



# Digital Marketing Report

## Impressions

How many ads were served:

6,100

## Clicks

Times a user clicked on an ad

58

## Click-Through Rate

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

0.95%

## Your Product Breakout by Impressions



Mobile

## Total Engagement Rate

0.95%

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

## X the National Average

13.58

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

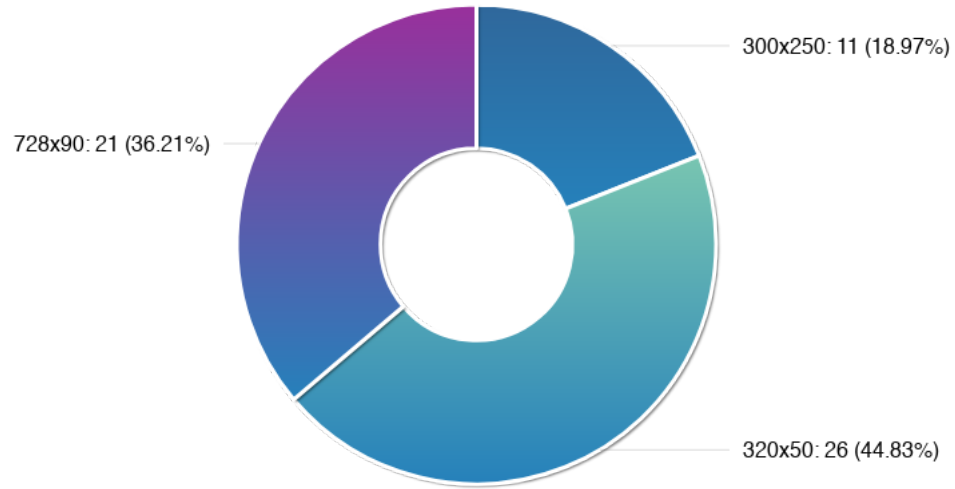
| Line Item Name                                                        | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Bank of the Bluegrass & Trust Co. - Geo-Fencing Mobile                | 2,766         | 9      | 0.33% | 4.65                      |
| Bank of the Bluegrass & Trust Co. - Baby Boomers/Bank Visitors Mobile | 2,001         | 27     | 1.35% | 19.28                     |
| Bank of the Bluegrass & Trust Co. - Geo-Retargeting Lookalike Mobile  | 735           | 11     | 1.50% | 21.38                     |
| Bank of the Bluegrass & Trust Co. - Geo-Retargeting Mobile            | 598           | 11     | 1.84% | 26.28                     |

## Mobile Conquesting Creative Performance

| Preview                                                                          | Creative Name                                               | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|-------------------------------------------------------------|---------------|--------|-------|---------------------------|
|  | Bank of the Bluegrass & Trust Co._4.27_320x50 Now Open.png  | 4,565         | 26     | 0.57% | 8.14                      |
|  | Bank of the Bluegrass & Trust Co._4.27_728x90 Now Open.png  | 1,279         | 21     | 1.64% | 23.46                     |
|  | Bank of the Bluegrass & Trust Co._4.27_300x250 Now Open.png | 251           | 11     | 4.38% | 62.61                     |
|  | Bank of the Bluegrass & Trust Co._4.27_320x480 Now Open.png | 5             | 0      | 0.00% | 0.00                      |



