

Digital Marketing Report

Impressions

How many ads were served:

484,687

Clicks

Times a user clicked on an ad

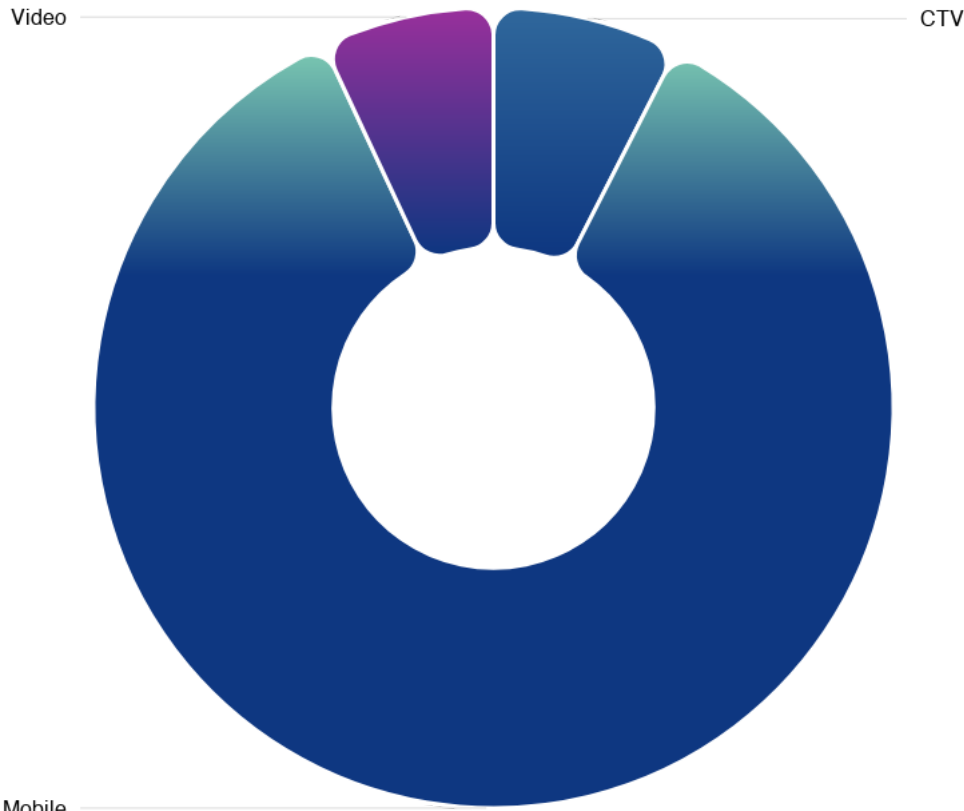
735

Click-Through Rate

(Clicks/Impressions) x 100

0.16%

Your Product Breakout by Impressions



CTV Completion Rate

98.60%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.17%

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

X the National Average

2.34

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%)
Watsonstown Trucking - Geo-Retargeting Mobile	215,147	165	0.08%	1.10
Watsonstown Trucking - 6.15 Geo-Retargeting Mobile	66,614	79	0.12%	1.69
Watsonstown Trucking - Truck Stop & Plaza Visitors Mobile	41,538	49	0.12%	1.69
Watsonstown Trucking - 6.15 Truck Stop & Plaza Visitors Mobile	38,995	104	0.27%	3.81
Watsonstown Trucking - Truck Driver/Long Haul Trucking/Trucking Behavioral B2B CTV	19,844	5	0.03%	0.36
Watsonstown Trucking - Truck Driver/Long Haul Trucking/Trucking Behavioral B2B Video	18,247	92	0.50%	7.20
Watsonstown Trucking - 6.15 Geo-Fencing Mobile	18,003	93	0.52%	7.38
Watsonstown Trucking - AI B2B CTV	15,037	8	0.05%	0.76
Watsonstown Trucking - AI B2B Video	14,938	57	0.38%	5.45
Watsonstown Trucking - Geo-Fencing Mobile	12,475	30	0.24%	3.44
Watsonstown Trucking - Site Retargeting Mobile	11,260	18	0.16%	2.28
Watsonstown Trucking - 6.15 Site Retargeting Mobile	10,306	37	0.36%	5.13
Watsonstown Trucking - Retargeting B2B CTV	1,670	1	0.06%	0.86
Watsonstown Trucking - Retargeting B2B Video	613	11	1.79%	25.64

