



Digital Marketing Report

Impressions

How many ads were served:

223,647

Clicks

Times a user clicked on an ad

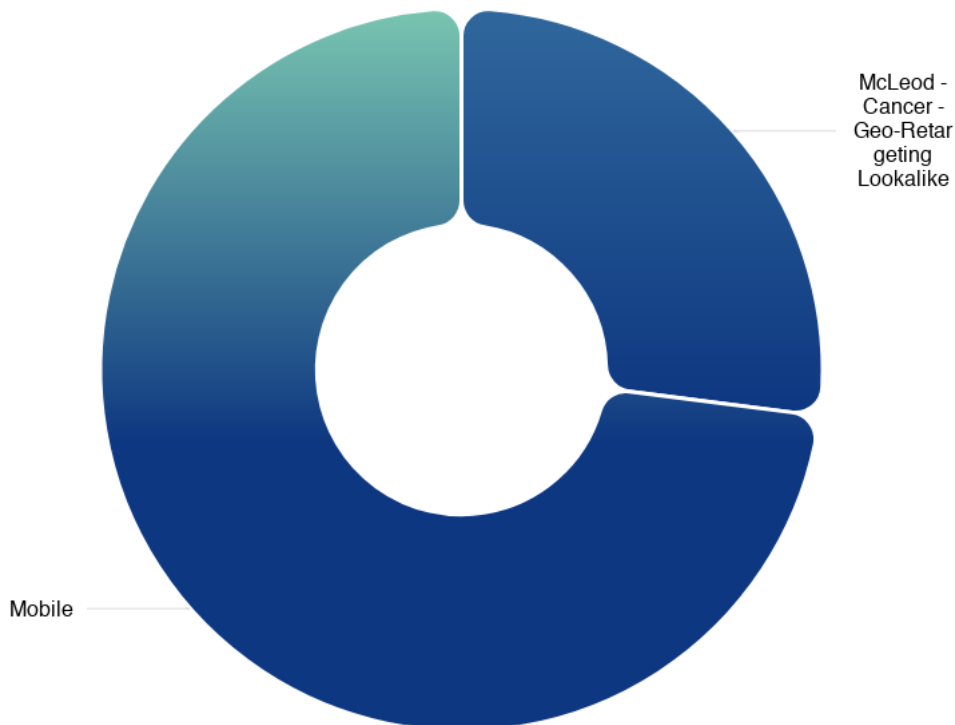
1,233

Click-Through Rate

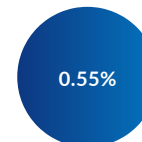
(Clicks/Impressions) x 100

0.55%

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%)
McLeod - Cancer - Health Services Visitors/Pharmacy Visitors/Hospital Visitors Mobile	144,034	666	0.46%	6.61
McLeod - Cancer - Geo-Retargeting Lookalike	60,467	412	0.68%	9.73
McLeod - Cancer - Geo-Retargeting Mobile	17,601	116	0.66%	9.42
McLeod - Cancer - Geo-Fencing Mobile	1,545	39	2.52%	36.06

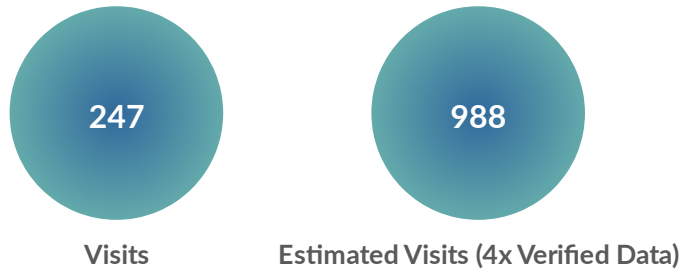


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

4

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
McLeod Health Clarendon	21 E Hospital St	Manning	SC	29102	215
McLeod Regional Medical Center	555 E Cheves ST	Florence	SC	29506	21
McLeod Health Dillon	301 E Jackson ST	Dillon	SC	29536	7
McLeod Health Cheraw	711 Chesterfield HWY	Cheraw	SC	29520	4



