

Digital Marketing Report

Impressions

How many ads were served:

208,001

Clicks

Times a user clicked on an ad

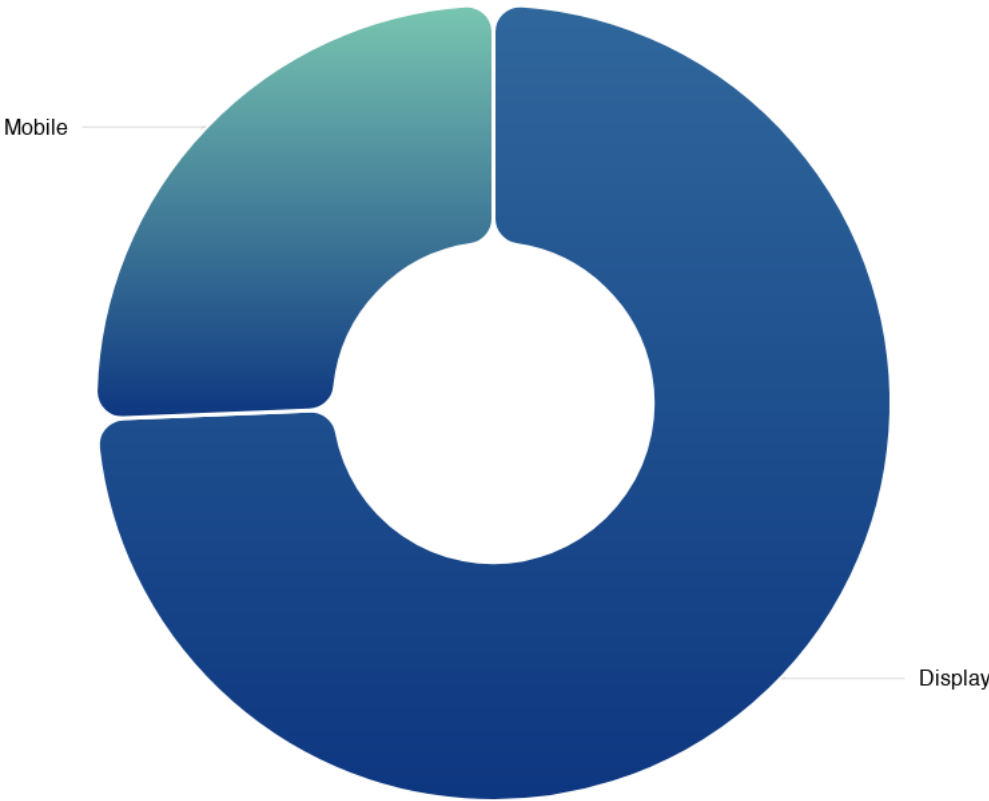
1,529

Click-Through Rate

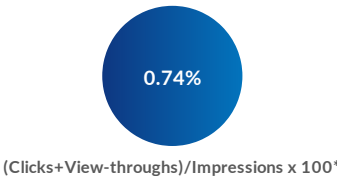
(Clicks/Impressions) x 100

0.74%

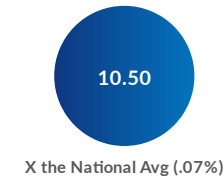
Your Product Breakout by Impressions



Total Engagement Rate



X the National Average



*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%)
Susquehanna River Valley Visitors Bureau - Outdoor Enthusiasts/Cycling/Nature Behavioral Display	89,499	579	0.65%	9.24
Susquehanna River Valley Visitors Bureau - Keyword Display	46,510	508	1.09%	15.60
Susquehanna River Valley Visitors Bureau - Geo-Retargeting Event Mobile	26,037	100	0.38%	5.49
Susquehanna River Valley Visitors Bureau - 7.8-7.12 Geo-Fencing Event Mobile	25,148	160	0.64%	9.09
Susquehanna River Valley Visitors Bureau - Retargeting Display	18,611	145	0.78%	11.13
Susquehanna River Valley Visitors Bureau - Site Retargeting Mobile	2,081	37	1.78%	25.40
Susquehanna River Valley Visitors Bureau - 4.18-4.19 Geo-Retargeting Event Mobile	115	0	0.00%	0.00

