

Digital Marketing Report

Impressions

How many ads were served:

242,398

Clicks

Times a user clicked on an ad

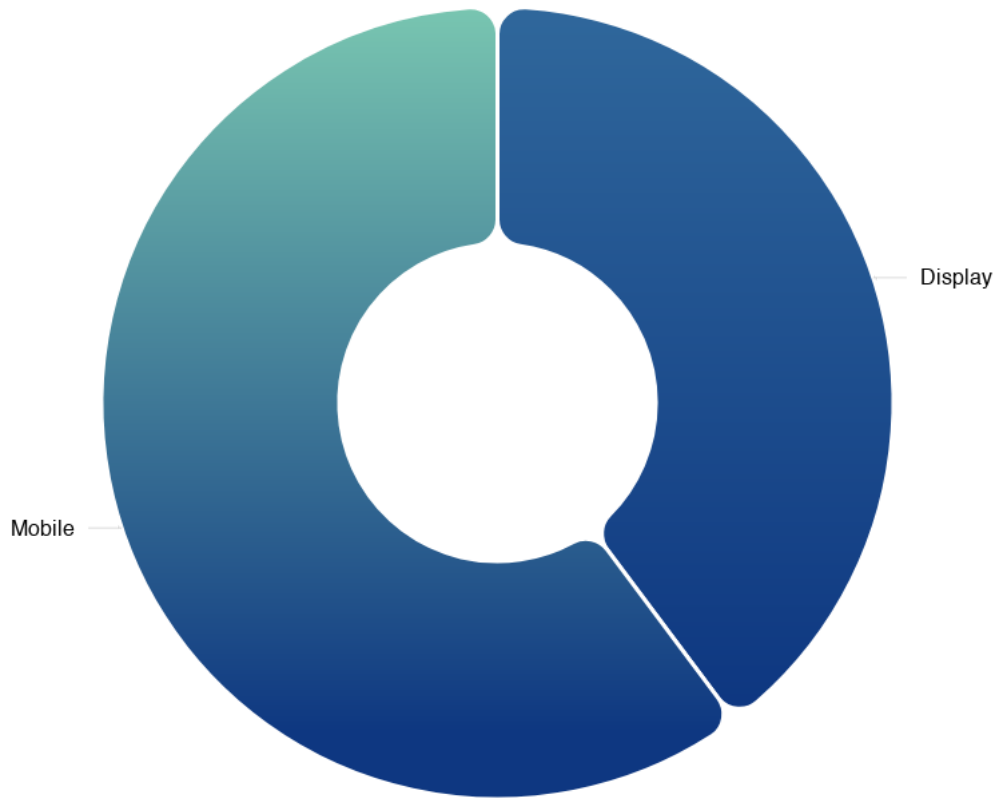
636

Click-Through Rate

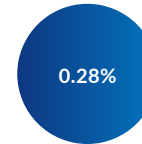
$(\text{Clicks} / \text{Impressions}) \times 100$

0.26%

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%)
Ace of Diamonds - Jewelry Shoppers/Wedding-Jewelry Mobile	100,304	76	0.08%	1.08
Ace of Diamonds - Jewelry/Holiday Shoppers/Jewelry Shoppers Behavioral Display reachv2	53,100	321	0.60%	8.64
Ace of Diamonds - Geo-Retargeting Mobile	45,631	42	0.09%	1.31
Ace of Diamonds - Jewelry/Holiday Shoppers/Jewelry Shoppers Behavioral Display	35,436	187	0.53%	7.54
Ace of Diamonds - Retargeting Display	7,875	9	0.11%	1.63
Ace of Diamonds - Geo-Fencing Mobile	52	1	1.92%	27.47