Video Click Conversions

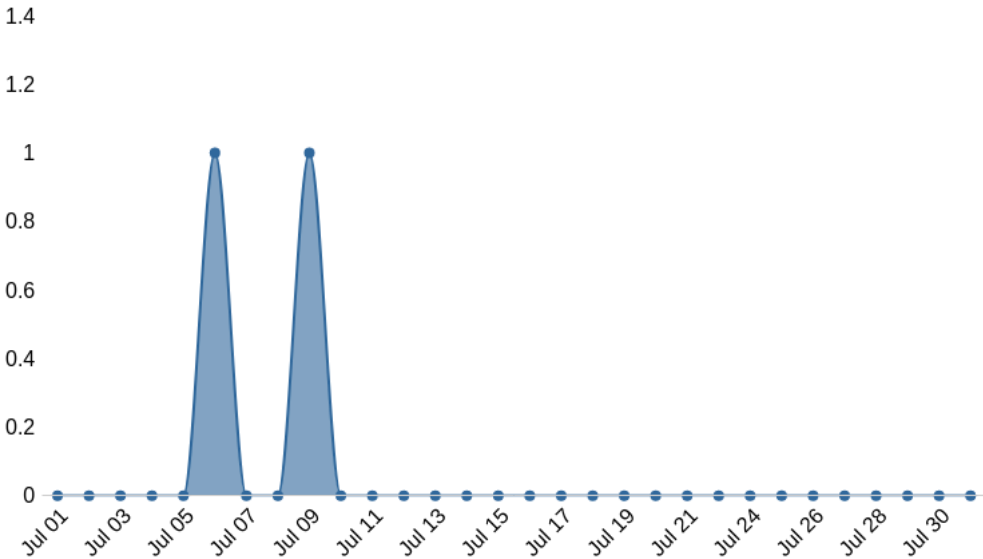


Times users clicked on an ad leading to your site and visited a page or completed an action

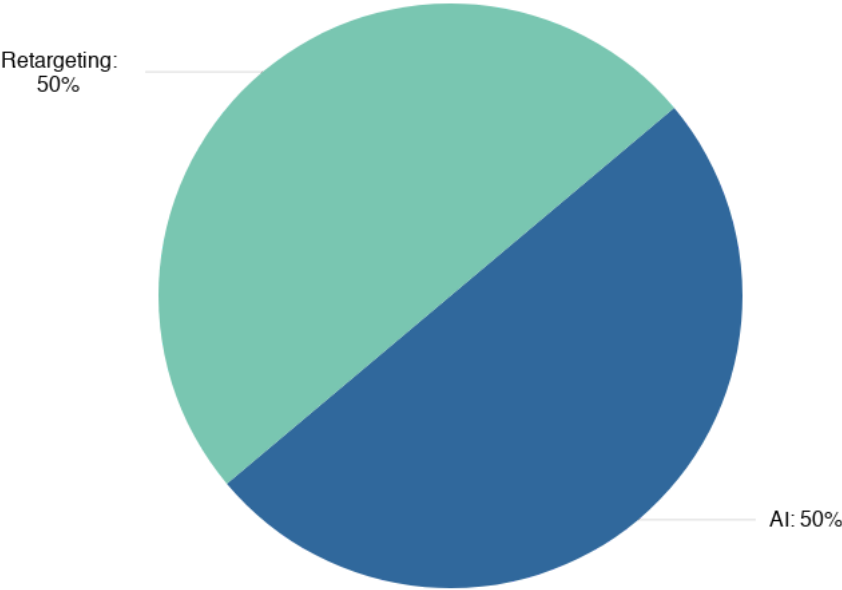
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Watsontown Trucking Careers Page View	1
Watsontown Trucking Locations Page View	1