Display Click Conversions

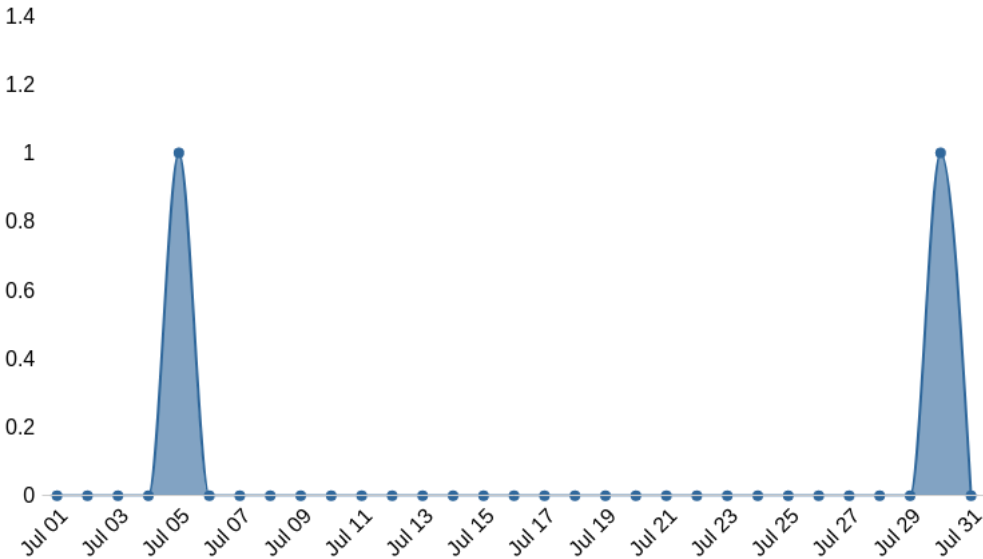


Times users clicked on an ad leading to your site and visited a page or completed an action

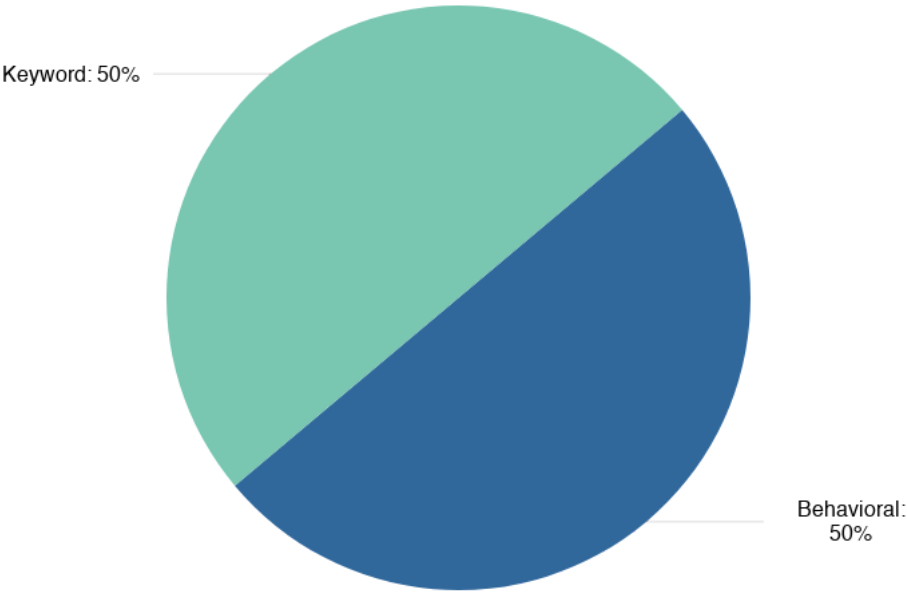
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Susquehanna River Valley Visitors Bureau Biking Page View	2

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Mobile Conquesting Click Conversions

