

Digital Marketing Report

Impressions

How many ads were served:

34,901

Clicks

Times a user clicked on an ad

130

Click-Through Rate

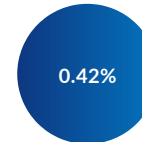
$(\text{Clicks}/\text{Impressions}) \times 100$

0.37%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

Social
Mirror

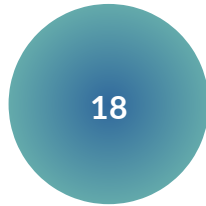
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Awaken Bakery - Keyword Social Mirror	14,923	31	0.21%	2.97
Awaken Bakery - Behavioral Social Mirror	10,933	60	0.55%	7.84
Awaken Bakery - AI Social Mirror	7,695	36	0.47%	6.68
Awaken Bakery - Site Retargeting Social Mirror	1,350	3	0.22%	3.17

Social Mirror View-through Conversions

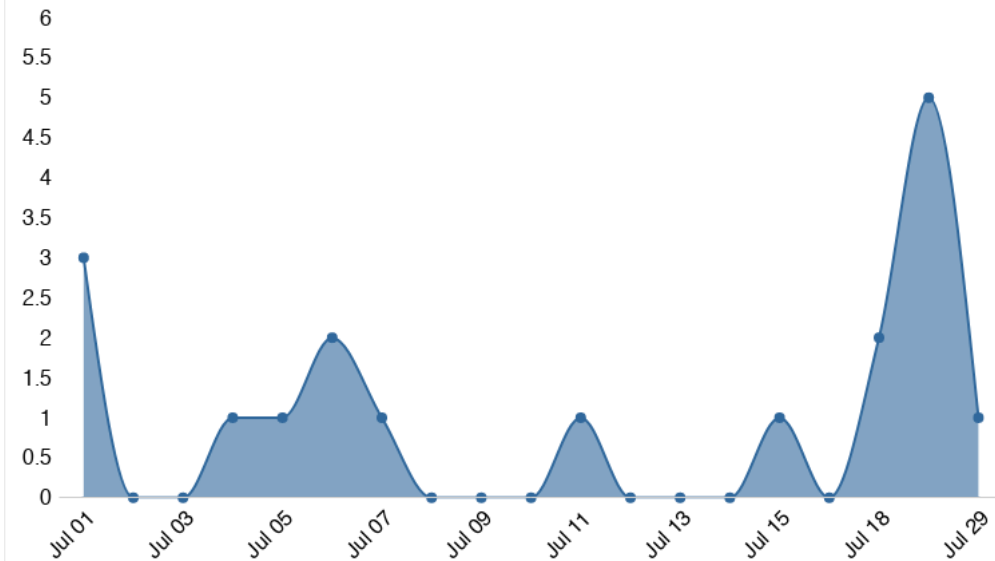


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

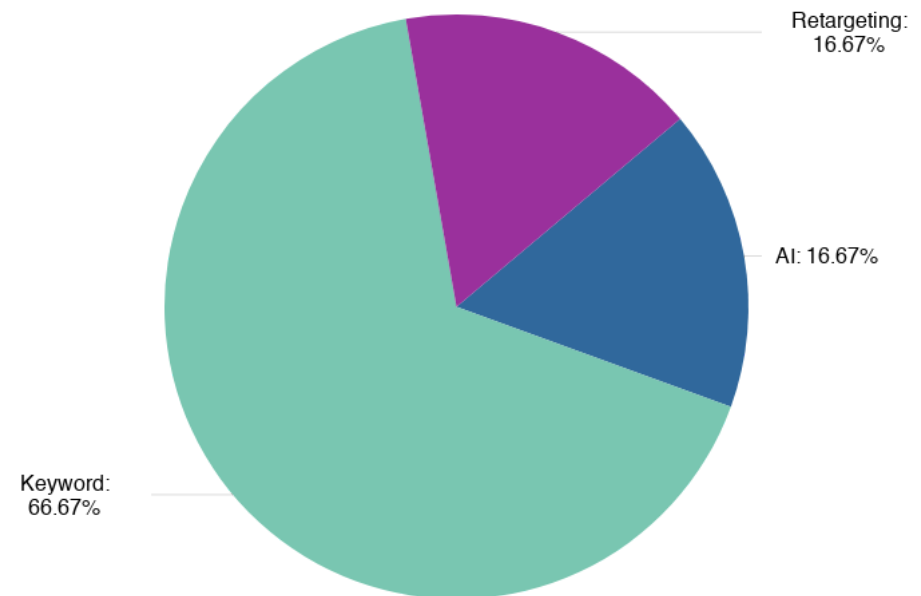
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Awaken Bakery Homepage Visits	15
Awaken Bakery Our Story Page View	2
Awaken Bakery Take and Bake Instructions Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Awaken Bakery_SM_You said you weren't hungry	15,760	64	0.41%	5.80
	Awaken Bakery_SM_Hot or iced coffee in hand	15,987	49	0.31%	4.38
Thumbnail not available	Awaken Bakery_SM_5.26.26_Safe food matters	3,154	17	0.54%	7.70



