

Digital Marketing Report

Impressions

How many ads were served:

115,467

Clicks

Times a user clicked on an ad

339

Click-Through Rate

(Clicks/Impressions) x 100

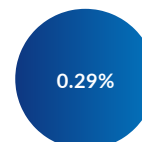
0.29%

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%)
Elmira Downtown Development - Leisure Travelers/Event Center Visitors Mobile	65,223	119	0.18%	2.61
Elmira Downtown Development - Geo-Fencing Mobile	21,270	101	0.47%	6.78
Elmira Downtown Development - Geo-Retargeting Mobile	19,613	62	0.32%	4.52
Elmira Downtown Development - Site Retargeting Mobile	9,361	57	0.61%	8.70

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

4

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

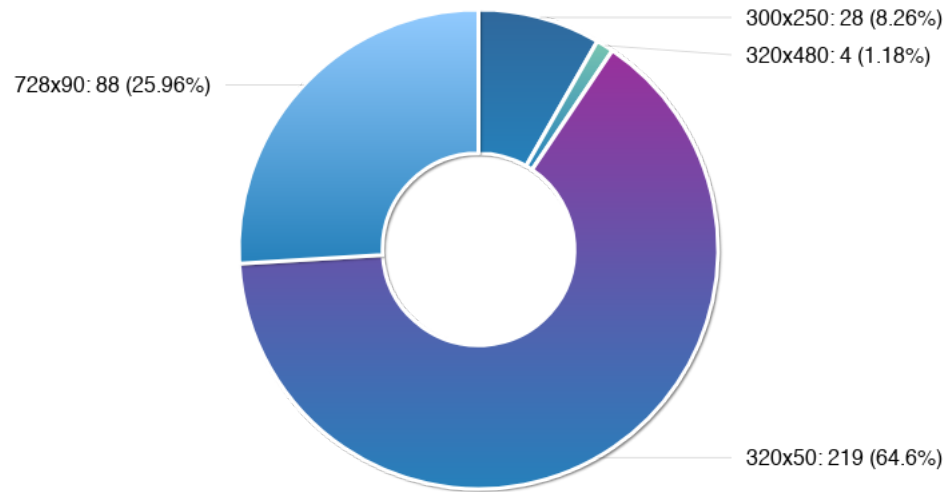
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Wisner Park	200 N Main St	Elmira	NY	14901	878
Elmira Downtown Development	231 W Water St #102	Elmira	NY	14901	37
Patrick's	303 College AVE	Elmira	NY	14901	31
Bradys Pub	248 W Water ST	Elmira	NY	14901	2

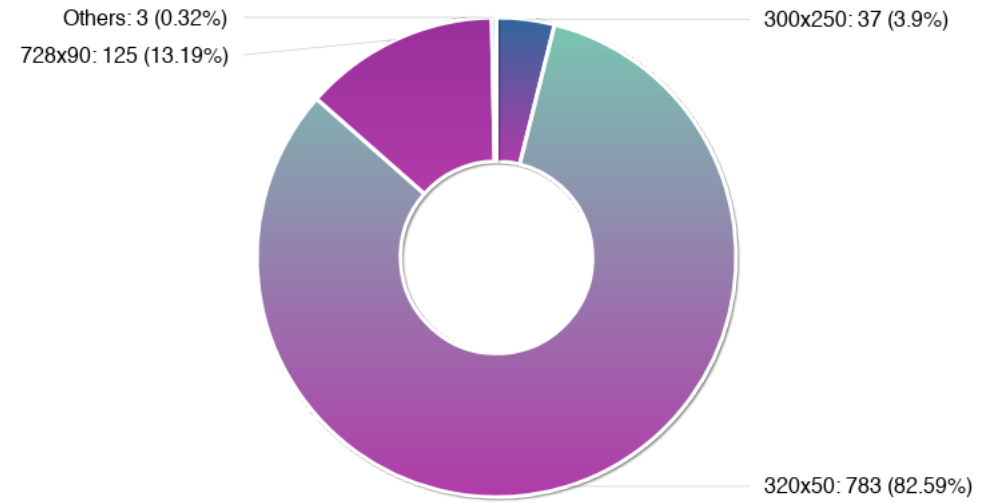
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Elmira Downtown Development_EDD - Wisner b Alive After Five - 320x50.gif	75,474	151	0.20%	2.86
	Elmira Downtown Development_EDD - St Painting Festival - 320x50.gif	23,351	68	0.29%	4.16
	Elmira Downtown Development_EDD - Wisner b Alive After Five - 728x90.gif	9,392	61	0.65%	9.28
	Elmira Downtown Development_EDD - Wisner b Alive After Five - 300x250.gif	3,416	18	0.53%	7.53
	Elmira Downtown Development_EDD - St Painting Festival - 728x90.gif	2,504	27	1.08%	15.40
	Elmira Downtown Development_EDD - St Painting Festival - 300x250.gif	1,092	10	0.92%	13.08
	Elmira Downtown Development_EDD - Wisner b Alive After Five - 320x480.gif	215	3	1.40%	19.93
	Elmira Downtown Development_EDD - St Painting Festival - 320x480.gif	23	1	4.35%	62.11

