

Digital Marketing Report

Impressions

How many ads were served:

373,859

Clicks

Times a user clicked on an ad

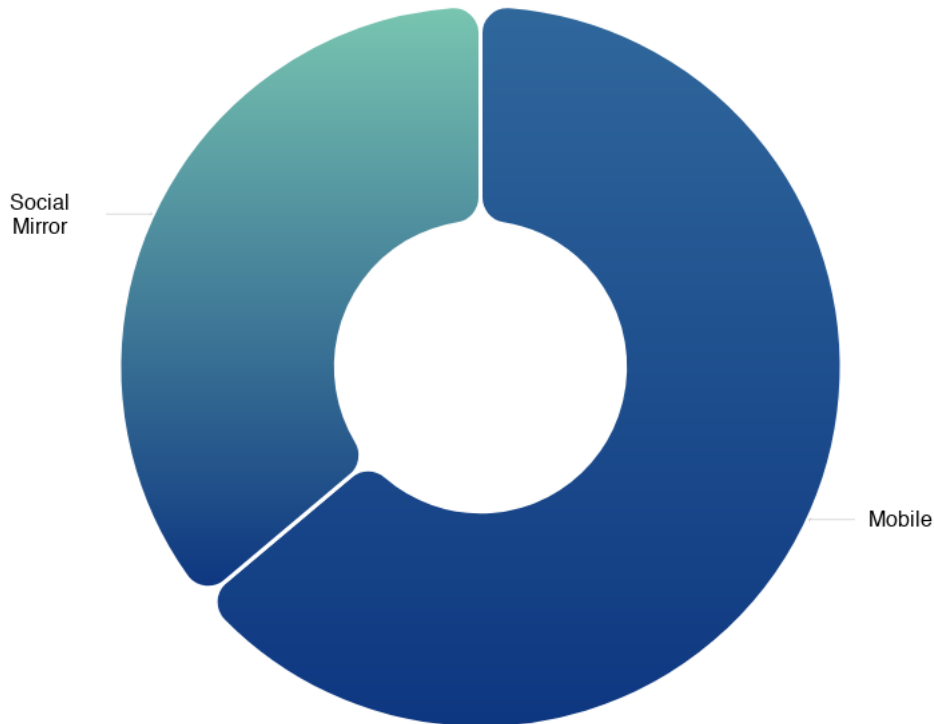
928

Click-Through Rate

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

0.25%

Your Product Breakout by Impressions



Total Engagement Rate

0.28%

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

X the National Average

3.55

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%)
All Seasons Powersports - HHI \$50K+/Tractor Supply Co Shoppers Mobile	120,089	311	0.26%	3.70
All Seasons Powersports - Geo-Retargeting Mobile	80,086	211	0.26%	3.76
All Seasons Powersports - Motorcycles/Outdoor Enthusiasts/Off-Roading Behavioral Social Mirror	76,796	73	0.10%	1.36
All Seasons Powersports - AI Social Mirror	56,200	176	0.31%	4.47
All Seasons Powersports - Site Retargeting Mobile	25,011	94	0.38%	5.37
All Seasons Powersports - Geo-Fencing Mobile	13,635	58	0.43%	6.08
All Seasons Powersports - Retargeting Social Mirror	2,042	5	0.24%	3.50

