

Digital Marketing Report

Impressions

How many ads were served:

6,284

Clicks

Times a user clicked on an ad

18

Click-Through Rate

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

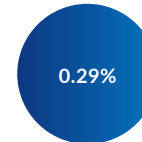
0.29%

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

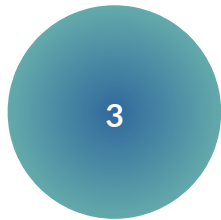
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Porterville College - Parents/Business & Vocational School Students Mobile	6,284	18	0.29%	4.09

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

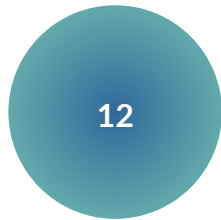
Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

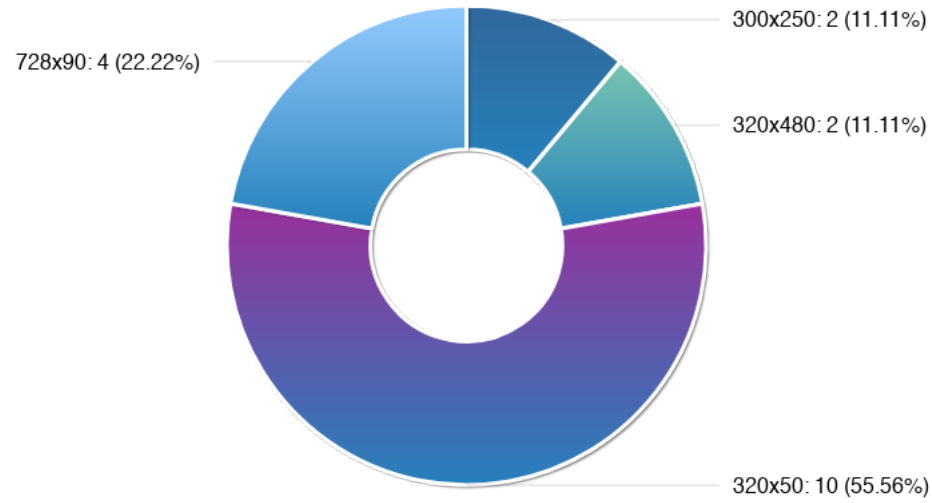
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Porterville College-General Information	100 E College AVE	Porterville	CA	93257	3

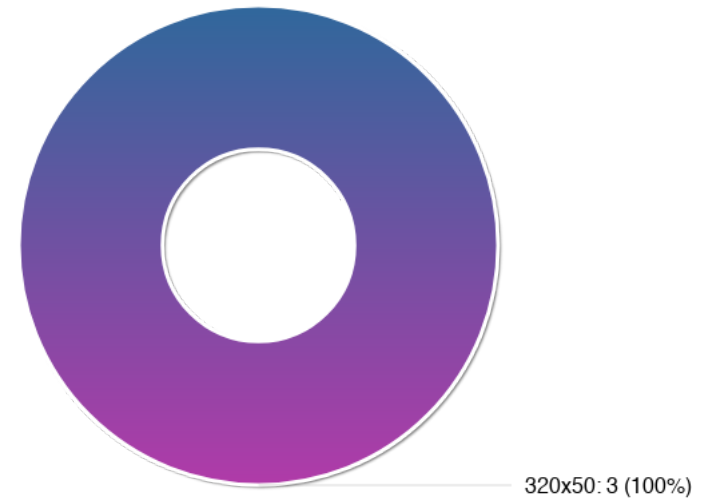
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Mobile Conquesting Ads 320x50 1	2,642	6	0.23%	3.24
	Mobile Conquesting Ads 320x50 15	2,638	4	0.15%	2.17
	Summer 2026 MC 300x250	219	1	0.46%	6.52
	Summer 2026 MC 300x2502	195	1	0.51%	7.33
	Mobile Ads 2025 728x90 2	179	0	0.00%	0.00
	Mobile Ads 2025 728x902	169	2	1.18%	16.91
	Mobile Ads 2025 728x90	167	2	1.20%	17.11
	Full Potential - 15	52	0	0.00%	0.00
	Ads Manager - IMAGE	10	1	10.00%	142.86
	Summer 2026 MC 320x480	8	1	12.50%	178.57

