

Digital Marketing Report

Impressions

How many ads were served:

102,520

Clicks

Times a user clicked on an ad

243

Click-Through Rate

(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.26%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

3.39

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%)
JFK Hyannis Museum - Museum Visitors/Boat Shoppers Mobile	59,598	113	0.19%	2.71
JFK Hyannis Museum - Geo-Retargeting Mobile	30,326	70	0.23%	3.30
JFK Hyannis Museum - Geo-Fencing Mobile	12,596	60	0.48%	6.80

Mobile Conquesting View-through Conversions

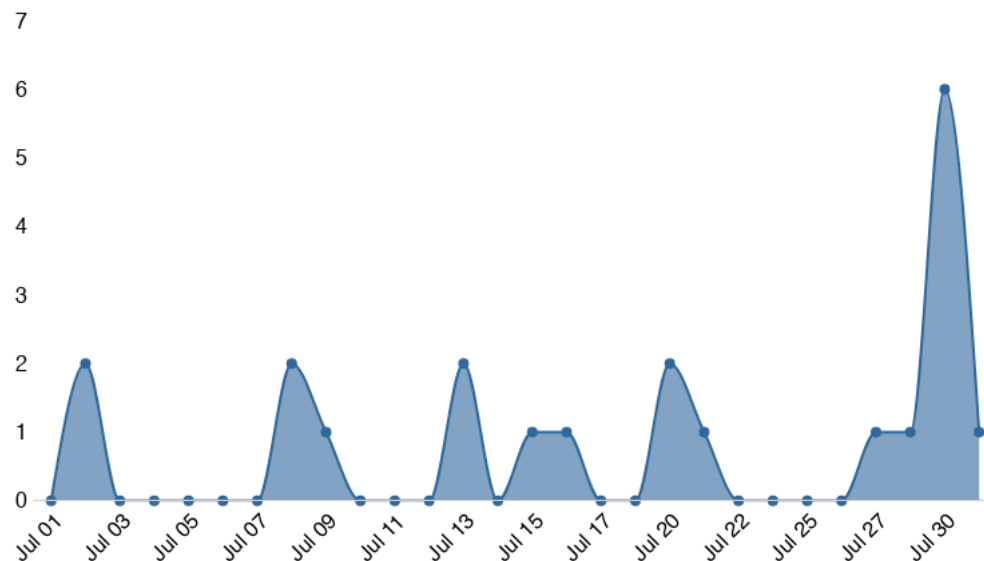
21

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

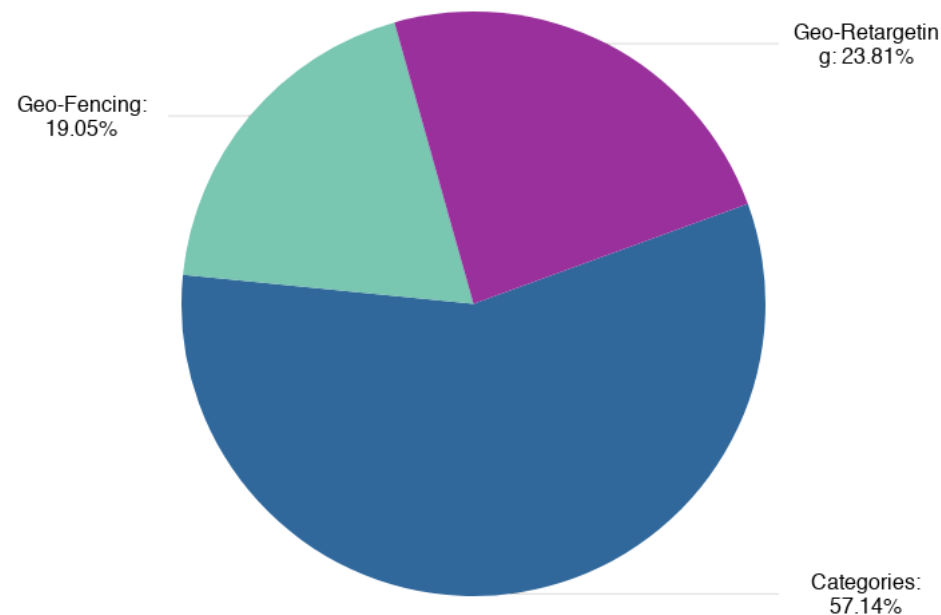
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
JFK Hyannis Museum Homepage Visits	21

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through 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.*

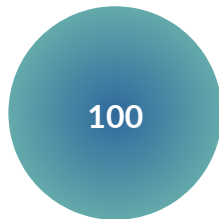
Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

