

Digital Marketing Report

Impressions

How many ads were served:

122,349

Clicks

Times a user clicked on an ad

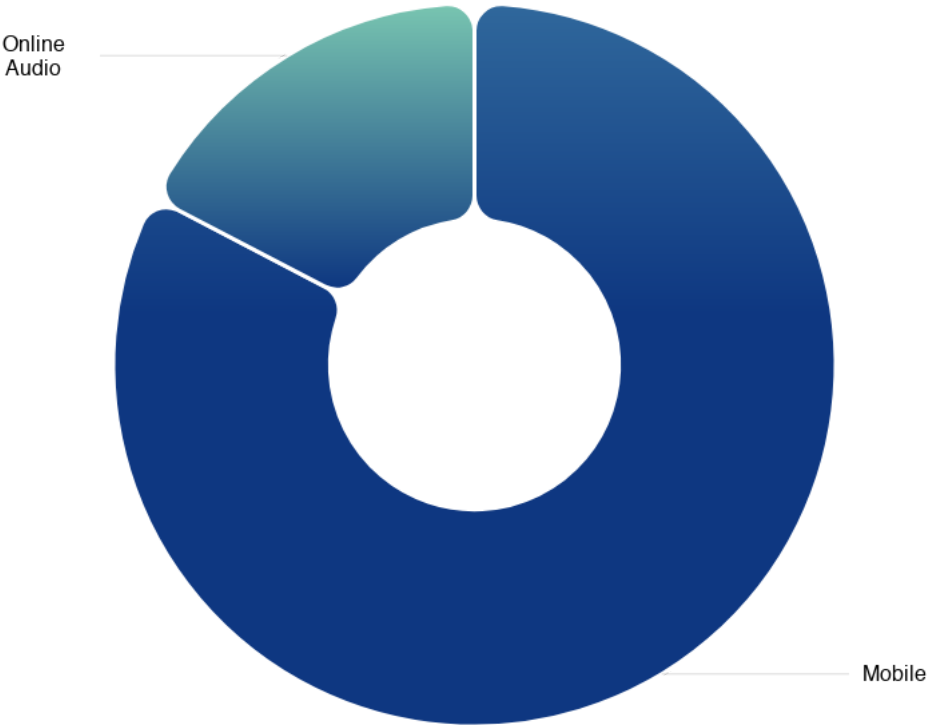
384

Click-Through Rate

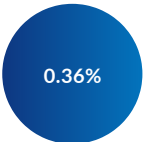
(Clicks/Impressions) x 100

0.31%

Your Product Breakout by Impressions



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%)
Crawford County Convention and Visitors Bureau - Vacation Rentals Visitors/Tourist Attraction Center Visitors Mobile	67,800	223	0.33%	4.70
Crawford County Convention and Visitors Bureau - Geo-Retargeting Mobile	30,037	117	0.39%	5.56
Crawford County Convention and Visitors Bureau - Families/Domestic Travel Enthusiasts Online Audio	16,785	1	0.01%	0.09
Crawford County Convention and Visitors Bureau - AI Online Audio	4,246	1	0.02%	0.34
Crawford County Convention and Visitors Bureau - Site Retargeting Mobile	3,000	39	1.30%	18.57
Crawford County Convention and Visitors Bureau - Geo-Fencing Mobile	287	3	1.05%	14.93
Crawford County Convention and Visitors Bureau - Retargeting Online Audio	194	0	0.00%	0.00

