

Digital Marketing Report

Impressions

How many ads were served:

113,235

Clicks

Times a user clicked on an ad

171

Click-Through Rate

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

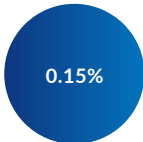
0.15%

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%)
That Flipping Egg - QSR/Lunch/Morning Restaurant Visitors Mobile	55,457	51	0.09%	1.31
That Flipping Egg - Geo-Retargeting Mobile	39,146	31	0.08%	1.13
That Flipping Egg - Geo-Fencing Mobile	12,544	71	0.57%	8.09
That Flipping Egg - Site Retargeting Mobile	6,088	18	0.30%	4.22

Mobile Conquesting View-through Conversions

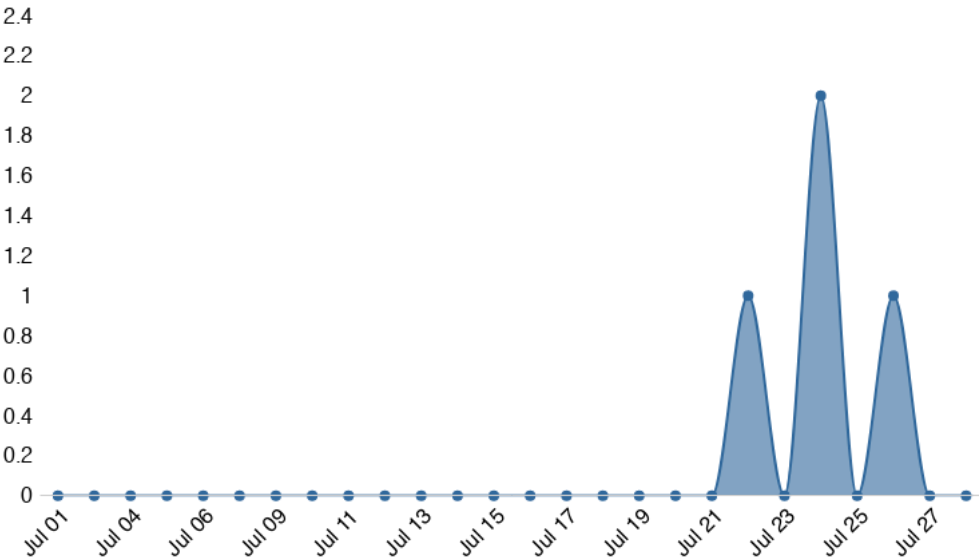


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

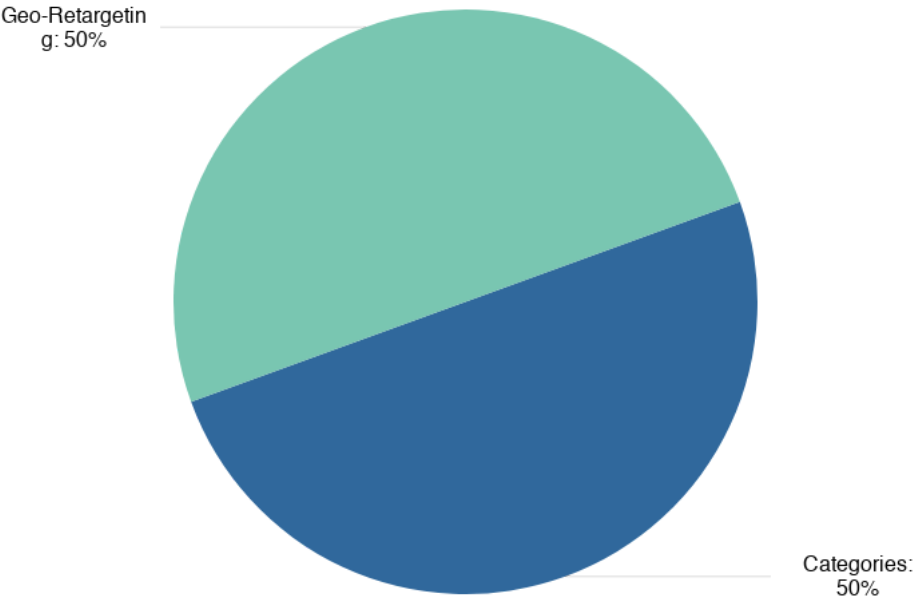
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
That Flipping Egg Homepage Visits	4

