



Digital Marketing Report

Impressions

How many ads were served:

205,375

Clicks

Times a user clicked on an ad

762

Click-Through Rate

(Clicks/Impressions) x 100

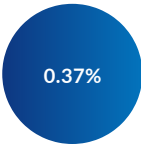
0.37%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.

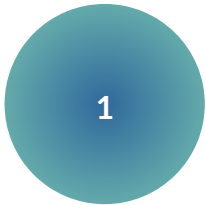


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Clear Choice Exteriors - Des Moines, Iowa - Home Improvement Shoppers Mobile	183,288	480	0.26%	3.74
Clear Choice Exteriors - Des Moines, Iowa - Geo-Retargeting Mobile	10,435	125	1.20%	17.11
Clear Choice Exteriors - Des Moines, Iowa - Site Retargeting Mobile	9,322	88	0.94%	13.49
Clear Choice Exteriors - Des Moines, Iowa - Geo-Fencing Mobile	2,330	69	2.96%	42.31



Mobile Conquesting Click Conversions



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

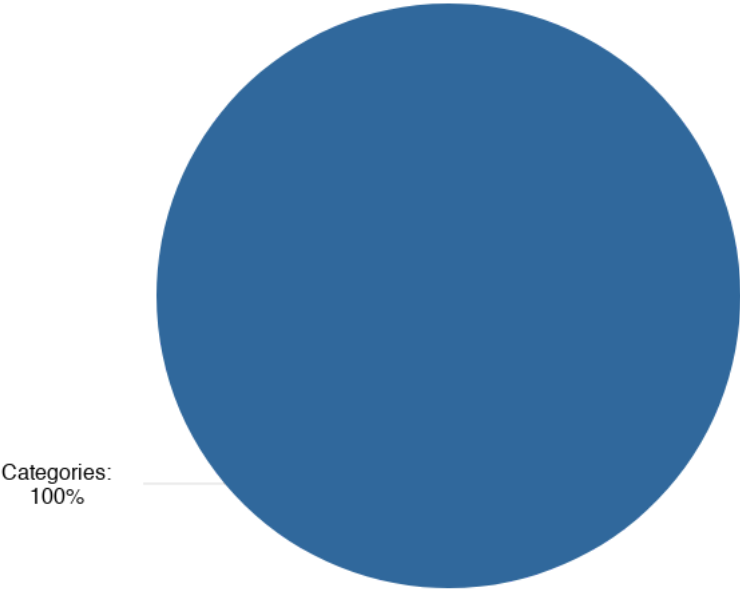
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Clear Choice Exteriors - Des Moines, Iowa Windows Page View	1

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click 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 ↓
Clear Choice Exteriors & Bath Makeover	75 NE Venture Dr g	Waukee	IA	50263	2

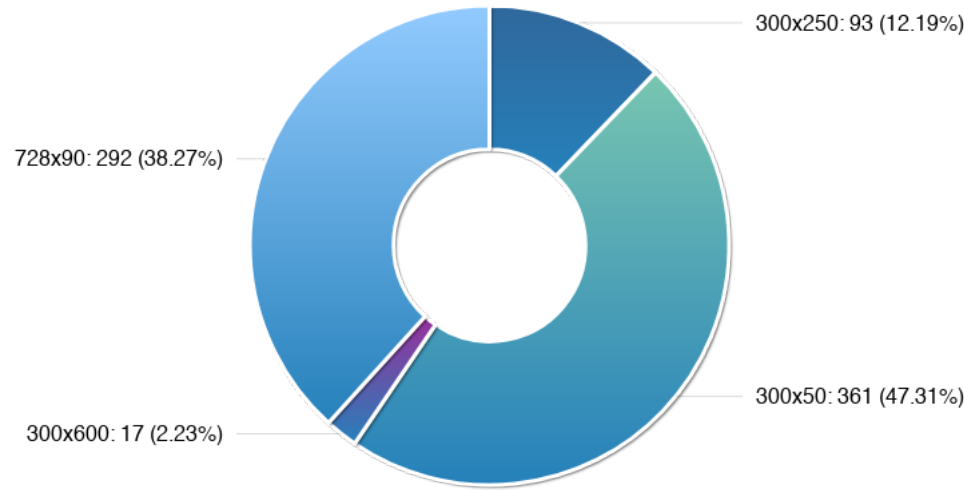


Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Clear Choice Exteriors - Des Moines, Iowa_WINDOWS - Clear Choice Exteriors b Bath Makeover of Iowa - 300x50 (Mobile banner).png	67,758	168	0.25%	3.54
	Clear Choice Exteriors - Des Moines, Iowa_SIDING - Clear Choice Exteriors b Bath Makeover of Iowa - 300x50 (Mobile banner).png	67,163	193	0.29%	4.11
	Clear Choice Exteriors - Des Moines, Iowa_WINDOWS - Clear Choice Exteriors b Bath Makeover of Iowa - 728x90 (Leaderboard).png	30,612	144	0.47%	6.72
	Clear Choice Exteriors - Des Moines, Iowa_SIDING - Clear Choice Exteriors b Bath Makeover of Iowa - 728x90 (Leaderboard).png	30,405	148	0.49%	6.95
	Clear Choice Exteriors - Des Moines, Iowa_SIDING - Clear Choice Exteriors b Bath Makeover of Iowa - 300x250 (Medium banner).png	4,480	45	1.00%	14.35
	Clear Choice Exteriors - Des Moines, Iowa_WINDOWS - Clear Choice Exteriors b Bath Makeover of Iowa - 300x250 (Medium banner).png	4,474	48	1.07%	15.33
	Clear Choice Exteriors - Des Moines, Iowa_SIDING - Clear Choice Exteriors b Bath Makeover of Iowa - 300x600 (Half Page).png	250	10	4.00%	57.14

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
Lowes	450 South Jordan Creek Pkwy	West Des Moines	IA	50266			2,288	69	3.02%
Lowes	1700 50th St	West Des Moines	IA	50266			33	0	0.00%
Home Depot	3700 University Ave	West Des Moines	IA	50266			6	0	0.00%
Des Moines	6000 SE 14th St	Des Moines	IA	50320			3	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.