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	24,750	93	0.38%
Desktop	A personal computing device that remains stationary at one location.	6,940	28	0.40%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,211	9	0.28%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	1,691	0	0.00%
foxnews.com	503	1	0.20%
The Scoop	491	1	0.20%
iHeartRadio: Radio, Podcasts & Music On Demand	330	13	3.94%
homestratosphere.com	305	0	0.00%
nypost.com	274	3	1.09%
arcamax.com	215	8	3.72%
rezepty.com	194	0	0.00%
crispcrumbs.com	170	1	0.59%
recipesbycynthia.com	169	0	0.00%
brezzamistica.info	164	0	0.00%
BuzzFeed - Quiz, Trivia & News	157	1	0.64%
hilltoprecipes.com	154	0	0.00%
iHeart: #1 for Radio, Podcasts	143	0	0.00%
timecardcalculator.net	142	0	0.00%
usatoday.com	136	1	0.74%
hometalk.com	131	0	0.00%
luxedreamer.com	115	0	0.00%
aol.com	106	0	0.00%
themirror.com	104	7	6.73%

Google Analytics 4 Performance

5,780	2,777	1,173	42.24%	2,172	1,858	2,405
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.28	23:00:27			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

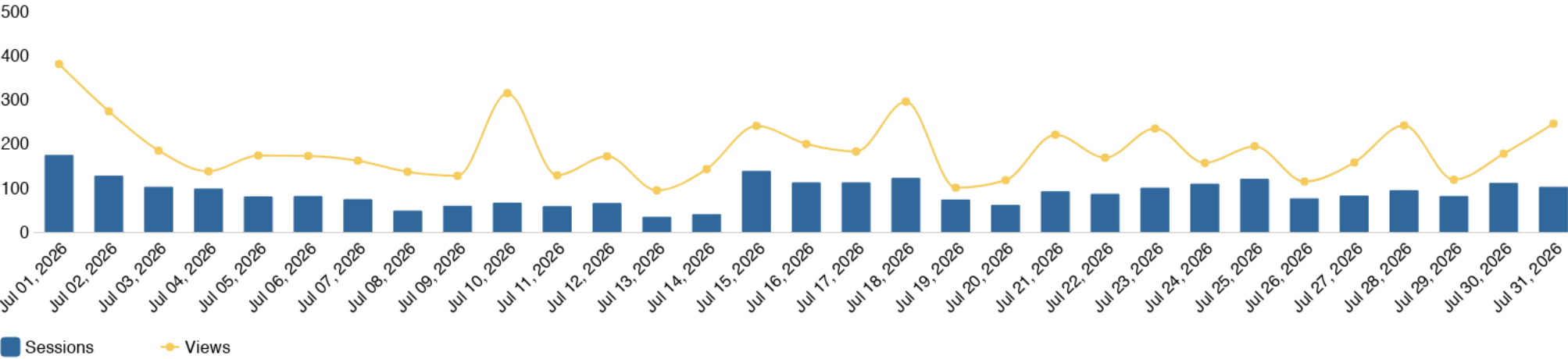
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



