

# Digital Marketing Report

## Impressions

How many ads were served:

156,597

## Clicks

Times a user clicked on an ad

152

## Click-Through Rate

(Clicks/Impressions) x 100

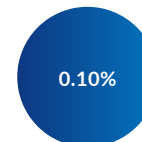
0.10%

## Your Product Breakout by Impressions



Mobile

## Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.

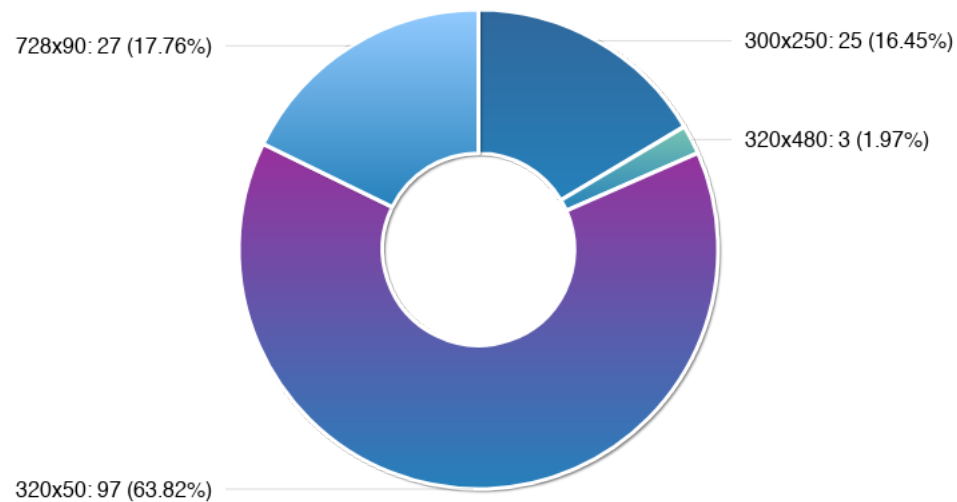
Line Item Performance

| Line Item Name                                 | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|------------------------------------------------|---------------|--------|-------|---------------------------|
| Lawn Doctor Apex/Cary - Geo-Retargeting Mobile | 103,521       | 67     | 0.06% | 0.92                      |
| Lawn Doctor Apex/Cary - Geo-Fencing Mobile     | 53,076        | 85     | 0.16% | 2.29                      |

## Mobile Conquesting Creative Performance

| Preview                                                                          | Creative Name                         | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|---------------------------------------|---------------|--------|-------|---------------------------|
|  | Lawn Doctor Mosquitoes<br>320x50.jpg  | 124,954       | 97     | 0.08% | 1.11                      |
|  | Lawn Doctor Mosquitoes<br>300x250.png | 16,906        | 25     | 0.15% | 2.11                      |
|  | Lawn Doctor Mosquitoes<br>728x90.jpg  | 13,598        | 27     | 0.20% | 2.84                      |
|                                                                                  | Lawn Doctor_Apex Cary AD.mp4          | 925           | 0      | 0.00% | 0.00                      |
|  | Lawn Doctor Mosquitoes<br>320x480.png | 214           | 3      | 1.40% | 20.03                     |

## Mobile Conquesting Click Performance by Ad Size



## Mobile Conquesting Geo-Fencing Performance

| Business Name              | Address               | City          | State | Zip   | Latitude | Longitude | Impressions ↓ | Clicks | CTR   |
|----------------------------|-----------------------|---------------|-------|-------|----------|-----------|---------------|--------|-------|
| The Ridges of Parkwood     | 5212 Grandhaven Dr    | Durham        | NC    | 27713 |          |           | 51,878        | 85     | 0.16% |
| Dogwood Ridge, Scotts Mill | 1422 Big Leaf Loop    | Apex          | NC    | 27502 |          |           | 437           | 0      | 0.00% |
| Twelve Oaks                | 108 Lolliberry Dr     | Holly Springs | NC    | 27540 |          |           | 224           | 0      | 0.00% |
| Bella Casa                 | 1939 firenza dr       | Apex          | NC    | 27502 |          |           | 147           | 0      | 0.00% |
| Abbinton                   | 405 Chanticlair Dr    | Apec          | NC    | 27502 |          |           | 117           | 0      | 0.00% |
| Briar Chapel               | 238 Serenity Hill Cir | Chapel Hill   | NC    | 27516 |          |           | 86            | 0      | 0.00% |
| Haddon Hall                | 812 Haddon Hall Dr    | Apex          | NC    | 27502 |          |           | 48            | 0      | 0.00% |
| Lochmere                   | 104 Lochwood E Dr     | Cary          | NC    | 27518 |          |           | 40            | 0      | 0.00% |
| Arbor / Windcrest          | 101 Arctic Ridge Way  | Holly Springs | NC    | 27540 |          |           | 33            | 0      | 0.00% |
| Scottish Hills             | 1212 Larkhall Ct      | Cary          | NC    | 27511 |          |           | 20            | 0      | 0.00% |
| Jordan Pointe              | 3628 Regent Pines Dr  | New Hill      | NC    | 27562 |          |           | 16            | 0      | 0.00% |
| Cambridge                  | 112 Parson Woods Ln   | Cary          | NC    | 27518 |          |           | 8             | 0      | 0.00% |
| Wood Creek                 | 112 Buxtonwood Pl     | Apex          | NC    | 27539 |          |           | 6             | 0      | 0.00% |
| Brighton Forest            | 2401 Thurrock Dr      | Apex          | NC    | 27539 |          |           | 6             | 0      | 0.00% |
| Walden Creek               | 1804 Walden Meadow Dr | Apex          | NC    | 27523 |          |           | 4             | 0      | 0.00% |
| Waterford Green            | 1011 W Abberley Ln    | Apex          | NC    | 27502 |          |           | 3             | 0      | 0.00% |
| Chapel Ridge               | 26 Brushwood Ct       | Pittsboro     | NC    | 27312 |          |           | 2             | 0      | 0.00% |
| Legacy at Jordan Pointe    | 34 Golden Heather     | Chapel Hill   | NC    | 27517 |          |           | 1             | 0      | 0.00% |

# 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.