

Digital Marketing Report

Impressions

How many ads were served:

36,457

Clicks

Times a user clicked on an ad

202

Click-Through Rate

(Clicks/Impressions) x 100

0.55%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.58%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

7.92

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%)
Lemon and Barretts - Polaris - HHI \$50K+/Tractor Supply Co Shoppers Mobile	14,337	57	0.40%	5.68
Lemon and Barretts - Polaris - Geo-Retargeting Mobile	12,023	76	0.63%	9.03
Lemon and Barretts - Polaris - Site Retargeting Mobile	9,129	61	0.67%	9.55
Lemon and Barretts - Polaris - Geo-Fencing Mobile	968	8	0.83%	11.81

Mobile Conquesting Click Conversions

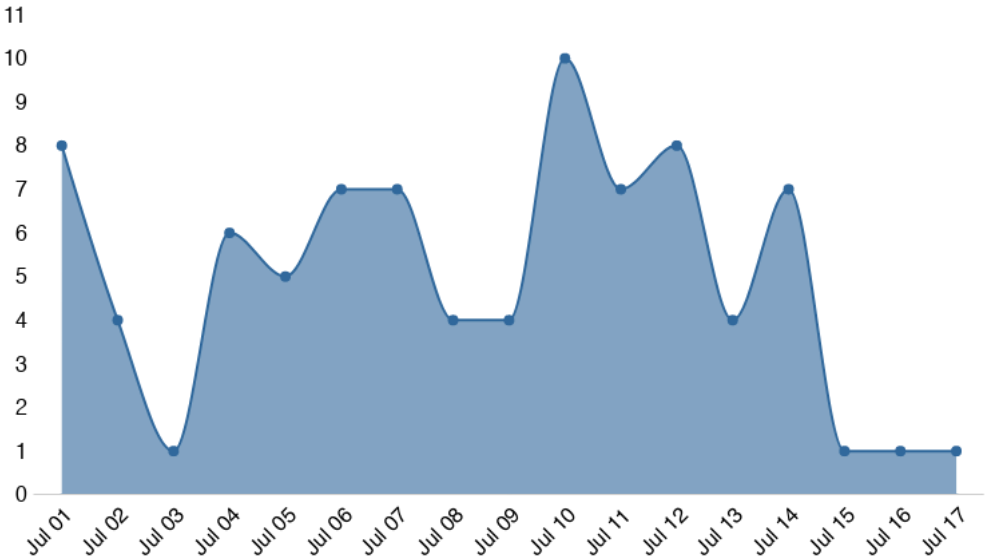


Times users clicked on an ad leading to your site and visited a page or completed an action

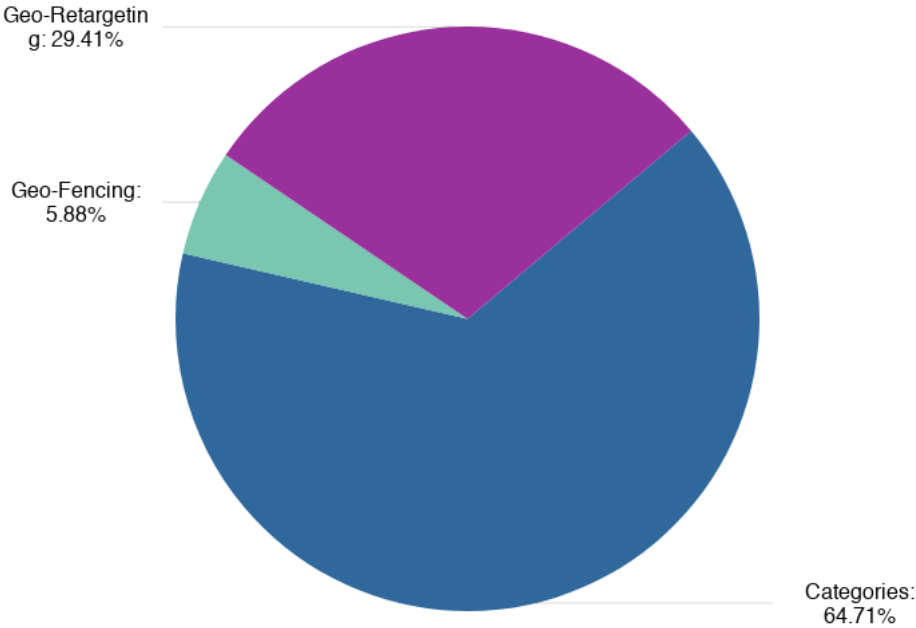
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lemon and Barrett's All Inventory Page View	85