Social Mirror Click Conversions

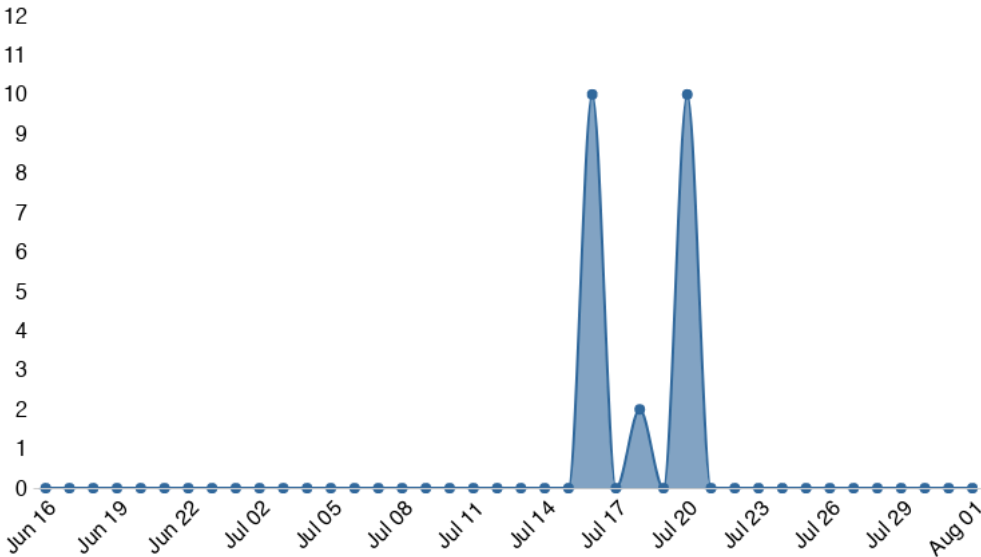


Times users clicked on an ad leading to your site and visited a page or completed an action

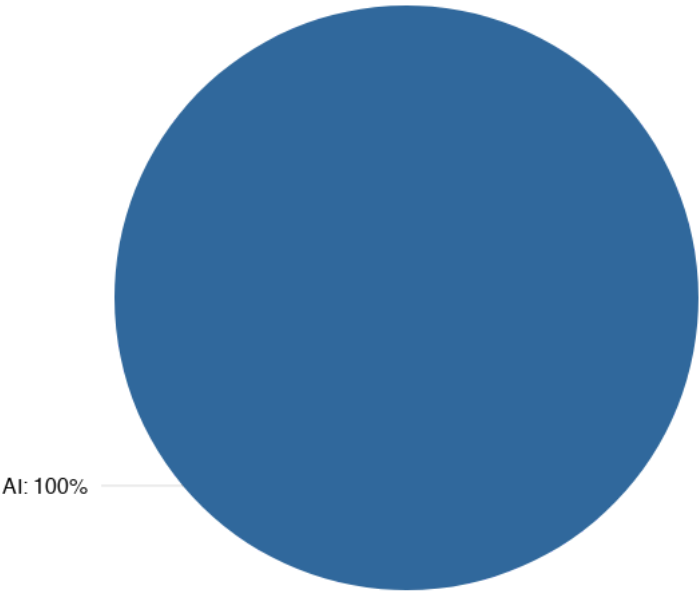
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Inactive	22