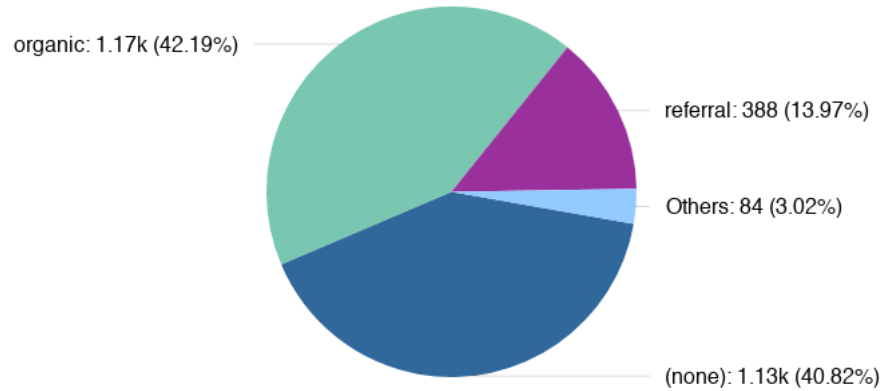
Google Analytics 4 Performance by Day



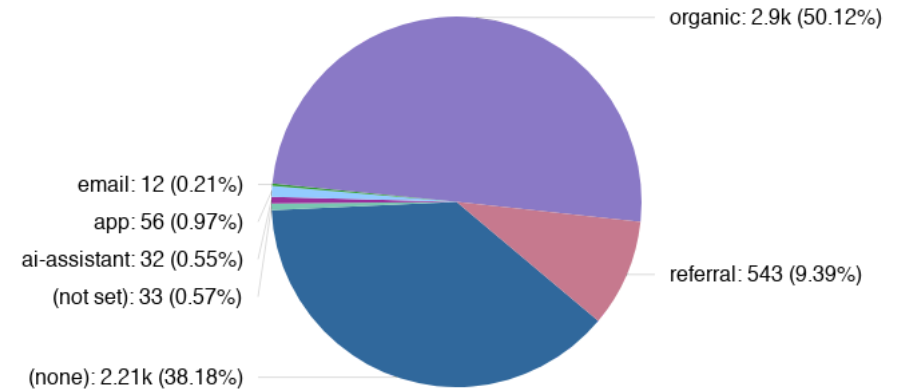
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,777	5,780	23:00:27	2.08	42.24%
Awaken Bakery	2,777	5,780	23:00:27	2.08	42.24%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

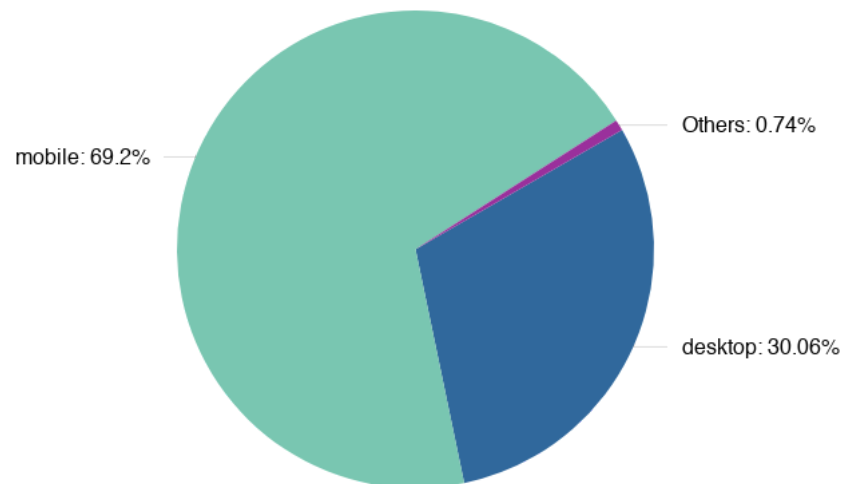


Grid contains more rows, but they have been clipped.