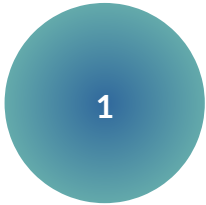
Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

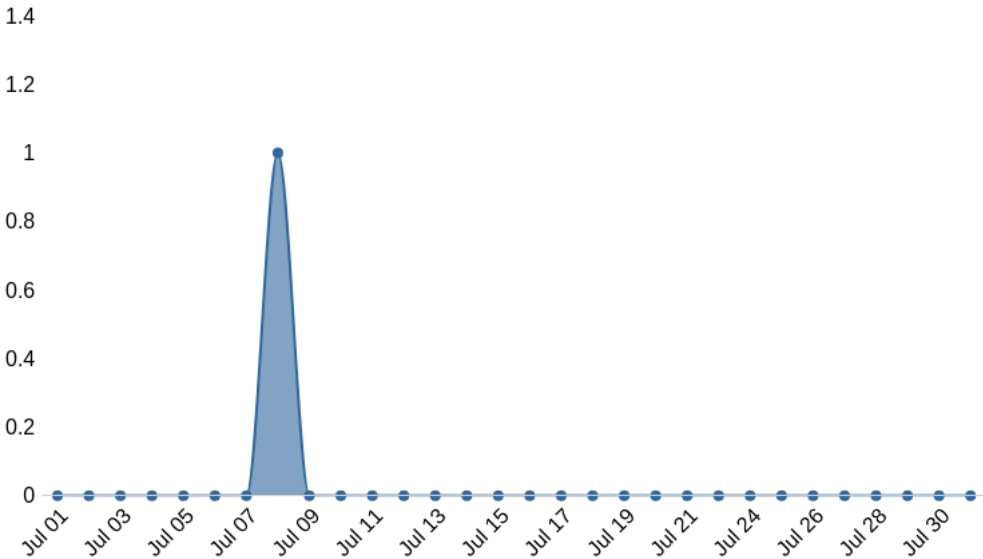


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

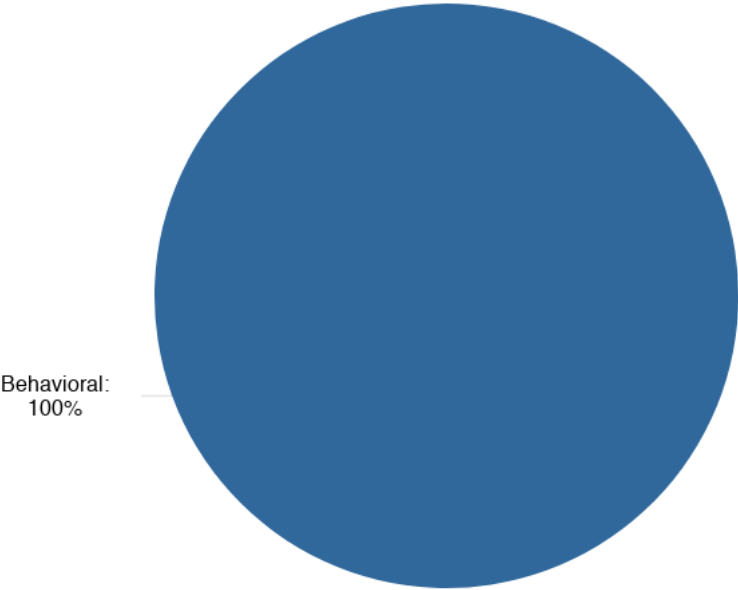
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Watsontown Trucking Contact Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Mobile Conquesting Click Conversions

