

Digital Marketing Report

Impressions

How many ads were served:

4,469

Clicks

Times a user clicked on an ad

10

Click-Through Rate

(Clicks/Impressions) x 100

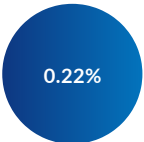
0.22%

Your Product Breakout by Impressions



Native
Video

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%)
Akhrass Dental Implant and Cosmetic Center - Dental Seekers Behavioral Native Video	2,676	7	0.26%	3.74
Akhrass Dental Implant and Cosmetic Center - Keyword Native Video	1,082	1	0.09%	1.32
Akhrass Dental Implant and Cosmetic Center - Retargeting Native Video	711	2	0.28%	4.02

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)

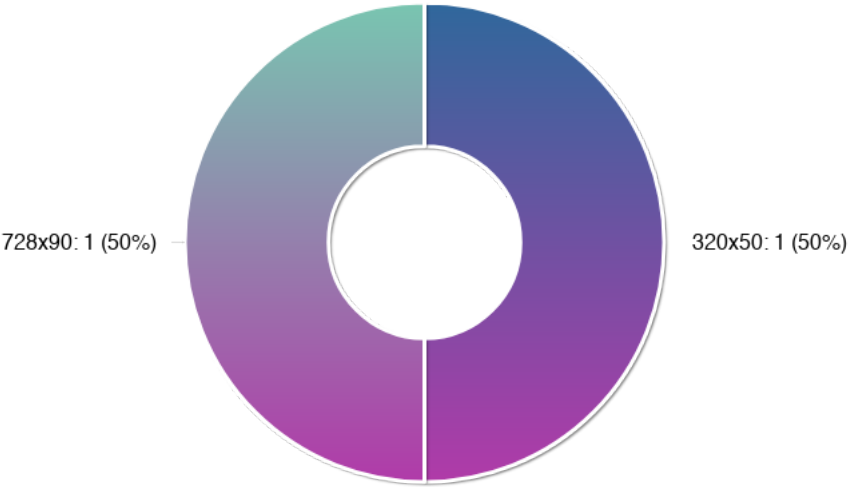
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Akhrass McCary Dental Implant & Cosmetic Center	603 HWY 321 N # 1	Lenoir City	TN	37771	2

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Akhrass Dental Implant and Cosmetic Center_SM_IG_Smile Confidently Again	Variant: V_00014	Carousel	Click to View	100.00%	0.00%

Mobile Conquesting Visit Performance by Ad Size



Native Video Creative Performance

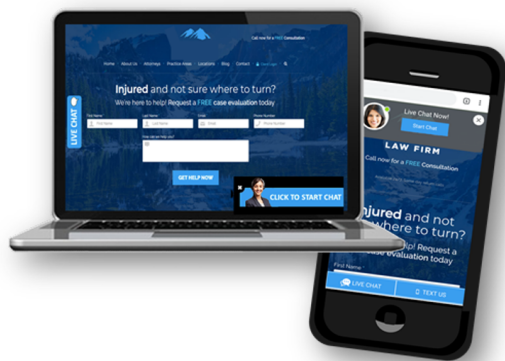
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Akhrass Dental Implant and Cosmetic Center_Native Video_Smile With Confidence	4,469	10	0.22%	3.20

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	2,626	10	0.38%
Desktop	A personal computing device that remains stationary at one location.	1,628	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	215	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	188	1	0.53%
msn.com	187	0	0.00%
taketotn.com	154	0	0.00%
agileglee.com	145	0	0.00%
knoxnews.com	100	0	0.00%
thehealthy.com	85	0	0.00%
theScore: Sports News & Scores	65	0	0.00%
arcamax.com	55	0	0.00%
fragrantica.com	54	0	0.00%
therogersvillereview.com	43	0	0.00%
tipsandlifehacks.com	32	0	0.00%
usatoday.com	31	0	0.00%
imdb.com	30	0	0.00%
someecards.com	27	0	0.00%
orderofbooks.com	24	0	0.00%
minutesforblessing.com	21	0	0.00%
petmaximalist.com	21	0	0.00%
playcardgamez.com	20	0	0.00%
hvaclaboratory.com	19	0	0.00%
lovewhatmatters.com	18	0	0.00%



