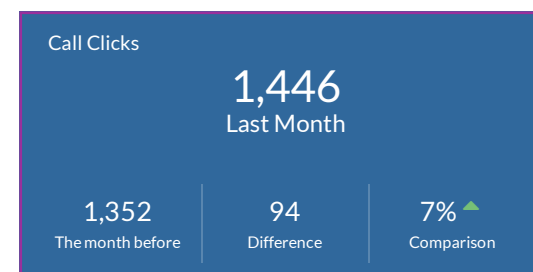
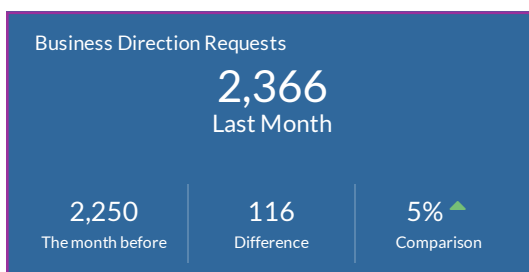
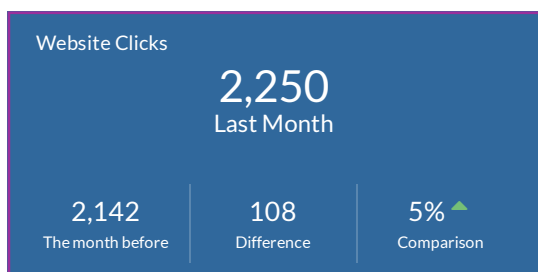
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

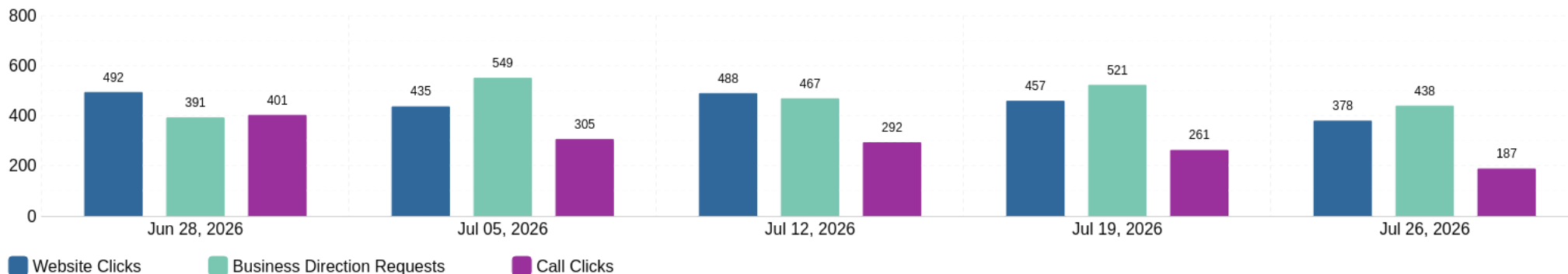
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.