

Digital Marketing Report

Impressions

How many ads were served:

102,988

Clicks

Times a user clicked on an ad

381

Click-Through Rate

(Clicks/Impressions) x 100

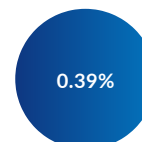
0.37%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



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

X the National Average



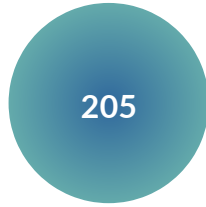
X the National Avg (.07%)

*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%)
Runaway Tractor - Dads/Home Depot Mobile	102,964	380	0.37%	5.27
Runaway Tractor - Geo-Retargeting Mobile	24	1	4.17%	59.52

Mobile Conquesting Click Conversions

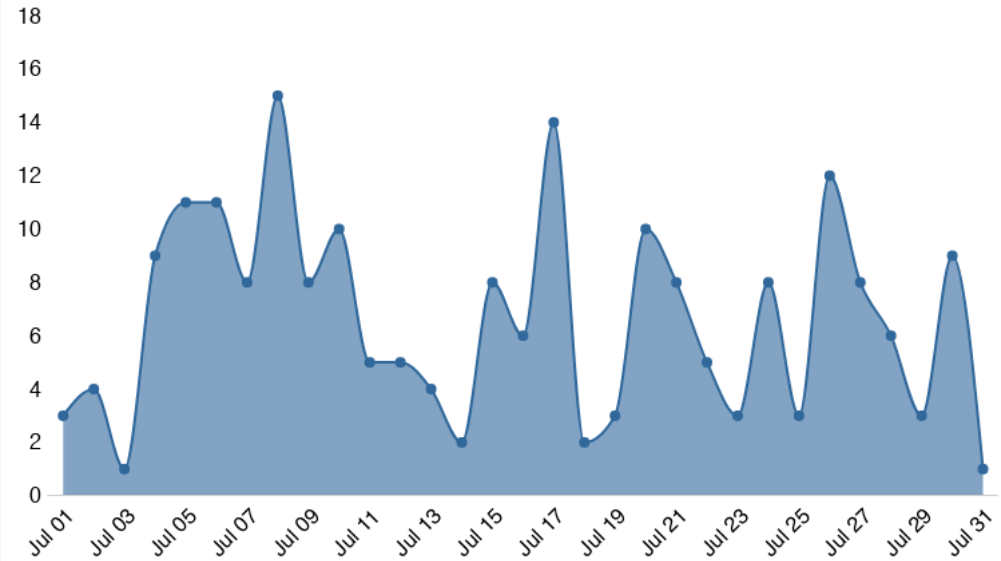


Times users clicked on an ad leading to your site and visited a page or completed an action

Mobile Conquesting Click Conversion Performance Breakout

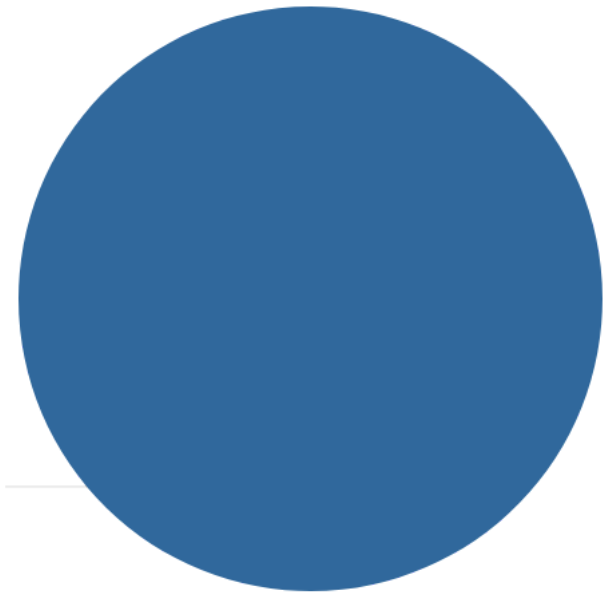
Conversion Name	Click Conversions ↓
Runaway Tractor Inventory Page View	205

