

Digital Marketing Report

Impressions

How many ads were served:

267,654

Clicks

Times a user clicked on an ad

1,032

Click-Through Rate

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

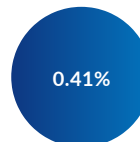
0.39%

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%)
Jennifers Auto Sales and Service - Car Shoppers/Used Car Dealership Shoppers Mobile	121,650	424	0.35%	4.98
Jennifers Auto Sales and Service - Geo-Retargeting Lookalike Mobile	81,861	325	0.40%	5.67
Jennifers Auto Sales and Service - Geo-Retargeting Mobile	61,740	254	0.41%	5.88
Jennifers Auto Sales and Service - Geo-Fencing Mobile	2,403	29	1.21%	17.24

Mobile Conquesting View-through Conversions

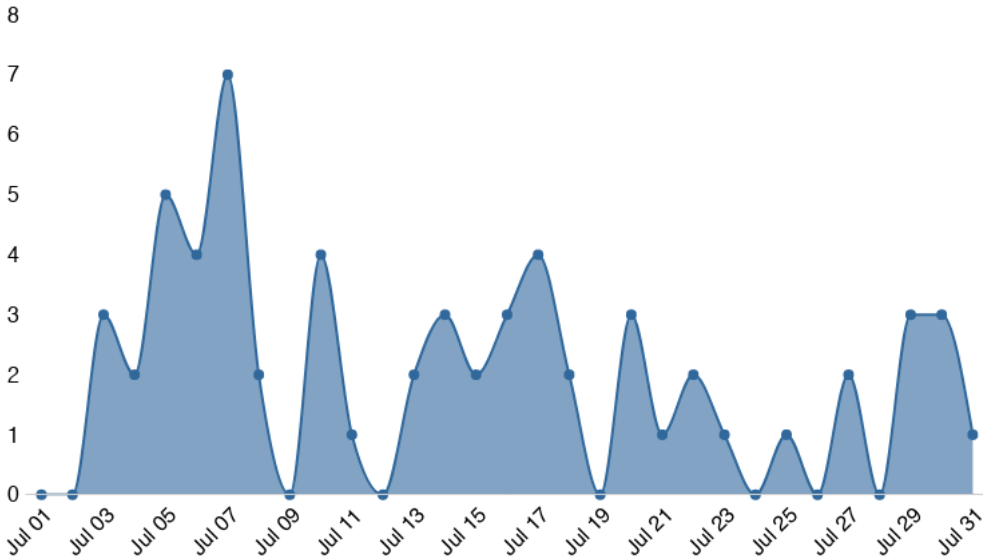


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

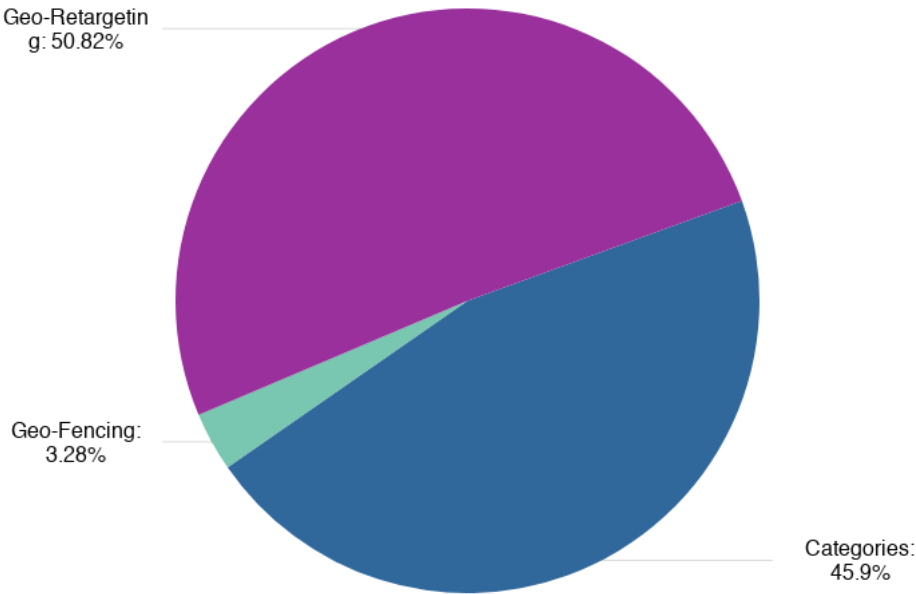
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Jennifer's Auto Sales and Service Homepage Visits	61