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

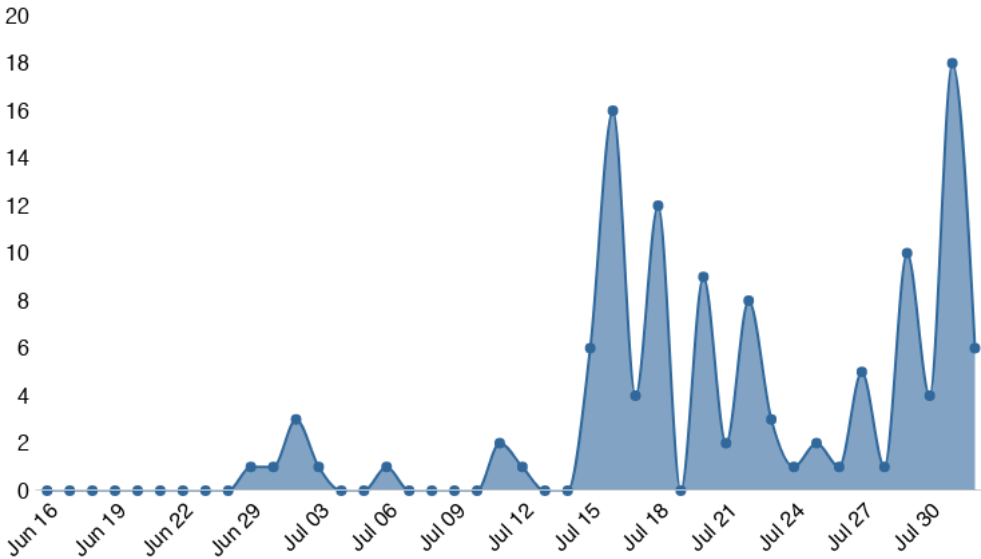


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

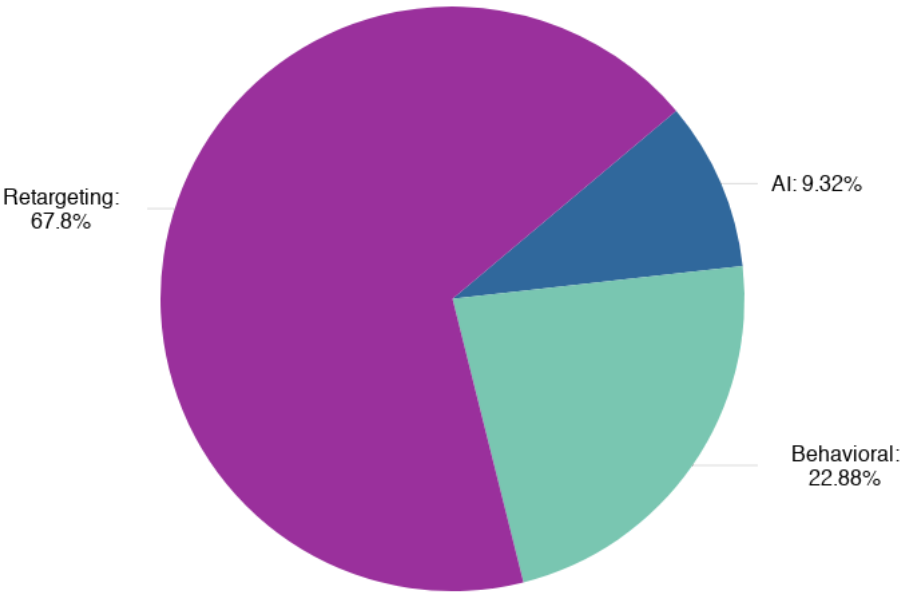
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
All Seasons Powersports Homepage Visits	48
Inactive	38
All Seasons Powersports All Inventory Page	30
All Seasons Powersports Used Inventory Page	2

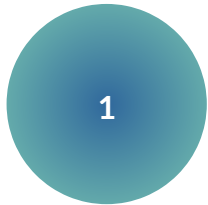
Social Mirror View-through Conversions by Day



Top Social Mirror View-through 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

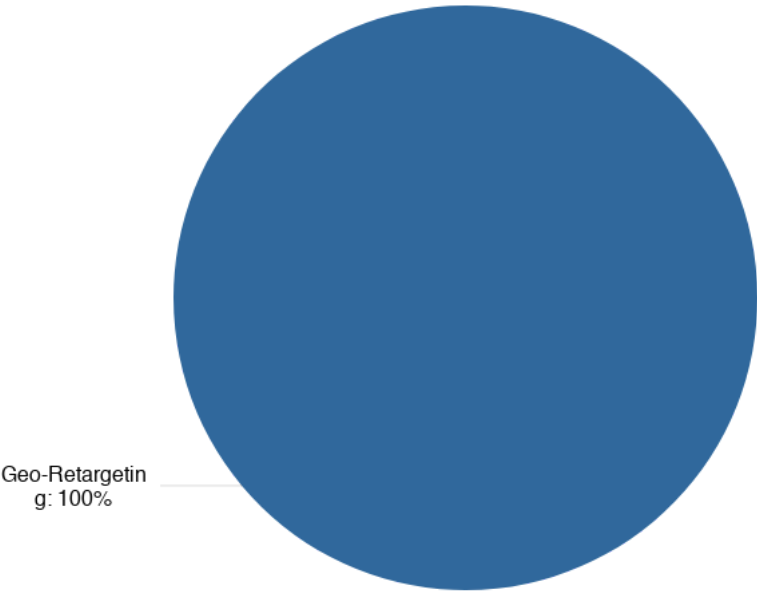
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
All Seasons Powersports Used Inventory Page	1

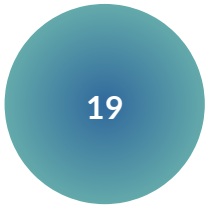
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