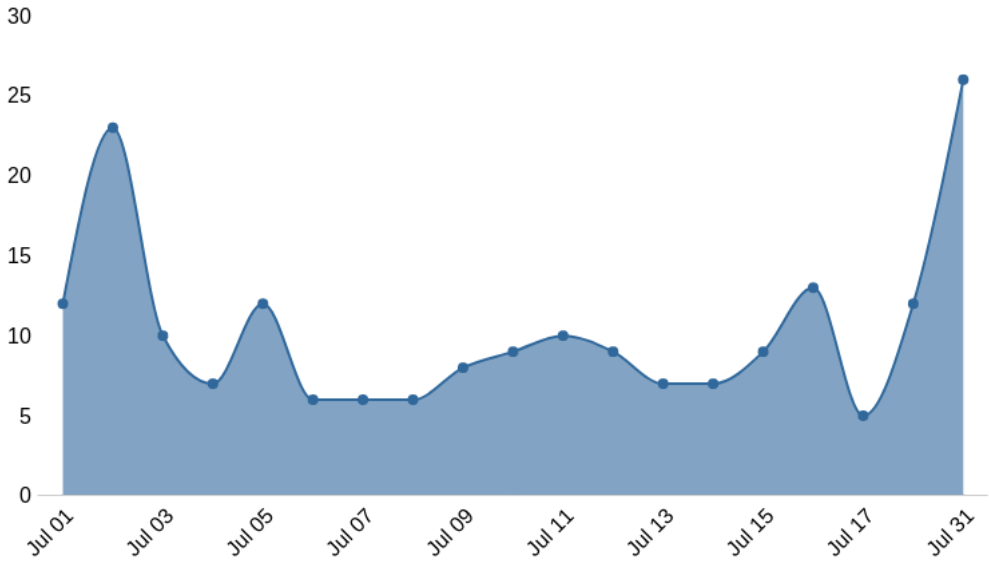


Times users clicked on an ad leading to your site and visited a page or completed an action

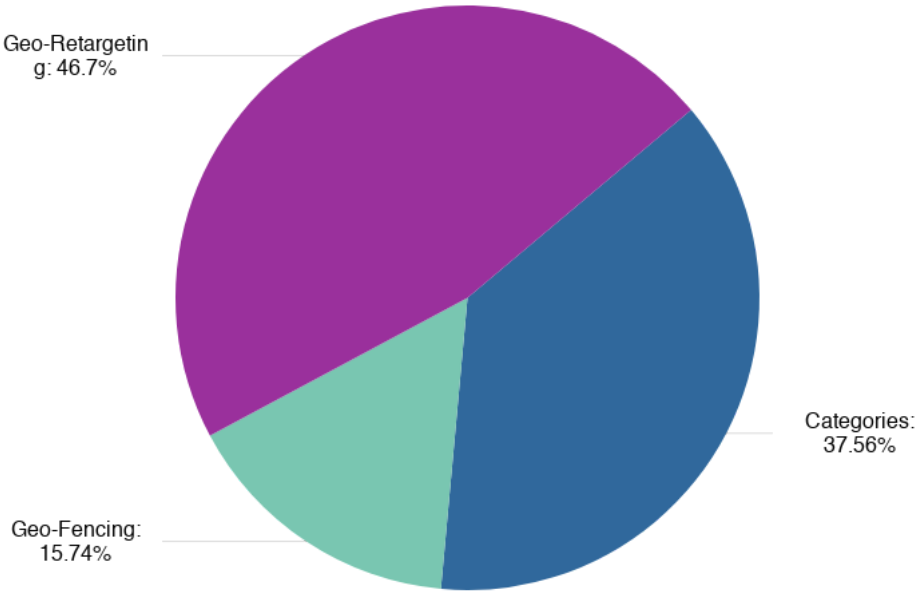
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Watsontown Trucking Careers Page View	197