Mobile Conquesting View-through Conversions by Day



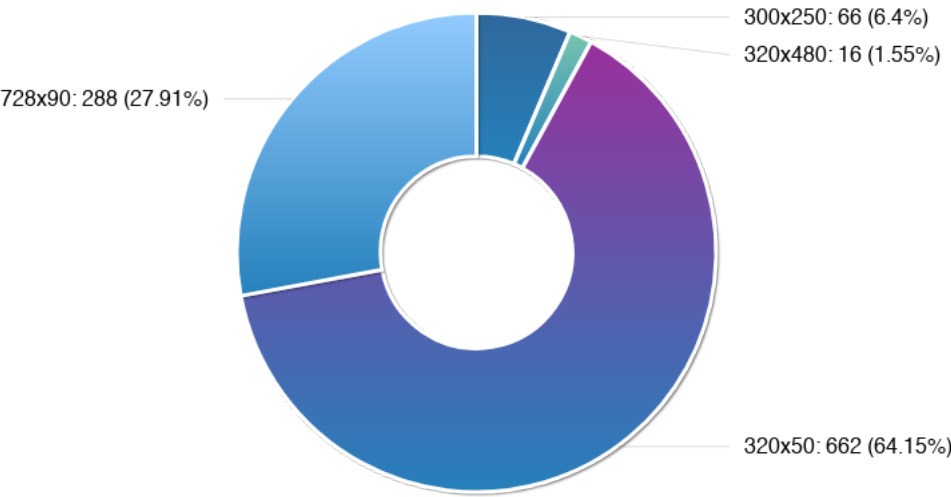
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Jennifer's Auto Sales and Service_6.22_Jennifer'sAuto_Spring 26_320x50.gif	101,385	329	0.32%	4.64
	Jennifer's Auto Sales and Service_6.2_Scrolling Ad	91,847	333	0.36%	5.18
	Jennifer's Auto Sales and Service_6.22_Jennifer'sAuto_Spring 26_728x90.gif	64,060	288	0.45%	6.42
	Jennifer's Auto Sales and Service_6.22_Jennifer'sAuto_Spring 26_300x250.gif	8,207	66	0.80%	11.49
	Jennifer's Auto Sales and Service_6.22_Jennifer'sAuto_Spring 26_320x480 (1).gif	2,155	16	0.74%	10.61

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
River City Auto	2003 E Sprague Ave	Spokane	WA	99202			2,140	20	0.93%
Northwest Auto Sales	3817 North Division Street	Spokane	WA	99207			118	3	2.54%
Valley Auto Liquidators	13818 E Sprague Ave	Spokane Valley	WA	99216			43	2	4.65%
Car Eporium	7328 E Appleway Blvd	Spokane Valley	WA	99212			43	0	0.00%
CarMax	7814 E Sprague Ave	Spokane Valley	WA	99212			15	0	0.00%
Ruby Street Motors	9020 E Sprague Ave	Spokane Valley	WA	99212			15	0	0.00%
Two Way Auto	11425 E Trent Ave	Spokane Valley	WA	99206			7	0	0.00%
Eagle Cars	14415 E Sprague Ave #9	Spokane Valley	WA	99216			5	0	0.00%
Ray & Roy's Repair, Inc.	13524 E Sprague Ave	Spokane	WA	99216			4	2	50.00%
Valley VIP	7210 E Sprague Ave	Spokane Valley	WA	99212			4	1	25.00%
Gee Northwest Auto	17017 E Sprague Ave	Spokane Valley	WA	99037			3	0	0.00%
Valley VIP	6708 E Appleway Blvd	Spokane Valley	WA	99212			3	0	0.00%
Champion Auto Group	8700 E Sprague Ave	Spokane Valley	WA	99212			2	0	0.00%
Consumer Auto Liquidators	10828 W Sunset Hwy	Airway Heights	WA	99001			1	0	0.00%
Val's Automotive	310 S Dishman Rd	Spokane Valley	WA	99206			1	0	0.00%
Sculley's Automotive	420 N Pines Rd	Spokane Valley	WA	99206			1	1	100.00%

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.