

Digital Marketing Report

Impressions

How many ads were served:

157,648

Clicks

Times a user clicked on an ad

446

Click-Through Rate

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

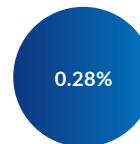
0.28%

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.

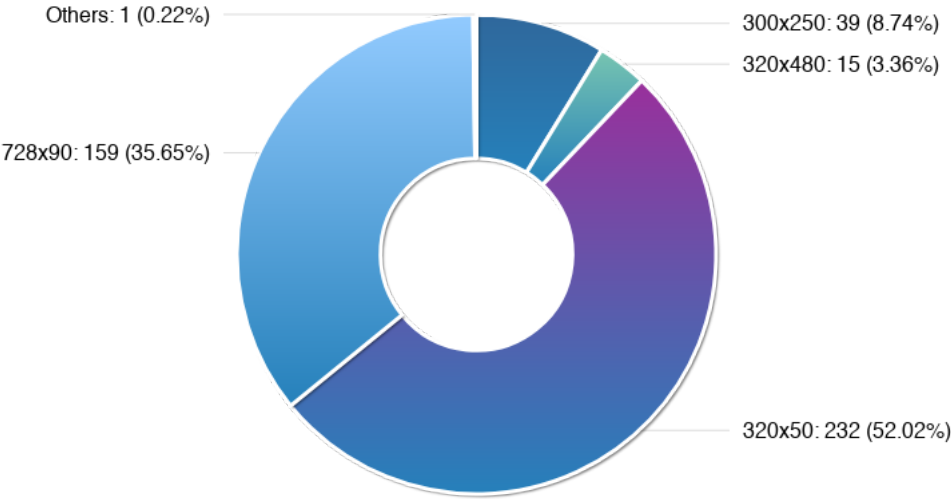
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Lawn Doctor Raleigh - Geo-Retargeting Mobile	104,880	313	0.30%	4.26
Lawn Doctor Raleigh - Geo-Fencing Mobile	52,768	133	0.25%	3.60

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lawn Doctor Mosquitoes 320x50.jpg	105,422	232	0.22%	3.14
	Lawn Doctor Mosquitoes 728x90.jpg	46,023	159	0.35%	4.94
	Lawn Doctor Mosquitoes 300x250.png	5,789	39	0.67%	9.62
	Lawn Doctor Mosquitoes 320x480.png	358	15	4.19%	59.86
	lawndocor-raleigh.mp4	56	1	1.79%	25.51