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
Blue Cross Arena	1 War Memorial Square	Rochester	NY	14614			4,911	22	0.45%
Strong National Museum of Play	1 Manhattan Square Dr	Rochester	NY	14607			3,273	9	0.28%
Milton J. Rubenstein Museum of Science & Technology (MOST)	500 S Franklin St	Syracuse	NY	13202			2,910	18	0.62%
Canalside	100 Main St	Buffalo	NY	14202			2,732	17	0.62%
Buffalo and Erie County Naval & Military Park	1 Naval Park Cove	Buffalo	NY	14202			2,200	12	0.55%
Armory Square (Downtown District)	315 S Clinton St	Syracuse	NY	13202			1,942	13	0.67%
The Oncenter Convention Center	800 S State St	Syracuse	NY	13202			1,722	5	0.29%
KeyBank Center	1 Seymour H Knox III Plaza	Buffalo	NY	14203			1,270	3	0.24%
Roberson Museum and Science Center	30 Front St	Binghamton	NY	13905			133	1	0.75%
Mirabito Stadium	211 Henry St	Binghamton	NY	13901			103	0	0.00%
Downtown Binghamton (State Street District)	1 Court St	Binghamton	NY	13901			93	1	1.08%
Main Street Armory	900 E Main St	Rochester	NY	14605			17	1	5.88%

Google Analytics 4 Performance

4,666 VIEWS 3,493 SESSIONS 1,505 ENGAGED SESSIONS 43.09% ENGAGEMENT RATE 2,681 ACTIVE USERS 2,261 NEW USERS 2,979 TOTAL USERS

1.30 SESSIONS PER USER 24:15:15 TOTAL USER ENGAGEMENT

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

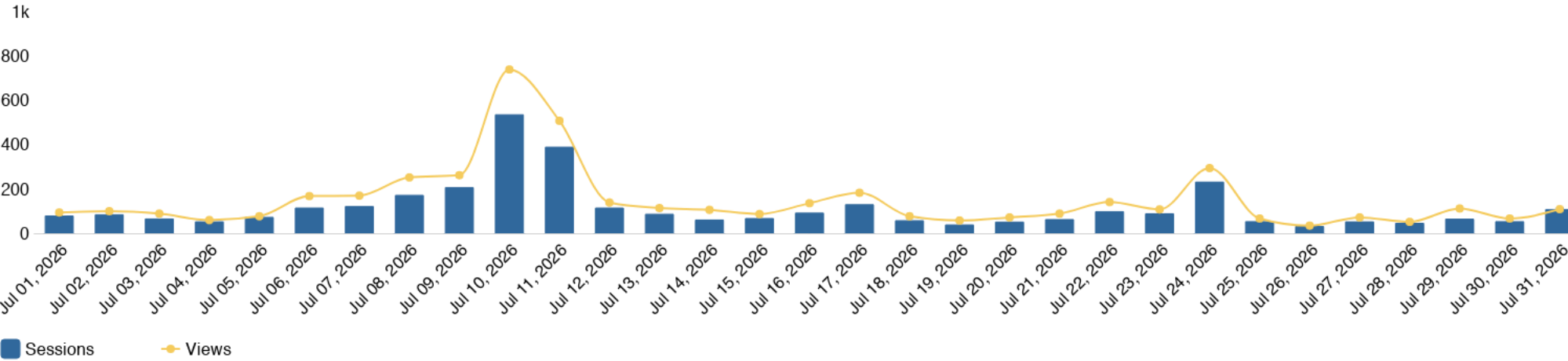
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

