

Digital Marketing Report

Impressions

How many ads were served:

53,280

Clicks

Times a user clicked on an ad

89

Click-Through Rate

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

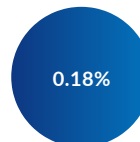
0.17%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



0.18%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



2.39

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%)
Benton Rodeo - Horseback Riding Visitors/Outdoors Shoppers/Farm Visitors Mobile	51,359	75	0.15%	2.09
Benton Rodeo - Site Retargeting Mobile	1,865	12	0.64%	9.19
Benton Rodeo - Geo-Fencing Mobile	56	2	3.57%	51.02

Mobile Conquesting View-through Conversions

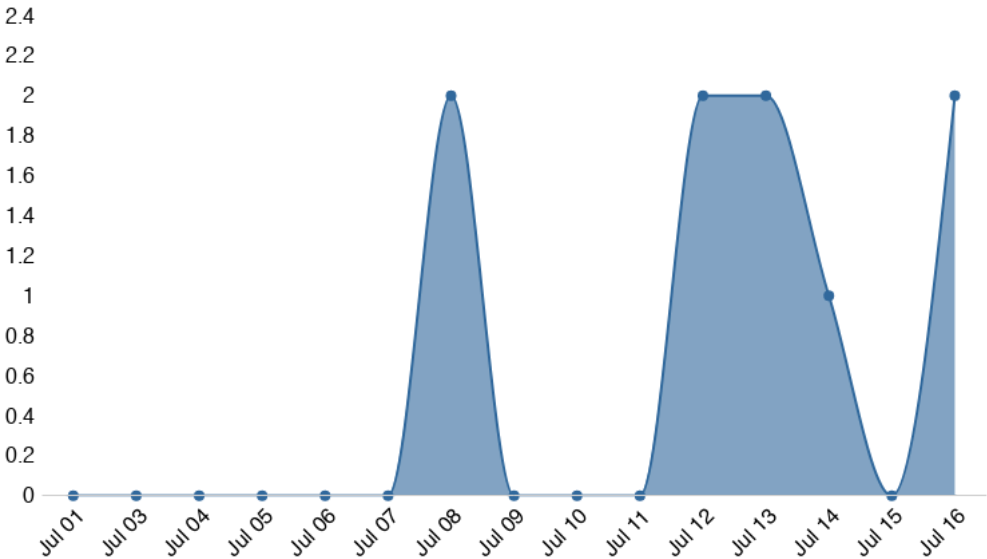


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

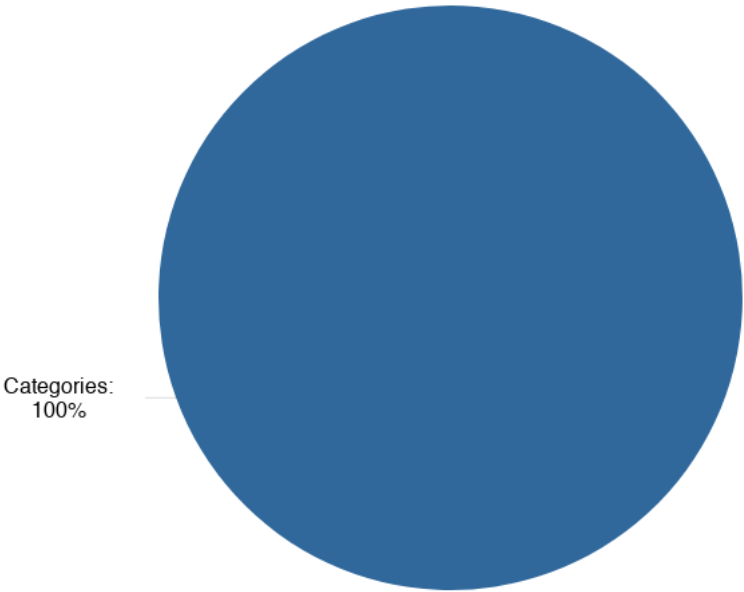
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Benton Rodeo Homepage Visits	9

Mobile Conquesting View-through Conversions by Day



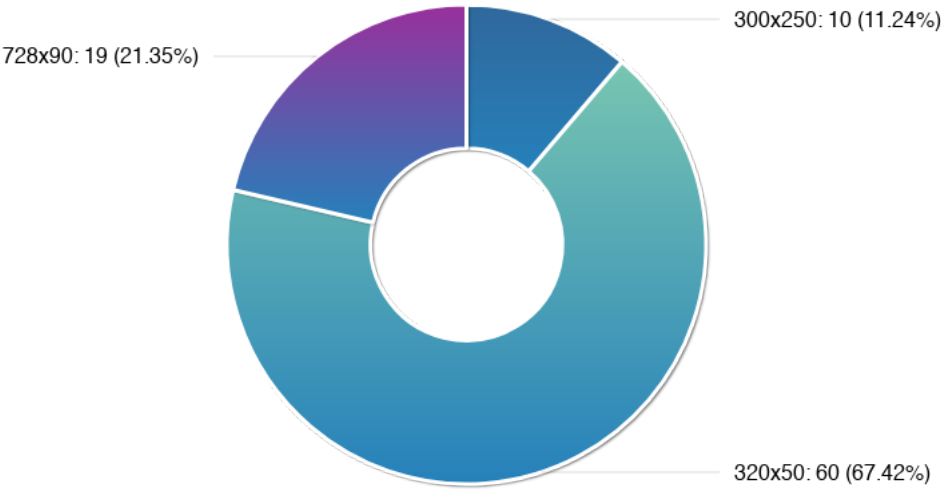
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Benton Rodeo_26Jun-Benton_Rodeo_320x50.gif	45,106	60	0.13%	1.90
	Benton Rodeo_26Jun-Benton_Rodeo_728x90.gif	5,129	19	0.37%	5.29
	Benton Rodeo_26Jun-Benton_Rodeo_300x250.gif	3,045	10	0.33%	4.69

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Bloomsburg Fair grounds	620 W 3rd St	Bloomsburg	PA	17815			31	2	6.45%
JPC equestrian in Drums	100 Hillside Dr	Drums	PA	18222			19	0	0.00%
Norm's farm store in watsontown	11560 PA-44	Watson town	PA	17777			3	0	0.00%
tack room mifflinburg	6506 Old Turnpike Rd	Mifflinburg	PA	17844			3	0	0.00%

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.