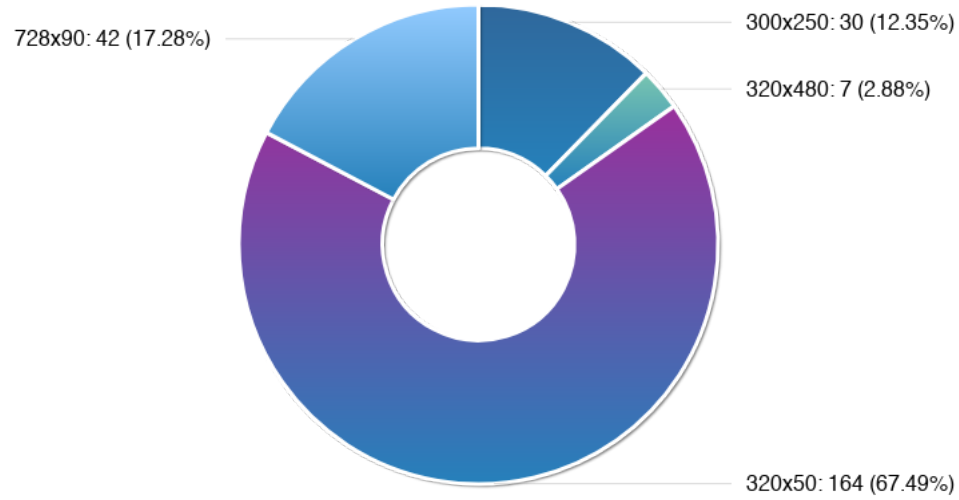


Estimated Visits (4x Verified Data)

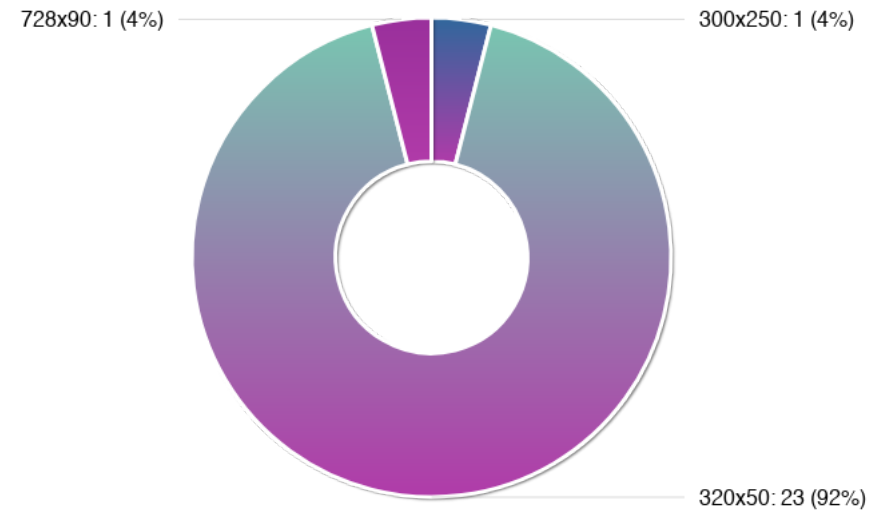
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
JFK Hyannis Museum	397 Main ST # C	Hyannis	MA	02601	25

