

Digital Marketing Report

Impressions

How many ads were served:

117,305

Clicks

Times a user clicked on an ad

324

Click-Through Rate

(Clicks/Impressions) x 100

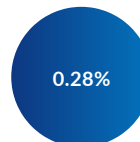
0.28%

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%)
CH Waltz - Farm Equipment/Lawn & Garden Equipment Mobile	55,802	133	0.24%	3.40
CH Waltz - Geo-Retargeting Mobile	31,185	70	0.22%	3.21
CH Waltz - Site Retargeting Mobile	29,958	116	0.39%	5.53
CH Waltz - Geo-Fencing Mobile	360	5	1.39%	19.84

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

2

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

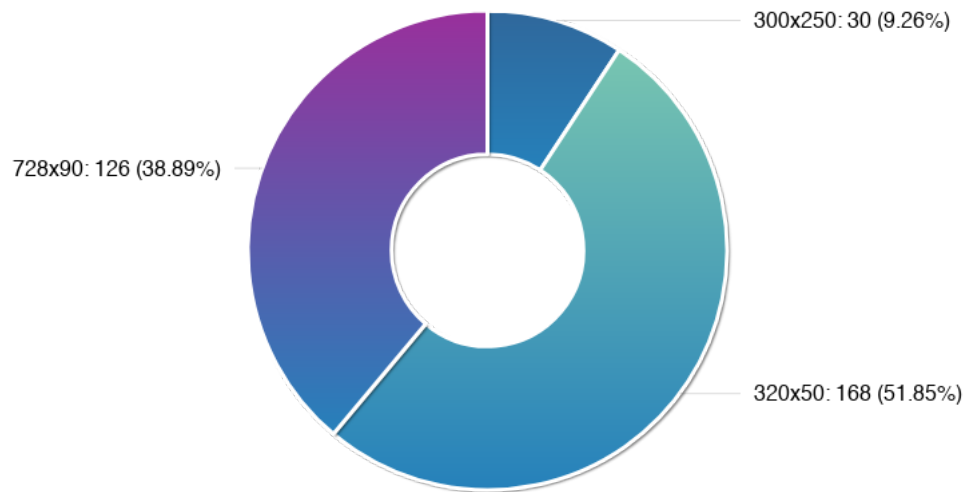
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
CH Waltz Sons	1168 Westbranch HWY	Winfield	PA	17889	2
CH Waltz Sons Inc	6570 State Route 973 E	Cogan Station	PA	17728	1

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	CH Waltz_CHWALTZ-RENTAL-320x50.jpg	84,465	168	0.20%	2.84
	CH Waltz_CHWALTZ-RENTAL-728x90.jpg	28,594	126	0.44%	6.30
	CH Waltz_CHWALTZ-RENTAL-300x250.jpg	4,246	30	0.71%	10.09

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
Lewisburg Farmers Market	499 Fairground Rd	Lewisburg	PA	17837			220	3	1.36%
Country Turf & Trail	2070 N.Susquehanna Trail	Hummels Warf	PA	17831			65	0	0.00%
Jos Supply	73 Agway Ln	Windfeild	PA	17889			52	0	0.00%
Country Turf & Trail	129 School House Rd	Sunbury	PA	17801			13	0	0.00%
Green Acres Equipment	Reese Ln	Millville	PA	17846			5	1	20.00%
Rovendale Ag & Barn	1300 Susquehanna Trail	Watson town	PA	17777			2	1	50.00%
WF Welliver	20 White Hall Rd	Bloomsburg	PA	17815			2	0	0.00%
Land Pro	141 Byers Ln	Watson town	PA	17777			1	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.