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

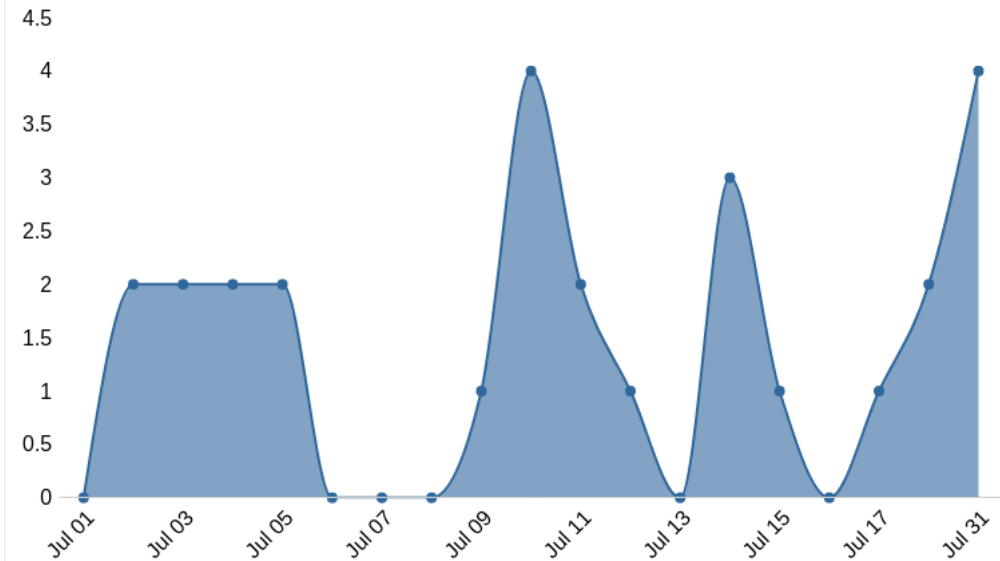


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

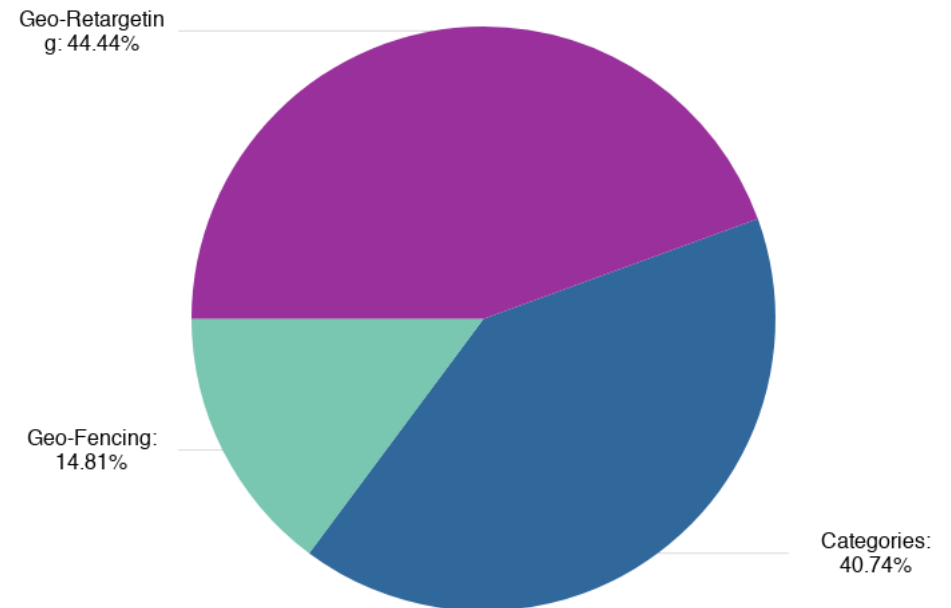
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Watsontown Trucking Careers Page View	27

