

Digital Marketing Report

Impressions

How many ads were served:

86,106

Clicks

Times a user clicked on an ad

204

Click-Through Rate

(Clicks/Impressions) x 100

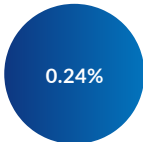
0.24%

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.



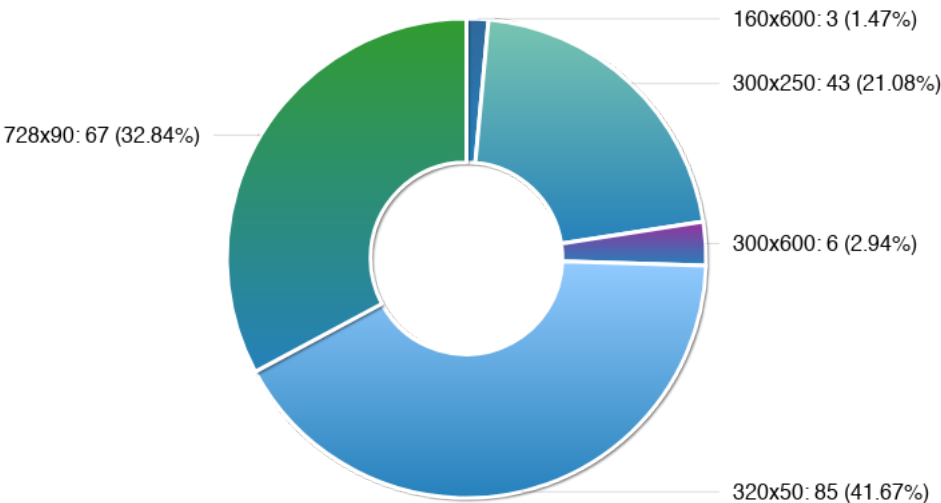
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Palmer College of Chiropractic - Quad Cities - Geo-Retargeting Mobile	71,335	142	0.20%	2.84
Palmer College of Chiropractic - Quad Cities - Geo-Fencing Mobile	14,771	62	0.42%	6.00

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Palmer College of Chiropractic - Quad Cities_3.26_320x50[59].jpg	64,445	85	0.13%	1.88
	Palmer College of Chiropractic - Quad Cities_3.26_728x90[73].jpg	17,097	67	0.39%	5.60
	Palmer College of Chiropractic - Quad Cities_3.26_Rehab 300x250[10].jpg	1,182	11	0.93%	13.29
	Palmer College of Chiropractic - Quad Cities_3.26_PickleBall 300x250[5].jpg	1,094	11	1.01%	14.36
	Palmer College of Chiropractic - Quad Cities_3.26_Garden 300x250[86].jpg	1,082	11	1.02%	14.52
	Palmer College of Chiropractic - Quad Cities_3.26_Adjustment 300x250[12].jpg	1,068	10	0.94%	13.38
	Palmer College of Chiropractic - Quad Cities_3.26_Garden 300x600[24].jpg	28	2	7.14%	102.04
	Palmer College of Chiropractic	27	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size

