



Digital Marketing Report

Impressions

How many ads were served:

100,588

Clicks

Times a user clicked on an ad

393

Click-Through Rate

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

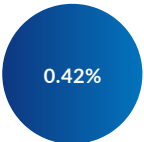
0.39%

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.*

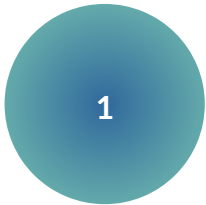


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Lost in Fun! - Kids Entertainment Center Visitors/Parents/Arcade Visitors Mobile	84,361	272	0.32%	4.61
Lost in Fun! - Site Retargeting Mobile	9,421	70	0.74%	10.61
Lost in Fun! - Geo-Retargeting Mobile	6,730	50	0.74%	10.61
Lost in Fun! - Geo-Fencing Mobile	76	1	1.32%	18.80



Mobile Conquesting Click Conversions



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

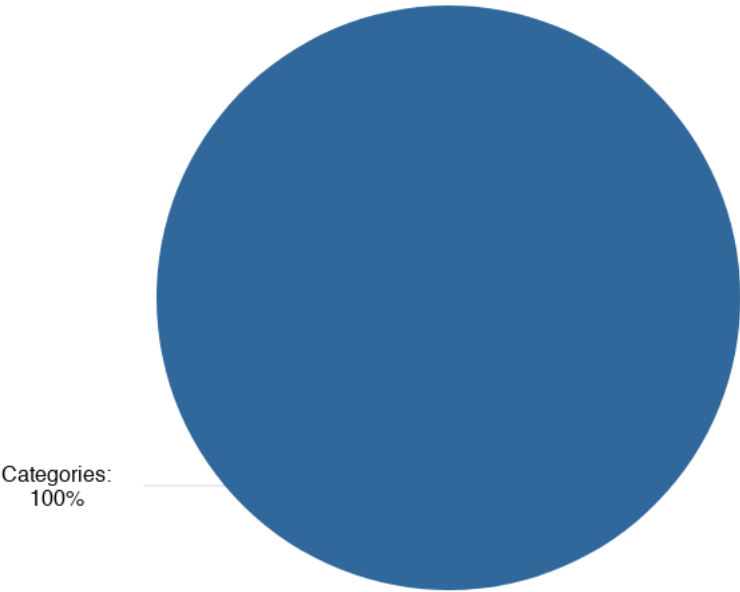
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lost in Fun Play Page View	1

