



Digital Marketing Report

Impressions

How many ads were served:

135,451

Clicks

Times a user clicked on an ad

276

Click-Through Rate

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

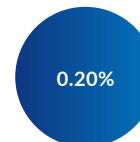
0.20%

Your Product Breakout by Impressions



Mobile

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%)
Valley Road Vineyards - Vineyard/Wine & Spirits Shoppers/Verified Legal Drinking Age Mobile	120,672	219	0.18%	2.59
Valley Road Vineyards - Site Retargeting Mobile	7,958	36	0.45%	6.46
Valley Road Vineyards - Geo-Retargeting Mobile	4,716	15	0.32%	4.54
Valley Road Vineyards - Geo-Fencing Mobile	2,105	6	0.29%	4.07



Mobile Conquesting Click Conversions



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

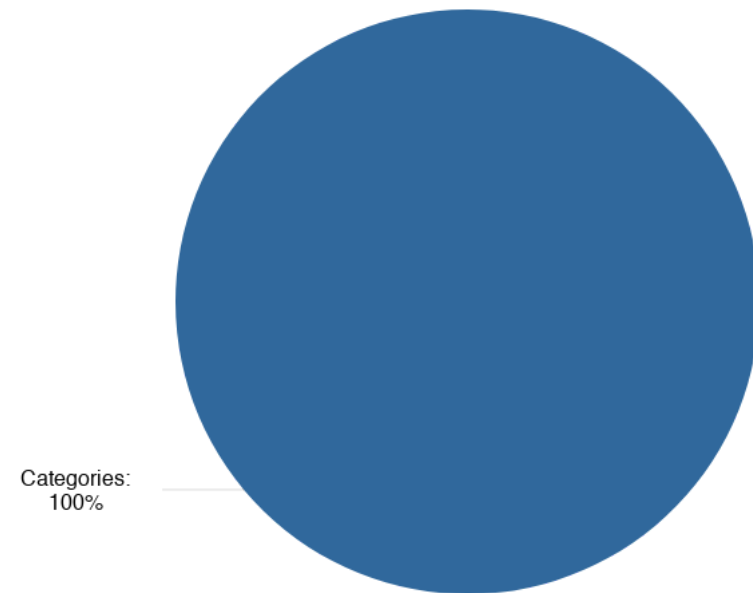
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Valley Road Vineyards Weddings Page View	1

Mobile Conquesting Click Conversions by Day

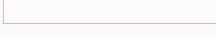
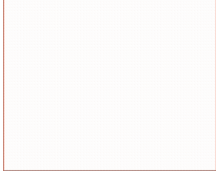
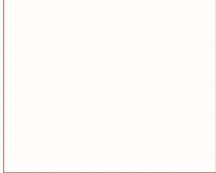


Top Mobile Conquesting Click Conversions by Strategy



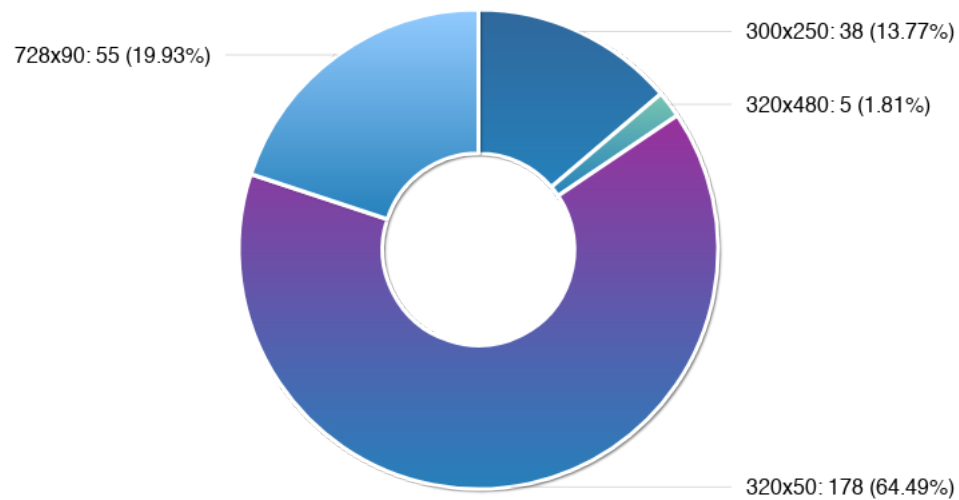


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Valley Road Vineyards_Valley Roads V2 (Close to Crozet) 320x50.gif	57,409	88	0.15%	2.19
	Valley Road Vineyards_Valley Roads 320x50.gif	57,086	90	0.16%	2.25
	Valley Road Vineyards_Valley Roads V2 (Close to Crozet) 728x90.gif	6,906	27	0.39%	5.59
	Valley Road Vineyards_Valley Roads 728x90.gif	6,844	28	0.41%	5.84
	Valley Road Vineyards_Valley Roads 300x250.gif	2,414	12	0.50%	7.10
	Valley Road Vineyards_Valley Roads V2 (Close to Crozet) 300x250.gif	2,389	15	0.63%	8.97
	Valley Road Vineyards_FINALVaGov CupVRV- 300x250.gif	2,262	11	0.49%	6.95
	Valley Road Vineyards_Valley Roads V2 (Close to Crozet) 320x480.gif	72	2	2.78%	39.68
	Valley Road Vineyards_Valley Roads	69	3	4.35%	62.11



Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Old Trail Neighborhood	1110 Old Trail Dr	Crozet	VA				2,105	6	0.29%



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.