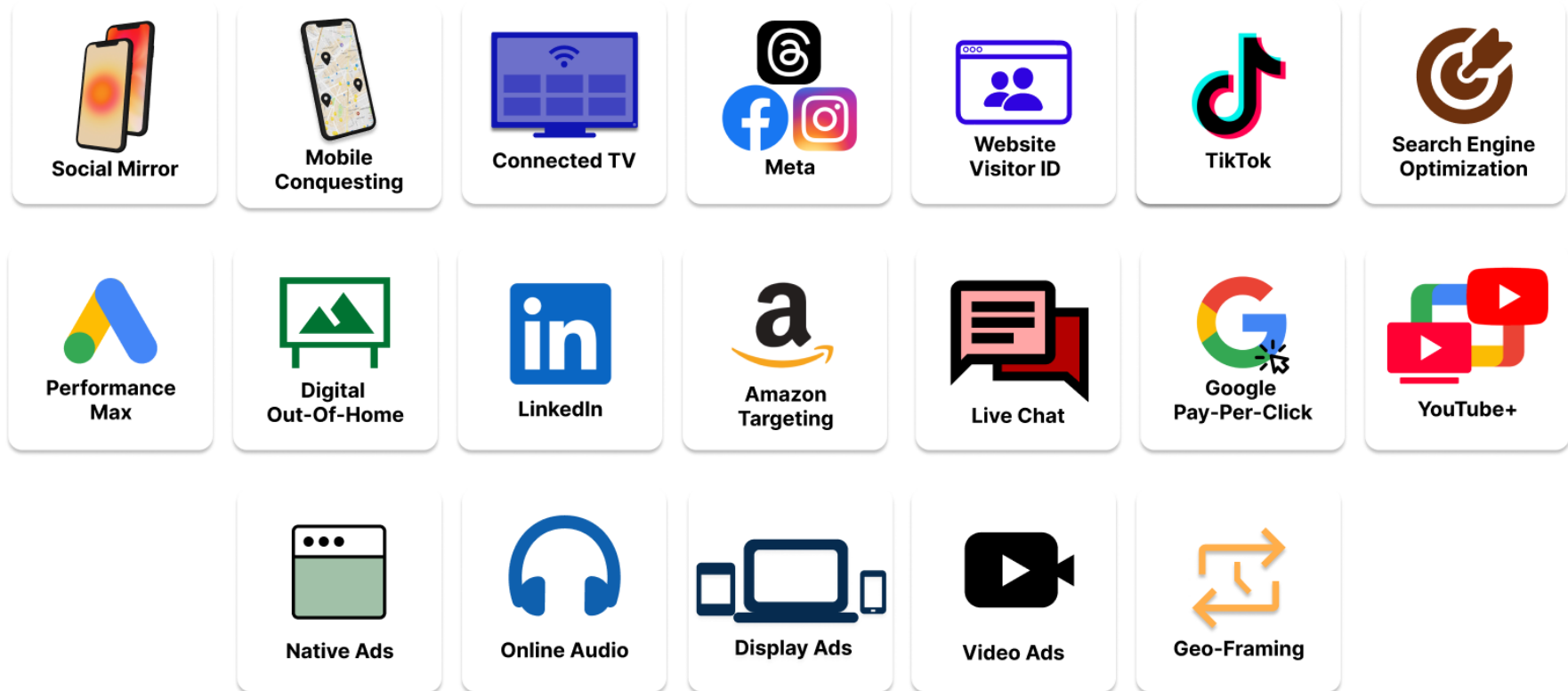




Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Quad City Performance	4351 53rd Ave	Bettendorf	IA	52722			11,421	52	0.46%
Central Grocery	234 W 3rd St	Davenport	IA	52801			2,430	7	0.29%
Hy-Vee Grocery Store	2351 W Locust St	Davenport	IA	52804			196	0	0.00%
Save More Super Market	405 E Locust St	Davenport	IA	52803			178	0	0.00%
Ultimate Fitness	1628 2nd Ave	Rock Island	IL	61201			157	1	0.64%
Fareway Meat and Grocery	1635 W 53rd St	Davenport	IA	52806			130	0	0.00%
West Family YMCA	3503 W Locust St	Davenport	IA	52804			96	0	0.00%
Hy-Vee Grocery Store	2200 W Kimberly Rd	Davenport	IA	52806			86	0	0.00%
ALDI	1702 Brady St	Davenport	IA	52803			41	1	2.44%
Anytime Fitness	5260 Northwest Blvd Ste 4	Davenport	IA	52806			19	1	5.26%
ALDI	1880 38th St	Rock Island	IL	61201			8	0	0.00%
Jewel-Osco	2010 1st Street A	Moline	IL	61265			4	0	0.00%
Hy-Vee Grocery Store	4064 E 53rd St	Davenport	IA	52807			3	0	0.00%
Walmart Supercenter	3101 W Kimberly Rd	Davenport	IA	52806			1	0	0.00%
HOTWORX - Davenport, IA	4320 N Brady St	Davenport	IA	52806			1	0	0.00%
2nd Avenue Market	1726 2nd Ave	Rock Island	IL	61201			0	0	-
Bettendorf Family YMCA	3800 Tanglefoot Ln	Bettendorf	IA	52722			0	0	-
Utica Ridge YMCA	4885 Utica Ridge Rd	Davenport	IA	52807			0	0	-

All available products in our *toolbox*.



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