Mobile Conquesting Click Conversions by Day

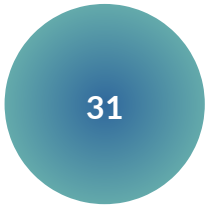


Top Mobile Conquesting Click Conversions by Strategy





Mobile Conquesting View-through Conversions

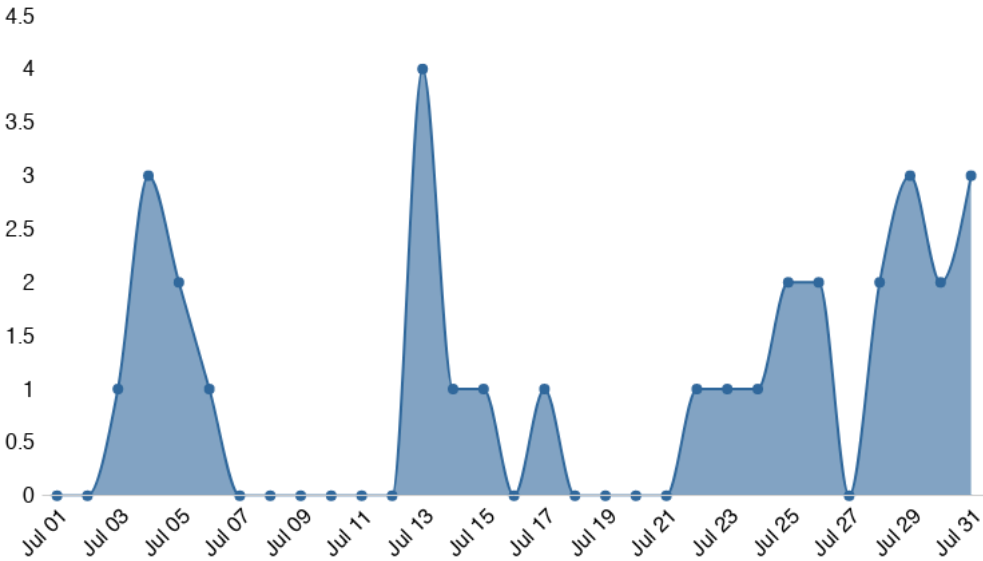


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

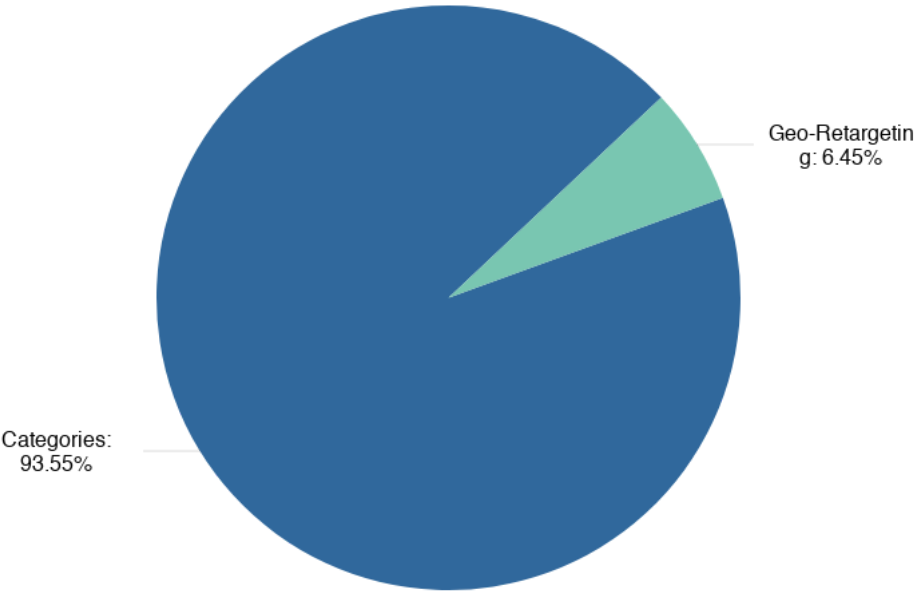
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Lost in Fun Homepage Visits	30
Lost in Fun Play Page View	1

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting 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



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Lost in Fun	8431 Cody DR #D	Lincoln	NE	68512	4

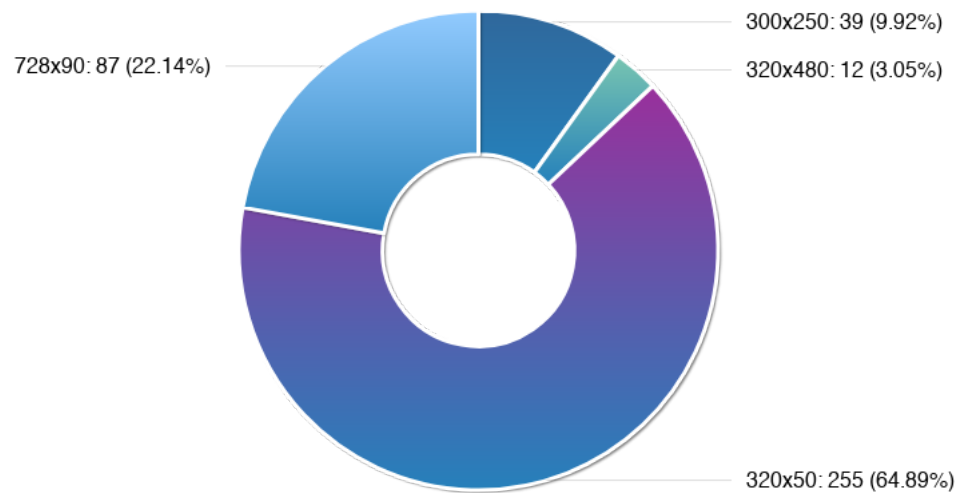


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lost in Fun_Scrolling Banner	37,552	108	0.29%	4.11
	Lost In Fun_LIF 320x50 GIF (1).gif	35,653	105	0.29%	4.21
	Lost In Fun_LIF 728x90 GIF (2).gif	17,874	71	0.40%	5.67
	Lost in Fun_7.28_visit now! (320 x 50 px).png	3,486	42	1.20%	17.21
	Lost In Fun_LIF 300x250 GIF (2).gif	2,715	23	0.85%	12.10
	Lost in Fun_7.28_visit now (728x90).png	2,332	16	0.69%	9.80
	Lost In Fun_LIF 320x480 GIF (1).gif	395	11	2.78%	39.78
	Lost in Fun_7.28_300x250 Size (2).png	352	16	4.55%	64.94
	Lost in Fun_7.28_Untitled (320 x 480 px) (2).png	229	1	0.44%	6.24



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
Round1 Bowling and Arcade	6100 O St	Lincoln	NE	68505			31	0	0.00%
Little Beans Play Café	5310 S 56th St Suite 4	Lincoln	NE	68516			11	0	0.00%
Woods Park Playground & Pool	3200 J St	Lincoln	NE	68510			10	0	0.00%
Adventure Golf Center	5901 S 56th St	Lincoln	NE	68516			9	0	0.00%
Morrill Hall - University of Nebraska State Museum	645 N 14th St	Lincoln	NE	68508			8	0	0.00%
Lincoln Children's Museum	1420 P St	Lincoln	NE	68508			3	1	33.33%
YMCA	6767 S 14th St	Lincoln	NE	68512			3	0	0.00%
My Gym	2755 Jamie Ln	Lincoln	NE	68516			1	0	0.00%
Lincoln Children's Zoo	1222 S 27th St	Lincoln	NE	68502			0	0	-



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.