

Digital Marketing Report

Impressions

How many ads were served:

104,275

Clicks

Times a user clicked on an ad

400

Click-Through Rate

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

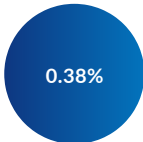
0.38%

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.

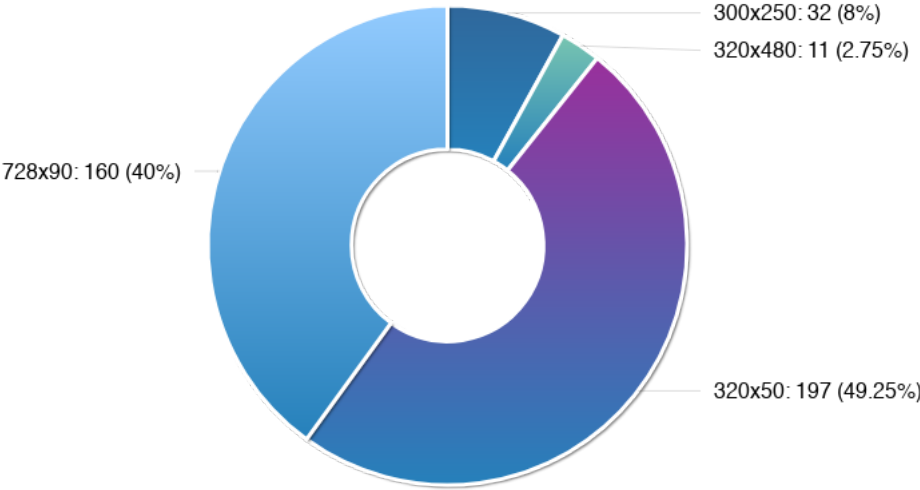
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Niles Canyon Post Acute - Geo-Retargeting Mobile	100,346	381	0.38%	5.42
Niles Canyon Post Acute - Geo-Fencing Mobile	3,929	19	0.48%	6.91

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Niles Canyon Post Acute_6.2_NC-Banner-320x50.gif	71,532	197	0.28%	3.93
	Niles Canyon Post Acute_6.2_NC-Banner-728by90.gif	28,409	160	0.56%	8.05
	Niles Canyon Post Acute_6.2_NC-Banner-300x250.gif	3,921	32	0.82%	11.66
	Niles Canyon Post Acute_6.2_NC-Banner-320x480	391	10	2.56%	36.54
	Niles Canyon Post Acute_6.2_NC-Banner-320x480.gif	22	1	4.55%	64.94

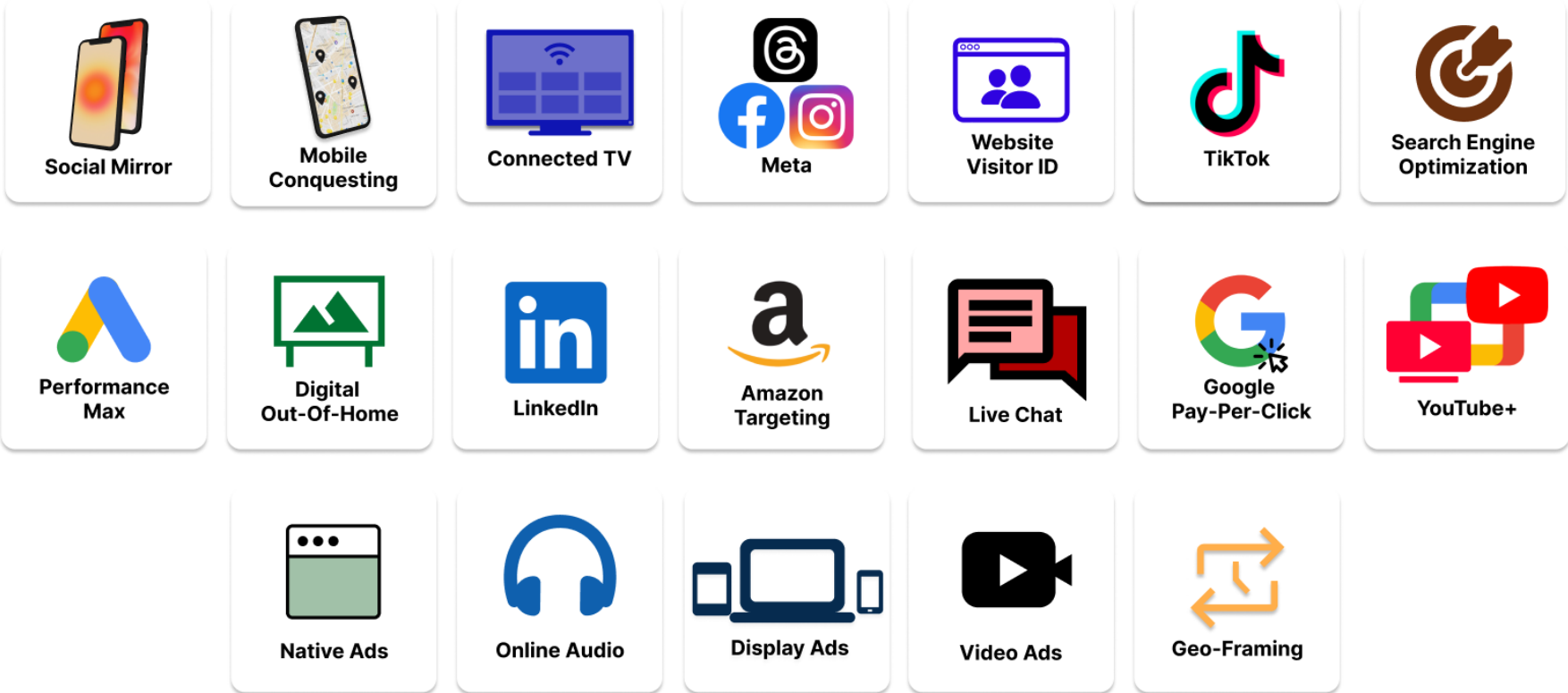
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
					37.558634	(121.980294)	3,929	19	0.48%

All available products in our *toolbox*.



Your account team is [here to help](#) - reach out with any questions or to explore new ideas.