

Digital Marketing Report

Impressions

How many ads were served:

31,521

Clicks

Times a user clicked on an ad

128

Click-Through Rate

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

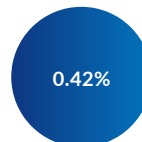
0.41%

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%)
Big Butler Fair - Geo-Fencing Mobile	14,837	62	0.42%	5.97
Big Butler Fair - Geo-Retargeting Mobile	12,359	41	0.33%	4.74
Big Butler Fair - Site Retargeting Mobile	3,783	24	0.63%	9.06
Big Butler Fair - Event Center Visitors/Family Entertainment Center Visitors Mobile	542	1	0.18%	2.64

Mobile Conquesting View-through Conversions

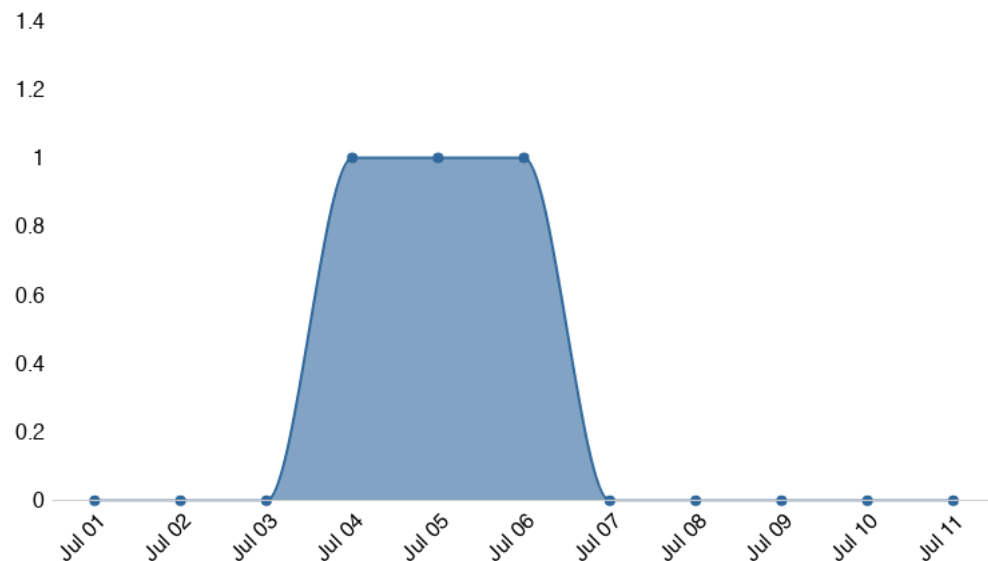


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

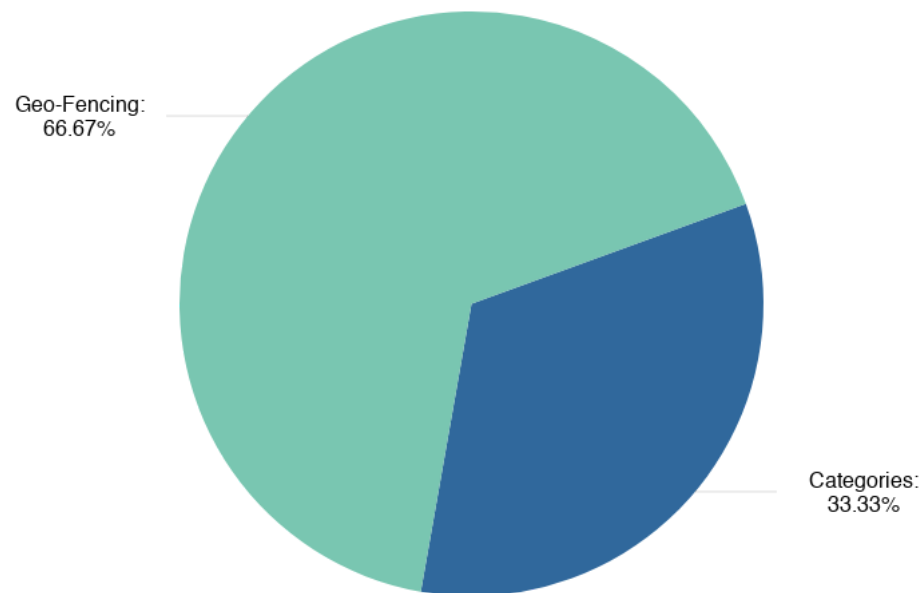
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Big Butler Fair Homepage Visits	3