Mobile Conquesting View-through Conversions

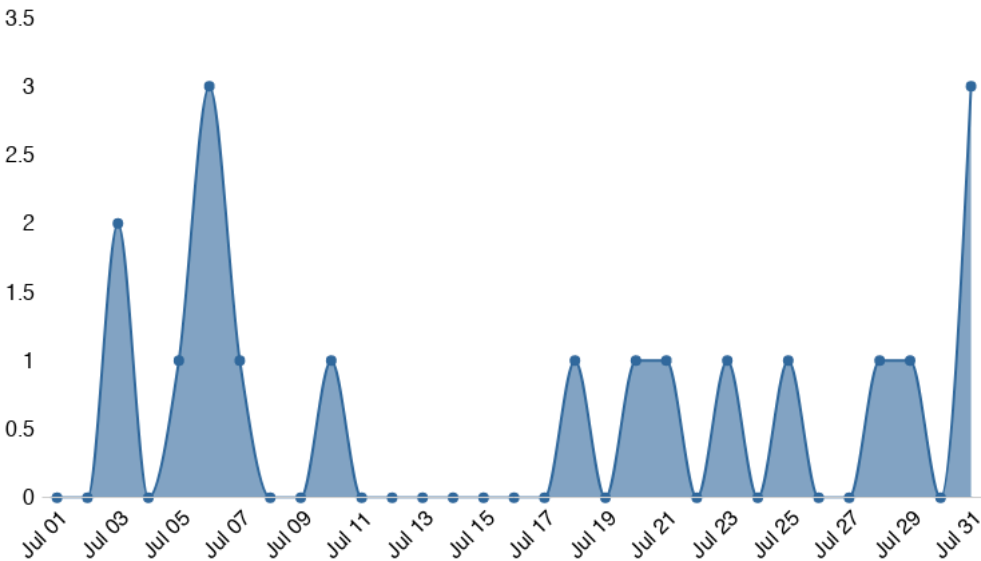


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

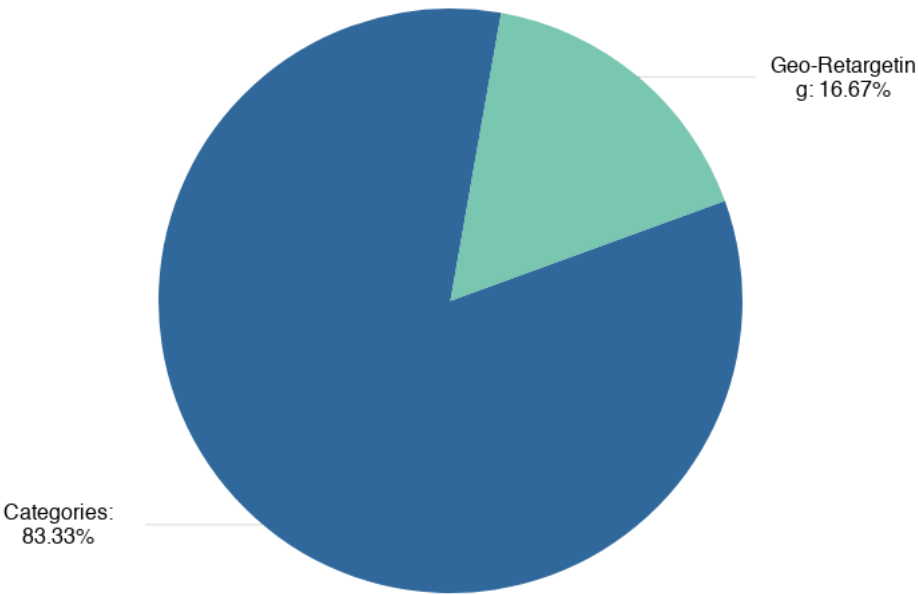
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Crawford County Convention and Visitors Bureau Homepage Visits	18

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Online Audio View-through Conversions

