

Digital Marketing Report

Impressions

How many ads were served:

204,589

Clicks

Times a user clicked on an ad

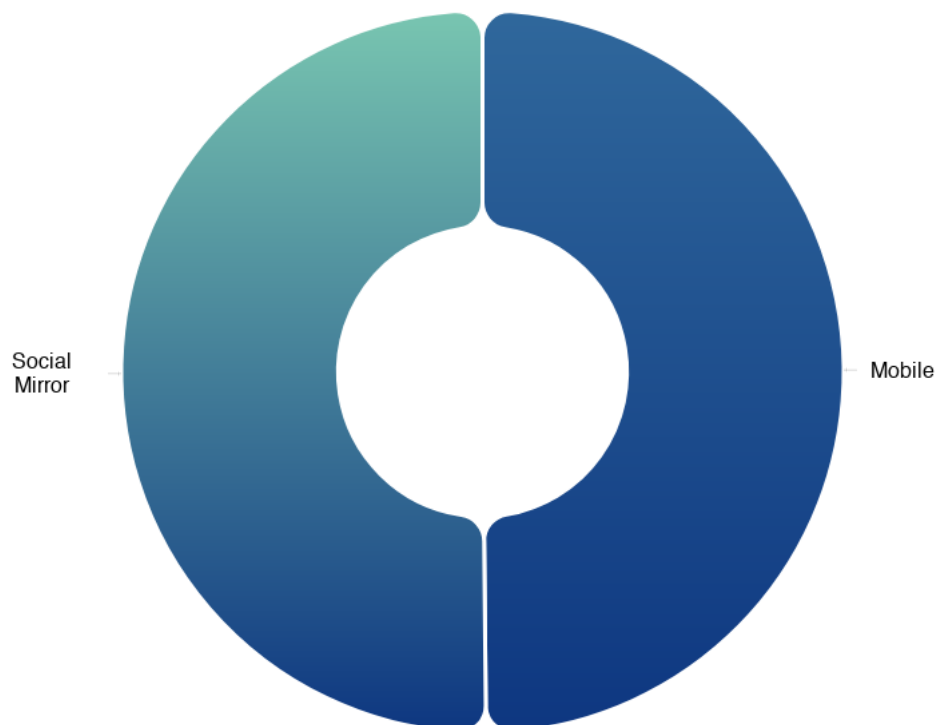
1,299

Click-Through Rate

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

0.63%

Your Product Breakout by Impressions



Total Engagement Rate

0.63%

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

X the National Average

9.07

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%)
Desert Wind Homes - The Preserve - Boomers/Retirement Mobile	58,092	240	0.41%	5.90
Desert Wind Homes - The Preserve - 55+/Retirement Behavioral Social Mirror	43,338	89	0.21%	2.93
Desert Wind Homes - The Preserve - AI Social Mirror	42,028	772	1.84%	26.24
Desert Wind Homes - The Preserve - Geo-Retargeting Mobile	38,933	109	0.28%	4.00
Desert Wind Homes - The Preserve - Keyword Social Mirror	8,248	33	0.40%	5.72
Desert Wind Homes - The Preserve - Retargeting Social Mirror	5,164	27	0.52%	7.47
Desert Wind Homes - The Preserve - Geo-Fencing Mobile	4,950	20	0.40%	5.77
Desert Wind Homes - The Preserve - Geo-Retargeting Social Mirror	3,358	9	0.27%	3.83
Desert Wind Homes - The Preserve - Geo-Fencing Social Mirror	478	0	0.00%	0.00

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 ↓
The Preserve in Genoa	2944 Cloudburst Canyon Dr	Minden	NV	89423	3

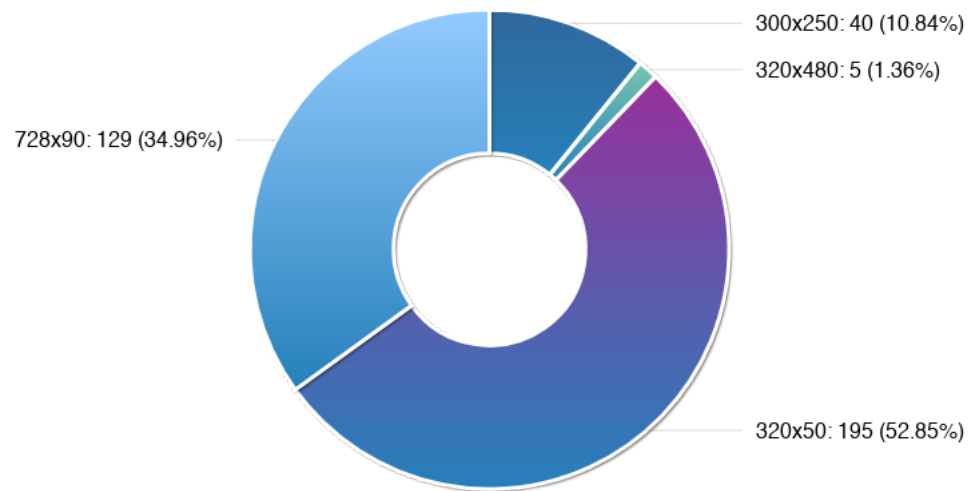
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Desert Wind Homes - The Preserve_5.29.26_Social Mirror_Mountain air, golf course living	52,789	538	1.02%	14.56
	Desert Wind Homes - The Preserve_5.29.26_Multi-gen layouts, championship golf, mountain views	49,825	392	0.79%	11.24