Display View-through Conversions

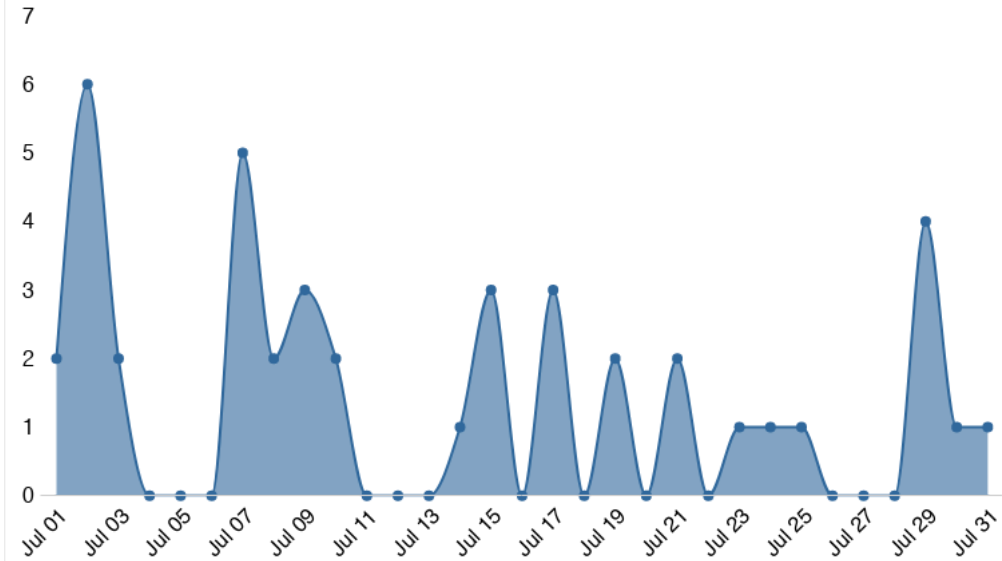


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

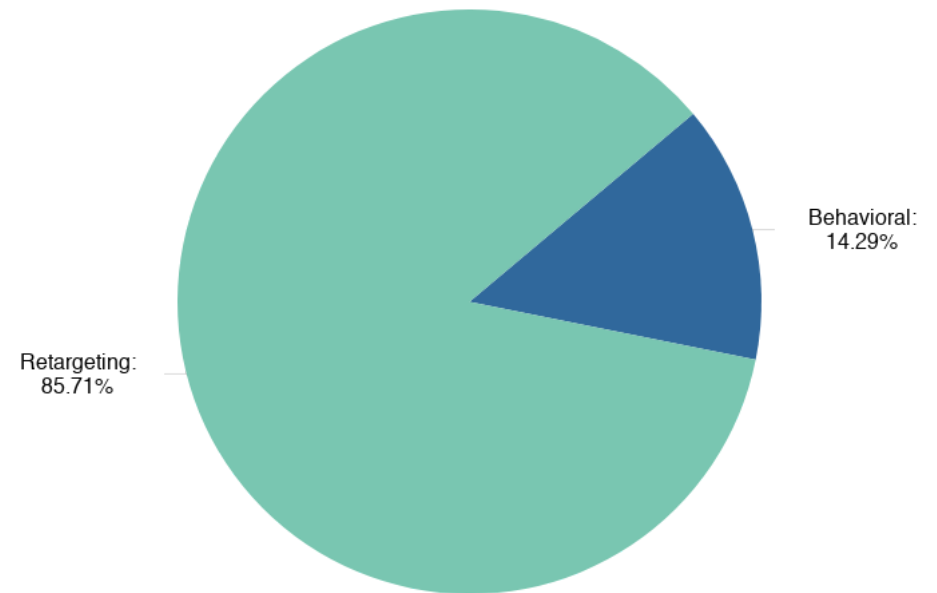
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Ace of Diamonds Homepage Visits	39
Ace of Diamonds Pandora Page View	2
Ace of Diamonds Gifts Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