## Mobile Conquesting Click Performance by Ad Size

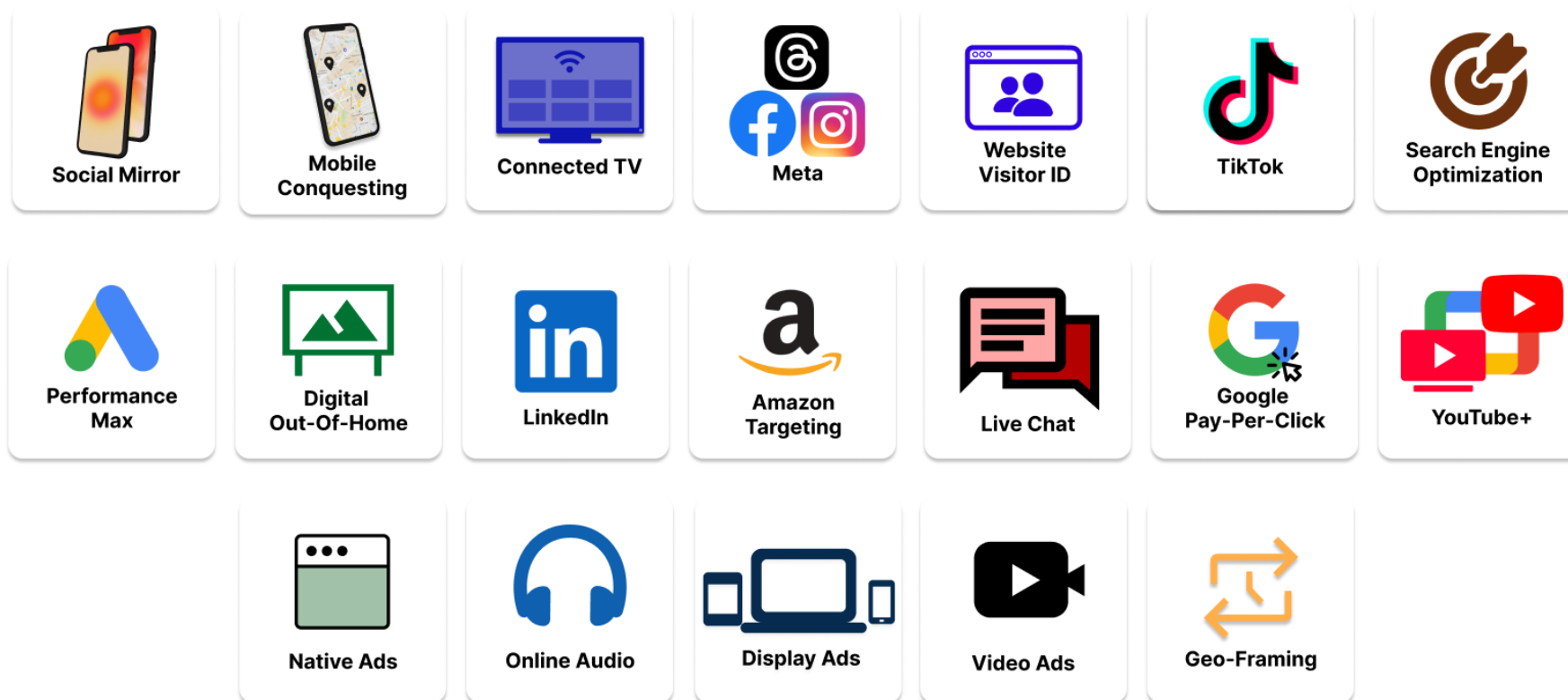




Mobile Conquesting Geo-Fencing Performance

| Business Name                            | Address                  | City          | State | Zip   | Latitude | Longitude | Impressions ↓ | Clicks | CTR   |
|------------------------------------------|--------------------------|---------------|-------|-------|----------|-----------|---------------|--------|-------|
| Jockey Club                              | 821 Corporate Dr         | Lexington     | KY    | 40503 |          |           | 2,657         | 9      | 0.34% |
| Fayette Mall                             | 3401 Nicholasville Rd    | Lexington     | KY    | 40503 |          |           | 65            | 0      | 0.00% |
| Whole Foods                              | 4059 Finn Wy             | Lexington     | KY    | 40517 |          |           | 26            | 0      | 0.00% |
| Bluegrass Fine Homes                     | 2208 Terranova Ct        | Lexington     | KY    | 40513 |          |           | 7             | 0      | 0.00% |
| Publix                                   | 3855 Fountainblue Ln     | Lexington     | KY    | 40513 |          |           | 6             | 0      | 0.00% |
| Kroger                                   | 3175 Beaumont Centre Cir | Lexington     | KY    | 40513 |          |           | 3             | 0      | 0.00% |
| Keene Trace Golf Club - Keene Run Course | 5600 Harrodsburg Rd      | Nicholasville | KY    | 40356 |          |           | 2             | 0      | 0.00% |
| Firebrook Clubhouse                      | 4740 Firebrook Blvd      | Lexington     | KY    | 40513 |          |           | 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.