

Digital Marketing Report

Impressions

How many ads were served:

166,151

Clicks

Times a user clicked on an ad

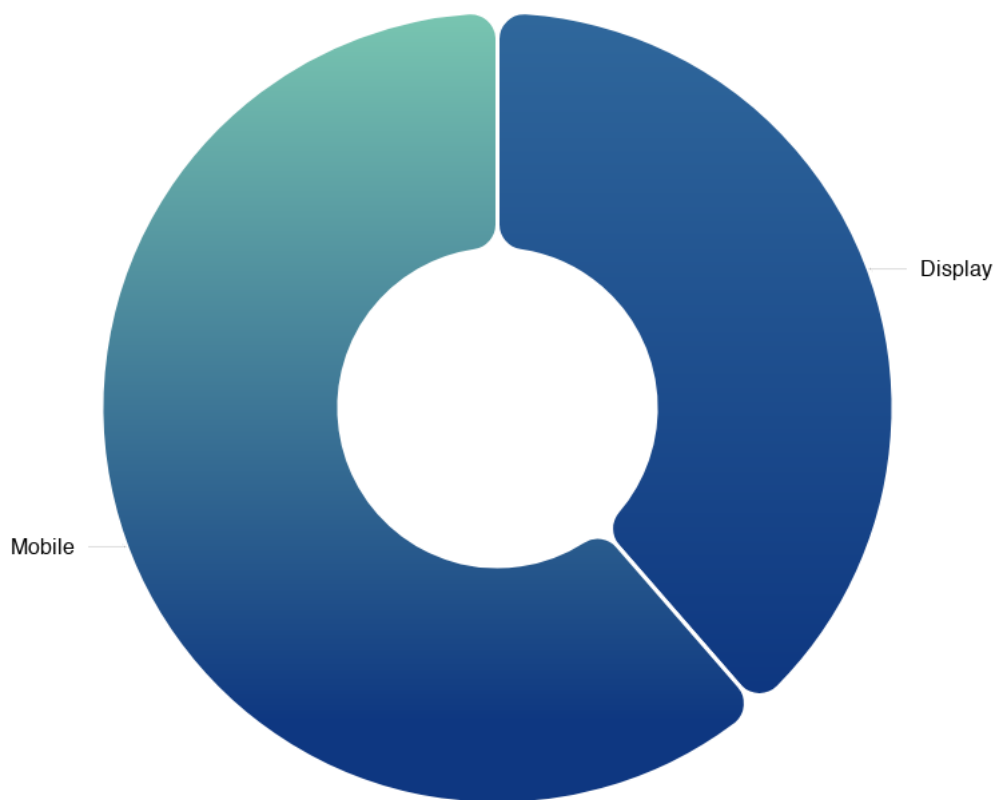
984

Click-Through Rate

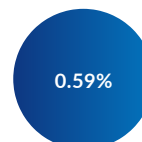
(Clicks/Impressions) x 100

0.59%

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.

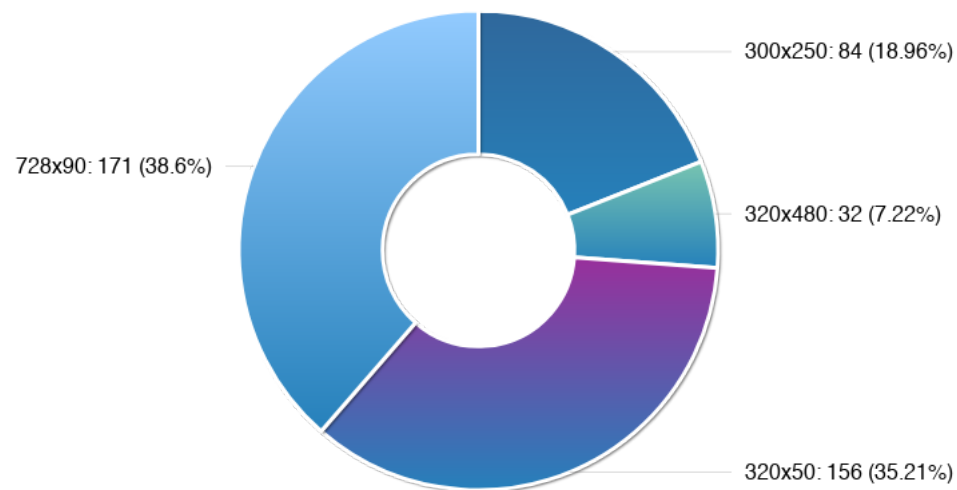
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
John 3:16 Mission MC Retail - Parents/Goodwill Shoppers Mobile	99,221	497	0.50%	7.16
John 3:16 Mission MC Retail - AI Display	64,144	443	0.69%	9.87
John 3:16 Mission MC Retail - Geo-Retargeting Mobile	2,713	40	1.47%	21.06
John 3:16 Mission MC Retail - Geo-Fencing Mobile	73	4	5.48%	78.28