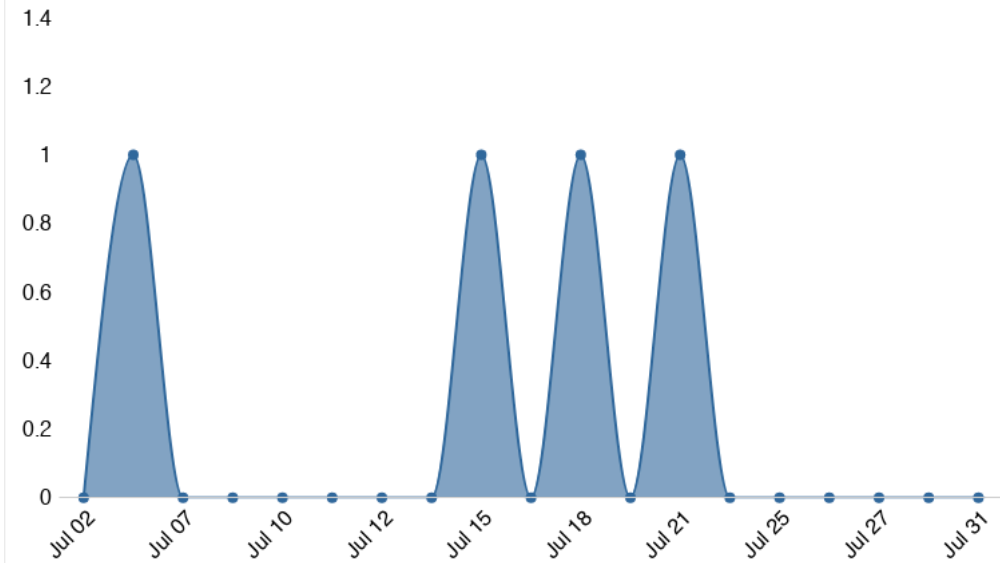


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

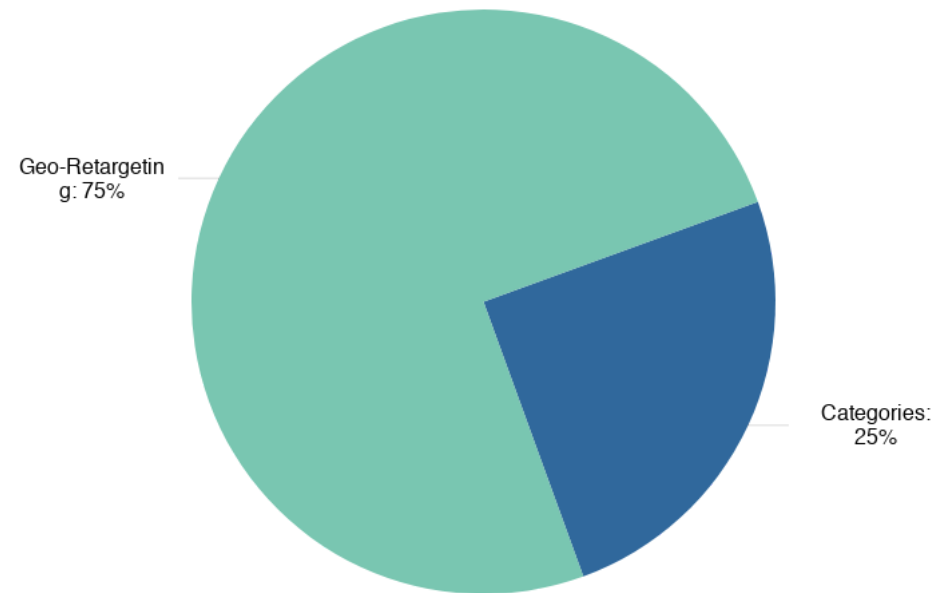
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Ace of Diamonds Homepage Visits	4

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



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)

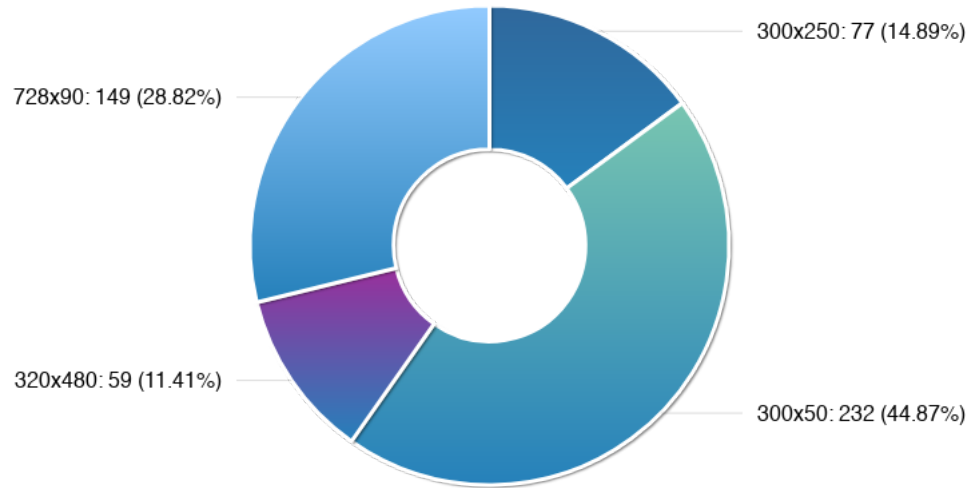
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Ace of Diamonds	406 S Mission ST	Mount Pleasant	MI	48858	21