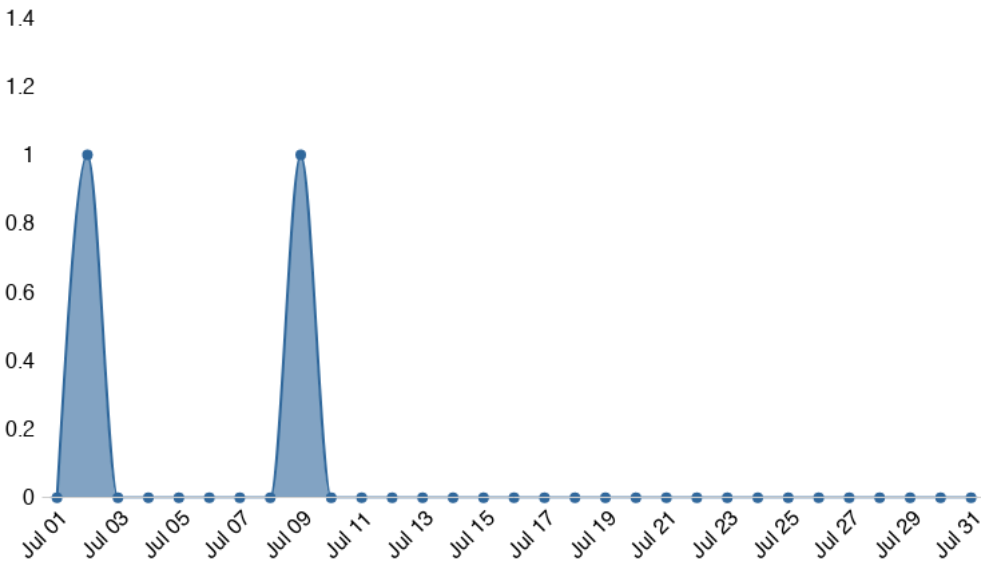


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

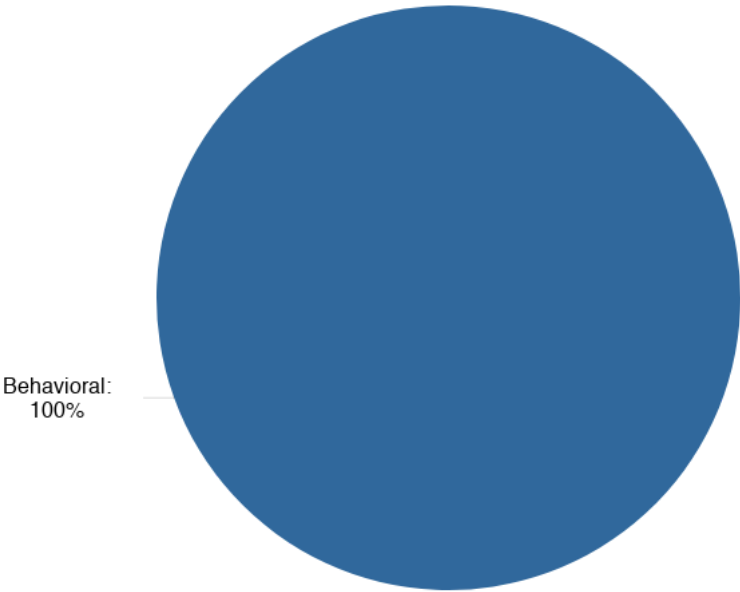
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Crawford County Convention and Visitors Bureau Homepage Visits	2

Online Audio View-through Conversions by Day



Top Online Audio 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)

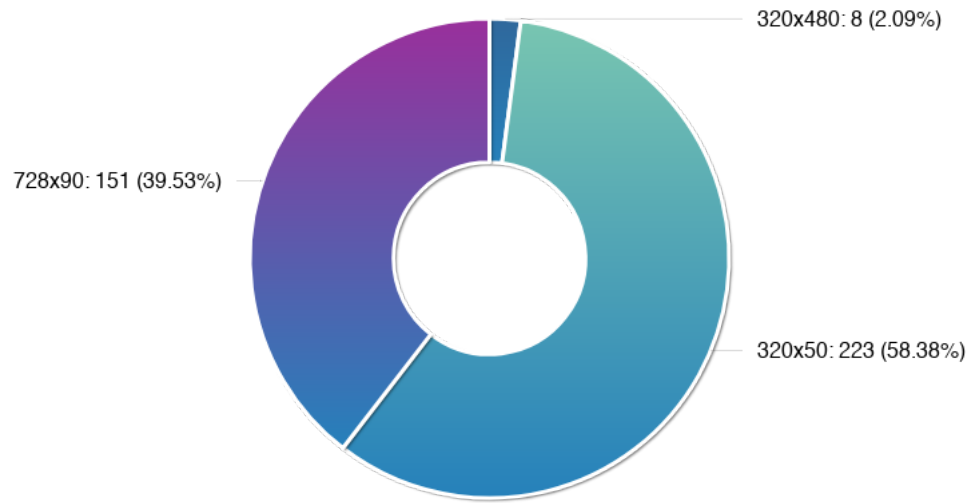
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Crawford County Convention and Visitors Bureau	16709 Conneaut Lake Rd	Meadville	PA	16335	1,676