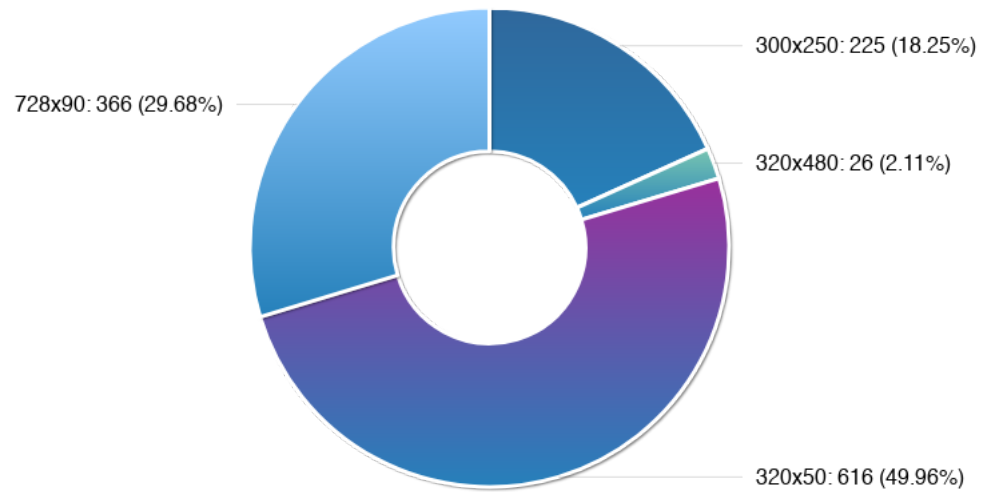
Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

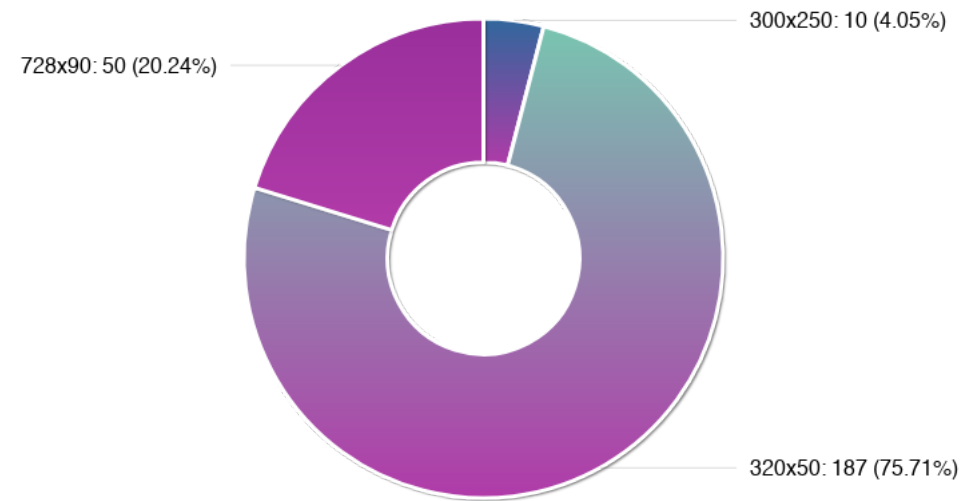
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	McLeod - Cancer_MH_MoreExpertise_MC_320x50.jpg	35,912	154	0.43%	6.13
	McLeod - Cancer_MH_MoreCare_MC_320x50.jpg	35,722	149	0.42%	5.96
	McLeod - Cancer_MH_MoreSupport_MC_320x50.jpg	35,543	155	0.44%	6.23
	McLeod - Cancer_MH_MoreHope_MC_320x50.jpg	35,488	158	0.45%	6.36
	McLeod - Cancer_MH_MoreHope_MC_728x90.jpg	9,893	48	0.49%	6.93
	McLeod - Cancer_MH_MoreExpertise_MC_Gainey_728x90.jpg	9,809	53	0.54%	7.72
	McLeod - Cancer_MH_MoreSupport_MC_728x90.jpg	9,749	53	0.54%	7.77
	McLeod - Cancer_MH_MoreSupport_MC_Male_728x90.jpg	9,681	59	0.61%	8.71
	McLeod - Cancer_MH_MoreSupport_MC_Female_728x90.jpg	9,678	39	0.40%	5.76
	McLeod - Cancer_MH_MoreExpertise_MC_Clyburn_728x90.jpg	9,643	57	0.59%	8.44



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
McLeod Health Clarendon	10 East Hospital Street	Manning	SC	29102			1,095	13	1.19%
Prisma Health Tuomey in Sumter	129 N Washington St	Sumter	SC	29150			149	2	1.34%
MUSC Health	805 Pamplico Hwy	Florence	SC	29505			116	8	6.90%
McLeod Regional Medical Center	555 East Cheves Street	Florence	SC	29506			98	3	3.06%
Carolina Pines	1304 W. Bobo Newsom Hwy	Hartsville	SC	29550			75	12	16.00%
McLeod Health Dillon	301 East Jackson Street	Dillon	SC	29536			13	1	7.69%
McLeod Health Cheraw	711 Chesterfield Highway	Cheraw	SC	29520			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.