

Digital Marketing Report

Impressions

How many ads were served:

69,565

Clicks

Times a user clicked on an ad

323

Click-Through Rate

(Clicks/Impressions) x 100

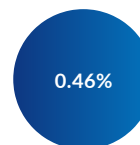
0.46%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

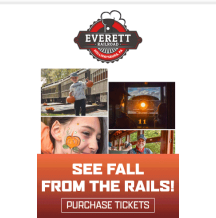
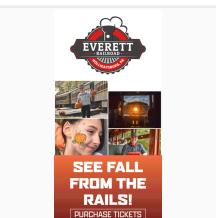
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



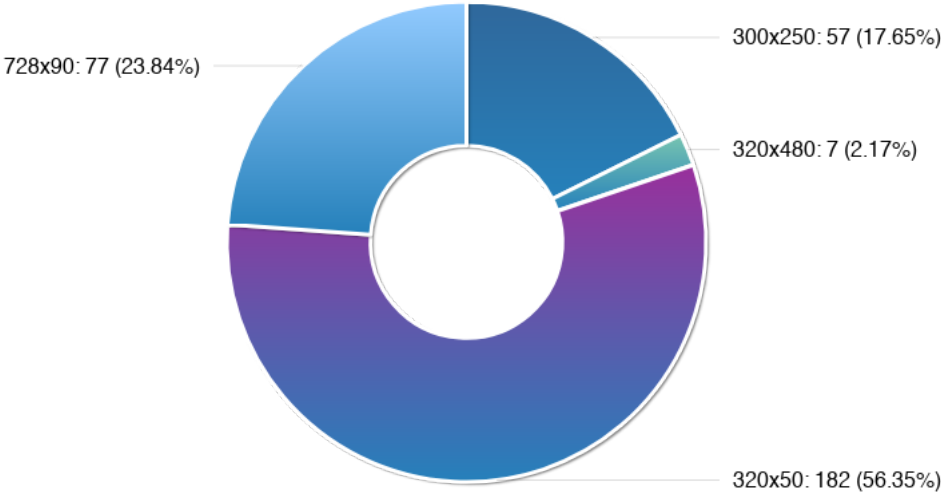
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Everett Railroad Co - Geo-Fencing Mobile	33,019	176	0.53%	7.61
Everett Railroad Co - Geo-Retargeting Mobile	30,037	89	0.30%	4.23
Everett Railroad Co - Site Retargeting Mobile	6,509	58	0.89%	12.73

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Everett Railroad Co_EVERETT-RAILROAD-JULY-320x50 (1).gif	36,138	112	0.31%	4.43
	Everett Railroad Co_EVERETT-RAILROAD-320x50 (2).gif	20,870	70	0.34%	4.79
	Everett Railroad Co_EVERETT-RAILROAD-JULY-728x90 (1).gif	6,638	58	0.87%	12.48
	Everett Railroad Co_EVERETT-RAILROAD-728x90 (2) (1).gif	2,836	19	0.67%	9.57
	Everett Railroad Co_EVERETT-RAILROAD-JULY-300x250 (1).gif	1,845	32	1.73%	24.78
	Everett Railroad Co_EVERETT-RAILROAD-300x250 (2).gif	956	25	2.62%	37.36
	Everett Railroad Co_EVERETT-RAILROAD-JULY-320x480 (1).gif	173	6	3.47%	49.55
	Everett Railroad Co_EVERETT-RAILROAD-JULY-300x600 (1).gif	51	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Cresson Railroad Park	501 Front St	Cresson	PA	16630			31,027	168	0.54%
Wingate by Wyndham Altoona	909 Chestnut Ave	Altoona	PA	16601			780	3	0.38%
Altoona Railroaders Museum	1200 9th Ave	Altoona	PA	16602			651	2	0.31%
Microtel Inn & Suites by Wyndham Altoona	1601 Valley View Blvd	Altoona	PA	16602			428	2	0.47%
The Station Inn	827 Front St	Cresson	PA	16630			70	1	1.43%
The Tunnel Inn	702 Jackson St	Gallitzin	PA	16641			48	0	0.00%
Fairfield Inn & Suites Altoona	2915 Pleasant Valley Blvd	Altoona	PA	16602			5	0	0.00%
Rose Yard	223 N 8th St	Altoona	PA	16602			3	0	0.00%
Altoona Grand Hotel	1 Sheraton Dr	Altoona	PA	16601			2	0	0.00%
Comfort Inn Duncansville	130 Patch Way Rd	Duncansville	PA	16635			2	0	0.00%
Peoples Natural Gas Field	1000 Park Ave	Altoona	PA	16602			1	0	0.00%
Holiday Inn Express & Suites Altoona	115 Convention Center Dr	Duncansville	PA	16635			1	0	0.00%
Rodeway Inn Altoona Orchard Plaza	1500 Sterling St	Altoona	PA	16602			1	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.