

Digital Marketing Report

Impressions

How many ads were served:

27,597

Clicks

Times a user clicked on an ad

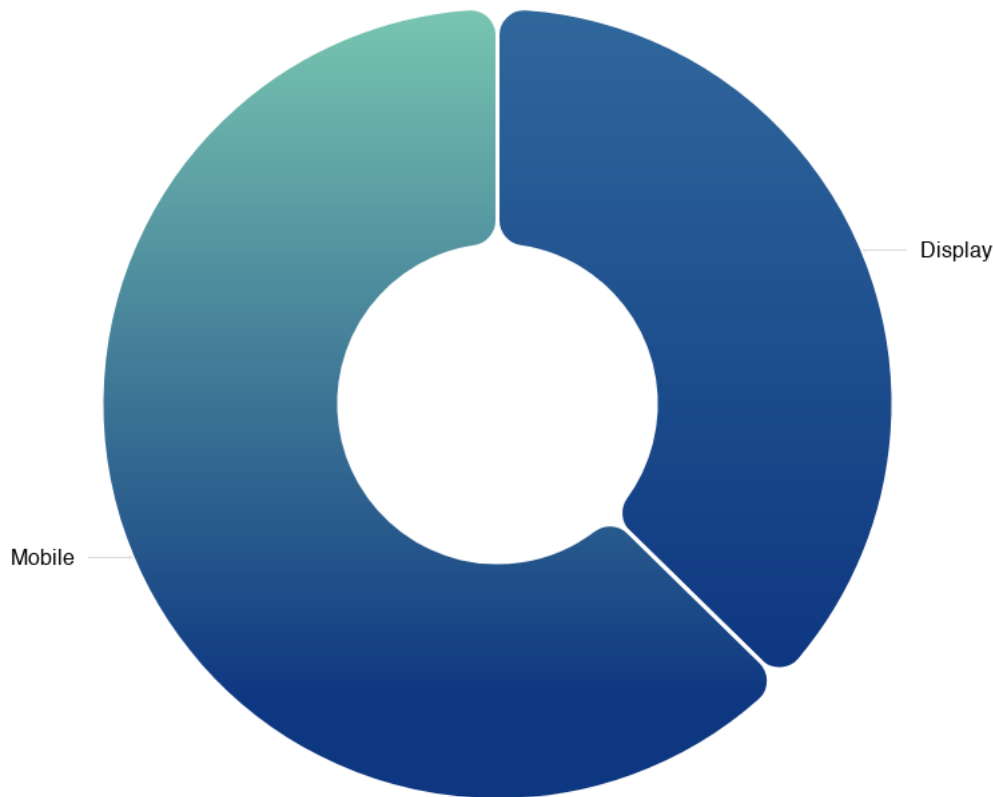
85

Click-Through Rate

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

0.31%

Your Product Breakout by Impressions



Total Engagement Rate

0.31%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

4.40

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.

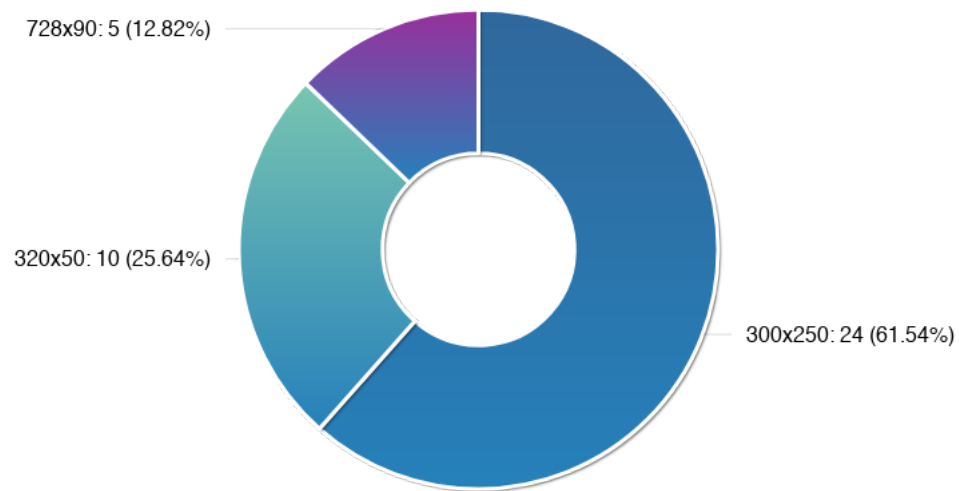
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Wienerschnitzel - Salinas - Age 25-54/Gen Z/Parents Mobile	15,602	19	0.12%	1.74
Wienerschnitzel - Salinas - AI Display	5,158	26	0.50%	7.20
Wienerschnitzel - Salinas - Age 25-54 Display	5,142	13	0.25%	3.61
Wienerschnitzel - Salinas - Geo-Fencing Mobile	1,053	18	1.71%	24.42
Wienerschnitzel - Salinas - Geo-Retargeting Mobile	642	9	1.40%	20.03