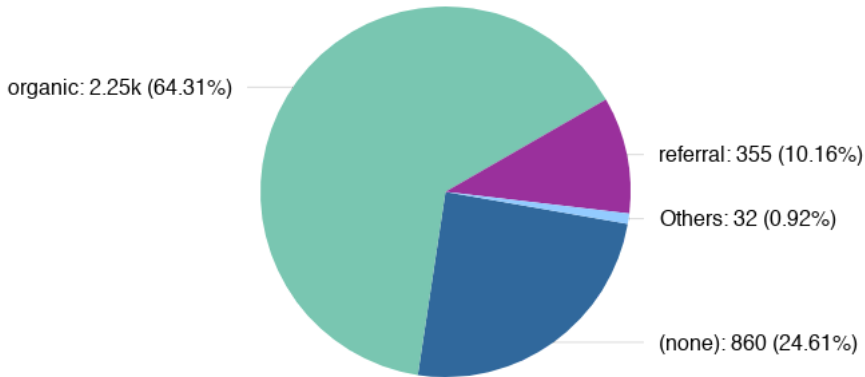
Google Analytics 4 Performance by Day



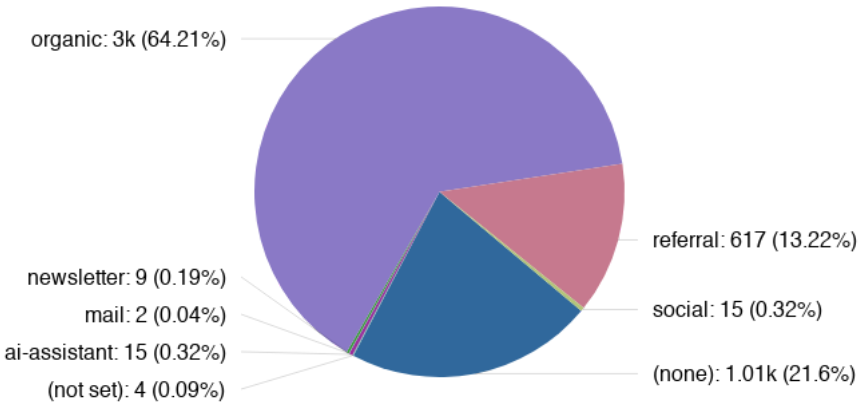
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	3,493	4,666	24:15:15	1.34	43.09%
Elmira Downtown Development	3,493	4,666	24:15:15	1.34	43.09%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

