



Digital Marketing Report

Impressions

How many ads were served:

116,859

Clicks

Times a user clicked on an ad

418

Click-Through Rate

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

0.36%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.36%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

5.11

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.

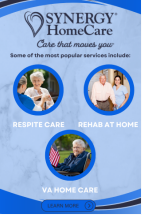


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Synergy HomeCare Des Moines - Baby Boomers/Veterans & Military Organization Visitors Mobile	101,830	320	0.31%	4.49
Synergy HomeCare Des Moines - Geo-Fencing Mobile	7,837	61	0.78%	11.12
Synergy HomeCare Des Moines - Geo-Retargeting Mobile	7,192	37	0.51%	7.35

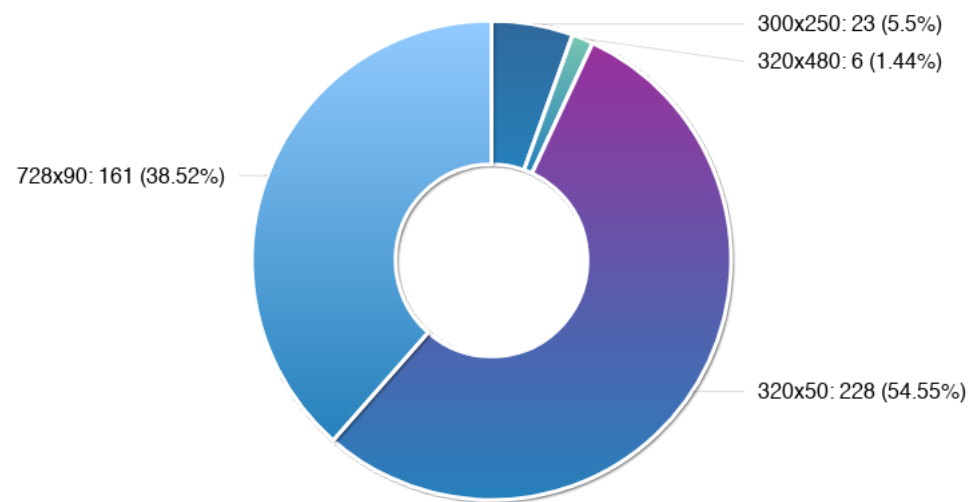


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Home Health Care Blue (320 × 50 px).png	73,163	228	0.31%	4.45
	Home Health Care Blue (728 × 90 px).png	39,041	161	0.41%	5.89
	Home Health Care Blue 300x250.png	3,977	23	0.58%	8.26
	Home Health Care Blue (320 × 480 px).png	678	6	0.89%	12.64



Mobile Conquesting Click Performance by Ad Size





Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
MercyOne Des Moines Medical Center	1111 6th Ave	Des Moines	IA	50314			2,304	14	0.61%
UnityPoint Health - Iowa Lutheran Hospital	700 E University Ave	Des Moines	IA	50316			2,050	16	0.78%
Independence Village of Ankeny	1275 SW State Street	Ankeny	IA	50023			584	3	0.51%
Department of Iowa American Legion Auxiliary	720 Lyon St	Des Moines	IA	50309			536	9	1.68%
Des Moines VA Medical Center	3600 30th Street	Des Moines	IA	50310			365	6	1.64%
Edencrest at Beaverdale	3410 Beaver Ave	Des Moines	IA	50310			361	2	0.55%
The Rose of East Des Moines	1331 Idaho St	Des Moines	IA	50316			359	5	1.39%
American Legion Post #663		Urbandale	IA	50322			337	2	0.59%
American Legion Post #731	1511 S Union St	Des Moines	IA	50315			180	2	1.11%
American Legion Post #274 Baldwin-Patterson	2211 E 42nd St	Des Moines	IA	50317			159	0	0.00%
Des Moines VA Clinic	1223 Center Street Suite 17	Des Moines	IA	50309			137	0	0.00%
Edencrest at Green Meadows	6750 Corporate Dr	Johnston	IA	50131			123	1	0.81%
Bellizzi Mac Rae American Legion Post #659	1813 SE 1st St	Des Moines	IA	50315			108	0	0.00%
Broadlawns Medical Center	1801 Hickman Rd	Des Moines	IA	50314			77	0	0.00%

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.