

Digital Marketing Report

Impressions

How many ads were served:

101,364

Clicks

Times a user clicked on an ad

118

Click-Through Rate

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

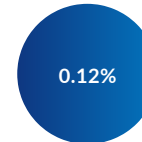
0.12%

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%)
Salem RV - Camping Ground Visitors/RV Shoppers/LL Bean Shoppers Mobile	90,879	94	0.10%	1.48
Salem RV - Site Retargeting Mobile	9,321	20	0.21%	3.07
Salem RV - Geo-Retargeting Mobile	1,159	4	0.35%	4.93
Salem RV - Geo-Fencing Mobile	5	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

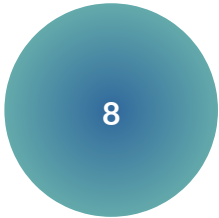
NUMBER OF LOCATIONS THAT TRACKED A VISIT

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Salem Center	387 Clifford RD	Selinsgrove	PA	17870	2



Visits

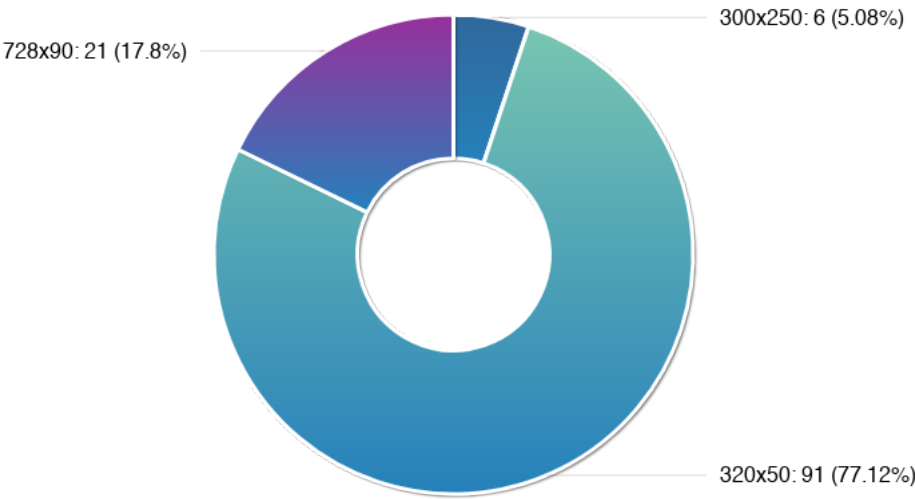


Estimated Visits (4x Verified Data)

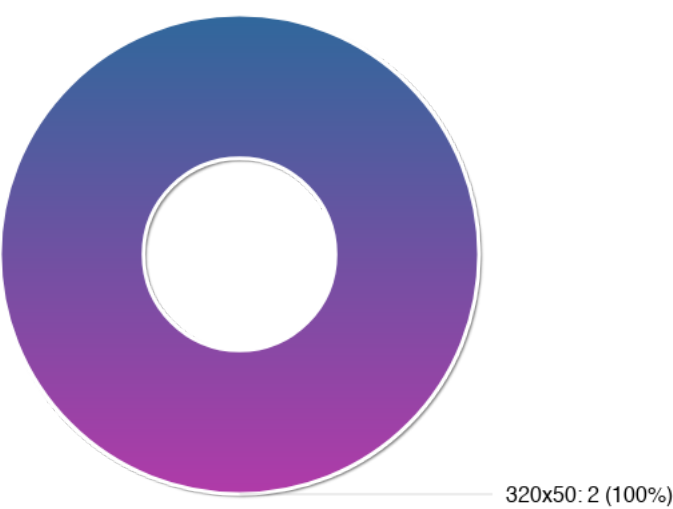
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Salem RV_5.4_26.04_-_Salem_RV_-_May_Ads_-_Ad_320x50.png	90,415	91	0.10%	1.44
	Salem RV_5.4_26.04_-_Salem_RV_-_May_Ads_-_Ad_728x90.png	7,483	21	0.28%	4.01
	Salem RV_5.4_26.04_-_Salem_RV_-_May_Ads_-_Ad_300x250 (2).png	3,466	6	0.17%	2.47

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
	2084 US-522	Selinsgrove	PA	17870			2	0	0.00%
	70 Commerce Dr	Milroy	PA	17063			2	0	0.00%
	560 Montour Blvd	Bloomsburg	PA	17815			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.