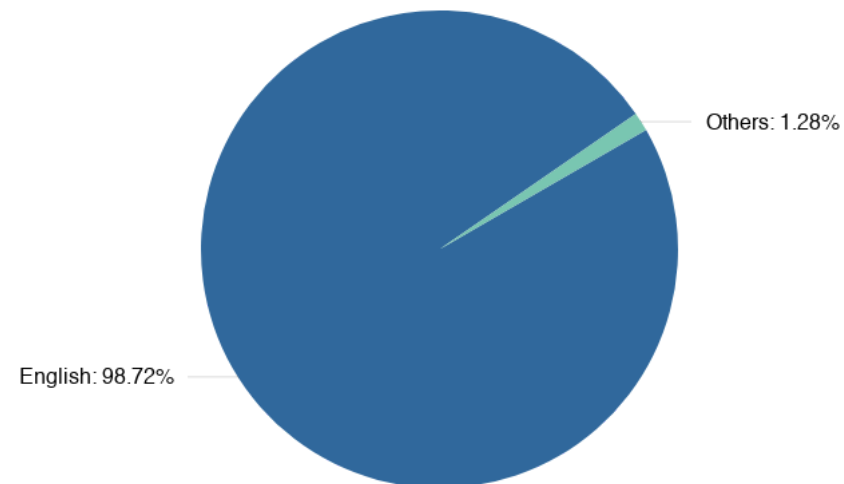
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	16,492
page_view	5,780
session_start	2,758
user_engagement	2,547
first_visit	1,858
view_item_list	1,226
scroll	1,206
view_item	590
click	213
add_to_cart	134
begin_checkout	86
purchase	22
add_payment_info	20

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	2,816	5,780	1,211	43.00%	23:00:27
Safari	1,507	3,043	691	45.85%	12:03:03
Chrome	1,046	2,338	420	40.15%	09:12:14
Android Webview	78	91	4	5.13%	00:03:35
Edge	66	137	37	56.06%	00:57:27
Firefox	51	82	25	49.02%	00:28:25



Google Analytics 4 Page Path Performance

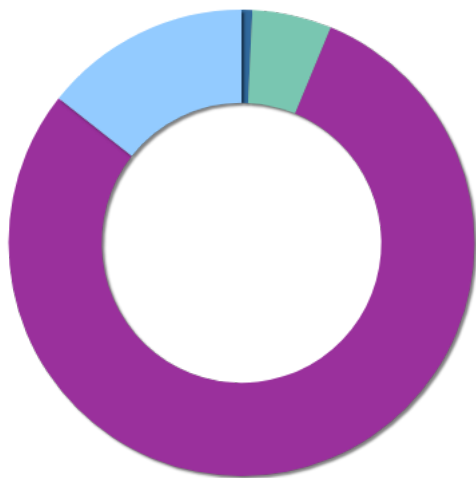
Page path	Engaged sessions ↓
Total	3,614
/	1,007
/products/Cakes-c173203268	205
/products/Take-N-Bake-c145467252	139
/take-and-bake-instructions/	127
/products/Cupcakes-c173203270	119
/products/Bread-c145465505	109
/products/Nationwide-Shipping-c200230531	89
/take-and-bake-instructions/how-to-bake-our-gluten-free-cinnamon-rolls/	80
/products/Donuts-c146094558	78
/products/cart	73



