

Digital Marketing Report

Impressions

How many ads were served:

294,941

Clicks

Times a user clicked on an ad

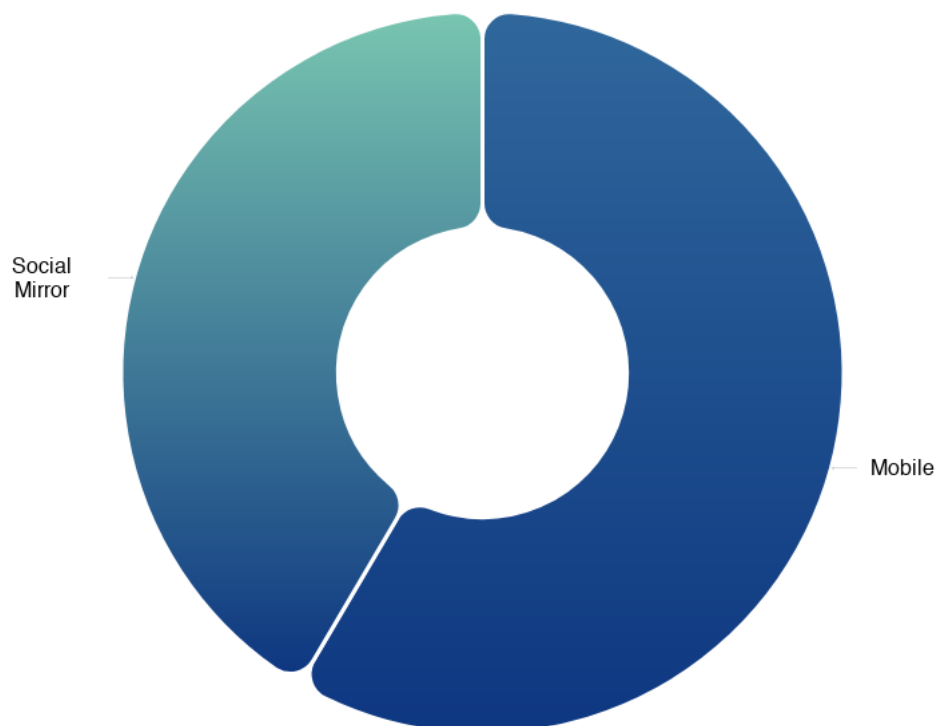
555

Click-Through Rate

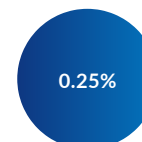
(Clicks/Impressions) x 100

0.19%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

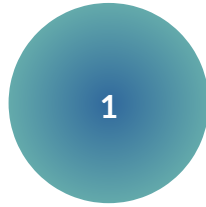
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bass River Marina - Boat Shoppers/Baby Boomers/Luxury Car Mobile	132,828	166	0.12%	1.79
Bass River Marina - Keyword Social Mirror	41,688	50	0.12%	1.71
Bass River Marina - Boat Owners/Boating/Affluent Behavioral Social Mirror	36,610	170	0.46%	6.63
Bass River Marina - AI Social Mirror	31,813	43	0.14%	1.93
Bass River Marina - Geo-Retargeting Mobile	23,116	45	0.19%	2.78
Bass River Marina - Retargeting Social Mirror	12,394	20	0.16%	2.31
Bass River Marina - Geo-Fencing Mobile	8,403	32	0.38%	5.44
Bass River Marina - Site Retargeting Mobile	8,089	29	0.36%	5.12

