

Digital Marketing Report

Impressions

How many ads were served:

102,746

Clicks

Times a user clicked on an ad

380

Click-Through Rate

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

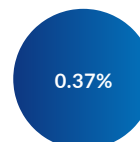
0.37%

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%)

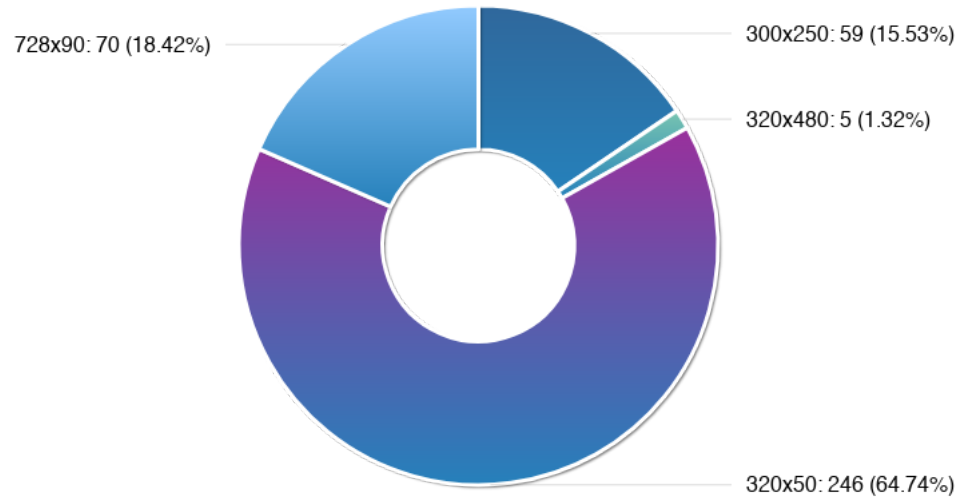
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

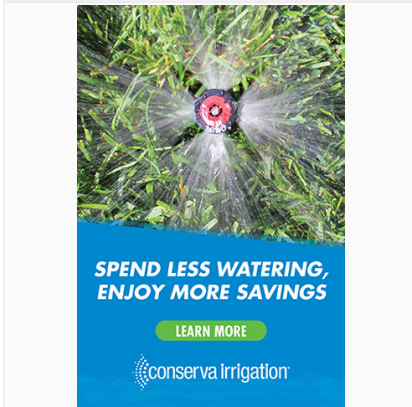
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Conserva Grand Rapids MI - Recent Movers/Garden Visitors Mobile	51,621	150	0.29%	4.15
Conserva Grand Rapids MI - Geo-Fencing Mobile	25,808	163	0.63%	9.02
Conserva Grand Rapids MI - Geo-Retargeting Mobile	25,317	67	0.26%	3.78

Mobile Conquesting Click Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	Conserva_CON-44585224-Smart Systems Display Ads 320x50.jpg	39,344	101	0.26%	3.67
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 320x50.jpg	38,786	96	0.25%	3.54
	Conserva_Grass is Greener_Evergreen_320x50.jpg	10,155	49	0.48%	6.89
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 728x90.jpg	3,321	31	0.93%	13.34
	Conserva_CON-44585224-Smart Systems Display Ads 728x90.jpg	3,225	27	0.84%	11.96
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 300x250.jpg	3,135	26	0.83%	11.85
	Conserva_CON-44585224-Smart Systems Display Ads 300x250.jpg	3,074	23	0.75%	10.69

	Conserva_Grass is Greener_Evergreen_728x90.jpg	902	12	1.33%	19.01
	Conserva_Grass is Greener_Evergreen_300x250.jpg	656	10	1.52%	21.78
	Conserva_CON-44585224-Spend Less Smart Systems Display Ads 320x480.jpg	55	3	5.45%	77.92
	Conserva_CON-44585224-Smart Systems Display Ads 320x480.jpg	78	2	2.56%	36.63