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy

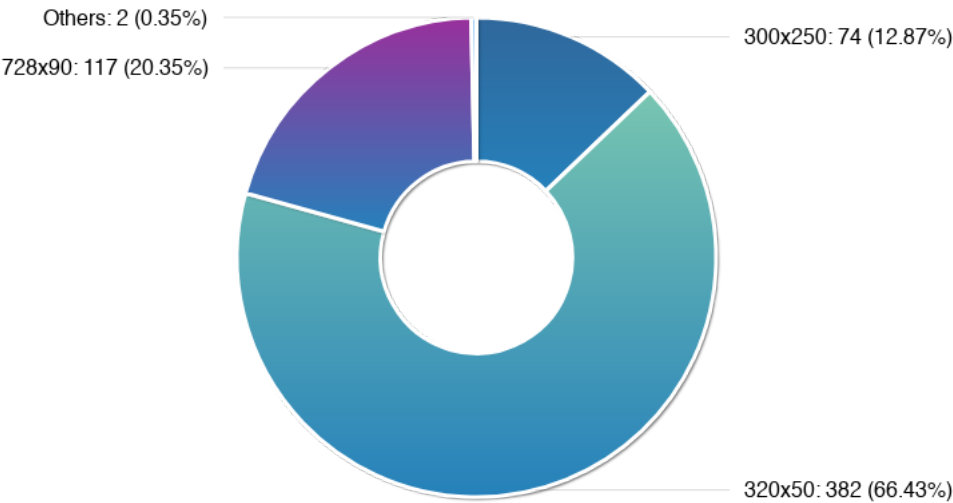


Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Watsontown Trucking_5.5_26.05_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_320x50.png	214,538	145	0.07%	0.97
	Watsontown Trucking_26.01_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_320x50.png	105,905	114	0.11%	1.54
	Watsontown Trucking_7.28_26.07_-_Watsontown_Trucking_-_Recruitment_Ads_2_-_Ad_320x50.png	19,622	57	0.29%	4.15
	Watsontown Trucking_7.28_26.07_-_Watsontown_Trucking_-_Recruitment_Ads_1_-_Ad_320x50.png	19,320	66	0.34%	4.88
	Watsontown Trucking_5.5_26.05_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_728x90.png	19,165	44	0.23%	3.28
	Watsontown Trucking_5.5_26.05_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_300x250.png	13,511	33	0.24%	3.49
	Watsontown Trucking_26.01_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_728x90.png	9,382	39	0.42%	5.94
	Watsontown Trucking_26.01_-_Watsontown_Trucking_-_Recruitment_Ads_-_Ad_300x250.png	6,705	26	0.39%	5.54

Mobile Conquesting Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Watsontown Trucking_Watsontown Trucking 30 January 2026.mp4	33,798	160	0.47%	6.76

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Watsontown Trucking - Retargeting B2B Video	87.11%	45.84%	72.76%	69.00%
Watsontown Trucking - Truck Driver/Long Haul Trucking/Trucking Behavioral B2B Video	72.22%	62.07%	56.19%	50.68%
Watsontown Trucking - AI B2B Video	70.47%	63.37%	59.21%	55.51%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Watsontown Trucking_Watsontown Trucking 30 January 2026.mp4	36,551	98.60%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Watsontown Trucking - Retargeting B2B CTV	100.00%	97.68%	99.39%	99.51%
Watsontown Trucking - Truck Driver/Long Haul Trucking/Trucking Behavioral B2B CTV	100.00%	98.97%	99.30%	98.68%
Watsontown Trucking - AI B2B CTV	100.00%	99.13%	99.07%	98.39%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1016 Triplett	Akron	OH	44306			17,747	66	0.37%
	8301 Industrial Blvd	Breinigsville	PA	18031			5,195	16	0.31%
	3150 Chief Lane	Indianapolis	IN	46241			2,820	6	0.21%
	Maplewood Dr	Hazleton	PA	18201			1,948	9	0.46%
	8860 Wooster Pike Rd	Seville	OH	44273			1,871	22	1.18%
	12801 Mount Holly Huntersville rd	Huntersville	NC	28078			393	0	0.00%
	151 Indsuttrial kwy	Versailles,	OH	45380			343	1	0.29%
	153 Smith Transport Rd	Roaring Spring	PA	16673			65	0	0.00%
	112 River Rd	Boonville	NC	27011			18	0	0.00%
	4800 E Trindel Rd	Mechanicsburg	PA	17055			17	1	5.88%
	58 Pittston Ave	Pittston,	PA	18640			17	0	0.00%
	8500 Willard Dr	Breinigsville	PA	18031			11	0	0.00%
	325 Osborne Trucking Company	Fairfield	OH	45014			7	0	0.00%
	4395 Laybourne Rd	Springfield	OH	45505			7	0	0.00%
	51 Doran Ave	Geneva	NY	14456			7	0	0.00%
	165 Vo tech Dr	Johnstown	PA	15904			6	0	0.00%
	12769 Eagleville Rd	North Baltimore,	OH	45872			2	1	50.00%
	1711 Transport Ln	Knoxville	TN	37924			1	1	100.00%
	24862 Elliot Rd	Defiance	OH	43512			1	0	0.00%
	6471 County Hwy-625	Millersburg	OH	44654			1	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	25,550	100	0.39%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	18,763	8	0.04%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	17,788	6	0.03%
Desktop	A personal computing device that remains stationary at one location.	5,266	44	0.84%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,982	16	0.54%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,503	5	0.14%
msn.com	3,229	32	0.99%
abcnews.com	3,153	4	0.13%
wfxrtv.com	1,405	0	0.00%
Pluto TV - Live TV and Movies	964	0	0.00%
the-sun.com	914	1	0.11%
Tubi - Movies & TV Shows	913	1	0.11%
thesun.co.uk	289	0	0.00%
reuters.com	252	0	0.00%
thehive.com	218	2	0.92%
themirror.com	217	0	0.00%
albumoftheyear.org	178	0	0.00%
Plex: Stream Movies & TV	154	0	0.00%
falloutbuilds.com	152	0	0.00%
aol.com	124	1	0.81%
Tubi - Watch Movies & TV Shows	117	0	0.00%
w3schools.com	117	0	0.00%
FloSports: Watch Live Sports	105	0	0.00%
dailyprogress.com	97	1	1.03%
minefun.io	95	24	25.26%