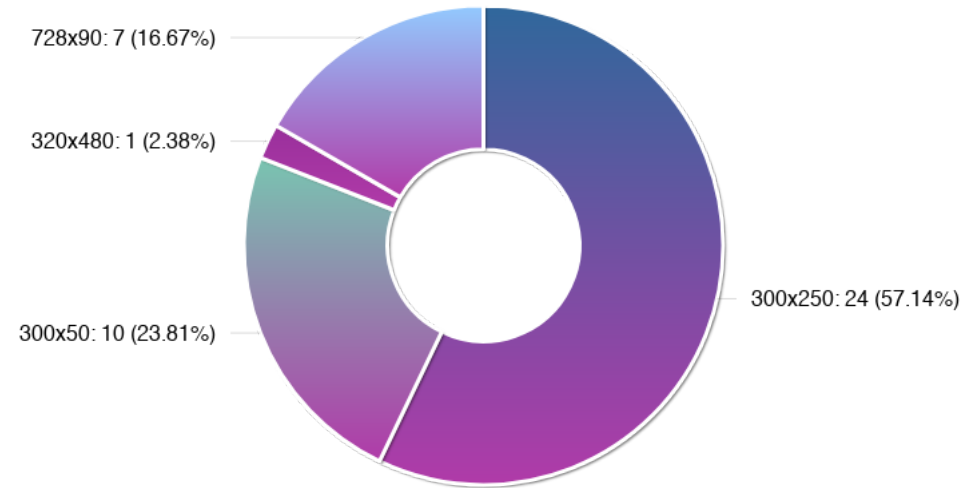
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Ace of Diamonds_728x90_2	28,589	149	0.52%	7.45
	Ace of Diamonds_300x50	23,220	130	0.56%	8.00
	Ace of Diamonds_300x50_2	21,477	102	0.47%	6.78
	Ace of Diamonds_300x250_2	10,651	41	0.38%	5.50
Thumbnail not available	Ace of Diamonds_300x250	10,776	36	0.33%	4.77
	Ace of Diamonds_320x480	875	34	3.89%	55.51
	Ace of Diamonds_320x480_2	823	25	3.04%	43.40

Display Click Performance by Ad Size



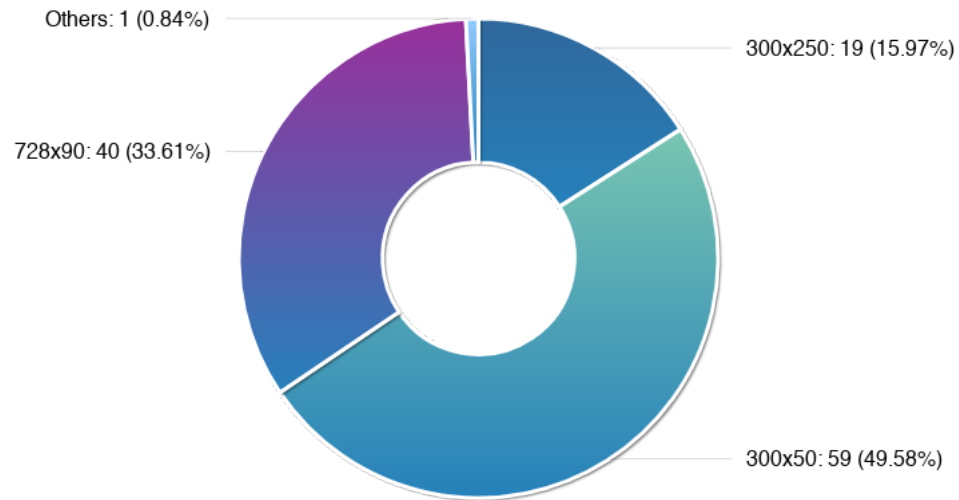
Display Conversion Performance by Ad Size



