

Digital Marketing Report

Impressions

How many ads were served:

137,319

Clicks

Times a user clicked on an ad

704

Click-Through Rate

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

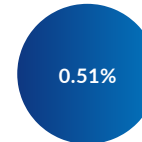
0.51%

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%)
Close Lumber - Geo-Retargeting Mobile	84,264	446	0.53%	7.56
Close Lumber - Home Improvement Shoppers/Home Depot Shoppers Mobile	52,903	255	0.48%	6.89
Close Lumber - Geo-Fencing Mobile	152	3	1.97%	28.20

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

3

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

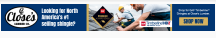


Estimated Visits (4x Verified Data)

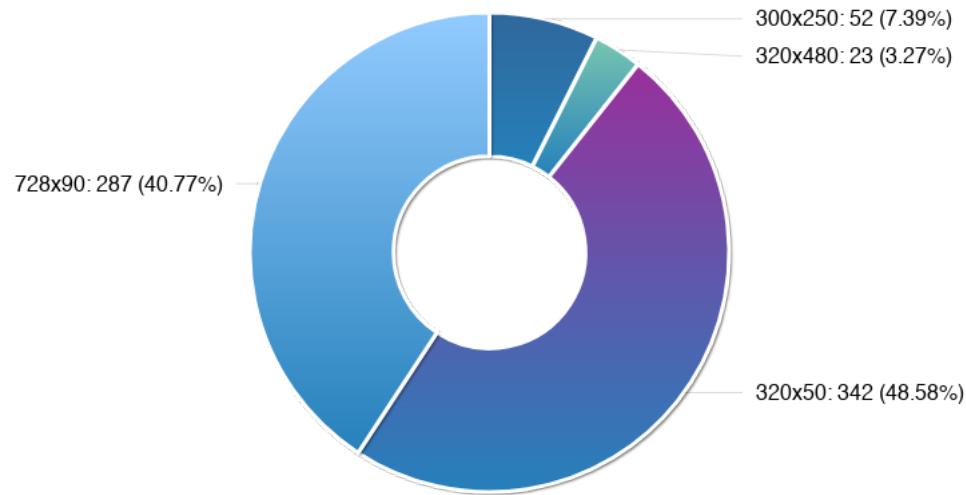
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Close's Lumber	142 Davis St	Bradford	PA	16701	200
Close's Lumber	11 Buckler DR	Roulette	PA	16746	3
Close's Lumber	625 N Union ST	Olean	NY	14760	1

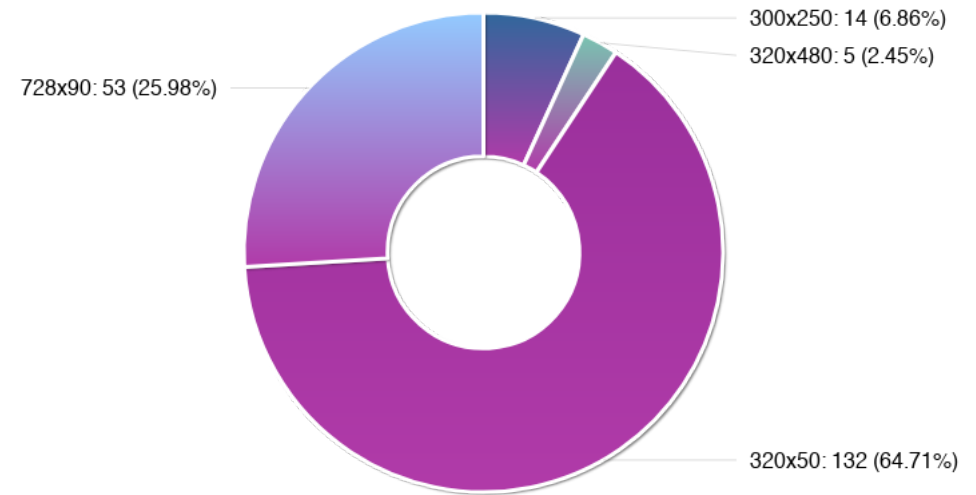
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Close Lumber_4.20_closes_lumber_320x50.jpg	73,451	256	0.35%	4.98
	Close Lumber_4.20_closes_lumber_728x90.jpg	37,821	257	0.68%	9.71
	Close Lumber_7.23_Close'sLumber_July26_320x50.jpg	16,882	86	0.51%	7.28
	Close Lumber_7.23_Close'sLumberJuly26_728x90.jpg	3,671	30	0.82%	11.67
	Close Lumber_4.20_closes_lumber_300x250.jpg	3,544	27	0.76%	10.88
	Close Lumber_7.23_Close'sLumberJuly26_300x250.jpg	1,120	25	2.23%	31.89
	Close Lumber_4.20_closes_lumber_320x480 (2).jpg	513	11	2.14%	30.63
	Close Lumber_7.23_Close'sLumberJuly26_320x480.jpg	317	12	3.79%	54.08

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Potter County True Value	108 N East St	Coudersport	PA	16915			47	2	4.26%
Chautauqua Brick (Jamestown)	114 E 2nd St	Jamestown	NY	14701			30	0	0.00%
Galeton Hardware (Cimino)	16 W Street	Galeton	PA	16922			17	0	0.00%
Tractor Supply Co.	401 Vine St	Coudersport	PA	16915			14	0	0.00%
Wagner Hardware & Building Supply	8 N Main St	Coudersport	PA	16915			14	0	0.00%
Worth W. Smith Hardware	840 East State St	Olean	NY	14760			10	0	0.00%
Wayne Concrete	Route 6	Coudersport	PA	16915			6	0	0.00%
Worth W Smith Inc	65 Genesee St	Cuba	NY	14727			3	0	0.00%
Farr Building Supplies Inc	10 Spring St	Westfield	NY	14787			2	0	0.00%
Southern Tier Electric Supply	123 N Clark St	Olean	NY	14760			1	0	0.00%
Add Lumber True Value (Ace affiliate)	148 Willow Rd	Dunkirk	NY	14048			1	0	0.00%
Ace Hardware & Lumber of Bradford	200 W Washington St	Bradford	PA	16701			1	0	0.00%
Seal's Pro Home Center	262 Route 6 W	Coudersport	PA	16915			1	0	0.00%
Baxter Hardware, LLC	41 Pearl St	Port Allegany	PA	16743			1	0	0.00%
Cummins Construction	5 Center St	Cuba	NY	14727			1	0	0.00%
Stewart's Mayville Hardware (Ace affiliate)	53 S Erie St	Mayville	NY	14757			1	0	0.00%
84 Lumber (Olean)	625 N Union St	Olean	NY	14760			1	1	100.00%
Kane Lumber & Fuel Co	64 Riddle St	Kane	PA	16735			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.