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)

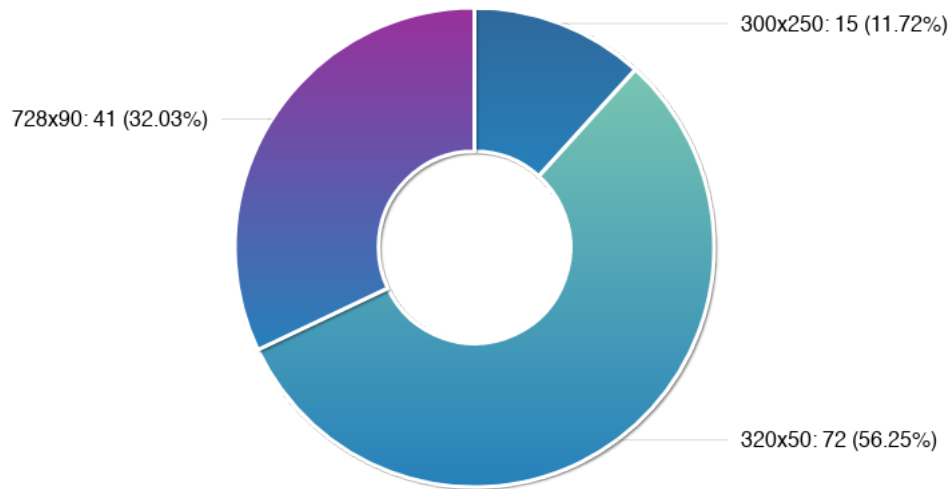
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Butler Fair & Agricultural Association	1127 New Castle RD	Prospect	PA	16052	5

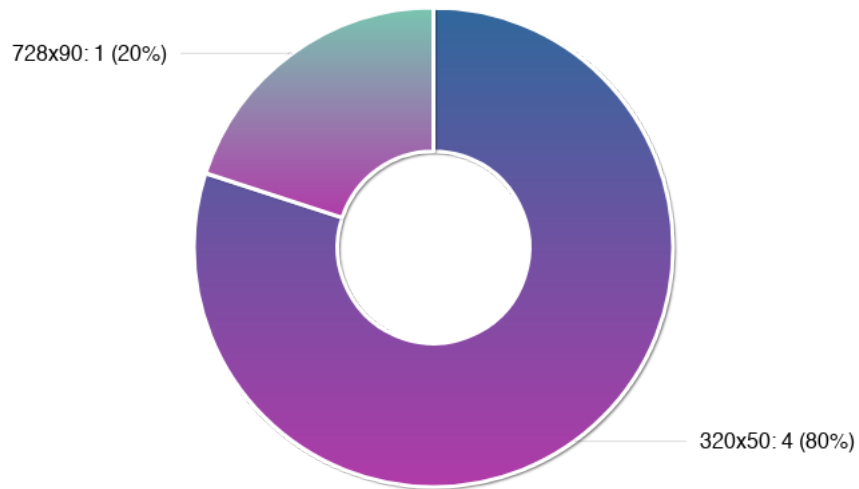
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Big Butler Fair_6.8_26June-BigButlerFair_320x50.gif	19,259	72	0.37%	5.34
	Big Butler Fair_6.8_26June-BigButlerFair_728x90.gif	10,995	41	0.37%	5.33
	Big Butler Fair_6.8_26June-BigButlerFair_300x250.gif	1,215	15	1.23%	17.64
	Big Butler Fair_6.8_26June-BigButlerFair_320x480.gif	52	0	0.00%	0.00

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
							14,609	61	0.42%
							228	1	0.44%

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.