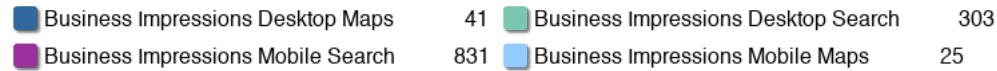
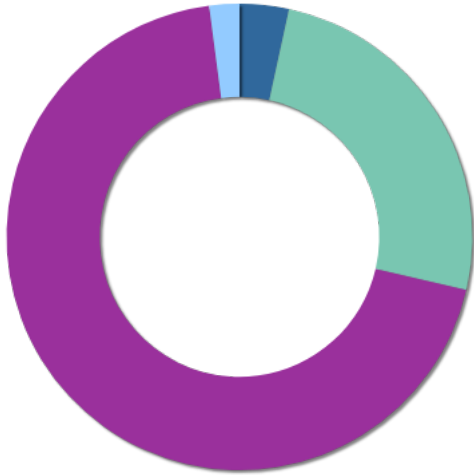
Conserva_Grass is Greener_Evergreen_320x48 0.jpg	15	0	0.00%	0.00
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Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Watermark	1763 Watermark Dr SE	Grand Rapids	MI	49546			9,272	28	0.30%
Aberdeen Fox Ridge v Indian Ridge Dr NE	2725 Indian Ridge Dr NE	Grand Rapids	MI	49505			3,901	20	0.51%
Deerview Traditions Dr NE /Beatrice Dr NE	2253 Tradition Dr NE	Grand Rapids	MI	49505			2,095	22	1.05%
Lake Bella Vista_Loma Linda Dr	7324 Loma Linda Dr	Rockford	MI	49341			1,148	6	0.52%
Crystal Springs_Penncross Dr SE	1354 Penncross Dr SE	Caledonia	MI	49316			1,118	4	0.36%
Crystal Springs_Crystal View Dr SE	6931 Crystal View Dr SE	Caledonia	MI	49316			654	17	2.60%
Lake Bella Vista_Bonnaire Dr NE	7020 Bonnaire Dr NE	Rockford	MI	49341			653	3	0.46%
Rolling Meadows of Jamestown Community	4300-4322 22nd Ave	Hudsonville	MI	49426			632	4	0.63%
Railside	7840 Railside Dr SW	Byron Center	MI	49315			545	5	0.92%
Bailey's Grove_Maple Hurst Dr SE	3667 Maple Hurst Dr SE	Kentwood	MI	49512			519	4	0.77%
Bailey's Grove_Cedar Landing Dr SE	3718 Cedar Landing Dr SE	Kentwood	MI	49512			510	0	0.00%
Crystal Springs_Kings Crossing Dr SE	1454 Kings Crossing Dr SE	Caledonia	MI	49316			497	9	1.81%
Georgetown Shores					42.87717	(85.829533)	496	5	1.01%
Crystal Springs_Hartman Dr SE	7021 Hartman Dr SE	Caledonia	MI	49316			404	0	0.00%
Lake Bella Vista_Cannon Farms Dr SE	6500 Cannon Farms Dr SE	Rockford	MI	49341			384	7	1.82%

How customers search for your business on Google



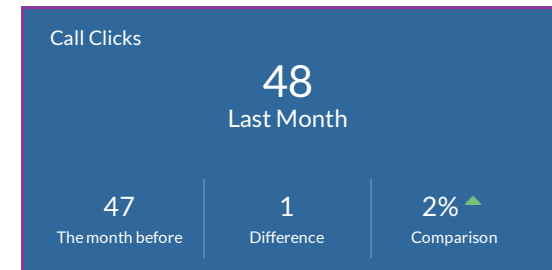
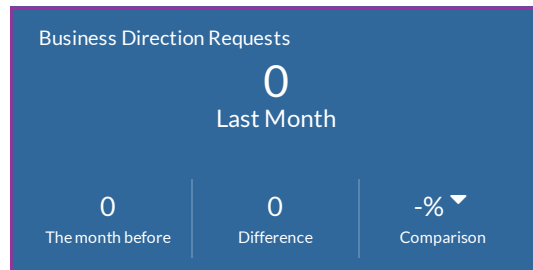
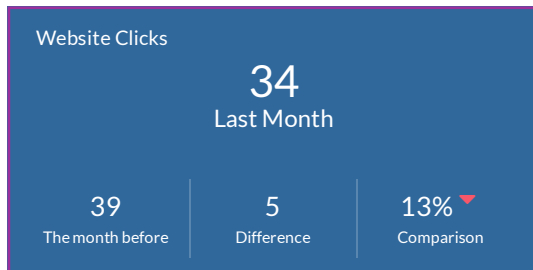
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