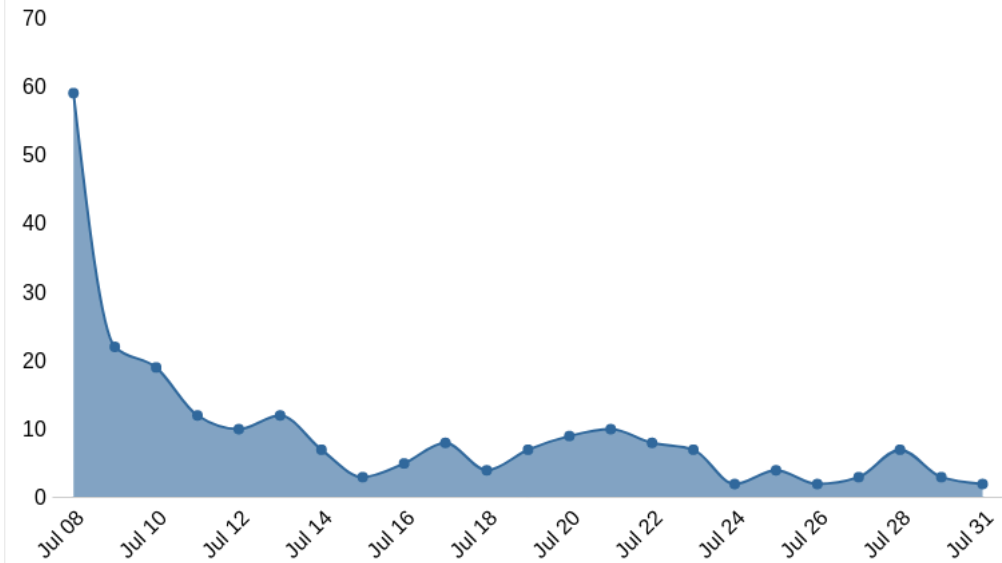


Times users clicked on an ad leading to your site and visited a page or completed an action

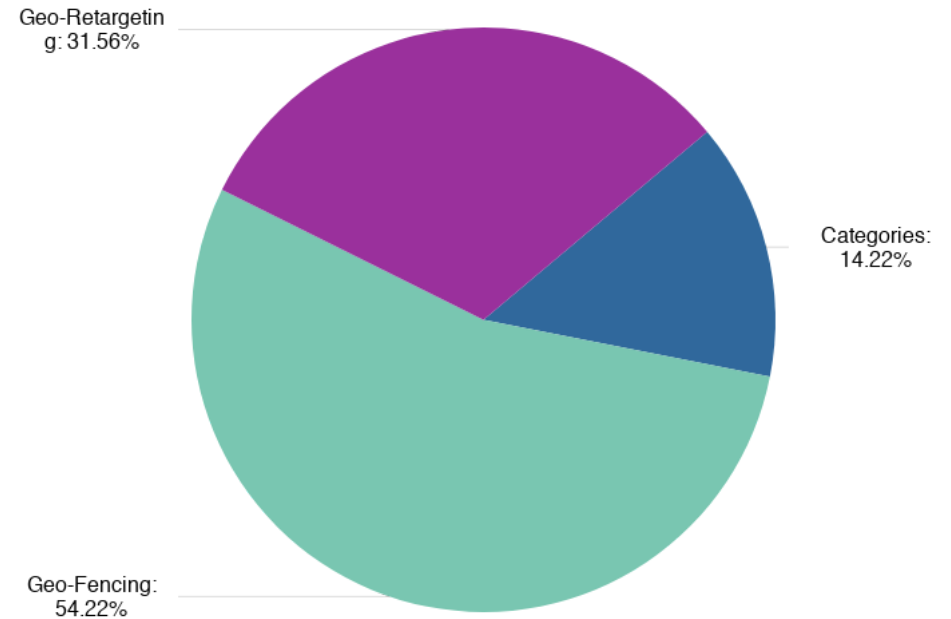
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Susquehanna River Valley Visitors Bureau Food Drink Page View	225

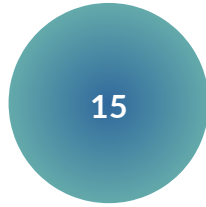
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