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy

Categories:
100%



Mobile Conquesting View-through Conversions

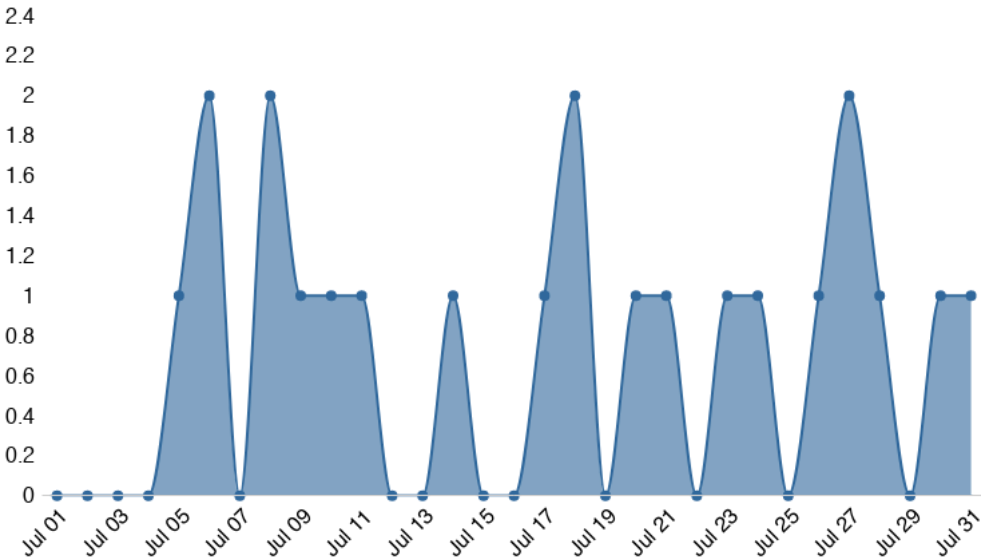


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

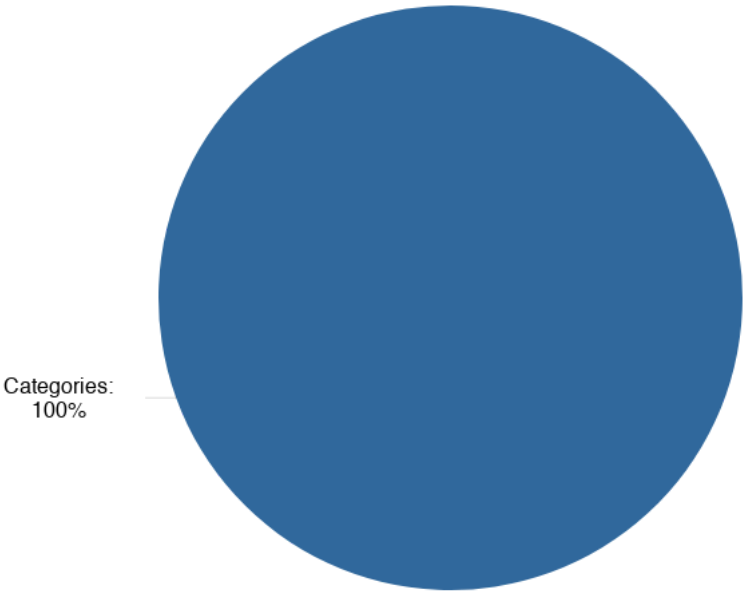
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Runaway Tractor Inventory Page View	22

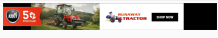
Mobile Conquesting View-through Conversions by Day



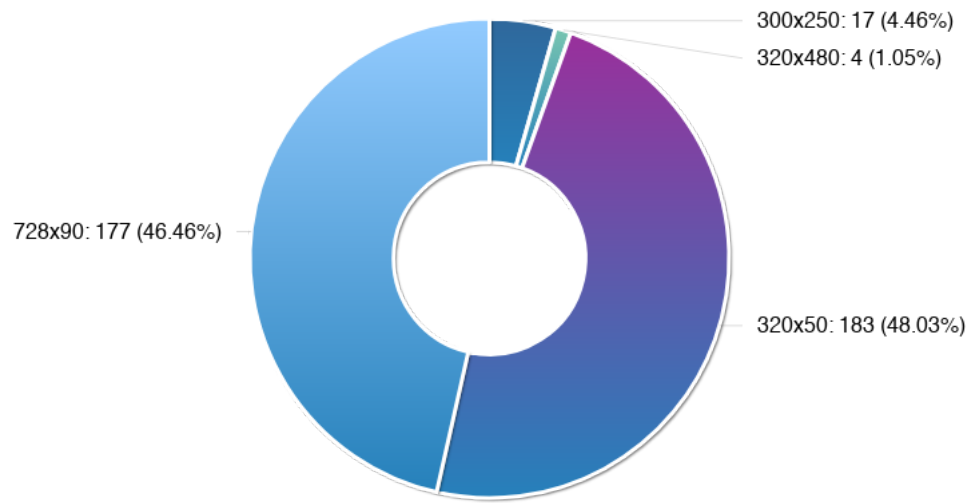
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Runaway Tractor_12.4_RunawayTractors_2026_320x50.gif	64,410	183	0.28%	4.06
	Runaway Tractor_12.4_RunawayTractors_2026_728x90.gif	35,782	177	0.49%	7.07
	Runaway Tractor_12.4_RunawayTractors_2026_300x250.gif	2,431	17	0.70%	9.99
	Runaway Tractor_12.4_RunawayTractors_2026_320x480.gif	365	4	1.10%	15.66

Mobile Conquesting Click 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



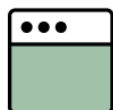
Live Chat



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.