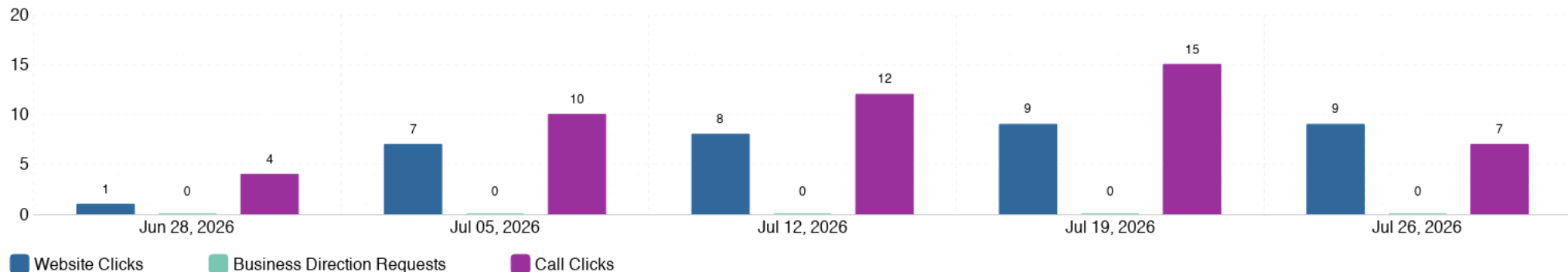
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

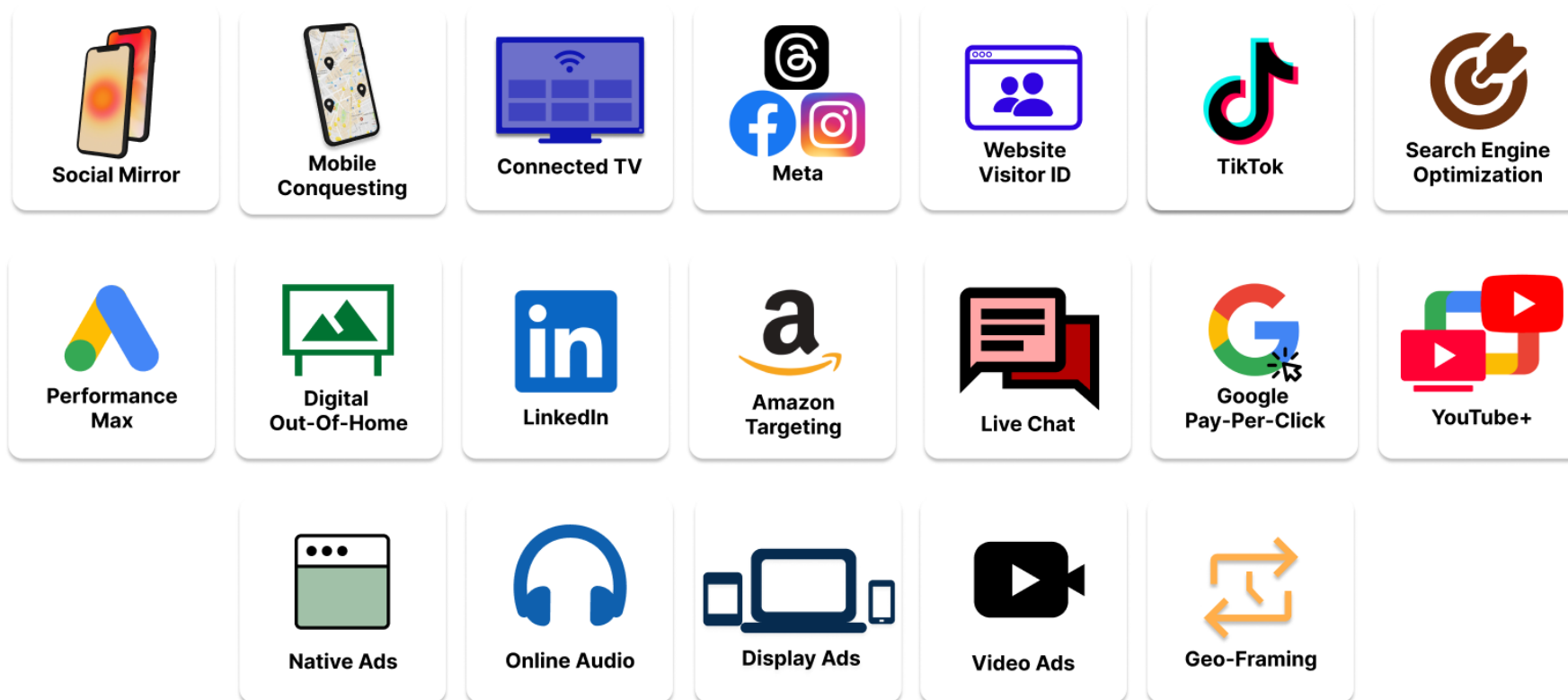
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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