

Digital Marketing Report

Impressions

How many ads were served:

101,634

Clicks

Times a user clicked on an ad

291

Click-Through Rate

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

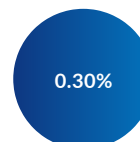
0.29%

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%)

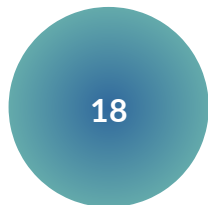
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Conzattis Italian Market - Grocery and Supermarket Shoppers/Giant Eagle Shoppers Mobile	98,985	269	0.27%	3.88
Conzattis Italian Market - Site Retargeting Mobile	2,398	19	0.79%	11.32
Conzattis Italian Market - Geo-Retargeting Mobile	248	2	0.81%	11.52
Conzattis Italian Market - Geo-Fencing Mobile	3	1	33.33%	476.19

Mobile Conquesting View-through Conversions

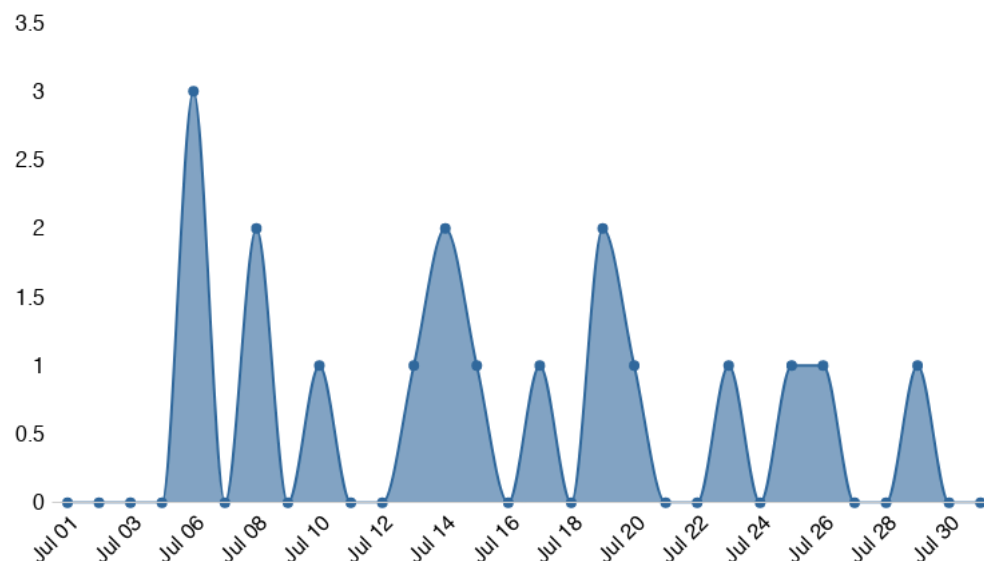


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

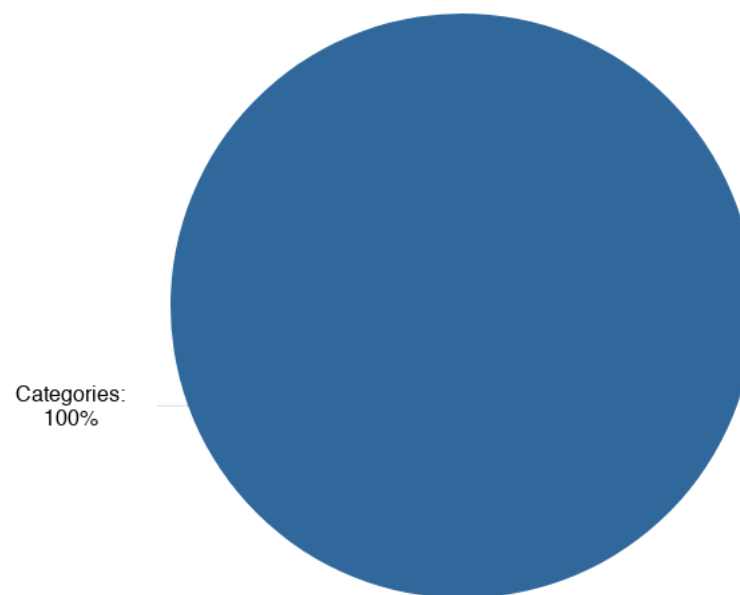
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Conzatti's Italian Market Homepage Visits	18