Social Mirror Click Conversions

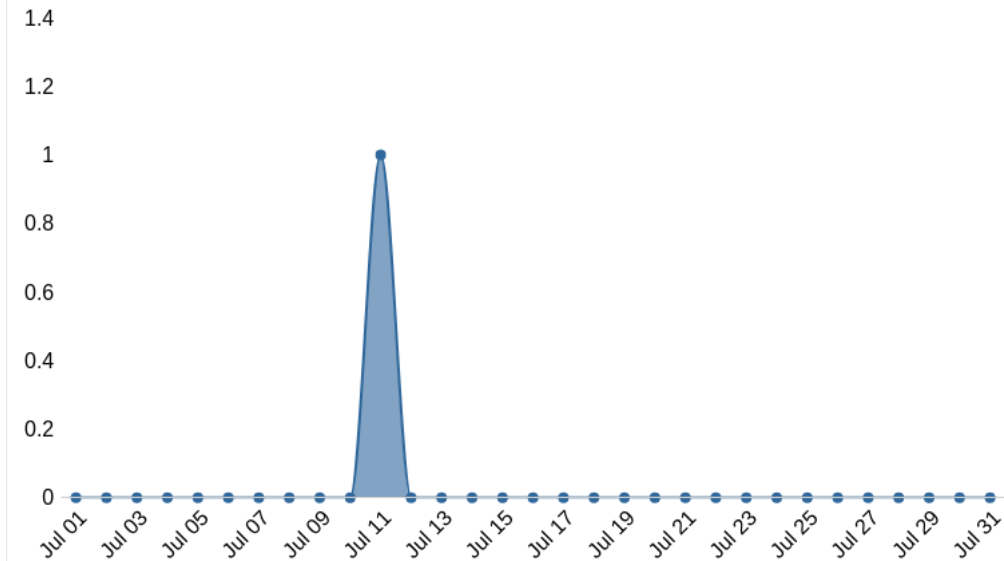


Times users clicked on an ad leading to your site and visited a page or completed an action

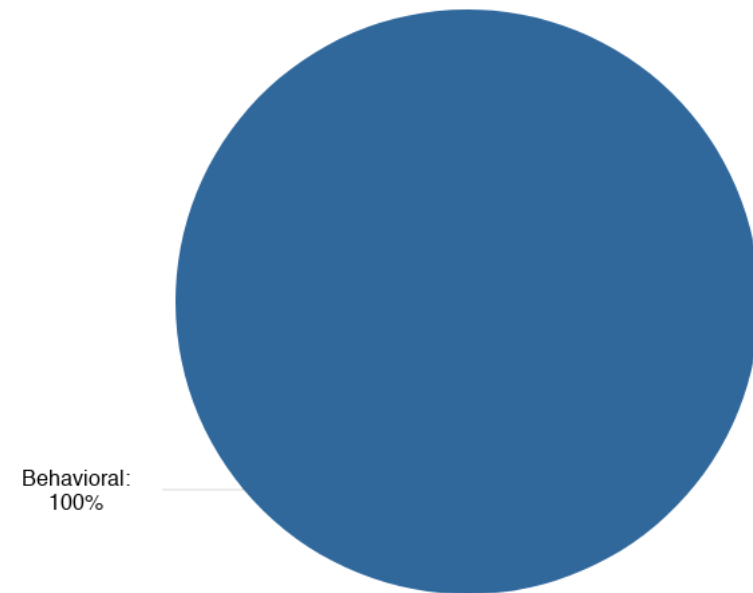
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bass River Marina Contact Us Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