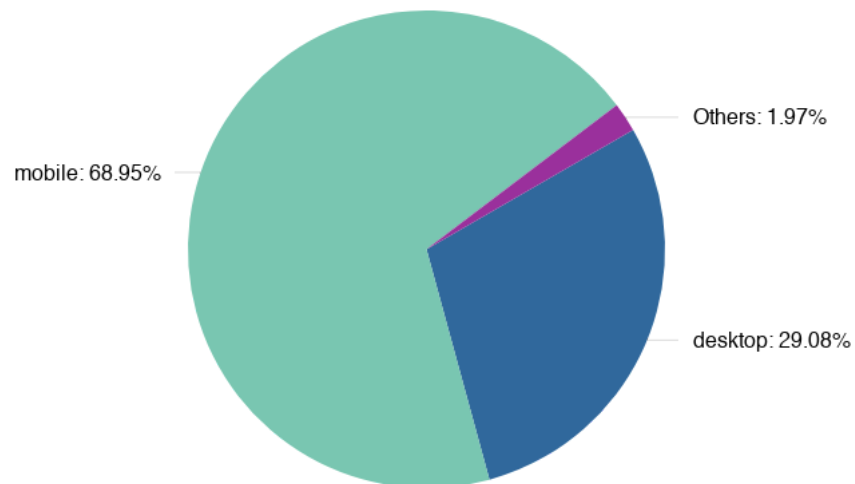


Grid contains more rows, but they have been clipped.

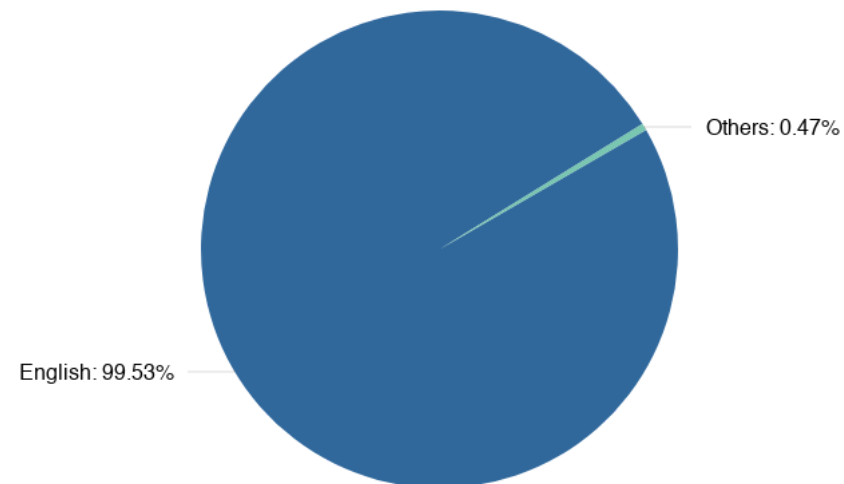
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	14,360
page_view	4,666
session_start	3,499
user_engagement	2,654
first_visit	2,464
scroll	626
click	360
file_download	32
form_start	19
generate_lead	14
Chat - Opened	10
Chat - Closed	7
Chat clicked	7

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	3,511	4,666	1,520	43.29%	24:15:15
Chrome	1,698	2,165	726	42.76%	13:39:17
Safari	1,437	1,945	585	40.71%	07:06:00
Edge	188	261	120	63.83%	02:13:11
Android Webview	72	135	35	48.61%	00:27:27
Firefox	55	92	26	47.27%	00:31:52

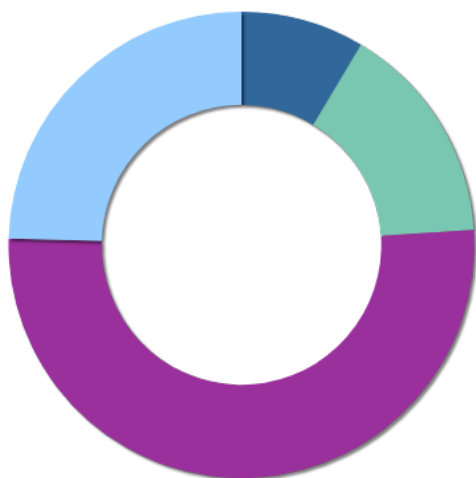
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,382
/espf	555
/alive-after-five	523
/	391
/wisner-market	194
/events	187
/about	95
/gus-macker	83
/directory	80
/things-to-do	55
/secret-garden	43