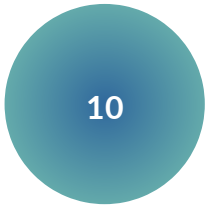
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

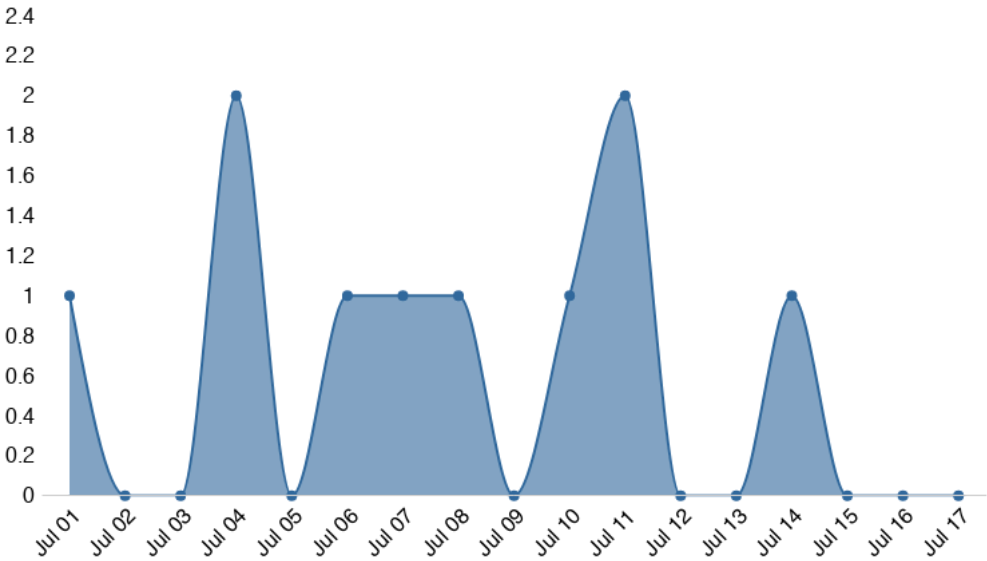


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

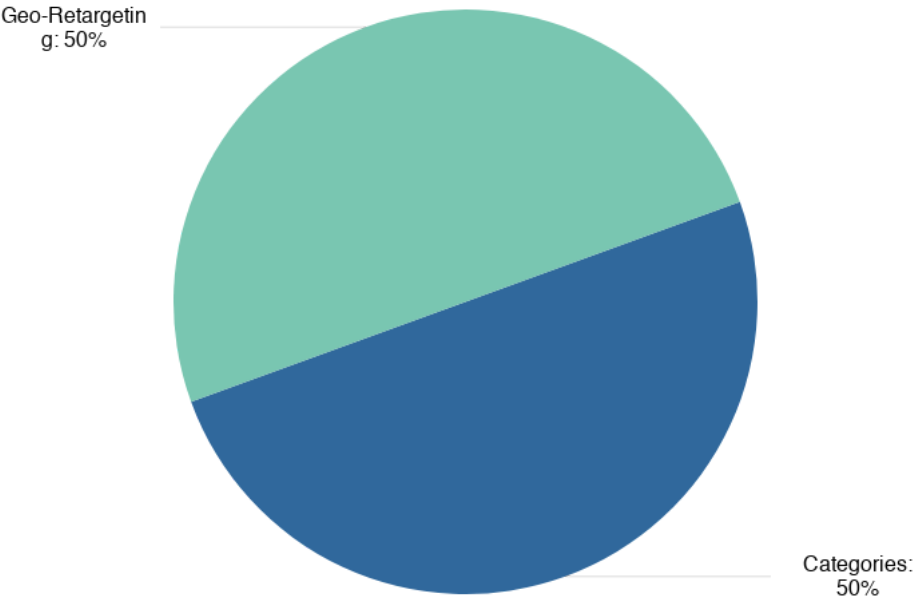
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Lemon and Barrett's All Inventory Page View	10