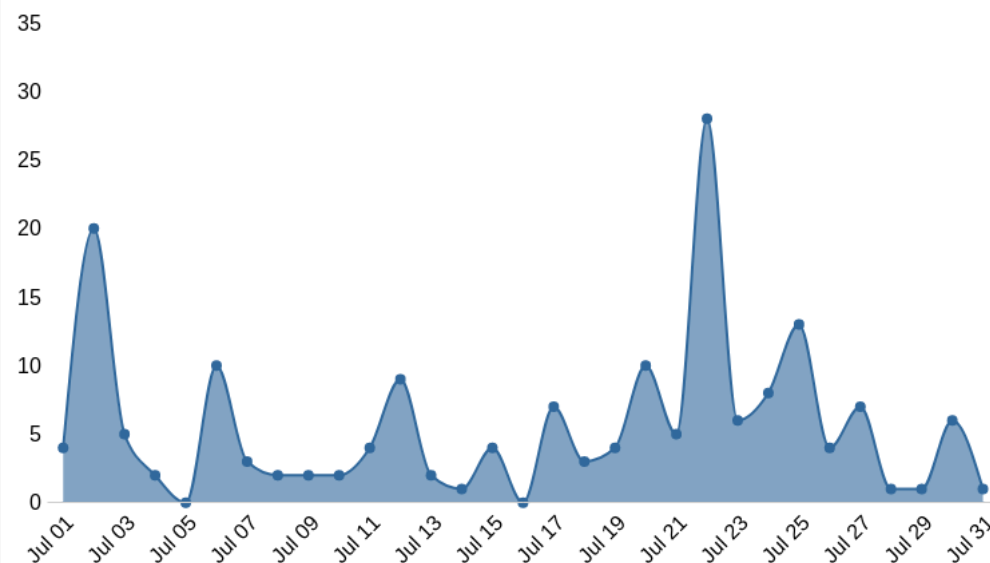


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

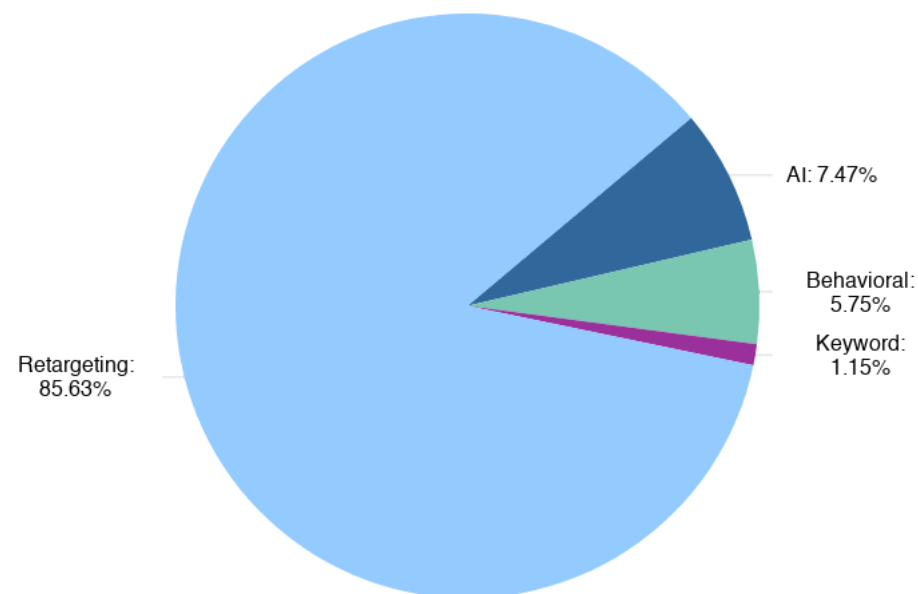
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bass River Marina Homepage Visits	161
Bass River Marina Service & Maintenance Page View	6
Bass River Marina About Us Page View	4
Bass River Marina Contact Us Page View	3

Social Mirror View-through Conversions by Day



Top Social Mirror 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.*

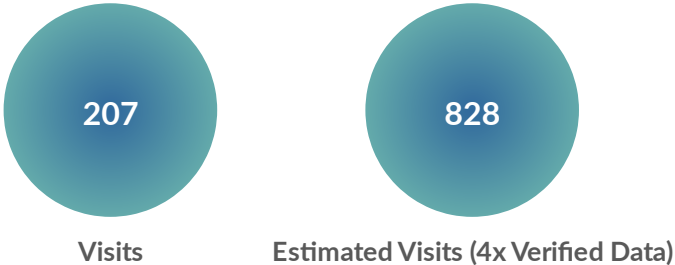
Mobile Conquesting Number of Store Locations

1

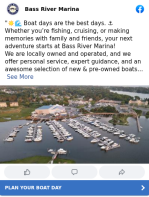
NUMBER OF LOCATIONS THAT TRACKED A VISIT

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Bass River Marina	140 Main ST	West Dennis	MA	02670	207