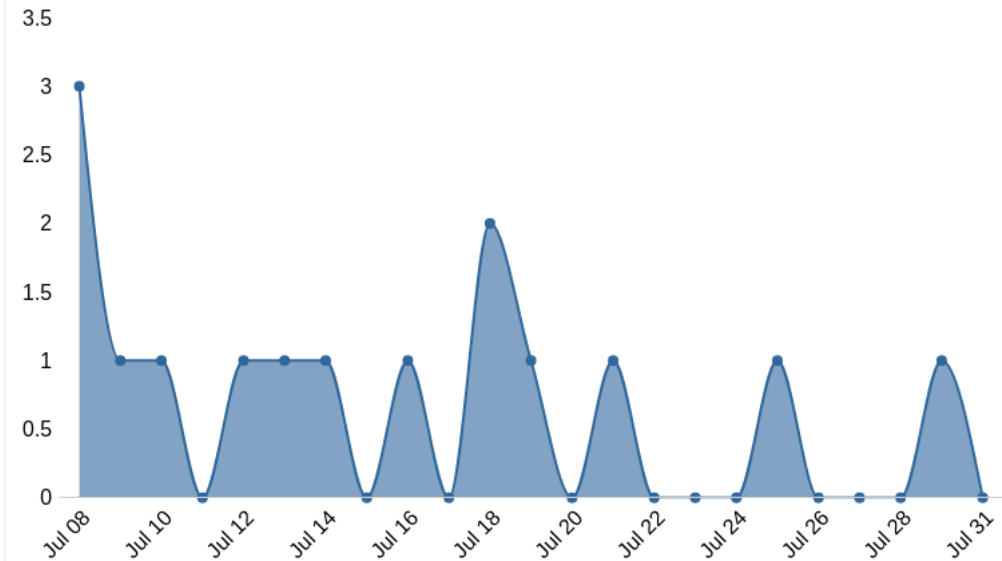


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

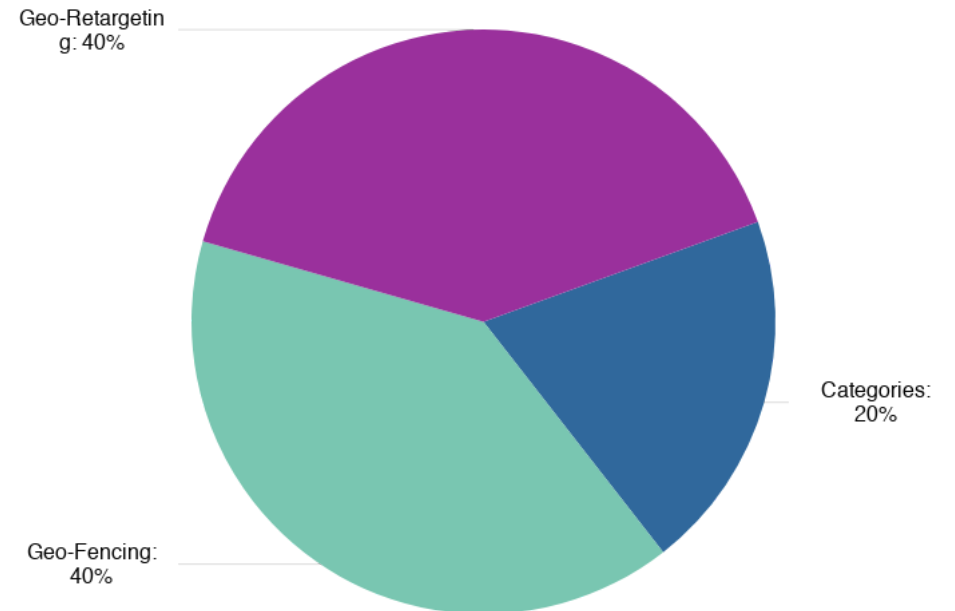
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Susquehanna River Valley Visitors Bureau Food Drink Page View	15

Mobile Conquesting View-through Conversions by Day



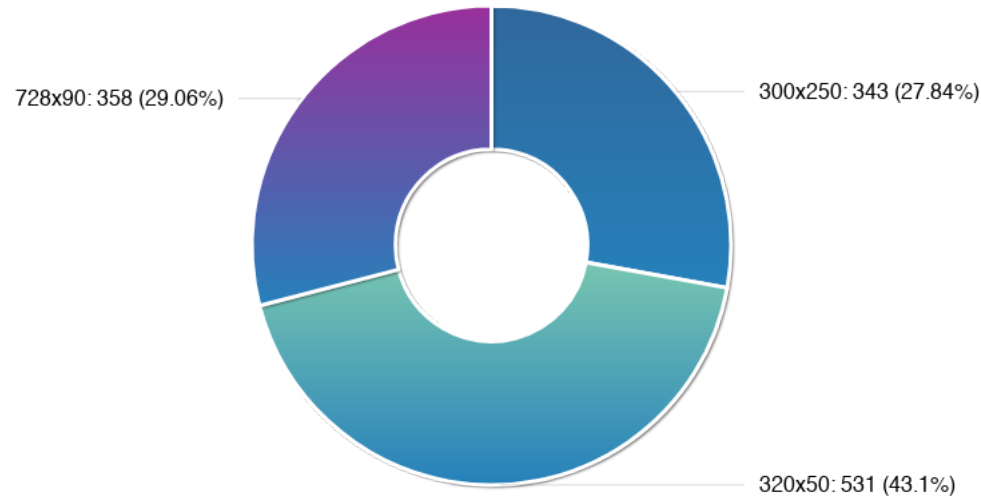
Top Mobile Conquesting View-through Conversions by Strategy



Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-03 (2).jpg	40,017	319	0.80%	11.39
Thumbnail not available	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-06 (1).jpg	37,138	212	0.57%	8.15
	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-05 (1).jpg	15,879	189	1.19%	17.00
	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-04 (1).jpg	23,661	188	0.79%	11.35
	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-02 (2).jpg	16,273	169	1.04%	14.84
Thumbnail not available	Susquehanna River Valley Visitors Bureau_SRVVB-MAY-01 (1).jpg	21,652	155	0.72%	10.23

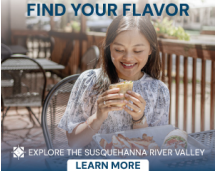
Display Click Performance by Ad Size



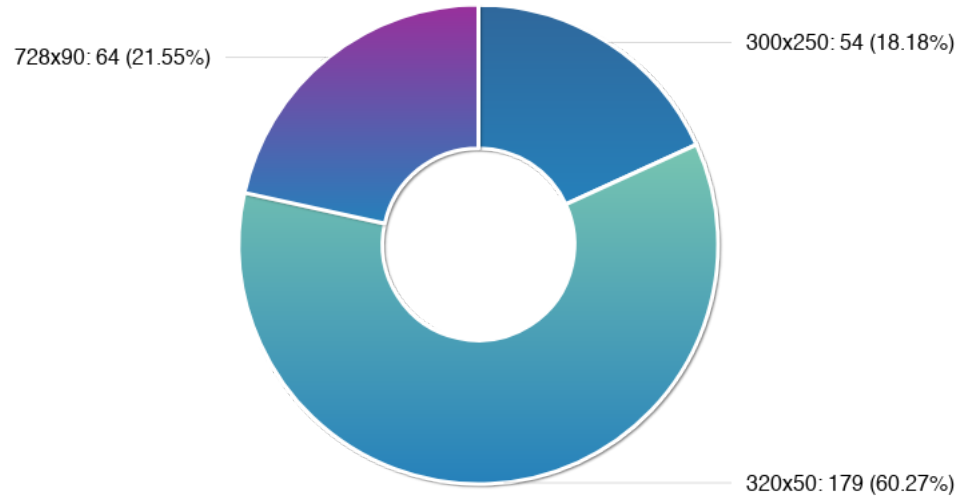
Display Conversion Performance by Ad Size



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Susquehanna River Valley Visitors Bureau_SRVVB-MARCH-06.jpg	22,025	87	0.40%	5.64
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-15.jpg	21,715	92	0.42%	6.05
	Susquehanna River Valley Visitors Bureau_SRVVB-MARCH-05.jpg	3,334	36	1.08%	15.43
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-14.jpg	3,268	28	0.86%	12.24
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-13.jpg	1,514	27	1.78%	25.48
	Susquehanna River Valley Visitors Bureau_SRVVB-MARCH-04.jpg	1,410	27	1.91%	27.36
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-320X50.gif	107	0	0.00%	0.00
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-300X250.gif	4	0	0.00%	0.00
	Susquehanna River Valley Visitors Bureau_SRVVB-FEB-728X90.gif	4	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	130 W College Ave	State College	PA	16801			25,148	160	0.64%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	119,635	897	0.75%
Desktop	A personal computing device that remains stationary at one location.	22,680	120	0.53%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,305	215	1.75%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	5,994	20	0.33%
Life360: Live Location Sharing	3,442	3	0.09%
T-Mobile Play	3,055	139	4.55%
nypost.com	2,967	18	0.61%
foxnews.com	2,888	2	0.07%
imdb.com	2,060	6	0.29%
RadarNow! ®	1,741	2	0.11%
msn.com	1,195	0	0.00%
huntingpa.com	1,157	2	0.17%
wfmz.com	1,156	3	0.26%
hollywoodpq.com	1,123	2	0.18%
usatoday.com	1,068	15	1.40%
spotify.com	997	2	0.20%
BeReal. Your friends for real.	893	1	0.11%
theScore: Sports News & Scores	776	0	0.00%
jcpenny.com	744	2	0.27%
huffpost.com	739	3	0.41%
TeamReach – Your Team App	723	0	0.00%
NOAA Weather Unofficial	679	24	3.53%
FOX Weather: Daily Forecasts	614	1	0.16%

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.