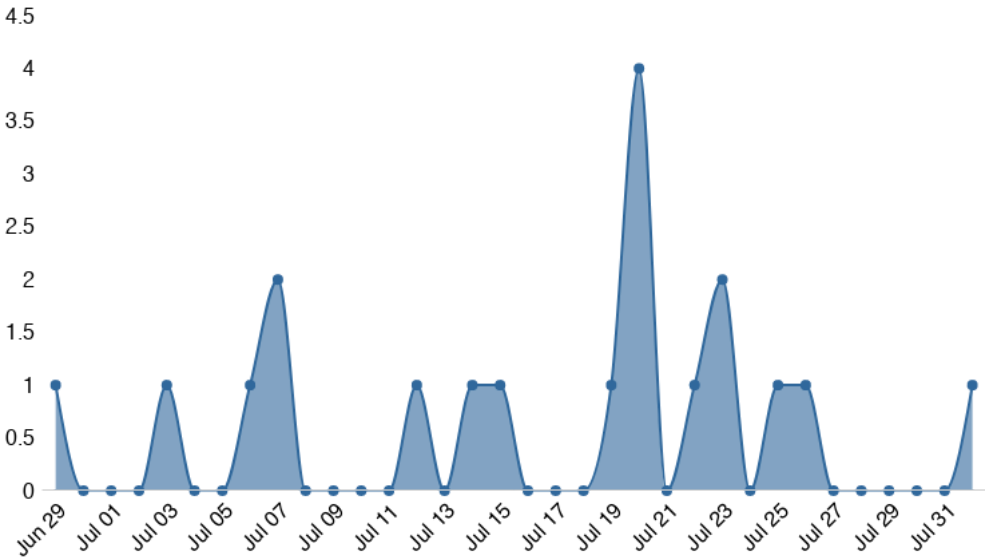


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

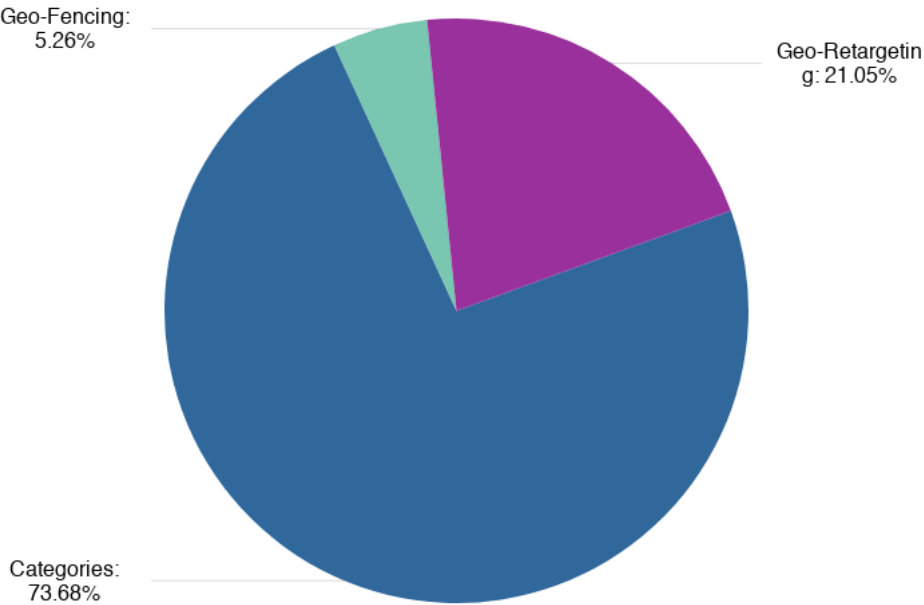
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
All Seasons Powersports Homepage Visits	19

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	All Seasons Powersports_SM_7.2_Ready to Ride?	61,213	141	0.23%	3.29
	All Seasons Powersports_SM_WIN A BOBCAT MOWER!	40,564	64	0.16%	2.25
Thumbnail not available	All Seasons Powersports_SM_Ready to Ride?	33,261	49	0.15%	2.10

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00012	Photo	Click to View	8.40%	1.58%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00009	Photo	Click to View	7.35%	1.49%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00011	Photo	Click to View	6.95%	1.28%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: Original	Photo	Click to View	6.73%	1.44%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00014	Photo	Click to View	6.57%	1.45%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00002	Photo	Click to View	6.35%	1.29%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00008	Photo	Click to View	6.24%	1.48%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00001	Photo	Click to View	6.07%	1.01%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00007	Photo	Click to View	6.00%	1.22%
All Seasons Powersports_SM_7.2_Ready to Ride?	Variant: V_00003	Photo	Click to View	5.87%	1.02%