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



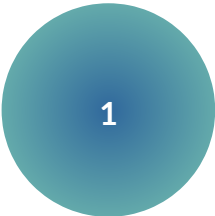


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

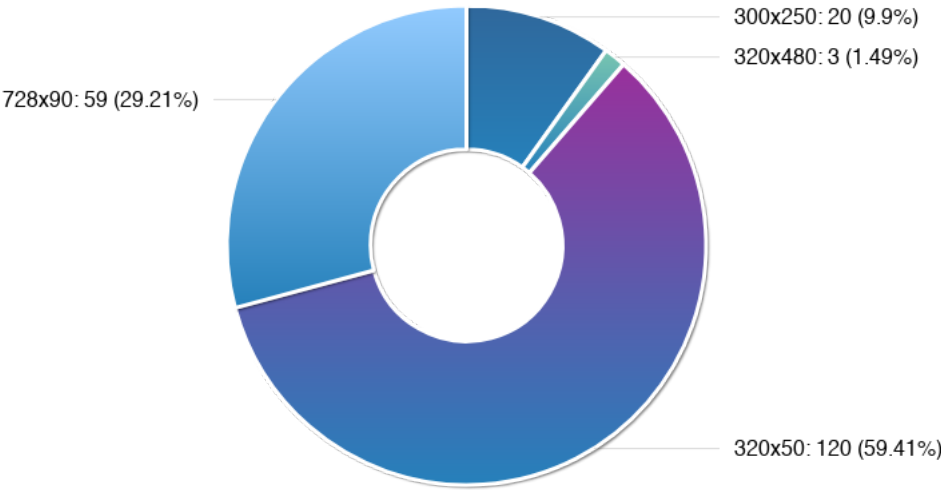
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Lemon & Barrett's Powersports	178 Pettyville RD	Mineral Wells	WV	26150	1

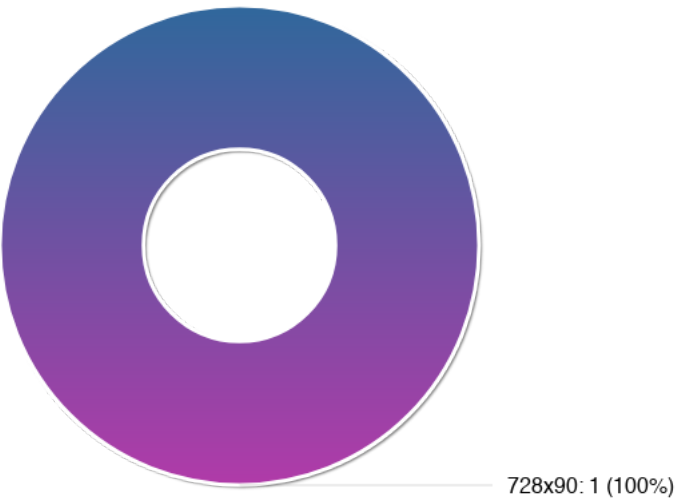
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lemon and Barrett's - Polaris_26.06 - Lemon and Barretts - MC Polaris Ad - Ad 320x50 (2).gif	13,768	80	0.58%	8.30
	Lemon and Barrett's - Polaris_26.04 - Lemon and Barretts - MC Polaris Ad - Ad 320x50 (1).gif	12,081	40	0.33%	4.73
	Lemon and Barrett's - Polaris_26.04 - Lemon and Barretts - MC Polaris Ad - Ad 728x90 (1).gif	5,287	24	0.45%	6.48
	Lemon and Barrett's - Polaris_26.06 - Lemon and Barretts - MC Polaris Ad - Ad 728x90 (1).gif	4,471	35	0.78%	11.18
	Lemon and Barrett's - Polaris_26.06 - Lemon and Barretts - MC Polaris Ad - Ad 300x250 (1).gif	784	20	2.55%	36.44
	Lemon and Barrett's - Polaris_26.04 - Lemon and Barretts - MC Polaris Ad - Ad 320x480 (1).gif	38	2	5.26%	75.19
	Lemon and Barrett's - Polaris_26.06 - Lemon and Barretts - MC Polaris Ad - Ad 320x480 (2).gif	28	1	3.57%	51.02

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
Tractor Supply Co.	100 Landmark Dr	Marietta	OH	45750			958	7	0.73%
West Virginia Motor Speedway	2 Matheny Ln	Mineral Wells	WV	26150			5	0	0.00%
All Seasons Powersports	348 Elizabeth Pike	Mineral Wells	WV	26150			3	0	0.00%
Bridgeport Equipment & Tool	15 Acme St	Marietta	OH	45750			2	1	50.00%

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.