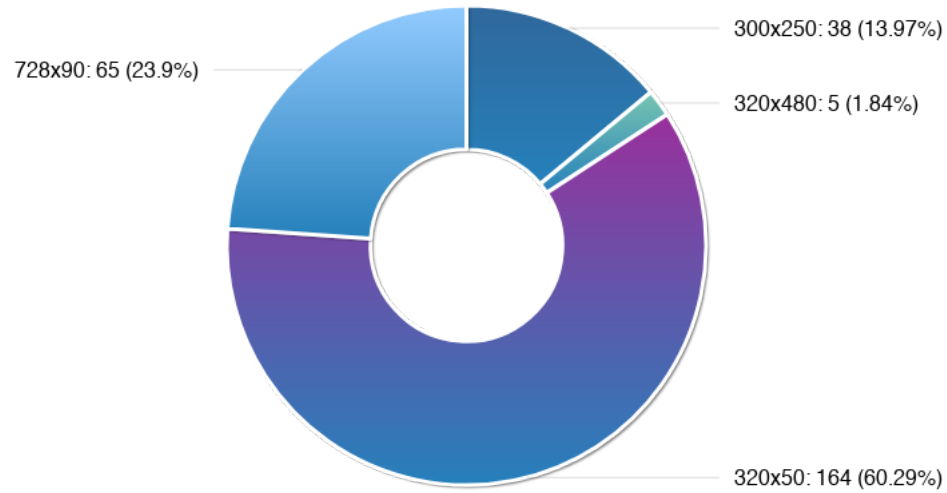
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Bass River Marina_Social Mirror_Story_Boat days are the best days	56,776	148	0.26%	3.72
	Bass River Marina_Social Mirror_Boat days are the best days	52,874	90	0.17%	2.43
Thumbnail not available	Bass River Marina_Social Mirror_7.21.26_Check out	12,855	45	0.35%	5.00

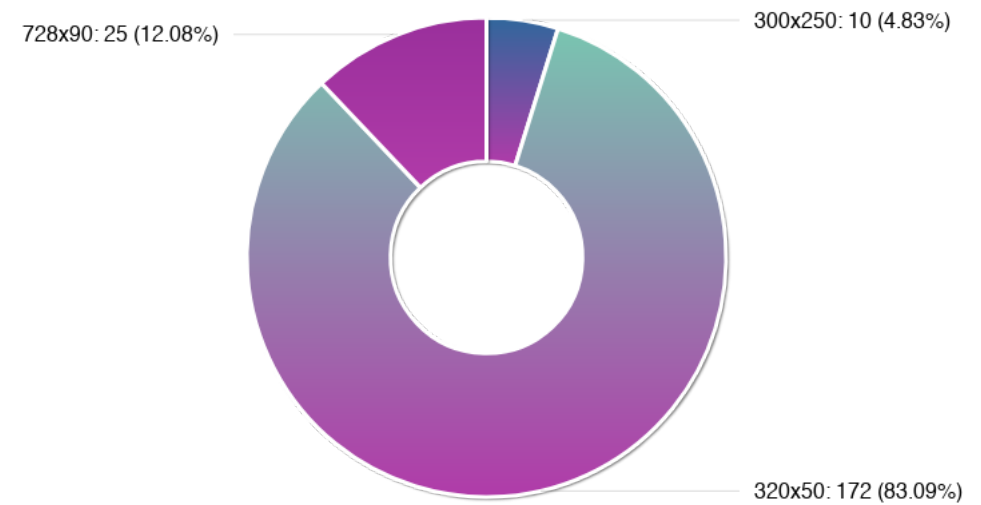
Social Mirror Ad Screenshots

	Bass River Marina_Social Mirror_7.21.26_Check out
Screenshot	

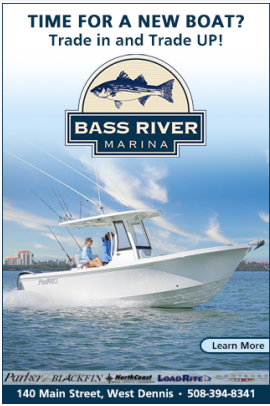
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	Bass River_Summer 2026 320x50.gif	143,469	164	0.11%	1.63
	Bass River_Summer 2026 728x90.jpg	18,989	65	0.34%	4.89
	Bass River_Summer 2026 300x250.jpg	9,772	38	0.39%	5.56
	Bass River_Summer 2026 320x480.jpg	206	5	2.43%	34.67

