

Digital Marketing Report

Impressions

How many ads were served:

101,153

Clicks

Times a user clicked on an ad

443

Click-Through Rate

(Clicks/Impressions) x 100

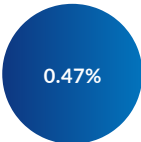
0.44%

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%)
Josephs Marketplace - Geo-Retargeting Mobile	56,418	189	0.33%	4.79
Josephs Marketplace - Giant Eagle Shoppers/GetGo Shoppers Mobile	22,092	74	0.33%	4.79
Josephs Marketplace - Geo-Fencing Mobile	15,241	131	0.86%	12.28
Josephs Marketplace - Site Retargeting Mobile	7,402	49	0.66%	9.46

Mobile Conquesting View-through Conversions

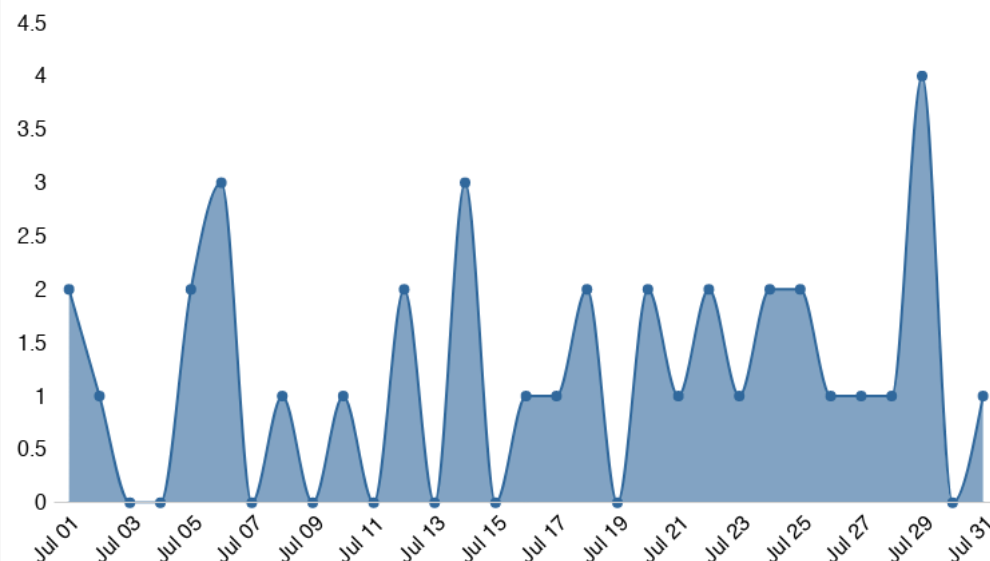


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

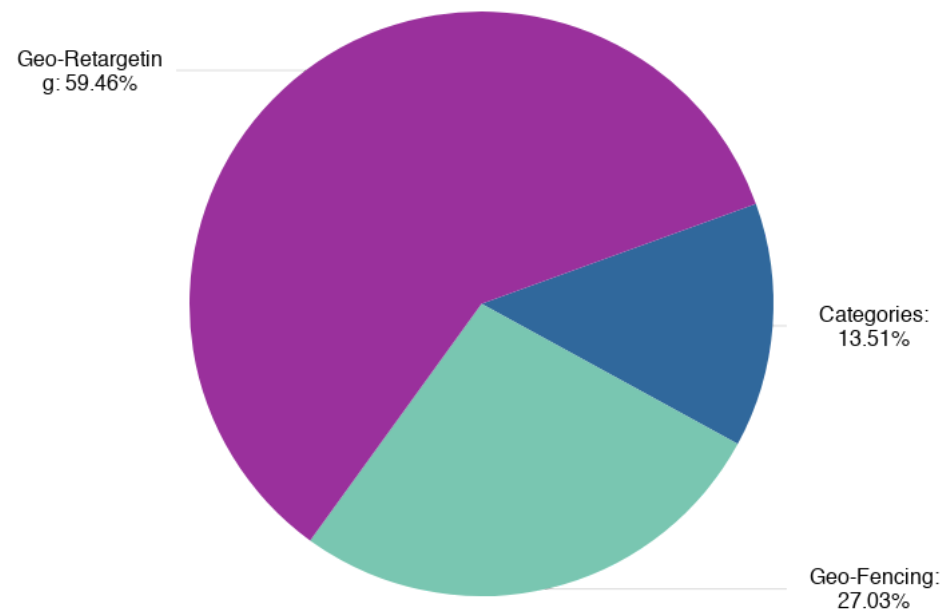
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Joseph's Marketplace Homepage Visits	37

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)

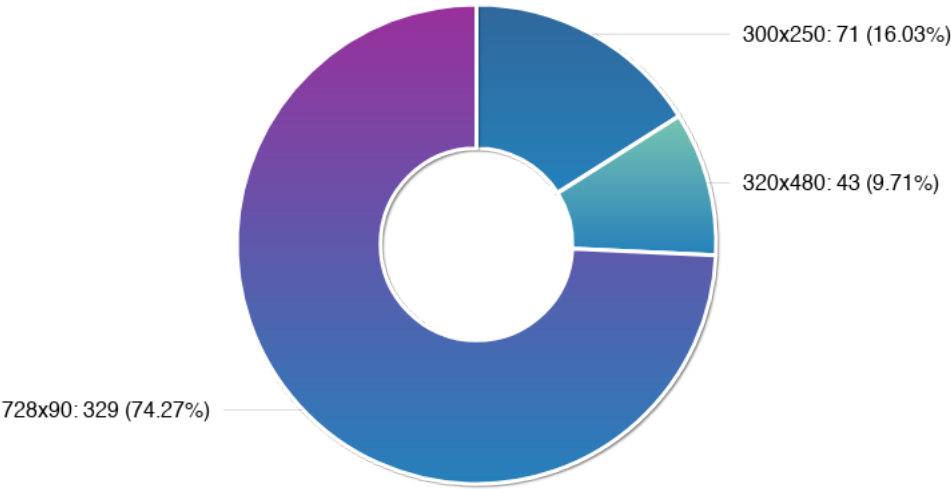
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Josephs Market Place	2716 Mercer RD	New Castle	PA	16105	5

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Joseph's Marketplace_6.12_JOSEPHS-JUNE-728x90.gif	85,327	329	0.39%	5.51
	Joseph's Marketplace_6.12_JOSEPHS-JUNE-300x250.gif	14,437	71	0.49%	7.03
	Joseph's Marketplace_6.12_JOSEPHS-JUNE-320x480.gif	1,390	43	3.09%	44.19

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
Golden Dawn	917 Sharon New Castle Rd	Farrell	PA	16121			4,947	45	0.91%
The Confluence	214 E Washington St	New Castle	PA	16101			3,883	28	0.72%
Walmart Supercenter	2501 W State St	New Castle	PA	16101			2,691	21	0.78%
Save A Lot	914 Highland Ave	New Castle	PA	16101			2,651	21	0.79%
Starbucks (Target/Outlets)	340 Outlet Commons Dr	Grove City	PA	16127			503	9	1.79%
Dunkin'	2506 Wilmington Rd	New Castle	PA	16105			365	4	1.10%
Beans on Broad	141 S Broad St	Grove City	PA	16127			195	3	1.54%
Aldi	1704 W Main St	Grove City	PA	16127			4	0	0.00%
Starbucks	2625 Wilmington Rd	New Castle	PA	16105			2	0	0.00%
Walmart Supercenter	1275 N Hermitage Rd	Hermitage	PA	16148			1	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.