

Digital Marketing Report

Impressions

How many ads were served:

202,186

Clicks

Times a user clicked on an ad

596

Click-Through Rate

(Clicks/Impressions) x 100

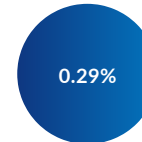
0.29%

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.



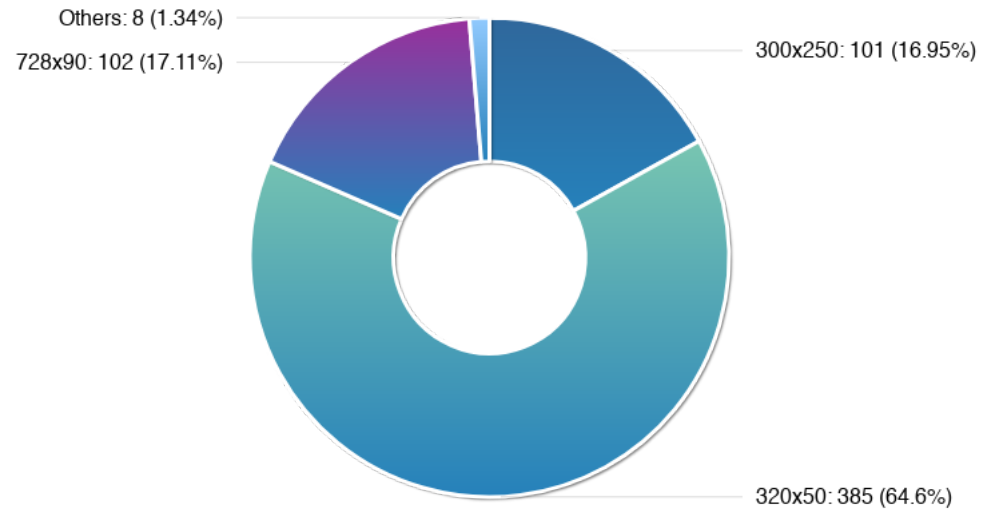
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Marine Max Pensacola - Boat & Yacht Shoppers/HHI: \$150k+ Mobile	172,717	427	0.25%	3.53
Marine Max Pensacola - Geo-Retargeting Mobile	29,406	168	0.57%	8.16
Marine Max Pensacola - Geo-Fencing Mobile	63	1	1.59%	22.68

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Marine Max Pensacola_880188738-km-61136-display-ads_320x50.gif	85,967	182	0.21%	3.02
	Marine Max Pensacola_880217345-km-61136-display-ads_320x50.gif	85,630	203	0.24%	3.39
	Marine Max Pensacola_880217346-km-61136-display-ads_728x90.gif	8,579	57	0.66%	9.49
	Marine Max Pensacola_880188739-km-61136-display-ads_728x90.gif	8,523	45	0.53%	7.54
	Marine Max Pensacola_880188740-km-61136-display-ads_300x250.gif	5,803	51	0.88%	12.56
	Marine Max Pensacola_880217344-km-61136-display-ads_300x250.gif	5,270	50	0.95%	13.55
Preview not available	Marine Max Pensacola_Marine Max - 1920x1080.mp4	1,851	1	0.05%	0.77
	Marine Max Pensacola_880217347-km-61136-display-ads_300x600.png	166	1	0.60%	8.61
	Marine Max Pensacola_880188742-km-61136-display-ads_300x600.png	160	2	1.25%	17.86

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Portofino Island Resort - custom	10 Portofino DR	Gulf Breeze	FL	32561			36	0	0.00%
Palafox Pier Yacht Harbor Marina	895 S Palafox St	Pensacola	FL	32502			14	1	7.14%
Pensacola Yacht Club - custom	1897 Cypress ST	Pensacola	FL	32502			13	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.