

Digital Marketing Report

Impressions

How many ads were served:

76,926

Clicks

Times a user clicked on an ad

295

Click-Through Rate

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

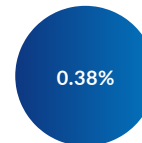
0.38%

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

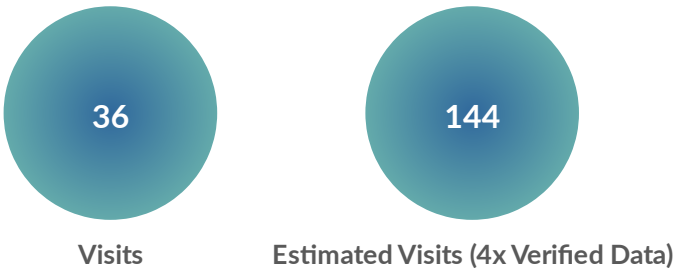
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Dunkin Qd Up - Coffee Lovers/Dunkin Visitors/QSR Visitors Mobile	76,926	295	0.38%	5.48

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

12

NUMBER OF LOCATIONS THAT TRACKED A VISIT

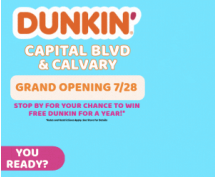
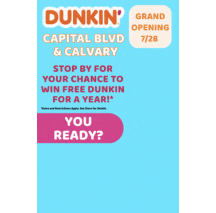
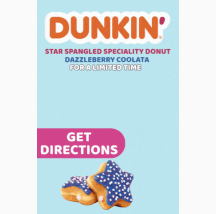


Mobile Conquesting Visits by Store Location

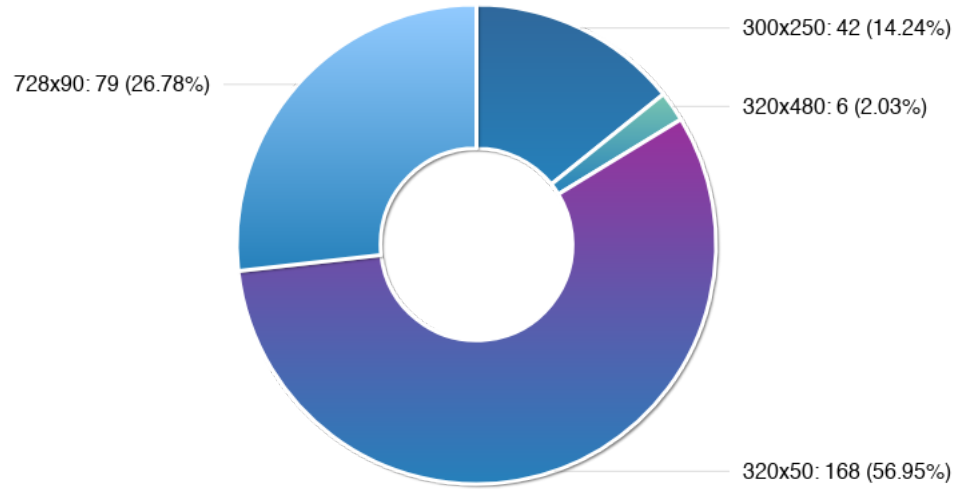
Grid contains more rows, but they have been clipped.

Business Name	Address	City	State	Zip	Visits ↓
Dunkin Donuts	2627 HWY 42 E	Clayton	NC	27527	17
Dunkin' Donuts	800 Perry RD	Apex	NC	27502	3
Dunkin'	510 Optical LN	Cary	NC	27513	3
Dunkin' Donuts	3817 Western BLVD	Raleigh	NC	27606	3
Dunkin' Donuts	2165 Pritchard Rd b	Clayton	NC	27527	2
Dunkin' Donuts	12612 Capital BLVD	Wake Forest	NC	27587	2
Dunkin' Donuts	3511 Kildaire Farm RD	Cary	NC	27518	1
Dunkin'	208 Matthews DR	Holly Springs	NC	27540	1
Dunkin Donuts	2115 TW Alexander Dr	Morrisville	NC	27560	1
Dunkin'	10000 ... RD	Wake	NC	27507	1

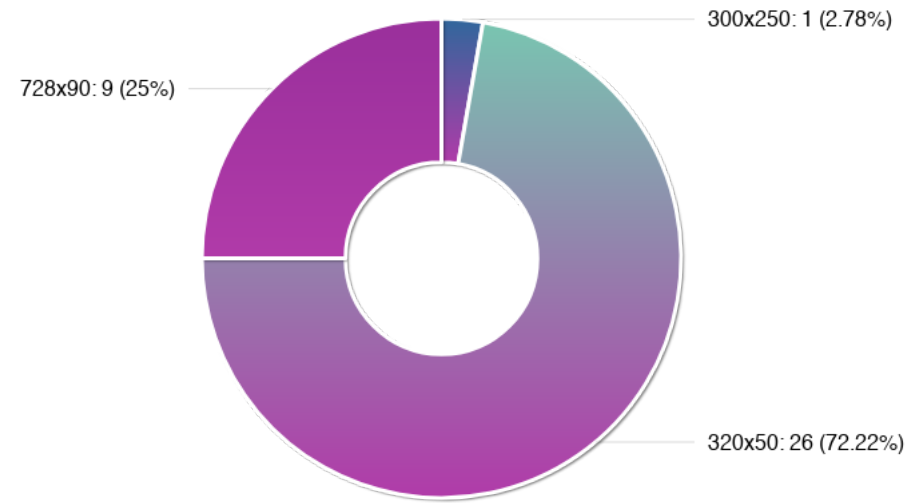
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Dunkin_8.gif	37,063	118	0.32%	4.55
	Dunkin_4th of July 320x50.gif	16,304	50	0.31%	4.38
	Dunkin_15.gif	15,751	54	0.34%	4.90
	Dunkin_4th of July 728x90.gif	5,475	25	0.46%	6.52
	Dunkin_2.gif	1,495	33	2.21%	31.53
	Dunkin_4th of July 300x250.gif	468	9	1.92%	27.47
	Dunkin Ad 320x480.gif	269	6	2.23%	31.86
	Dunkin_4th of July 320x480.gif	101	0	0.00%	0.00
	Dunkin_Pritchard Rd 728x90.gif	0	0	-	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



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.