

Digital Marketing Report

Impressions

How many ads were served:

151,803

Clicks

Times a user clicked on an ad

566

Click-Through Rate

(Clicks/Impressions) x 100

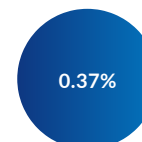
0.37%

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.

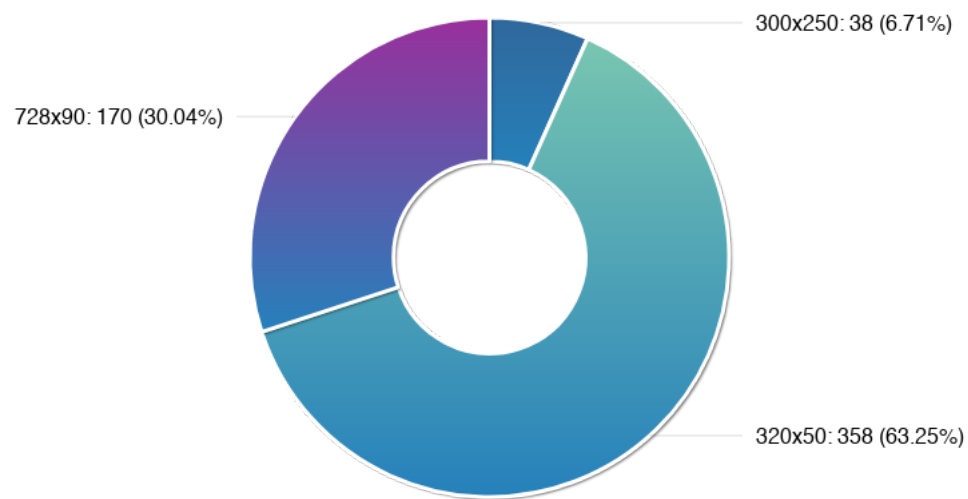
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hals Auto Care - Car Shopper Mobile	143,371	546	0.38%	5.44
Hals Auto Care - Geo-Retargeting Mobile	6,606	13	0.20%	2.81
Hals Auto Care - Geo-Fencing Mobile	1,826	7	0.38%	5.48

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Hal's Auto Care_Hals auto 320x50.png	57,394	174	0.30%	4.33
	Hal's Auto Care_5.22.26_Scroller Ad	52,707	184	0.35%	4.99
	Hal's Auto Care_Hals auto 728x90.png	35,758	170	0.48%	6.79
	Hal's Auto Care_Hals auto 336x280.png	3,022	22	0.73%	10.40
	Hal's Auto Care_Hals auto 300x250.png	2,931	16	0.55%	7.80

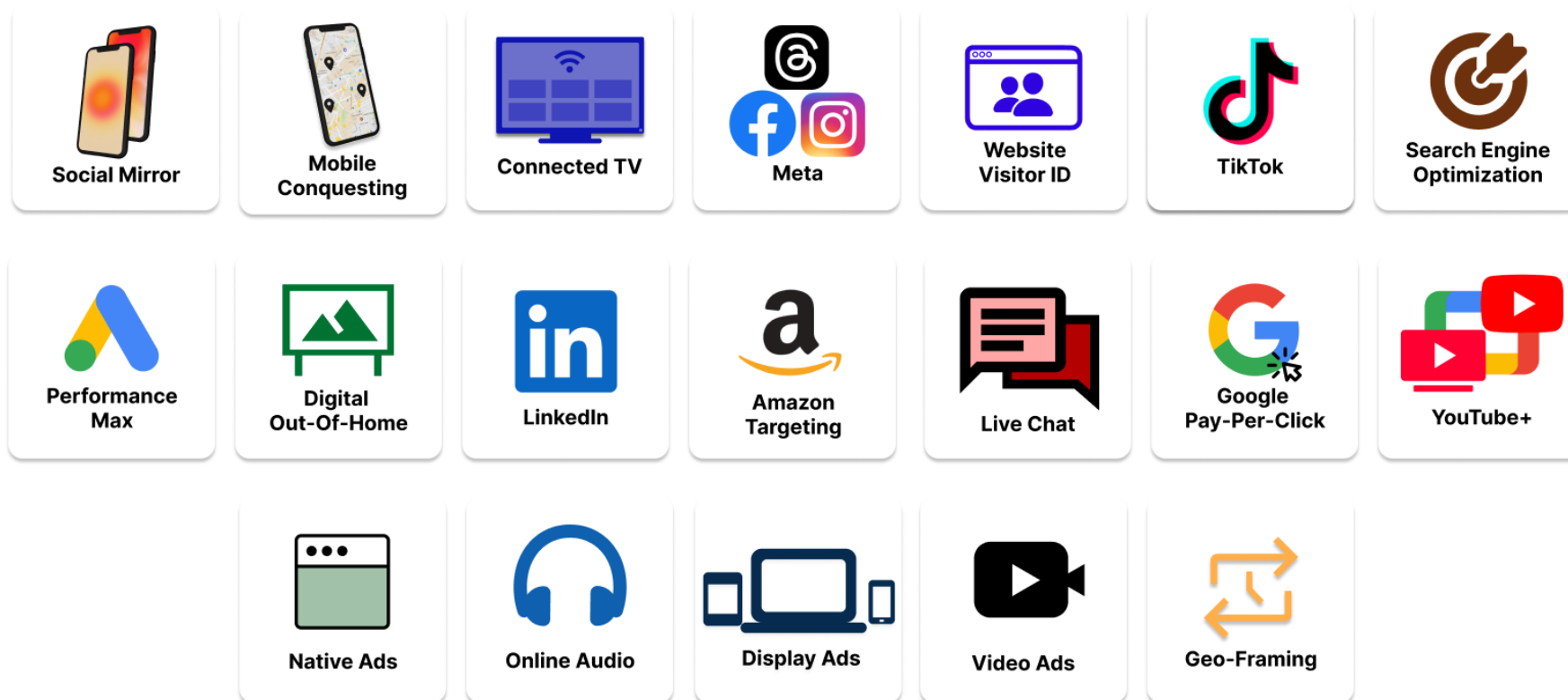
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Kaiser Hospital	2025 Morse Ave	Sacramento	CA	95825			840	2	0.24%
Lexus of Sacramento	2600 Fulton Ave	Sacramento	CA	95821			544	2	0.37%
Maita Subaru	2912 Auburn Blvd	Sacramento	CA	95821			205	1	0.49%
Captial City Honda	3630 Fulton Ave	Sacramento	CA	95821			107	0	0.00%
Arden Middle School	1640 Watt Ave	Sacramento	CA	95864			57	0	0.00%
Maita Toyota	2500 Auburn Blvd	Sacramento	CA	95821			32	1	3.13%
Carvana	3610 Fulton Ave	Sacramento	CA	95821			27	1	3.70%
Maita Mazda	2410 Auburn Blvd	Sacramento	CA	95821			6	0	0.00%
El Camino HS	4300 El Camino Ave	Sacramento	CA	95821			3	0	0.00%
Del Campo HS	4925 Dewey Dr	Fair Oaks	CA	95628			3	0	0.00%
Mira Loma HS	4000 Edison Ave	Sacramento	CA	95821			2	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.