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Desert Wind Homes - The Preserve_260201-Genoa-Lotus-Ad-320x-50.gif	68,604	195	0.28%	4.06
	Desert Wind Homes - The Preserve_260201-Genoa-Lotus-Ad-7828x-90.gif	29,008	129	0.44%	6.35
	Desert Wind Homes - The Preserve_260201-Genoa-Lotus-Ad-336-x-280.gif	3,951	40	1.01%	14.46
	Desert Wind Homes - The Preserve_260201-Genoa-Lotus-Ad-320x480.gif	413	5	1.21%	17.30
	Desert Wind Homes - The Preserve_260201-Genoa-Lotus-Ad-160-x-600.gif	1	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



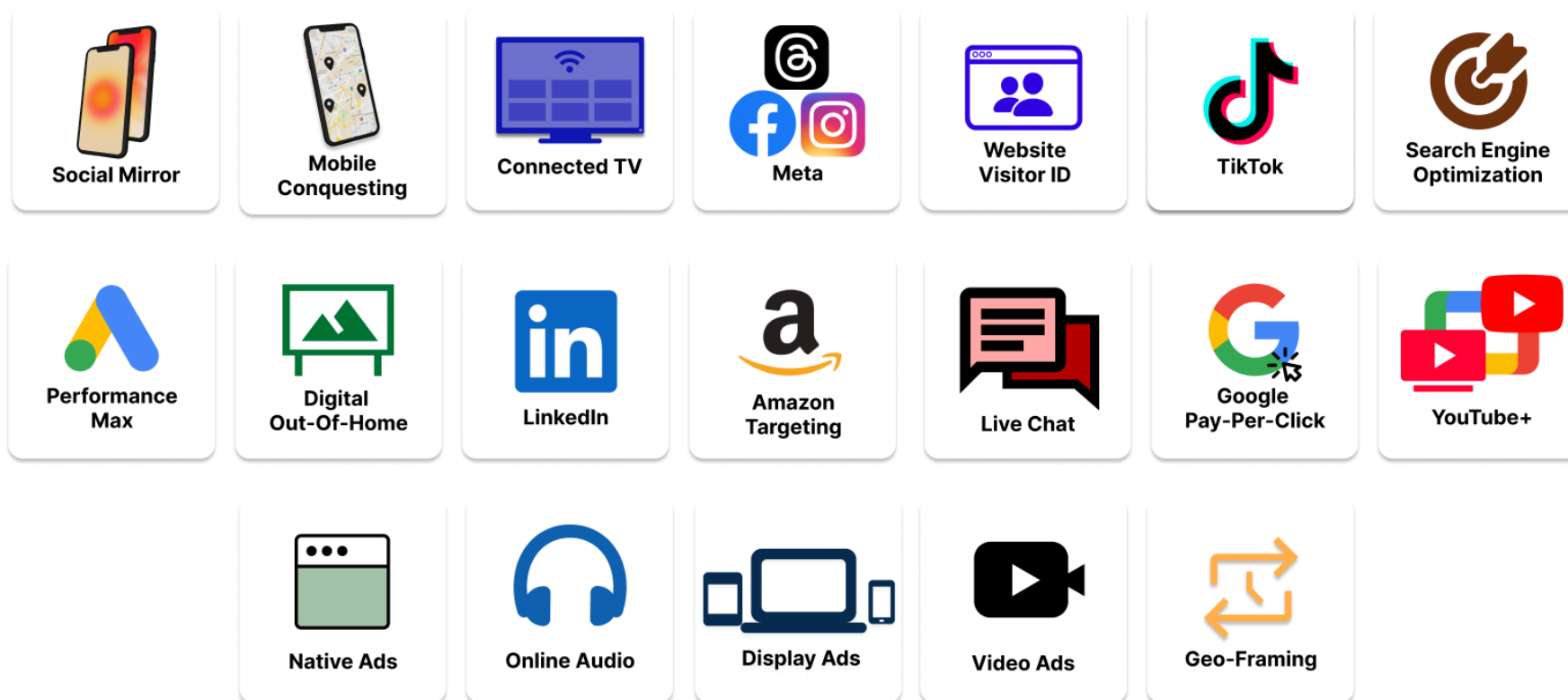
Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1748 Union St	San Francisco	CA	94123			2,421	11	0.45%
	2500 E 2nd St	Reno	NV	89595			1,269	6	0.47%
	893 Incline Way	Incline Village	NV	89451			442	2	0.45%
	1693 Venado Valley Circle	Carson City	NV	89703			296	0	0.00%
	2707 S Virginia St	Reno	NV	89502			294	0	0.00%
	3800 S Virginia St	Reno	NV	89502			160	1	0.63%
	180 Lake Parkway	Stateline	NV	89448			40	0	0.00%
	75 Hwy. 50	Stateline	NV	89449			22	0	0.00%
	1 Genoa Lakes Dr	Genoa	NV	89411			5	0	0.00%
	1 Apple Park Way	Cupertino	CA	95014			2	0	0.00%
	4961 Perimeter Way	Bessemer	AL	35022			1	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	66,836	438	0.66%
Desktop	A personal computing device that remains stationary at one location.	26,073	465	1.78%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,705	27	0.28%

All available products in our *toolbox*.



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