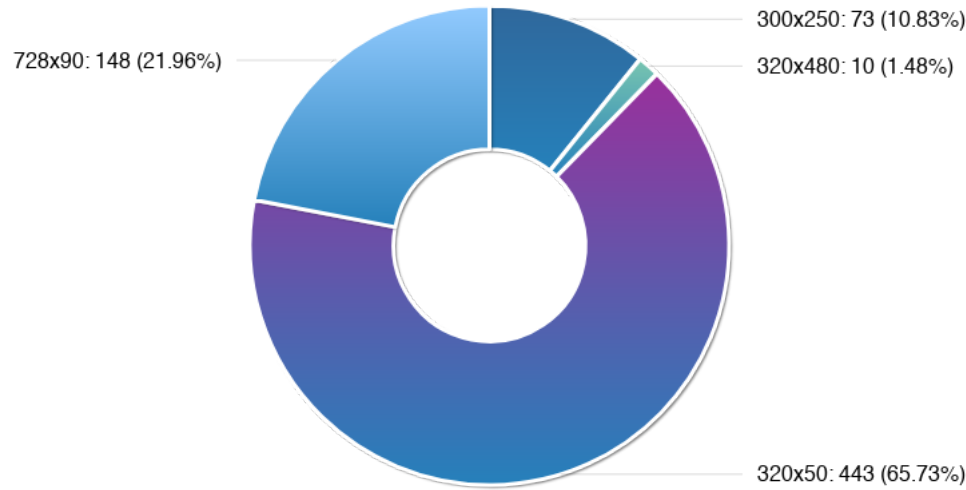
Social Mirror Ad Screenshots

	All Seasons Powersports_SM_7.2_Ready to Ride?
Screenshot	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	ALLSEASONS-July Event (320x50).jpg	159,527	317	0.20%	2.84
	All Seasons Powersports_ALLSEASONS-JUNE-06 320x50.jpg	43,025	126	0.29%	4.18
	ALLSEASONS-July Event (728x90).jpg	22,009	99	0.45%	6.43
	All Seasons Powersports_ALLSEASONS-JUNE-05 728x90.jpg	6,235	49	0.79%	11.23
	ALLSEASONS-July Event (300x250).jpg	5,476	51	0.93%	13.30
	All Seasons Powersports_ALLSEASONS-JUNE-03 300x250.jpg	1,889	22	1.16%	16.64
	ALLSEASONS-July Event (320x480).jpg	568	8	1.41%	20.12
	All Seasons Powersports_ALLSEASONS-JUNE-04 320x480.jpg	92	2	2.17%	31.06

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1023 Depot St	Parkersburg	WV	26101			12,370	46	0.37%
Lowe's x3	1300 Grand Central Ave	Vienna	WV	26105			834	5	0.60%
Tractor Supply	100 Cherry Tree Ln	Marietta	OH	45750			129	1	0.78%
Rural King	180 Park Center Dr	Parkersburg	WV	26101			69	1	1.45%
Tractor Supply	101 Terra Ln	Parkersburg	WV	26101			66	0	0.00%
Bridgeport Equipment	15 Acme St	Marietta	OH	45750			66	1	1.52%
Green's Equipment	1050 Division St	Parkersburg	WV	26101			65	2	3.08%
Lowes	842 Pike St	Marietta	OH	45750			24	1	4.17%
Lowes	2 Walton Dr	Parkersburg	WV	26101			6	1	16.67%
WV Motor Speedway	788 Speedway Rd	Mineral Wells	WV	26150			5	0	0.00%
Ohio Valley Speedway	40 Wadesville Rd	Washington	WV	26181			1	0	0.00%