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

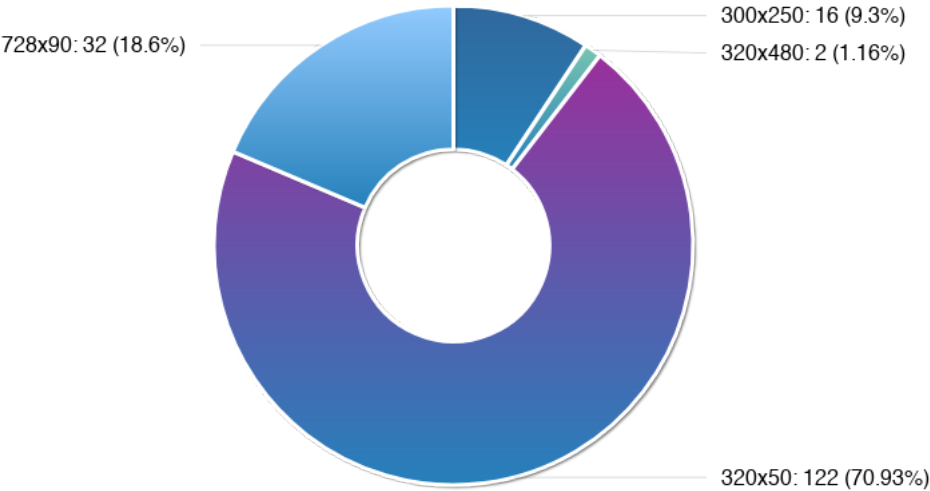
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
That Flippin' Egg	4466 Washington RD	Evans	GA	30809	47

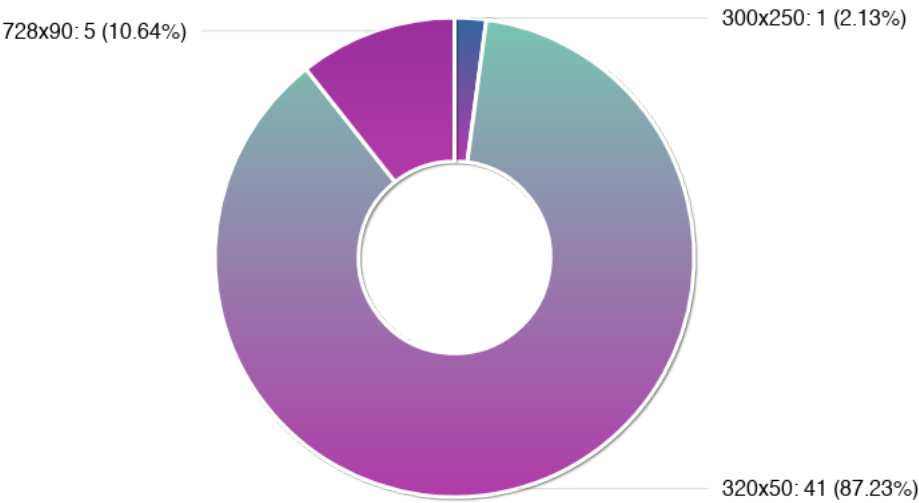
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	That Flippin Egg_TFE 320x50.png	97,951	122	0.12%	1.78
	That Flippin Egg_TFE 728x90.png	8,161	32	0.39%	5.60
	That Flippin Egg_TFE 300x250.png	7,021	16	0.23%	3.26
	That Flippin Egg_TFE 320x480.png	75	2	2.67%	38.10
	That Flippin' Egg! D2.mp4	58	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Hardees	4360 Washington Rd	Evans	GA	30809			1,875	7	0.37%
That Flippin' Egg	4466 Washington Rd	Evans	GA	30809			1,835	7	0.38%
Buona Caffè Artisan Roasted Coffee	1858 Central Ave	Augusta	GA	30904			1,729	21	1.21%
IHOP	4361 Washington Rd	Evans	GA	30809			1,409	6	0.43%
Ruth's Family Restaurant	3843 Washington Rd	Augusta	GA	30907			1,091	7	0.64%
Cracker Barrel	4328 Belair Frontage Rd	Augusta	GA	30909			1,089	1	0.09%
Dunkin Evans	4449 Washington Rd	Evans	GA	30809			1,050	6	0.57%
Burger King	540 N Belair Rd	Evans	GA	30809			523	1	0.19%
Sunrise Grill	3830 Washington Rd Ste 10	Martinez	GA	30907			501	1	0.20%
New Moon Cafe	936 Broad St	Augusta	GA	30901			222	0	0.00%
Ubora Coffee Roasters	1129 Broad St	Augusta	GA	30901			139	4	2.88%
Metro Diner	2820 Washington Rd	Augusta	GA	30909			133	3	2.26%
Sweetheart Cafe	1014 Broad St	Augusta	GA	30901			96	0	0.00%
The Frog & the Hen	466 Flowing Wells Rd Ste 4	Augusta	GA	30907			76	0	0.00%
Cafe on Eighth	226 8th St	Augusta	GA	30901			71	0	0.00%
Eggs Up Grill	1200 Town Park Ln	Evans	GA	30809			61	1	1.64%
Krystals	256 Bobby Jones Expy	Martinez	GA	30907			60	0	0.00%
Taco Bell	4292 Washington Rd	Evans	GA	30809			60	1	1.67%
Panera Bread Augusta	254 Robert C Daniel Jr Pkwy	Augusta	GA	30909			56	0	0.00%
McDonalds	4264 Washington Rd	Evans	GA	30809			55	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.