Mobile Conquesting View-through Conversions by Day



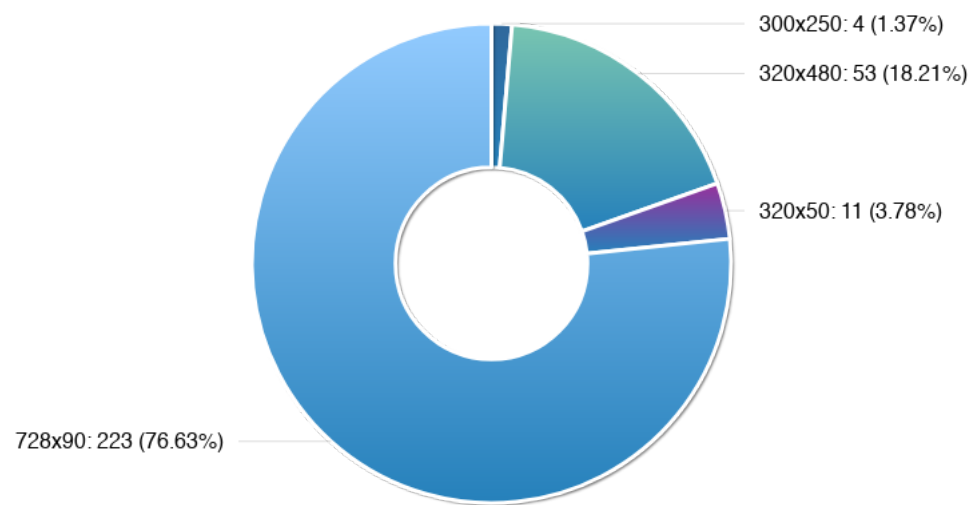
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Conzatti's Italian Market_7.1_CONZATTIS-ITALIAN-728x90(1).gif	81,234	219	0.27%	3.85
	Conzatti's Italian Market_5.11_CONZATTIS-ITALIAN-320x50.gif	14,008	11	0.08%	1.12
	Conzatti's Italian Market_7.1_CONZATTIS-ITALIAN-320x480(1).gif	4,065	53	1.30%	18.63
	Conzatti's Italian Market_5.11_CONZATTIS-ITALIAN-728x90.gif	1,539	4	0.26%	3.71
	Conzatti's Italian Market_5.11_CONZATTIS-ITALIAN-300x250.gif	777	4	0.51%	7.35
	Conzatti's Italian Market_5.11_CONZATTIS-ITALIAN-320x480.gif	11	0	0.00%	0.00

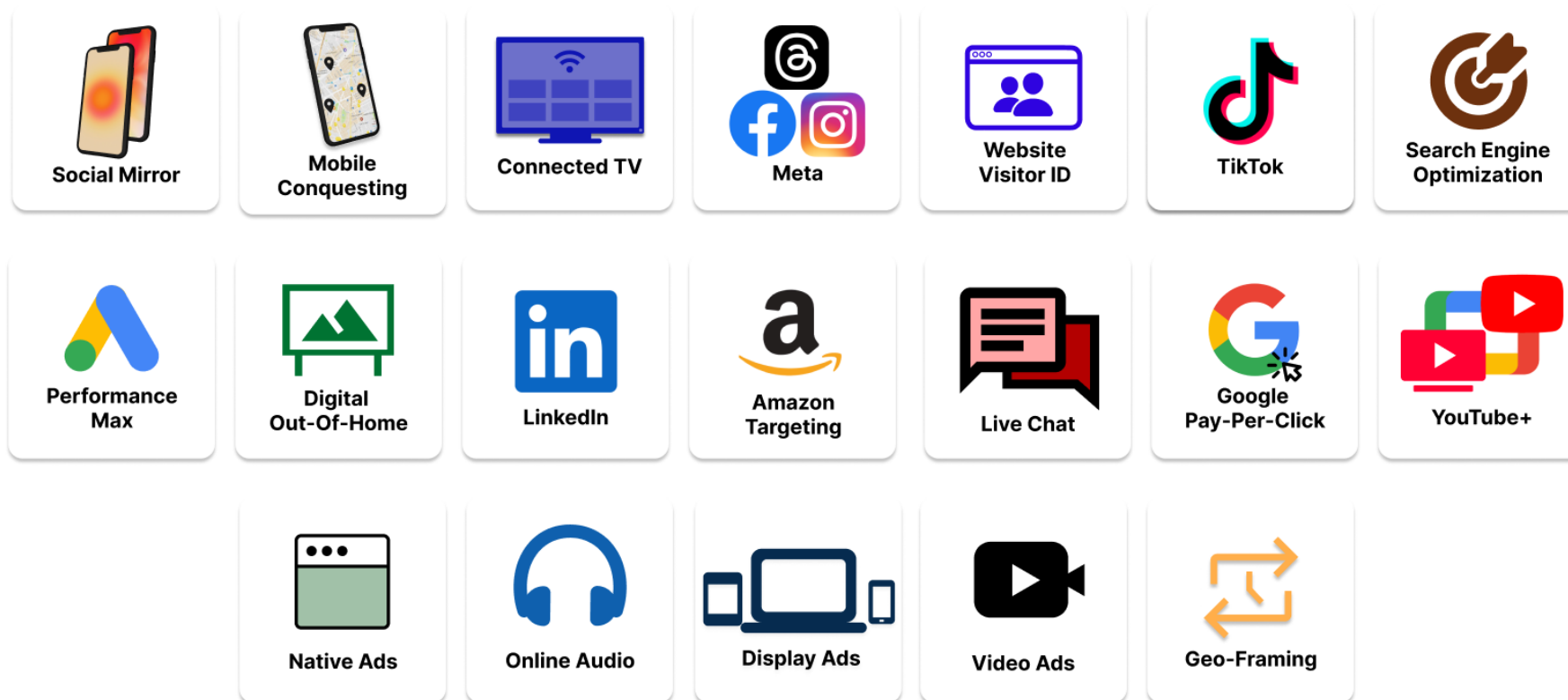
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Giant Eagle	1233 Broad Street	Johnstown	PA	15906			3	1	33.33%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.