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		3,554	4,666	1,561	43.92%	24:15:15
Elmira	New York	537	772	299	55.68%	05:08:36
(not set)	New York	296	386	145	48.99%	01:57:31
New York	New York	208	262	99	47.60%	00:59:02
(not set)	(not set)	198	197	1	0.51%	00:10:25
Big Flats	New York	150	202	92	61.33%	01:44:47
Horseheads	New York	114	170	62	54.39%	01:04:19
Newark	New Jersey	98	131	45	45.92%	00:42:10
Atlanta	Georgia	95	117	41	43.16%	00:32:18
Boston	Massachusetts	79	92	35	44.30%	00:22:40
Corning	New York	74	112	41	55.41%	00:48:24
(not set)	(not set)	68	90	32	47.06%	00:20:18
Albany	New York	64	98	33	51.56%	00:26:33
Las Vegas Valley	Nevada	60	60	0	0.00%	00:00:00
Southport	New York	48	79	26	54.17%	00:25:16
Saratoga Springs	New York	47	66	20	42.55%	00:13:13

How customers search for your business on Google



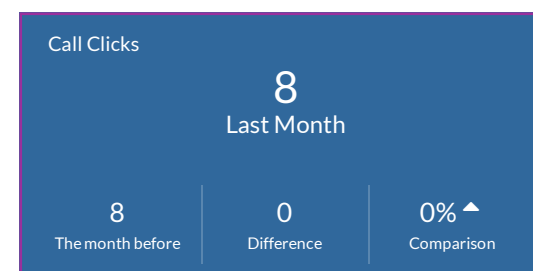
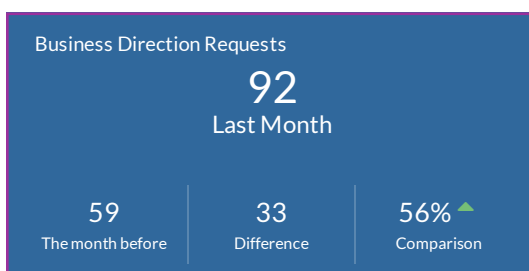
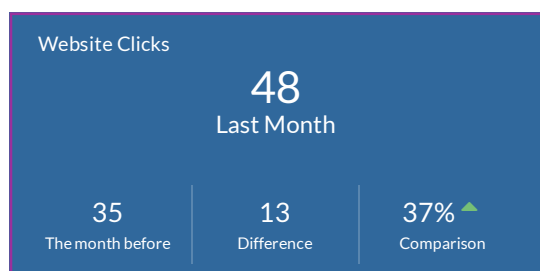
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

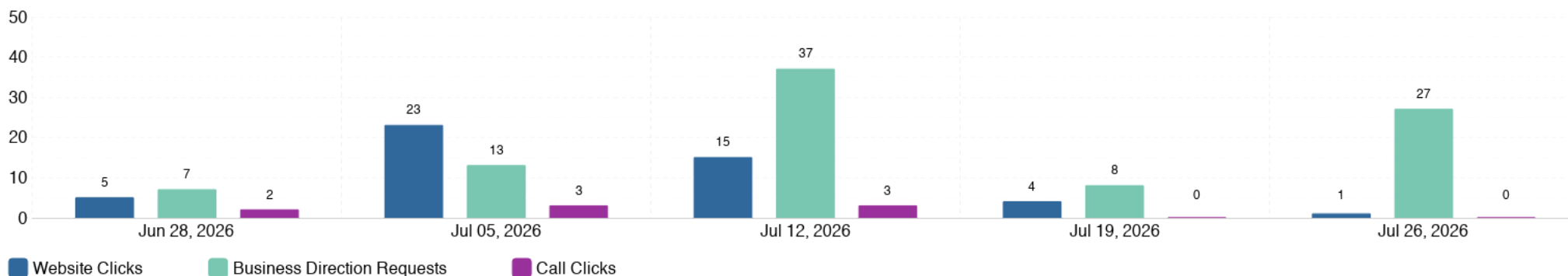
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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.