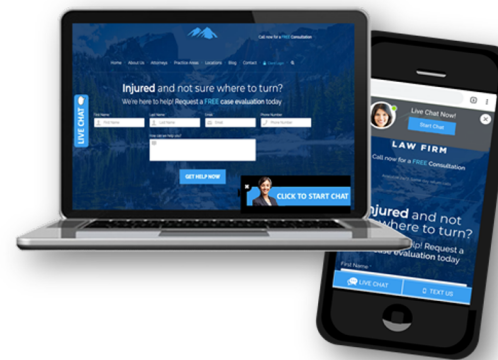
Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,777	97.78%
	Tubi - Movies & TV Shows	3,360	98.83%
	Vizio - Vizio WatchFree+	3,048	98.83%
	Tubi - Free Movies & TV	1,221	99.12%
	The Roku Channel	1,132	93.42%
	DirecTV	1,080	99.10%

	Xfinity TV - Tubi	640	98.30%
	Roku - Tubi	257	99.15%
	Pluto TV - Live TV and Movies	198	100.00%
	Philo TV	131	98.78%

3
CHATS

1
LEADS



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: $(\text{Billable Leads} / \text{Chats}) \times 100$

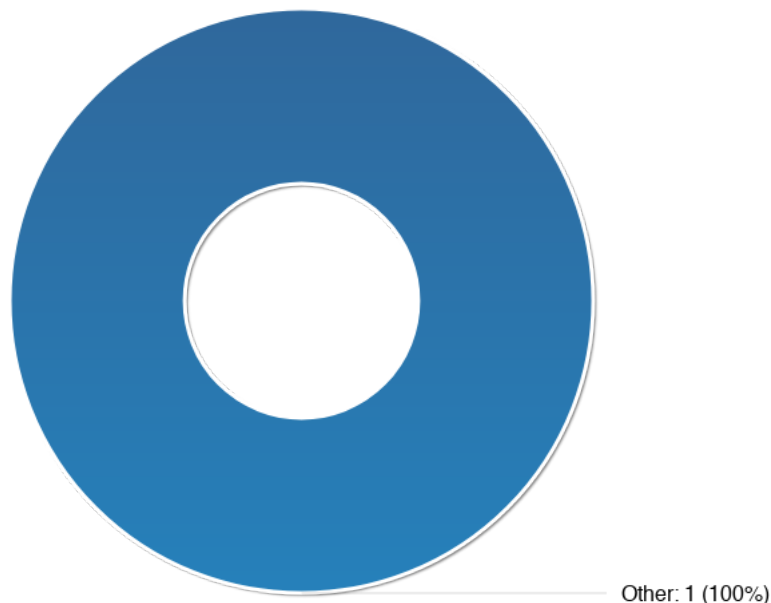
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							0	0	1
Jul 31, 2026	Watsontown Trucking	80134441	Other	NA	8003440313		0	0	1