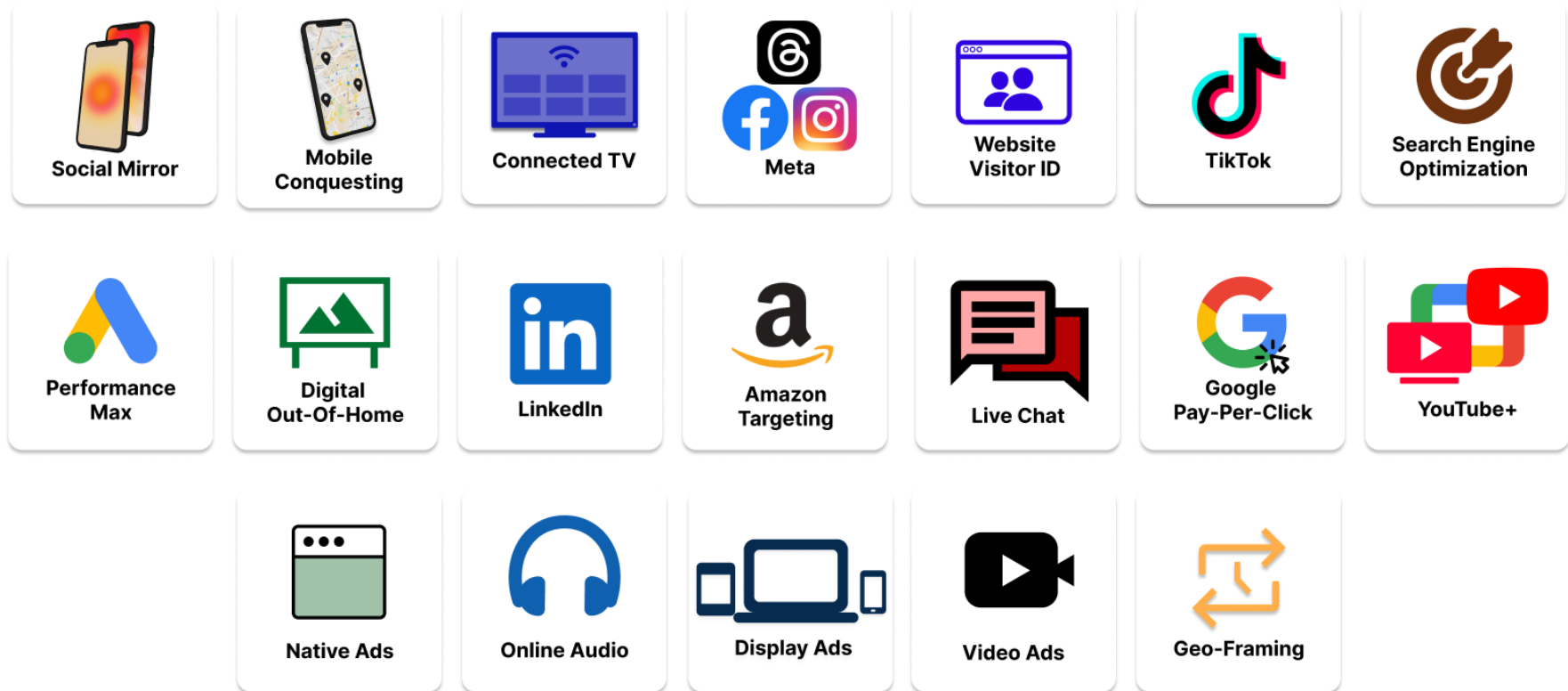
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



All available products in our *toolbox*.



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