

Digital Marketing Report

Impressions

How many ads were served:

122,579

Clicks

Times a user clicked on an ad

185

Click-Through Rate

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

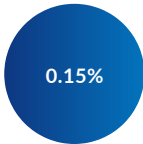
0.15%

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%)
The Student Bookstore Summer - Geo-Retargeting Mobile	53,435	58	0.11%	1.55
The Student Bookstore Summer - Site Retargeting Mobile	34,336	61	0.18%	2.54
The Student Bookstore Summer - NCAA/Sports/College Mobile	30,119	51	0.17%	2.42
The Student Bookstore Summer - Geo-Fencing Mobile	4,689	15	0.32%	4.57

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)

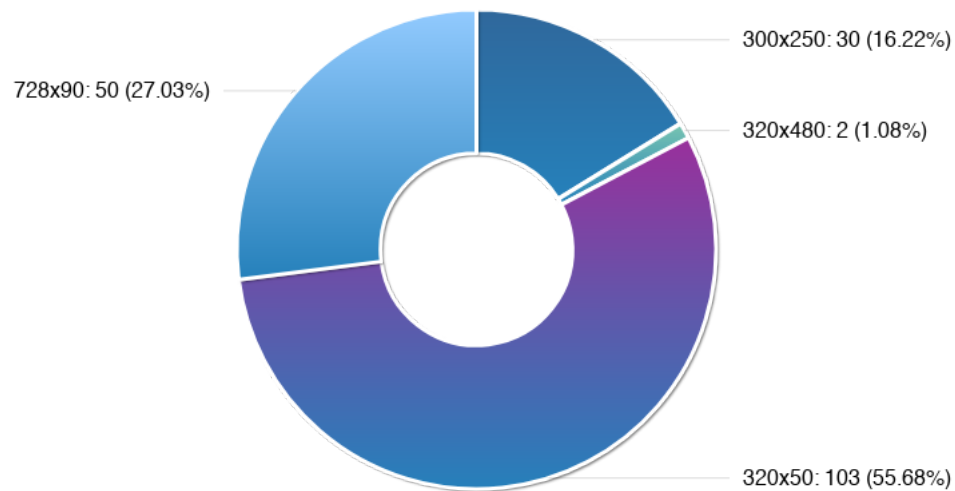
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Student Book Store	330 E College AVE	State College	PA	16801	47

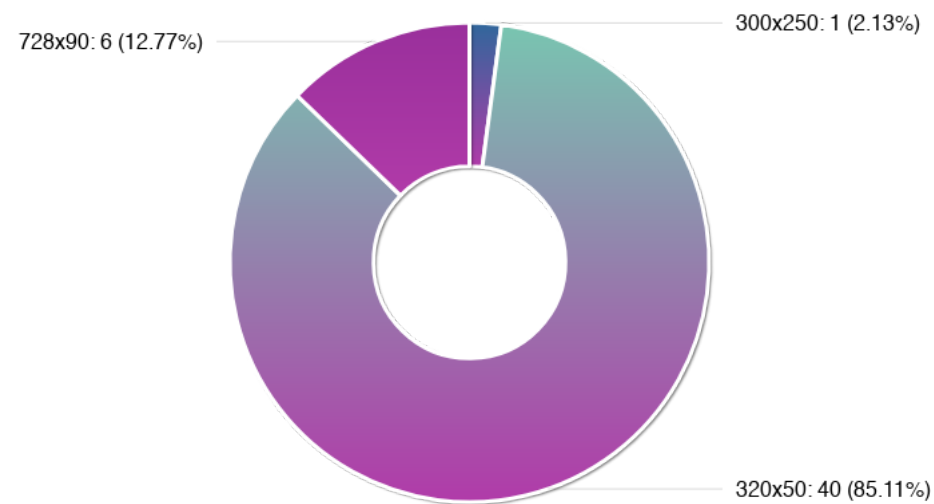
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Student Book Store Summer_SBS-ad-Carhartt-320x50-01.png	34,503	35	0.10%	1.45
	The Student Book Store Summer_SBS-ad-football-320x50-01.png	34,438	38	0.11%	1.58
	The Student Book Store Summer_SBS-ad-Yeti-320x50-01.png	34,302	30	0.09%	1.25
	The Student Book Store Summer_SBS-ad-Carhartt-728x90-01.png	4,081	13	0.32%	4.55
	The Student Book Store Summer_SBS-ad-football-728x90-03c.png	3,978	21	0.53%	7.54
	The Student Book Store Summer_SBS-ad-Yeti-728x90-01.png	3,971	16	0.40%	5.76
	The Student Book Store Summer_SBS-ad-football-300x250-03.png	2,520	8	0.32%	4.54
	The Student Book Store Summer_SBS-ad-Carhartt-300x250-01.png	2,381	13	0.55%	7.80
	The Student Book Store Summer_SBS-ad-Yeti-300x250-01.png	2,345	9	0.38%	5.48

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
	1555 University Dr	State College	PA	16801			4,507	13	0.29%
	1 Pollock Rd	State College	PA	16802			67	0	0.00%
	112 E College Ave	State College	PA	16801			46	0	0.00%
	125 S Atherton St	State College	PA	16801			20	0	0.00%
	1274 N Atherton St	State College	PA	16803			14	0	0.00%
	201 Old Main	State College	PA	16802			11	1	9.09%
	205 E Beaver Ave	State College	PA	16801			11	0	0.00%
	1925 Waddle Rd	State College	PA	16803			4	0	0.00%
	132 Village Dr	State College	PA	16803			3	0	0.00%
	330 E College Ave	State College	PA	16801			3	0	0.00%
	1935 Waddle Rd	State College	PA	16803			2	0	0.00%
	206 E College Ave	State College	PA	16801			2	0	0.00%
	720 Curtin Rd	State College	PA	16801			2	1	50.00%
	414 E College Ave	State College	PA	16801			1	0	0.00%
	1101 E College Ave	State College	PA	16801			0	0	-
	1688 N Atherton St	State College	PA	16803			0	0	-
	352 E College Ave	State College	PA	16801			0	0	-

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



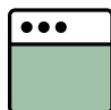
Live Chat



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.