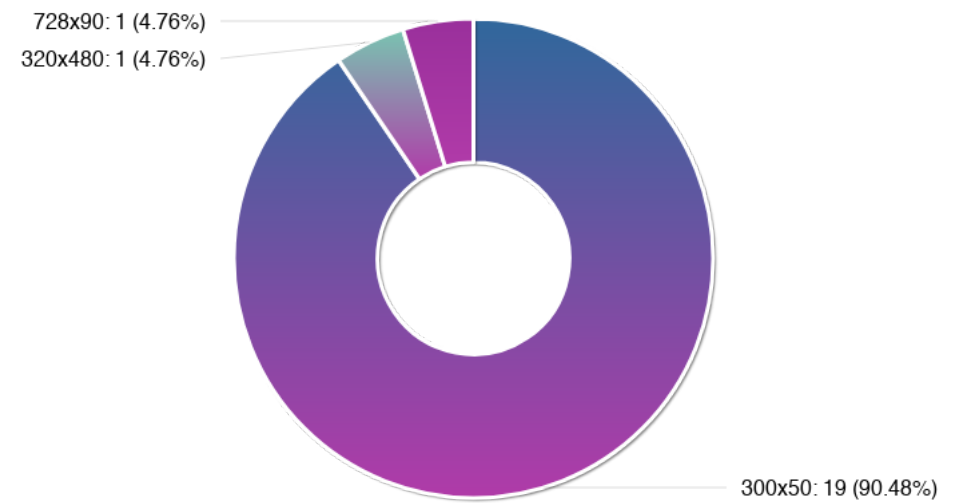
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Ace of Diamonds_11.3_aceofdiamonds_say yes_300x50.gif	57,418	33	0.06%	0.82
	Ace of Diamonds_11.3_aceofdiamonds_jeweler_300x50.jpg	57,358	26	0.05%	0.65
	Ace of Diamonds_11.3_aceofdiamonds_say yes_728x90.gif	10,907	22	0.20%	2.88
	Ace of Diamonds_11.3_aceofdiamonds_jeweler_728x90.jpg	10,700	18	0.17%	2.40
	Ace of Diamonds_11.3_aceofdiamonds_jeweler_300x250.jpg	4,758	11	0.23%	3.30
	Ace of Diamonds_11.3_aceofdiamonds_say yes_300x250.gif	4,751	8	0.17%	2.41
	Ace of Diamonds_11.3_aceofdiamonds_jeweler_320x480.jpg	56	1	1.79%	25.51
	Ace of Diamonds_11.3_aceofdiamonds_say yes_320x480.gif	43	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	222 E. Broadway	Mt Pleasant	MI	48858			36	1	2.78%
	123 E. Broadway	Mt Pleasant	MI	48858			16	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	71,402	403	0.56%
Desktop	A personal computing device that remains stationary at one location.	15,358	79	0.51%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,651	35	0.36%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	7,037	38	0.54%
msn.com	1,143	0	0.00%
usatoday.com	1,110	3	0.27%
WNEM Weather	1,051	0	0.00%
imdb.com	997	1	0.10%
zengm.com	986	3	0.30%
huffpost.com	982	1	0.10%
7 Little Words	841	2	0.24%
freep.com	788	3	0.38%
zillow.com	782	0	0.00%
detroitnews.com	643	3	0.47%
thedailybs.com	638	0	0.00%
13abc First Alert Weather	553	0	0.00%
ebay.com	536	0	0.00%
biblestudytools.com	501	0	0.00%
Spider Solitaire	499	8	1.60%
T-Mobile Play	445	25	5.62%
foxnews.com	361	0	0.00%
themorningsun.com	361	2	0.55%
texasroadhouse-menus.us	342	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.