

Digital Marketing Report

Impressions

How many ads were served:

130,096

Clicks

Times a user clicked on an ad

379

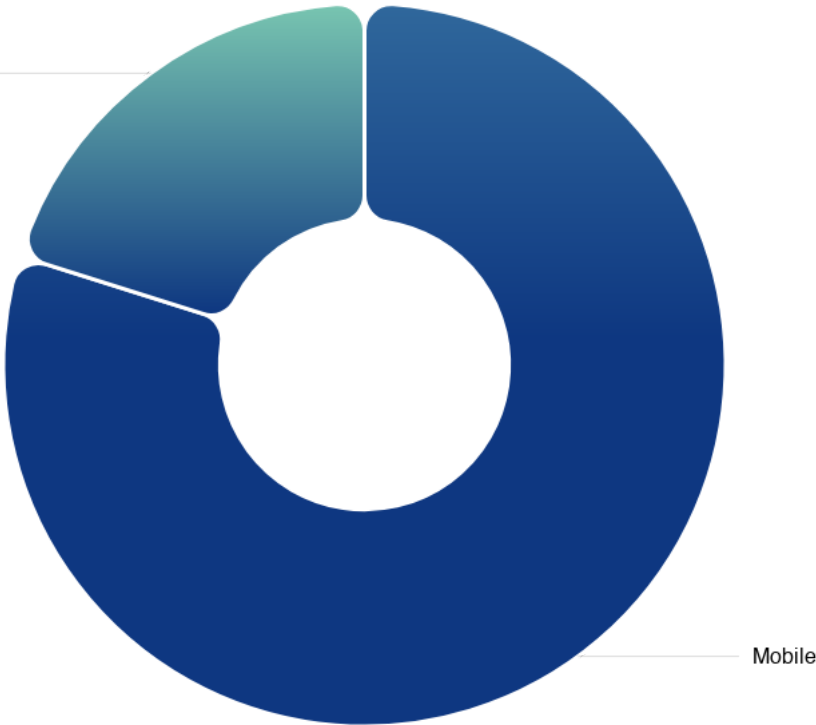
Click-Through Rate

(Clicks/Impressions) x 100

0.29%

Your Product Breakout by Impressions

Social
Mirror



Total Engagement Rate

0.29%

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

X the National Average

4.16

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%)
Canoyer Garden Center Papillion - Garden Center Shoppers/HHI 100K+/Recent Movers Mobile	90,849	217	0.24%	3.41
Canoyer Garden Center - AI Social Mirror - Papillion - 131101	25,791	76	0.29%	4.21
Canoyer Garden Center Papillion - Geo-Fencing Mobile	6,418	23	0.36%	5.12
Canoyer Garden Center Papillion - Site Retargeting Mobile	3,465	33	0.95%	13.61
Canoyer Garden Center Papillion - Geo-Retargeting Mobile	3,163	30	0.95%	13.55
Canoyer Garden Center - Mobile Cross Platform Social Mirror - Papillion - 131101	410	0	0.00%	0.00

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



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Canoyer Garden Center	11240 S 66th ST	Papillion	NE	68133	35

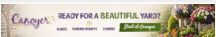
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Canoyer Garden Center Papillion_SM_6.1_The tables have been freshly stocked	22,603	64	0.28%	4.04
	Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	3,598	12	0.33%	4.76