Lead Type Performance



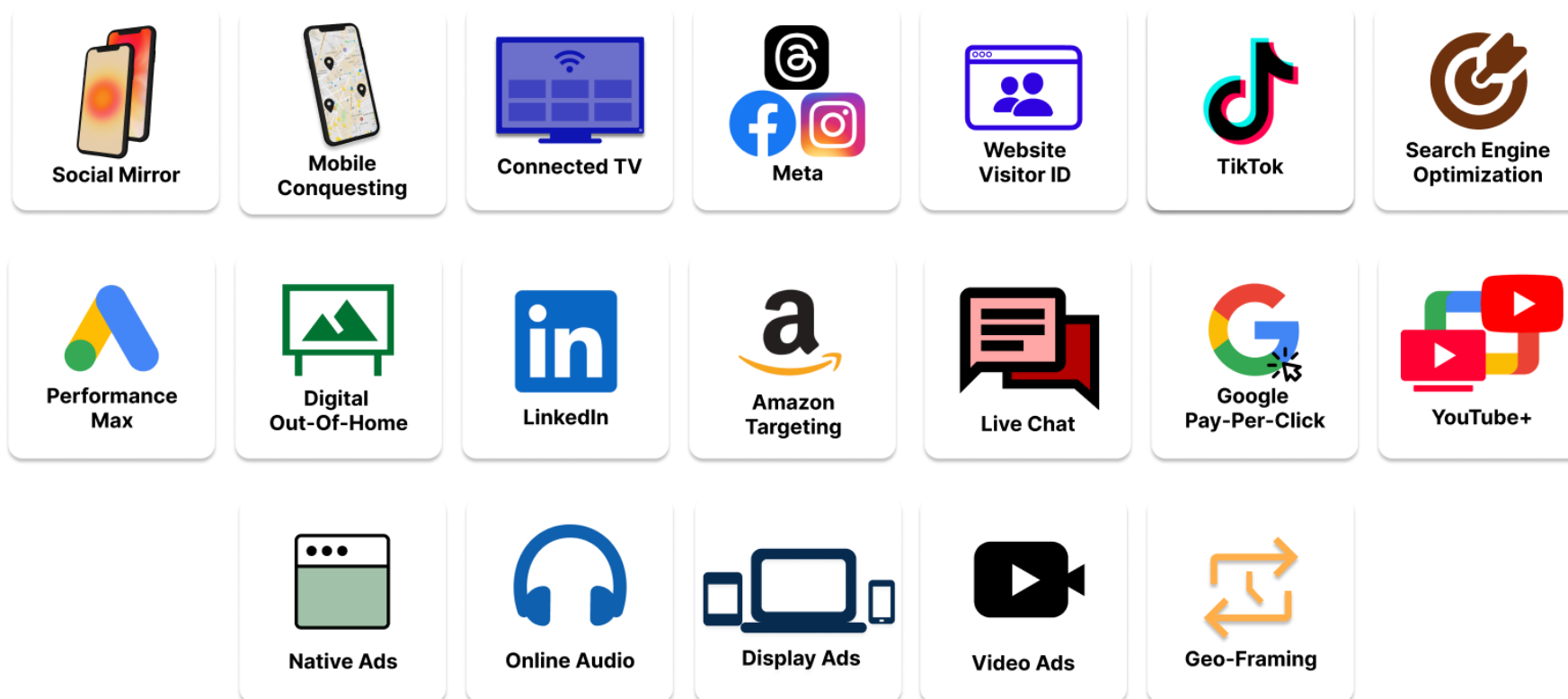
What are the different Lead types?

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.

All available products in our *toolbox*.



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