

Digital Marketing Report

Impressions

How many ads were served:

171,953

Clicks

Times a user clicked on an ad

534

Click-Through Rate

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

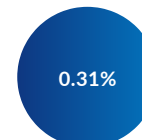
0.31%

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.*



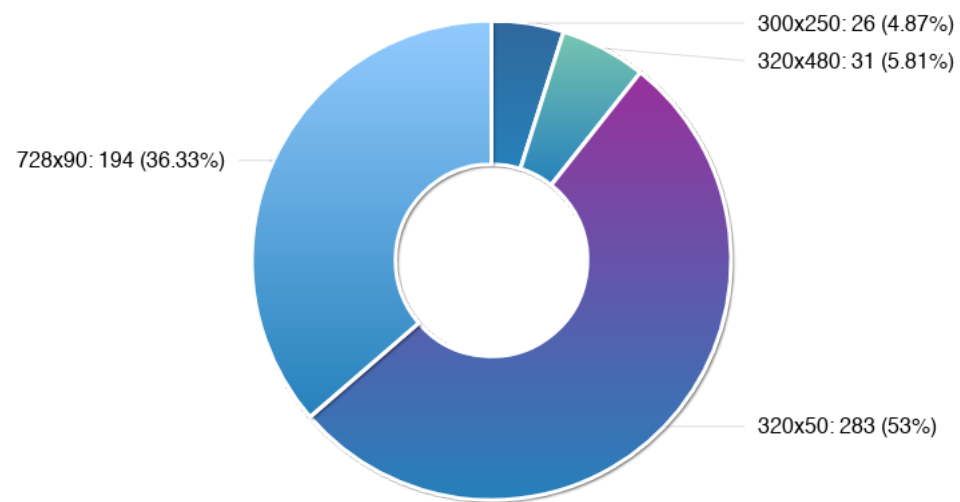
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Montana Fish, Wildlife & Parks - Boat & Yacht Shoppers/Recreational Vehicle Shoppers Mobile	151,057	469	0.31%	4.44
Montana Fish, Wildlife & Parks - Geo-Retargeting Mobile	20,774	63	0.30%	4.33
Montana Fish, Wildlife & Parks - Geo-Fencing Mobile	122	2	1.64%	23.42

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Montana Fish, Wildlife & Parks_nbs ad set 1-07.png	129,784	283	0.22%	3.12
	Montana Fish, Wildlife & Parks_nbs ad set 1-09.png	34,603	194	0.56%	8.01
	Montana Fish, Wildlife & Parks_nbs ad set 1-08.png	6,043	26	0.43%	6.15
	Montana Fish, Wildlife & Parks_nbs ad set 1-10.png	1,523	31	2.04%	29.08

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Wallace Marine	3505 10th Ave S	Great Falls	MT				65	1	1.54%
Montana Boat Center	2531 N Montana Ave	Helena	MT				23	0	0.00%
High Country Boats	1310 Birch St	Helena	MT				12	0	0.00%
Townsend Marine	7809 US-287	Townsend	MT				8	0	0.00%
Pierce RV & Marine- Great Falls	4200 10th Avenue South	Great Falls	MT				7	0	0.00%
Mon-Dak Marine	54106 US-2	Galsgow	MT				4	1	25.00%
Enduro	1441 Central Ave	Billings	MT				3	0	0.00%

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.