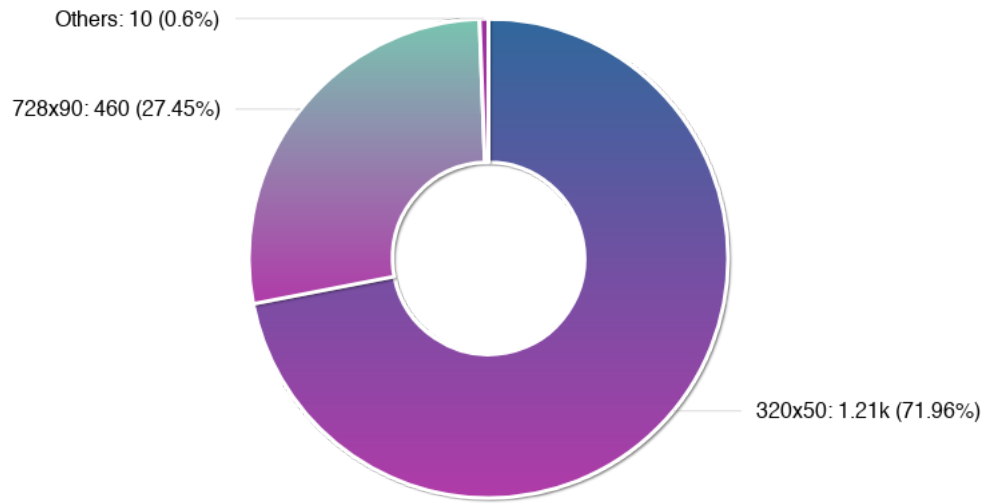
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Crawford County Convention and Visitors Bureau_6.11_CRAWFORDCOUNTY-APRIL-320x50.gif	67,034	223	0.33%	4.75
	Crawford County Convention and Visitors Bureau_6.11_CRAWFORDCOUNTY-APRIL-728x90.gif	33,606	151	0.45%	6.42
	Crawford County Convention and Visitors Bureau_6.11_26Jun-CrawfordCo_320x480.gif	484	8	1.65%	23.61

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Crawford County Convention and Visitors Bureau_6.11_CRAWFORD COUNTY CONVENTION AND VISITORS BUREAU_DISCOVER CRAWFORD COUNTY_060526.mp3	21,225	2	0.01%	0.13

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Crawford County Convention and Visitors Bureau - Families/Domestic Travel Enthusiasts Online Audio	97.32%	96.02%	95.08%	94.32%
Crawford County Convention and Visitors Bureau - AI Online Audio	95.10%	93.83%	92.72%	92.16%
Crawford County Convention and Visitors Bureau - Retargeting Online Audio	93.81%	93.81%	95.36%	95.36%



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Rock'n'Roll Hall of Fame	East 9th Street	Cleveland	OH	44114			287	3	1.05%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	9,476	1	0.01%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,693	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	2,863	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	746	1	0.13%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	576	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	502	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	7	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	5,451	0	0.00%
Vizio	4,894	0	0.00%
Samsung	3,608	1	0.03%
Motorola	469	0	0.00%
Amazon	402	0	0.00%
Google	257	0	0.00%
Roku	50	0	0.00%
Philips	34	0	0.00%
TCL	22	0	0.00%
LG	17	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	3,643	0	0.00%
Spotify: Play music & podcasts	2,029	1	0.05%
tasteofhome.com	732	0	0.00%
rollingstone.com	728	0	0.00%
fortune.com	582	0	0.00%
deadline.com	310	0	0.00%
familyhandyman.com	230	0	0.00%
rd.com	227	0	0.00%
robbreport.com	222	0	0.00%
spotify.com	118	0	0.00%
live365.com	74	0	0.00%
iheart.com	70	0	0.00%
birdsandblooms.com	45	0	0.00%
ncnewsonline.com	41	0	0.00%
variety.com	37	0	0.00%
buffalonews.com	36	0	0.00%
wfmz.com	33	0	0.00%
k105country.com	31	0	0.00%
iHeart: #1 for Radio, Podcasts	18	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	16	0	0.00%

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.