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
Hyannis Yacht Club	490 Ocean St	Hyannis	MA	2601			2,808	10	0.36%
Oyster Harbors Marine Inc	157 Pleasant St	Hyannis	MA	2601			2,285	6	0.26%
Bass River Marina	140 Main St	West Dennis	MA	2670			1,077	5	0.46%
Hyannis Marina	1 Willow St	Hyannis	MA	2601			817	1	0.12%
Bass River Yacht Club	22 Frothingham Way	South Yarmouth	MA	2664			435	2	0.46%
Allen Harbor Marine Svc Inc	335 Lower County Rd	Harwich Port	MA	2646			238	5	2.10%
Crosby Yacht Yard Inc	72 Crosby Cir	Osterville	MA	2655			234	1	0.43%
Nauset Marine	45 MA-6A Orleans	Orleans	MA	2653			78	0	0.00%
Kingman Yacht Center	1 Shipyard Ln	Cataumet	MA	2534			64	0	0.00%
Brewer Yacht Sales Harwich Port	4 Harbor Rd	Harwich Port	MA	2646			58	0	0.00%
Wianno Yacht Club	101 Bridge St	Osterville	MA	2655			56	0	0.00%
Buzzards Bay Yacht Sales	12 Shipyard Ln	Cataumet	MA	2534			44	0	0.00%
G & S Marine Inc	134 Main St	Buzzards Bay	MA	2532			34	0	0.00%
Willowbend Country Club	100 Willowbend Drive	Mashpee	MA	2649			31	0	0.00%
Smuggler's Beach + Boat Access	220 South Street	South Yarmouth	MA	2664			28	0	0.00%
Cape Cod Marine Group Inc	65 Pinewood Rd	Hyannis	MA	2601			18	0	0.00%
Campbell's Boat Works	790 MacArthur Blvd	Pocasset	MA	2559			17	0	0.00%
New Seabury Country Club	95 Shore Drive West	Mashpee	MA	2649			16	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02536	10,516	23	0.22%	3.12
02649	9,210	19	0.21%	2.95
02601	7,392	21	0.28%	4.06
02043	6,911	18	0.26%	3.72
02050	6,901	16	0.23%	3.31
02632	6,027	8	0.13%	1.90
02631	5,263	14	0.27%	3.80
02664	5,094	15	0.29%	4.21
02642	4,951	12	0.24%	3.46
02645	4,674	11	0.24%	3.36
02660	4,306	11	0.26%	3.65
02066	3,593	10	0.28%	3.98
02563	3,495	7	0.20%	2.86
02657	3,231	4	0.12%	1.77
02673	2,980	5	0.17%	2.40
02540	2,941	7	0.24%	3.40
02532	2,773	3	0.11%	1.55
02332	2,575	12	0.47%	6.66
02653	2,082	5	0.24%	3.43
02025	2,081	10	0.48%	6.86

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	65,869	195	0.30%
Desktop	A personal computing device that remains stationary at one location.	44,046	64	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,590	24	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
americanoceans.org	11,237	2	0.02%
capecodtimes.com	9,515	17	0.18%
aol.com	6,577	2	0.03%
nypost.com	3,352	12	0.36%
foxnews.com	3,340	23	0.69%
bostonglobe.com	2,970	1	0.03%
takingthekids.com	2,900	12	0.41%
msn.com	2,780	2	0.07%
newenglandwanderlust.com	2,234	2	0.09%
courttv.com	1,428	0	0.00%
dailymail.com	1,159	4	0.35%
apnews.com	1,148	3	0.26%
huffpost.com	1,135	3	0.26%
Pinterest	1,121	1	0.09%
zillow.com	1,049	0	0.00%
capedays.com	957	0	0.00%
theguardian.com	878	4	0.46%
barstoolsports.com	813	1	0.12%
pinterest.com	771	0	0.00%
nytimes.com	661	3	0.45%

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



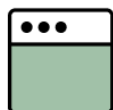
Live Chat



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.