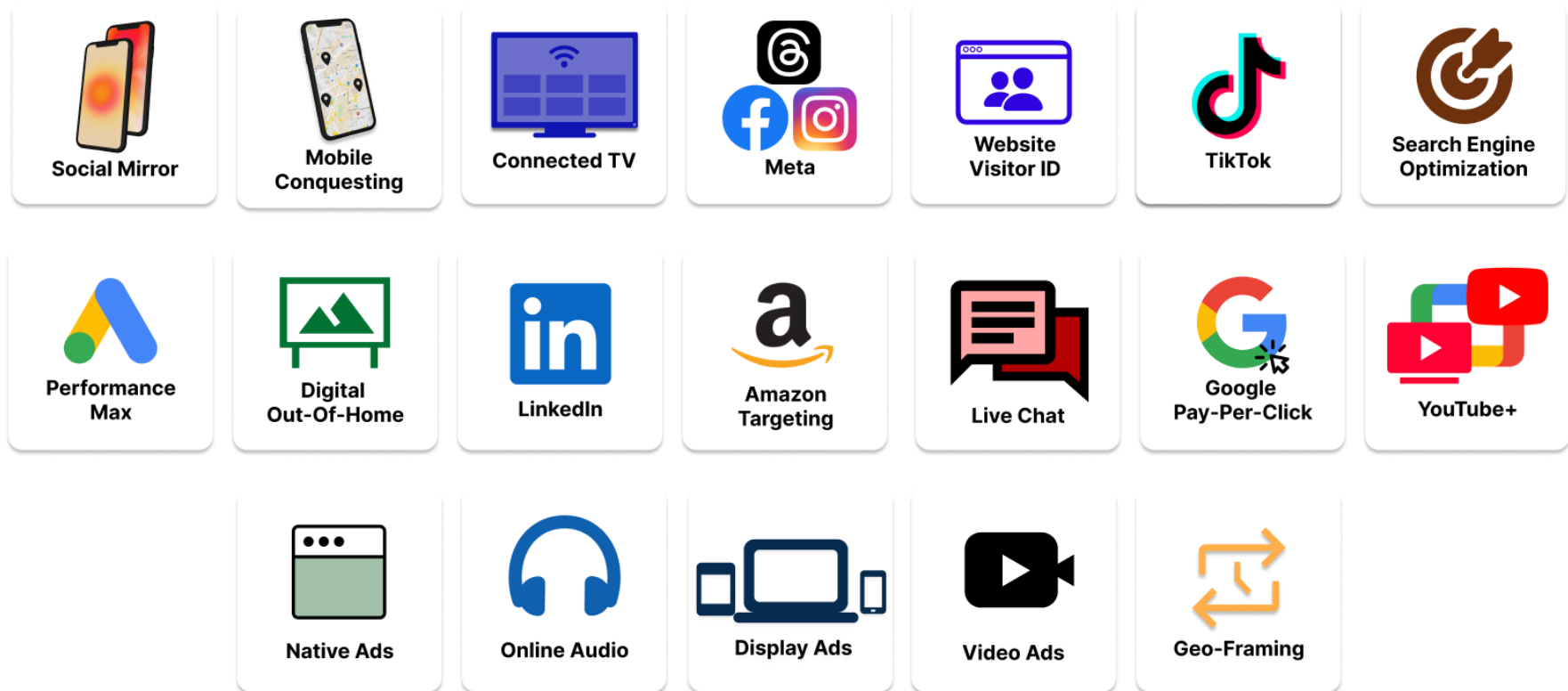
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	96,743	188	0.19%
Desktop	A personal computing device that remains stationary at one location.	31,074	61	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,221	5	0.07%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	14,885	7	0.05%
foxnews.com	4,822	7	0.15%
aol.com	3,268	0	0.00%
ebay.com	2,953	0	0.00%
Pinterest	2,485	1	0.04%
msn.com	2,228	0	0.00%
imdb.com	1,976	1	0.05%
huffpost.com	1,666	7	0.42%
pinterest.com	1,349	0	0.00%
usatoday.com	1,322	2	0.15%
dailymail.com	1,111	1	0.09%
cheezburger.com	1,081	6	0.56%
wtap.com	1,074	0	0.00%
Podcast Player	1,067	0	0.00%
legacy.com	1,037	0	0.00%
shopgoodwill.com	1,003	1	0.10%
tmz.com	869	0	0.00%
hollywoodpq.com	859	3	0.35%
themirror.com	744	2	0.27%
outdoorrevival.com	731	4	0.55%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.