Mobile Conquesting Click Performance by Ad Size

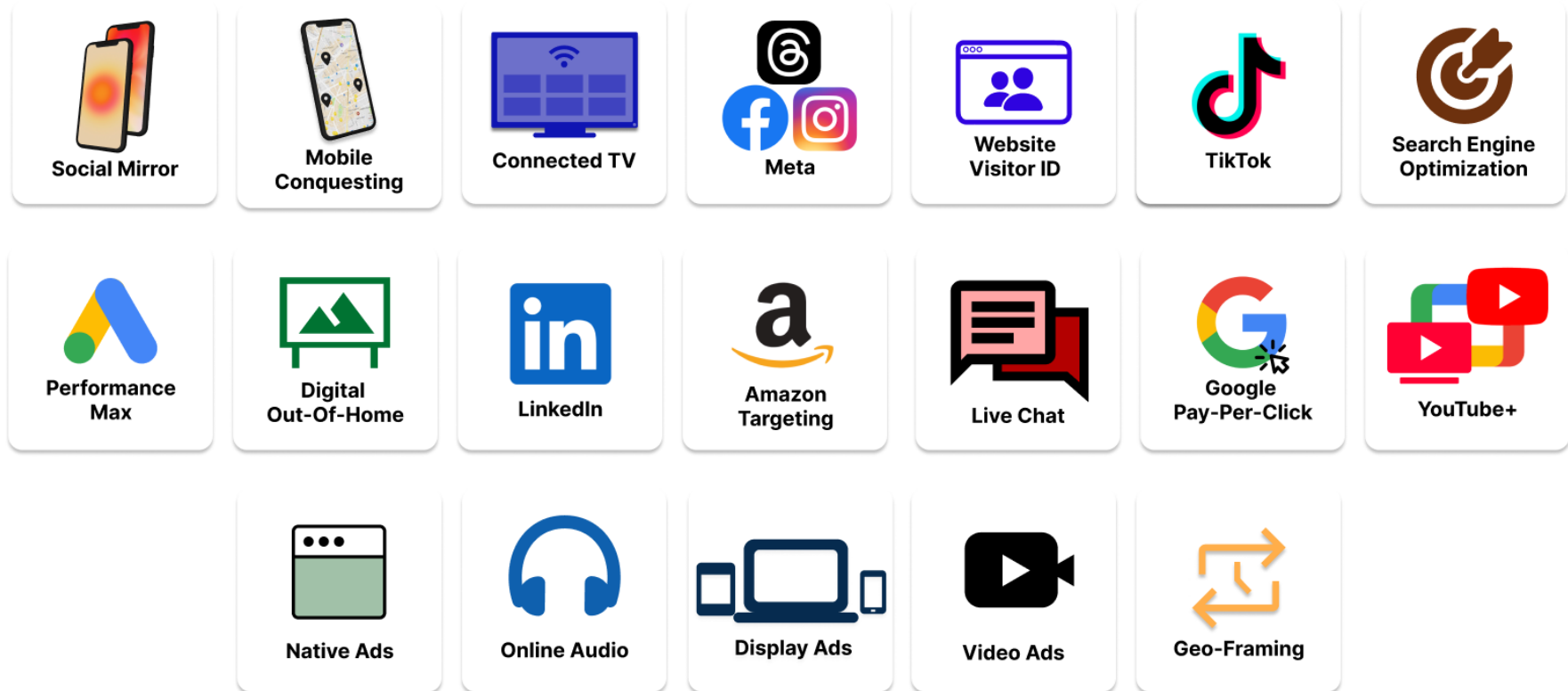


Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Cobblestone Place	27 Chesterfield Ct	Clayton	NC	27520			20,689	22	0.11%
Granite Crest	509 Misty Willow Way	Rolesville	NC	27571			6,165	26	0.42%
Battle Ridge	7037 Spanglers Spring Way	Raleigh	NC	27610			5,366	15	0.28%
Hansentree	7305 Village Club Dr.	Wake Forest	NC	27587			4,596	21	0.46%
The Neuse	311 Cherry Laurel Dr	Clayton	NC	27527			4,009	12	0.30%
North Ridge	1608 Quaker Ridge Point	Raleigh	NC	27615			3,959	7	0.18%
Harrington Grove	4916 Morning Edge Dr	Raleigh	NC	27613			3,172	6	0.19%
Providence Place	1412 Everette Fields Rd	Morrisville	NC	27560			1,443	0	0.00%
Kitts Creek	1021 Oatney Ridge Ln	Morrisville	NC	27560			890	8	0.90%
WoodSpring	10604 Charlesgate Ct	Raleigh	NC	27614			671	5	0.75%
St. James Place	12032 Jasmine Cove Way	Raleigh	NC	27614			422	1	0.24%
Adams Point	268 Fieldtrial Cir Garner NC 27529	Garner	NC	27529			361	3	0.83%
BreckenRidge	211 Spencor Mill Rd	Morrisville	NC	27560			244	2	0.82%
Herritage S	1225 Golden Star Way	Wake Forest	NC	27587			129	0	0.00%
Brier Creek CC	10721 Round Brook Cir	Raleigh	NC	27617			123	0	0.00%
Wakefield Estates	6333 Mountain Grove Ln	Wake Forest	NC	27587			98	0	0.00%
Del Webb @ Traditions	913 Del Webb Manor Ave	Wake Forest	NC	27587			86	2	2.33%
Durant Trails	2704 Hiking Trail	Raleigh	NC	27615			75	1	1.33%
Bedford @ Falls River	2416 Treen St	Raleigh	NC	27614			66	0	0.00%
Winston Pointe	84 Carlisle Ct	Clayton	NC	27520			47	0	0.00%

All available products in our *toolbox*.



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