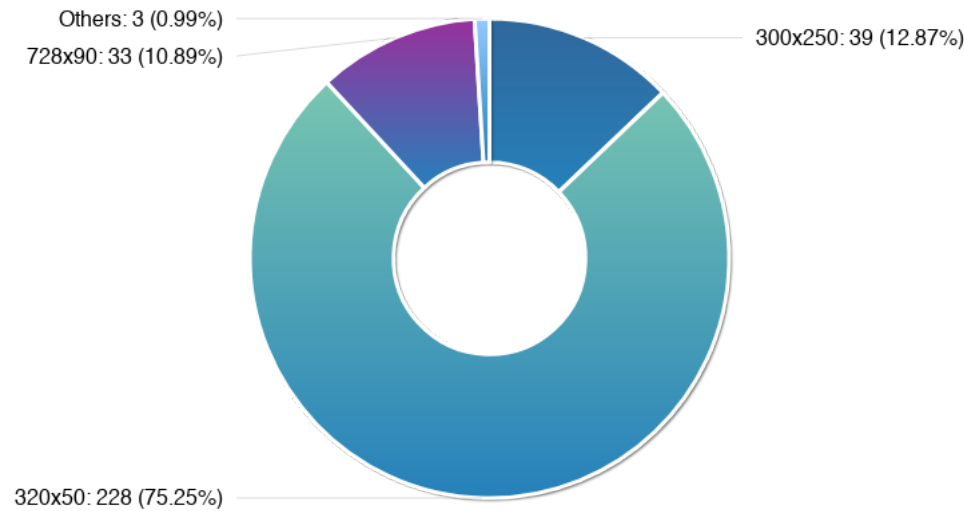
Social Mirror Ad Screenshots

	Canoyer Garden Center Papillion_SM_7.27_What a beautiful day
Screenshot	

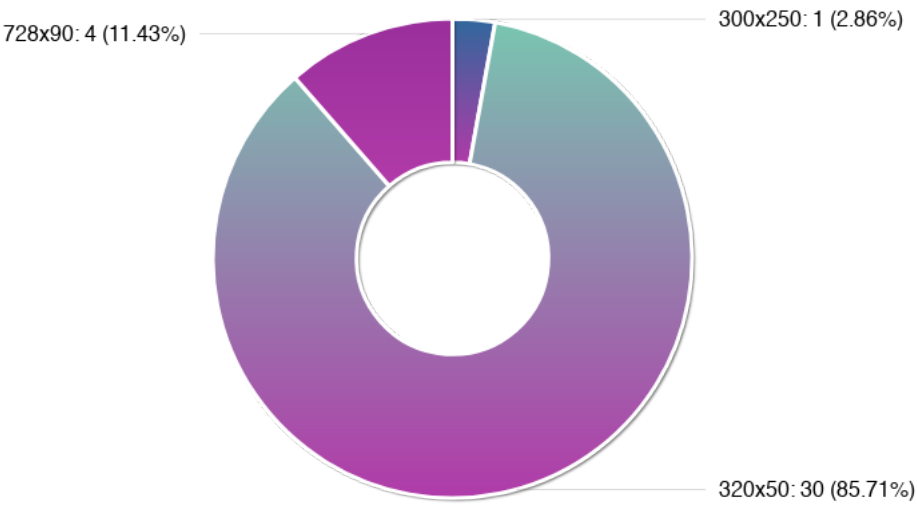
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Canoyer Garden Center_7.7_Papillion_More than a garden center 320 x 50.png	35,300	90	0.26%	3.64
	Canoyer Garden Center_Papillion_7.7_Scrolling Banner	34,456	115	0.33%	4.77
	Canoyer Garden Center_5.11_Scrolling Banner	11,120	12	0.11%	1.54
	Canoyer Garden Center_5.11_Papillion_Canoyer (320 x 50 px) (1).gif	10,875	11	0.10%	1.44
	Canoyer Garden Center_7.7_Papillion_More than a garden center 728x90 (1).png	5,913	30	0.51%	7.25
	Canoyer Garden Center_7.7_Papillion_More than a garden center 728x90 (2).png	2,890	33	1.14%	16.31
	Canoyer Garden Center_5.11_Papillion_Canoyer 728x90.gif	1,665	3	0.18%	2.57
	Canoyer Garden Center_5.11_Papillion_Yard_ (6).gif	1,039	6	0.58%	8.25
	Canoyer Garden Center_PapillionTV	594	0	0.00%	0.00
	Canoyer Garden Center_7.7_Papillion_More than a	45	3	6.67%	95.24

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
Mulhalls	3615 N 120th St	Omaha	NE	68164			6,024	18	0.30%
Earl May Garden Center	9229 W Center Rd	Omaha	NE	68124			299	3	1.00%
Indian Creek Nursery	303 N Saddle Creek Rd	Omaha	NE	68131			93	1	1.08%
Chlorophyll by Kinghorn Gardens	1917 S 67th St STE 170	Omaha	NE	68106			2	1	50.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	12,647	50	0.40%
Desktop	A personal computing device that remains stationary at one location.	11,489	24	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,065	2	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	1,961	1	0.05%
arcamax.com	1,086	2	0.18%
zillow.com	825	0	0.00%
aol.com	395	0	0.00%
thedailybs.com	375	1	0.27%
accuweather.com	315	1	0.32%
easyrecipeguide.com	308	0	0.00%
nypost.com	297	3	1.01%
weatherbug.com	261	0	0.00%
3newsnow.com	255	3	1.18%
crispcrums.com	188	0	0.00%
themirror.com	187	4	2.14%
cozi.com	183	0	0.00%
msn.com	176	0	0.00%
who13.com	156	0	0.00%
tabelog.com	134	0	0.00%
WeatherBug – Weather Forecast	130	0	0.00%
keloland.com	104	1	0.96%
lovewhatmatters.com	102	0	0.00%
usatoday.com	81	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



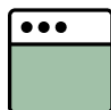
Live Chat



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.