

Digital Marketing Report

Impressions

How many ads were served:

103,087

Clicks

Times a user clicked on an ad

180

Click-Through Rate

(Clicks/Impressions) x 100

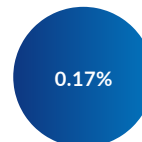
0.17%

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%)
Lewisburg Liquidators - Home Improvement Shoppers/Lowes Shoppers/Furniture Shoppers Mobile	83,484	100	0.12%	1.71
Lewisburg Liquidators - Geo-Retargeting Mobile	14,912	50	0.34%	4.79
Lewisburg Liquidators - Site Retargeting Mobile	4,401	27	0.61%	8.76
Lewisburg Liquidators - Geo-Fencing Mobile	290	3	1.03%	14.78

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)

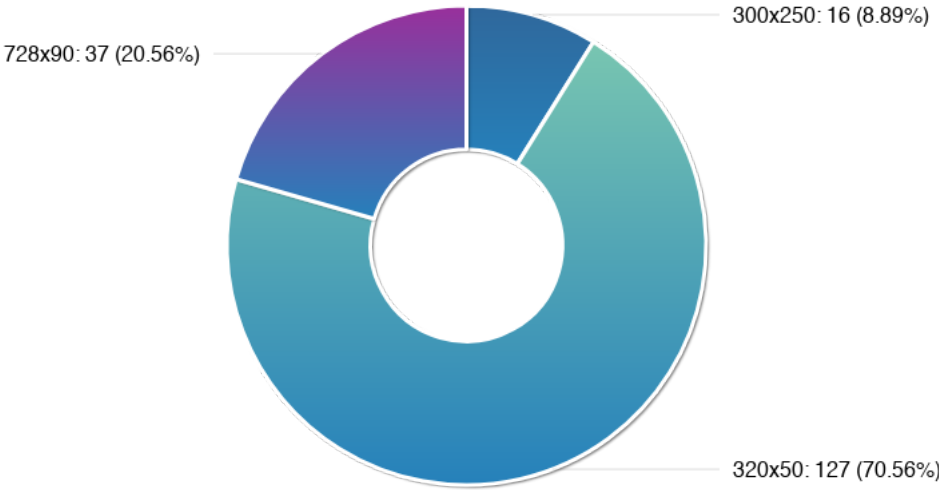
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Lewisburg Liquidation Center	1601 Industrial Blvd	Lewisburg	PA	17837	13

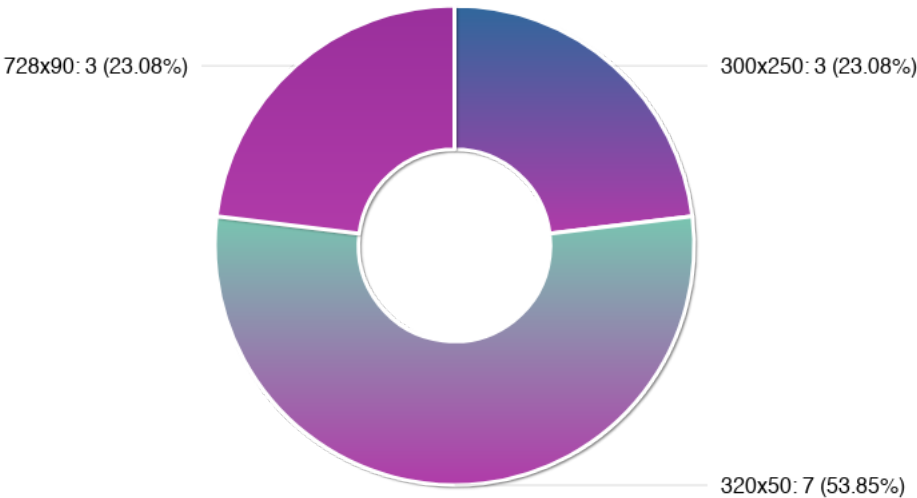
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lewisburg Liquidators_Lewisburg_Liquidation_320x50.png	86,784	127	0.15%	2.09
	Lewisburg Liquidators_Lewisburg_Liquidation_728x90.png	12,405	37	0.30%	4.26
	Lewisburg Liquidators_Lewisburg_Liquidation_300x250.png	3,898	16	0.41%	5.86

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
	119 Market St	Lewisburg	PA	17837			217	3	1.38%
	61 N Main St	Hughesville	PA	17737			44	0	0.00%
	35 S. Fourth Street	Sunbury	PA	17801			24	0	0.00%
	560 Montgomery Pike	South Williamsport	PA	17702			3	0	0.00%
	7405 Westbranch Hwy	Lewisburg	PA	17837			2	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.