Display Creative Performance

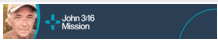
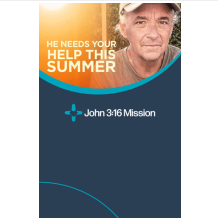
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	John 3:16 Mission MC Retail_6.25_320x50_2	15,867	84	0.53%	7.56
	John 3:16 Mission MC Retail_6.25_728x90_2	9,159	81	0.88%	12.63
	John 3:16 Mission MC Retail_6.25_320x50	12,096	67	0.55%	7.91
	John 3:16 Mission MC Retail_6.25_728x90	8,643	63	0.73%	10.41
	John 3:16 Mission MC Retail_6.25_300x250_2	6,892	43	0.62%	8.91
Thumbnail not available	John 3:16 Mission MC Retail_6.25_300x250	6,778	37	0.55%	7.80
	John 3:16 Mission MC Retail_7.16_728x90	2,797	27	0.97%	13.79
	John 3:16 Mission MC Retail_6.25_320x480	773	15	1.94%	27.72
	John 3:16 Mission MC Retail_6.25_320x480_2	869	15	1.73%	24.66

Display Click Performance by Ad Size

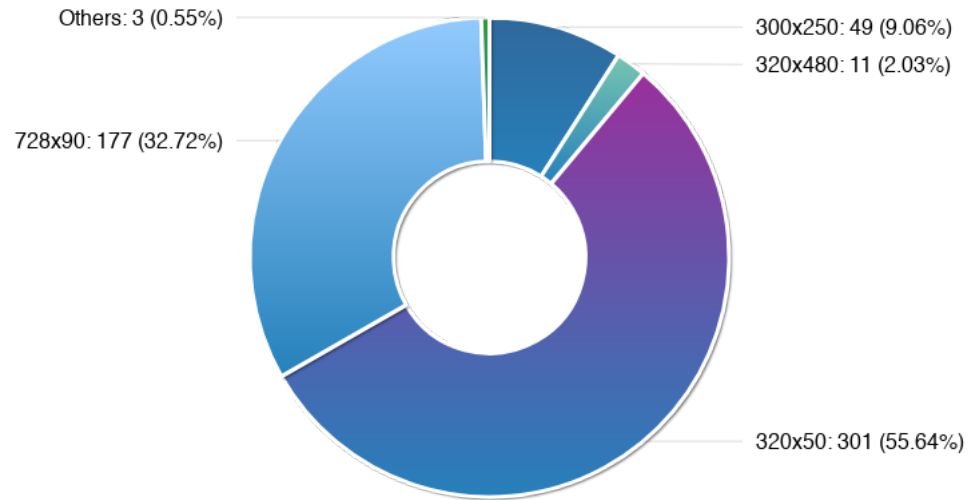


Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Orange_320x50.gif	33,098	153	0.46%	6.60
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Brown_320x50.gif	32,623	148	0.45%	6.48
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Brown_728x90.gif	16,309	95	0.58%	8.32
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Orange_728x90.gif	15,960	82	0.51%	7.34
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Orange_300x250.gif	1,741	24	1.38%	19.69
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Brown_300x250.gif	1,618	25	1.55%	22.07
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Orange_320x480.gif	313	4	1.28%	18.26
	John 316 Mission MC Retail_6.25_John316_SummerHeat_ Brown_320x480.gif	299	7	2.34%	33.44

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Chick-fil-A - Bartlesville	602 SE Washington Blvd	Bartlesville	OK	74006			21	0	0.00%
Chick-fil-A - Sand Springs	450 S Hwy 97	Sand Springs	OK	74063			13	0	0.00%
Chick-fil-A - Southroads Shopping Center	4933 E 41st St	Tulsa	OK	74135			8	2	25.00%
Chick-fil-A - 13th & Utica	1660 E 13th St	Tulsa	OK	74120			6	0	0.00%
Chick-fil-A - Creek Turnpike & Aspen Ave	5501 S Aspen Ave	Broken Arrow	OK	74011			6	1	16.67%
Chick-fil-A - Bixby	14811 S Memorial Dr	Bixby	OK	74008			5	0	0.00%
Chick-fil-A - Brookside	4191 S Peoria Ave	Tulsa	OK	74105			5	0	0.00%
Chick-fil-A - 104th & Memorial	10437 S Memorial Dr	Tulsa	OK	74133			3	1	33.33%
Hobby Lobby - Bartlesville	598 SE Washington Blvd	Bartlesville	OK	74006			3	0	0.00%
Chick-fil-A - Claremore	664 S Lynn Riggs Blvd	Claremore	OK	74017			3	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	44,290	287	0.65%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,457	51	0.49%
Desktop	A personal computing device that remains stationary at one location.	9,397	105	1.12%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	1,591	9	0.57%
spotify.com	1,427	3	0.21%
themirror.com	1,151	5	0.43%
arcamax.com	1,067	9	0.84%
The Scoop	1,002	5	0.50%
accuweather.com	581	0	0.00%
T-Mobile Play	464	10	2.16%
nypost.com	381	12	3.15%
Pi Music Player - MP3 Player	328	0	0.00%
tmz.com	255	5	1.96%
Solitaire	231	0	0.00%
dailypositiveinfo.com	190	0	0.00%
huffpost.com	183	5	2.73%
kjrh.com	181	6	3.31%
meetme.com	163	0	0.00%
wideopencountry.com	163	1	0.61%
igvofficial.com	147	1	0.68%
realclearpolitics.com	140	1	0.71%
bonsaimary.com	129	1	0.78%
chefsresource.com	127	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



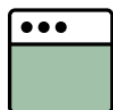
Live Chat



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.