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

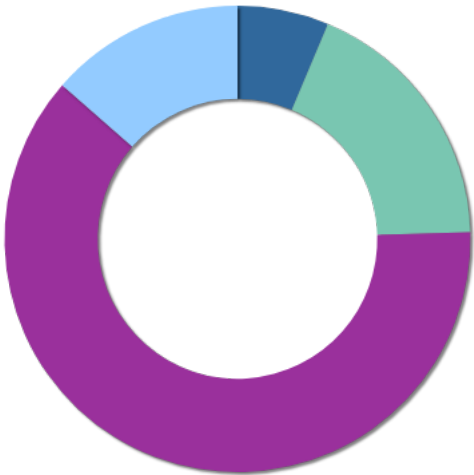
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

How customers search for your business on Google



Business Impressions Desktop Maps	52	Business Impressions Desktop Search	149
Business Impressions Mobile Search	507	Business Impressions Mobile Maps	111

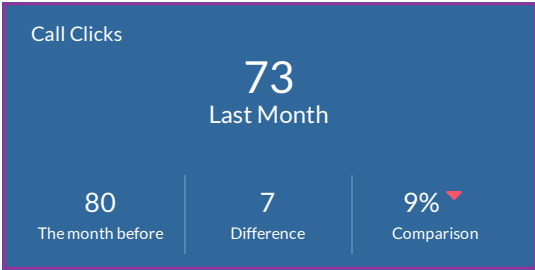
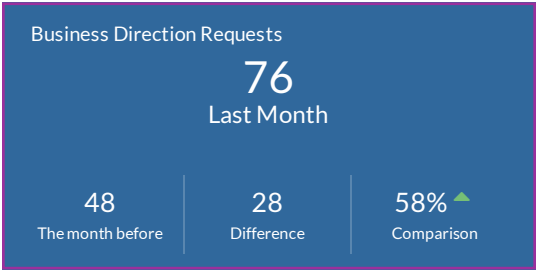
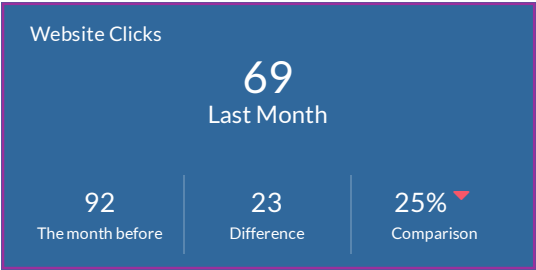
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

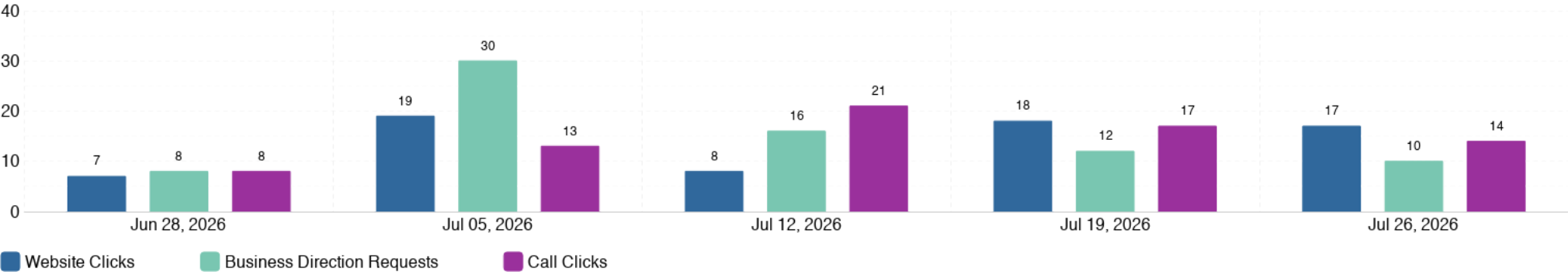
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.