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Wienerschnitzel - Salinas_1.5_300x250	1,462	10	0.68%	9.77
Thumbnail not available	Wienerschnitzel - Salinas_4.2_Gennis, Marianne - Wienerschnitzel Location Ads-02 320x50.jpg_320x50	4,283	10	0.23%	3.34
Thumbnail not available	Wienerschnitzel - Salinas_6.11_Gennis, Marianne - Wienerschnitzel American Meal Ads-300x250.png	988	6	0.61%	8.68
Thumbnail not available	Wienerschnitzel - Salinas_4.2_300x250_2	549	5	0.91%	13.01
Thumbnail not available	Wienerschnitzel - Salinas_4.2_Gennis, Marianne - Wienerschnitzel Location Ads-01 728x90.jpg_728x90	2,456	5	0.20%	2.91
Thumbnail not available	Wienerschnitzel - Salinas_4.2_300x250_3	562	3	0.53%	7.63

Display Click Performance by Ad Size

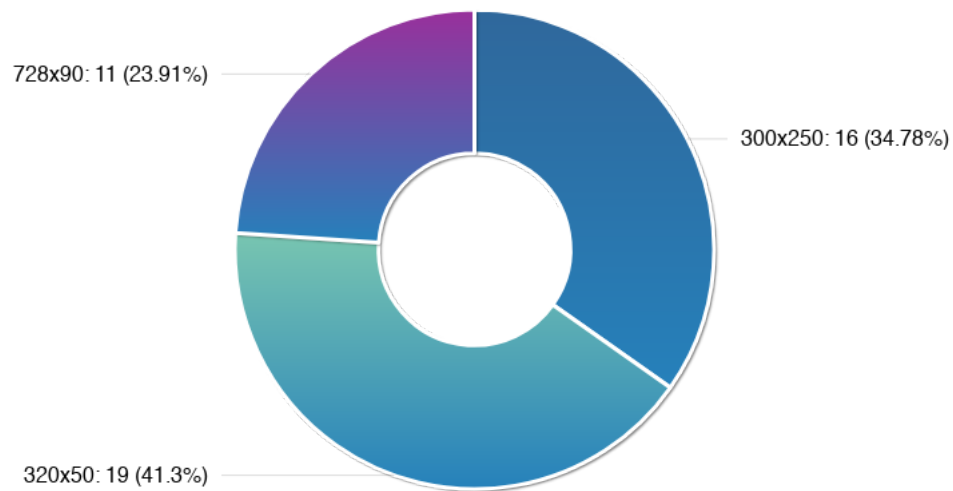


Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Wienerschnitzel - Salinas_1.5_Gennis, Marianne - Wienerschnitzel Location Ads-02 320x50.jpg	14,054	19	0.14%	1.93
	Wienerschnitzel - Salinas_1.5_Gennis, Marianne - Wienerschnitzel Location Ads-01 728x90.jpg	2,164	11	0.51%	7.26
	Wienerschnitzel - Salinas_4.2_300x250 - Wienerschnitzel Ads 0326 FINAL- 03.jpg	278	3	1.08%	15.42
	Wienerschnitzel - Salinas_4.2_300x250 - Wienerschnitzel Ads 0326 FINAL- 02.jpg	243	3	1.23%	17.64
	Wienerschnitzel - Salinas_4.2_300x250 - Wienerschnitzel Ads 0326 FINAL- 01.jpg	235	5	2.13%	30.40
	Wienerschnitzel - Salinas_6.11_Gennis, Marianne - Wienerschnitzel American Meal Ads-300x250	158	5	3.16%	45.21
	Wienerschnitzel - Salinas_4.2_WNRT6001000H_15_1 6x9_Mobile	106	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Burger King	909 S Main St	Salinas	CA	93901			981	16	1.63%
McDonalds	840 E Alisal St	Salinas	CA	93901			30	0	0.00%
Fosters Freeze	815 S Main St	Salinas	CA	93901			25	1	4.00%
Luckys MKT	1150 S Main St	Salinas	CA	93901			7	1	14.29%
TACO BELL	6 Maple St	Salinas	CA	93901			6	0	0.00%
NOB Hill Foods	1320 S Main St	Salinas	CA	93901			3	0	0.00%
McDonalds	1213 S. Main St	Salinas	CA	93901			1	0	0.00%
KFC	1209 S Main St	Salinas	CA	93901			0	0	-
Star MKT	1275 S Main St	Salinas	CA	93901			0	0	-

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	8,683	31	0.36%
Desktop	A personal computing device that remains stationary at one location.	878	6	0.68%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	739	2	0.27%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Baby Tracker - Newborn Log	482	3	0.62%
santacruzsentinel.com	297	0	0.00%
Life360: Find Friends & Family	285	2	0.70%
brezzamistica.info	196	0	0.00%
Slickdeals: Deals & Discounts	185	0	0.00%
abcnews.com	183	3	1.64%
PaperColor	141	0	0.00%
BueNovela & leer novela libro	127	0	0.00%
newdaystory.com	116	1	0.86%
Stopwatch and Timer	103	0	0.00%
BuzzFeed - Quiz, Trivia & News	102	1	0.98%
Meetup: Social Events & Groups	102	0	0.00%
aztecajalisco.com	95	0	0.00%
TMZ	92	0	0.00%
tmz.com	92	0	0.00%
readfullstory.vip	84	0	0.00%
gordonua.com	80	0	0.00%
thecalifornian.com	75	0	0.00%
The Scoop	73	0	0.00%
TUDN: TU Deportes Network	72	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



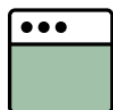
Live Chat



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.