Mobile Conquesting Click Performance by Ad Size

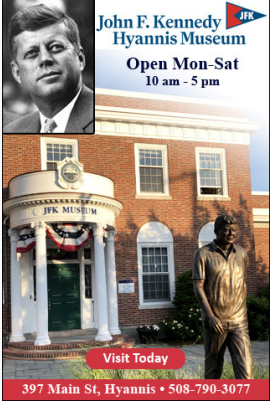


Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

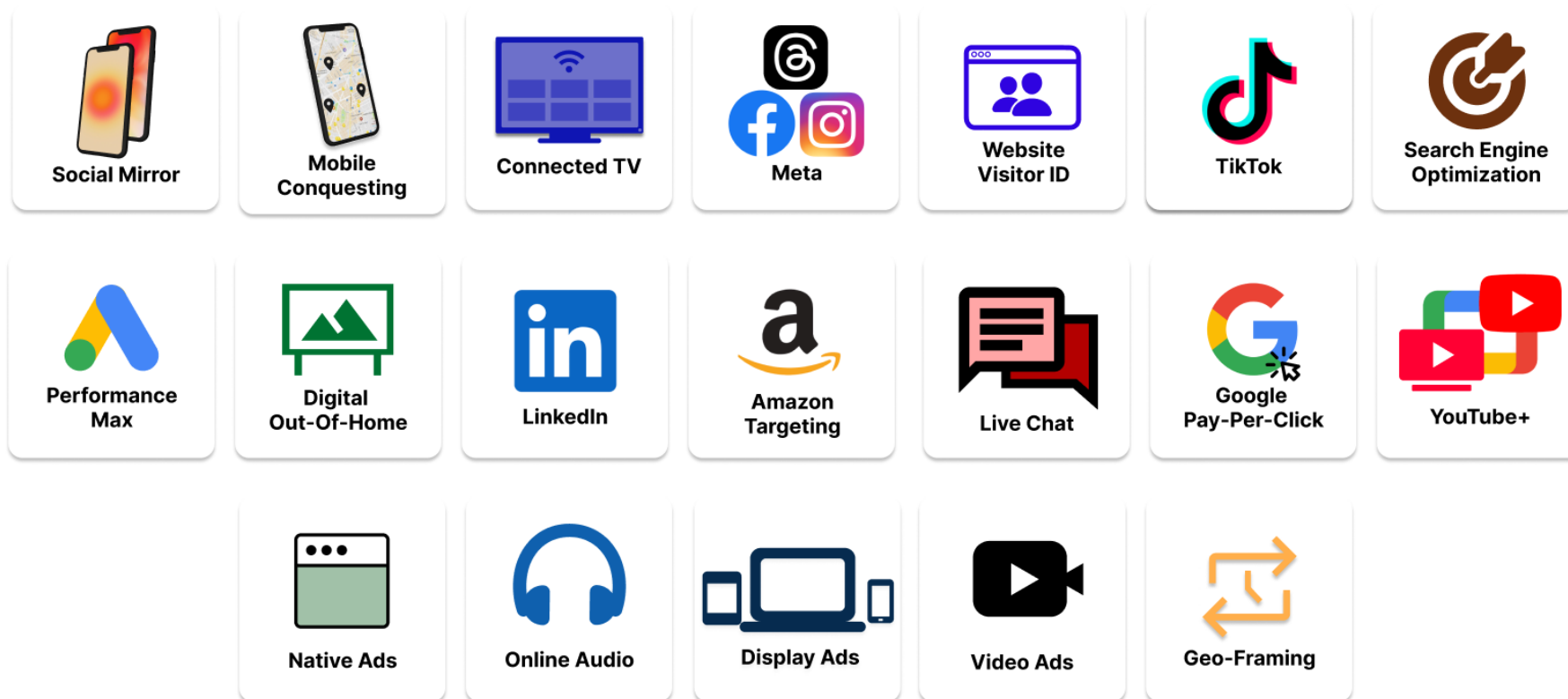
Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	JFK_Generic 320x50.jpg	81,070	122	0.15%	2.15
	JFK Hyannis Museum_Generic New Logo 320x50.jpg	5,811	42	0.72%	10.33
	JFK_Generic 300x250.jpg	6,330	28	0.44%	6.32
	JFK_Generic 728x90.jpg	8,181	27	0.33%	4.71
	JFK Hyannis Museum_Generic New Logo 728x90.jpg	746	15	2.01%	28.72
	JFK_Generic 320x480.jpg	151	6	3.97%	56.76

	JFK Hyannis Museum_Generic New Logo 300x250.jpg	218	2	0.92%	13.11
	JFK Hyannis Museum_Generic New Logo 320x480.jpg	13	1	7.69%	109.89

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
CC Central Railroad (ticket office)	252 Main Street	Hyannis	MA	2601			2,205	4	0.18%
Coast Guard Heritage Museum	3353 Main Street	Barnstable	MA	2630			2,146	6	0.28%
Hyannis Kennedy Memorial	480 Ocean Street	Hyannis	MA	02601			1,792	8	0.45%
Hy-Line Hyannis	220 Ocean Street	Hyannis	MA	2601			1,703	12	0.70%
Sandwich Glass Museum	129 Main Street	Sandwich	MA	2563			1,509	8	0.53%
Steamship Authority Hyannis	141 School Street	Hyannis	MA	2601			702	3	0.43%
Heritage Museums & Gardens	67 Grove Street	Sandwich	MA	02563			613	4	0.65%
CC Maritime Museum	135 South Street	Hyannis	MA	02601			585	3	0.51%
Hyannis Ferry Terminal	69 South Street	Hyannis	MA	2601			426	6	1.41%
Main Street Hyannis Area	397 Main Street	Hyannis	MA	02601			424	2	0.47%
St. Francis Xavier Church	347 South Street	Hyannis	MA	02601			391	2	0.51%
Zion Union Heritage Museum	276 North Street	Hyannis	MA	2601			47	1	2.13%
Cotuit Center for the Arts	4044 Falmouth Road	Cotuit	MA	2635			34	1	2.94%
CC Museum of Art	60 Hope Lane	Dennis	MA	02638			31	0	0.00%
Whydah Pirate Museum	674 Route 28	West Yarmouth	MA	02673			7	0	0.00%
Cape Playhouse	820 Main Street	Dennis	MA	02638			1	0	0.00%

All available products in our *toolbox*.



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