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,892	5,780	1,282	44.33%	23:00:27
Chicago	Illinois	268	630	144	53.73%	02:24:29
Bowling Green	Kentucky	236	488	139	58.90%	02:27:09
(not set)	(not set)	192	193	4	2.08%	00:01:00
Birmingham	Alabama	189	368	89	47.09%	01:15:23
Singapore	(not set)	159	159	4	2.52%	00:00:29
Indianapolis	Indiana	103	173	48	46.60%	00:36:05
(not set)	(not set)	101	215	53	52.48%	00:57:38
Atlanta	Georgia	97	216	53	54.64%	01:10:10
(not set)	Illinois	63	96	38	60.32%	00:22:01
(not set)	New York	52	53	10	19.23%	00:02:44
Louisville	Kentucky	52	124	33	63.46%	00:24:30
Dallas	Texas	48	64	21	43.75%	00:16:41
Nashville	Tennessee	48	119	31	64.58%	00:46:08
Ashburn	Virginia	43	83	15	34.88%	00:13:41
Los Angeles	California	40	72	16	40.00%	00:29:28

How customers search for your business on Google



Business Impressions Desktop Maps	184	Business Impressions Desktop Search	1.4k
Business Impressions Mobile Search	19.5k	Business Impressions Mobile Maps	3.5k

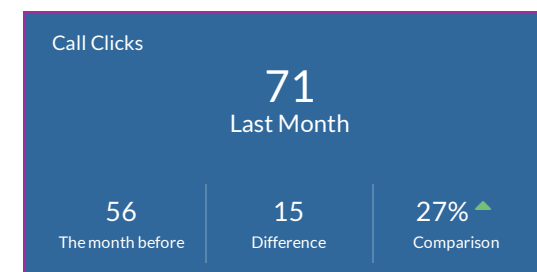
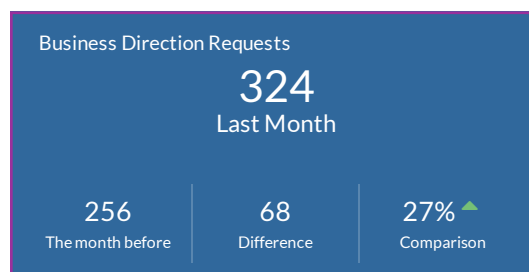
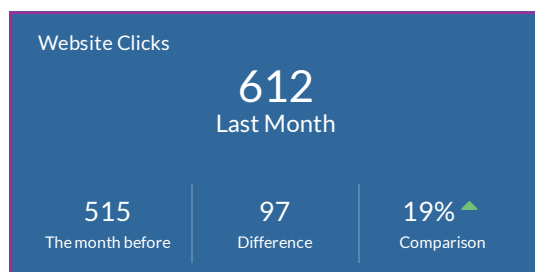
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

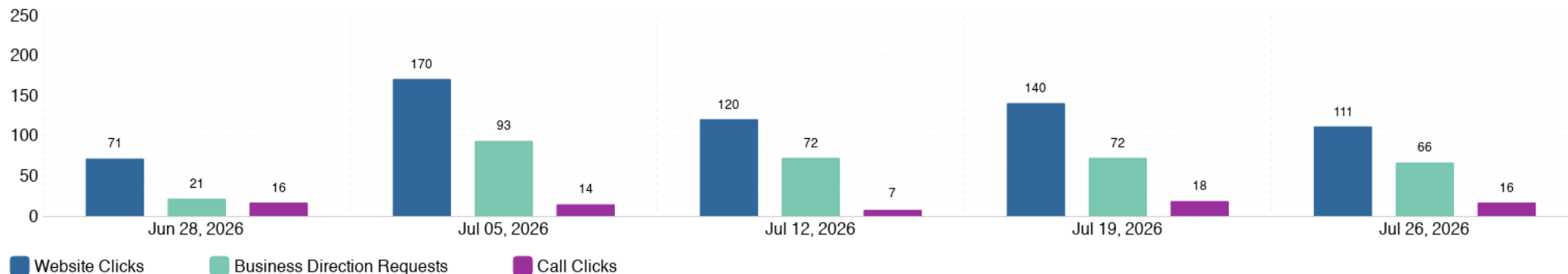
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

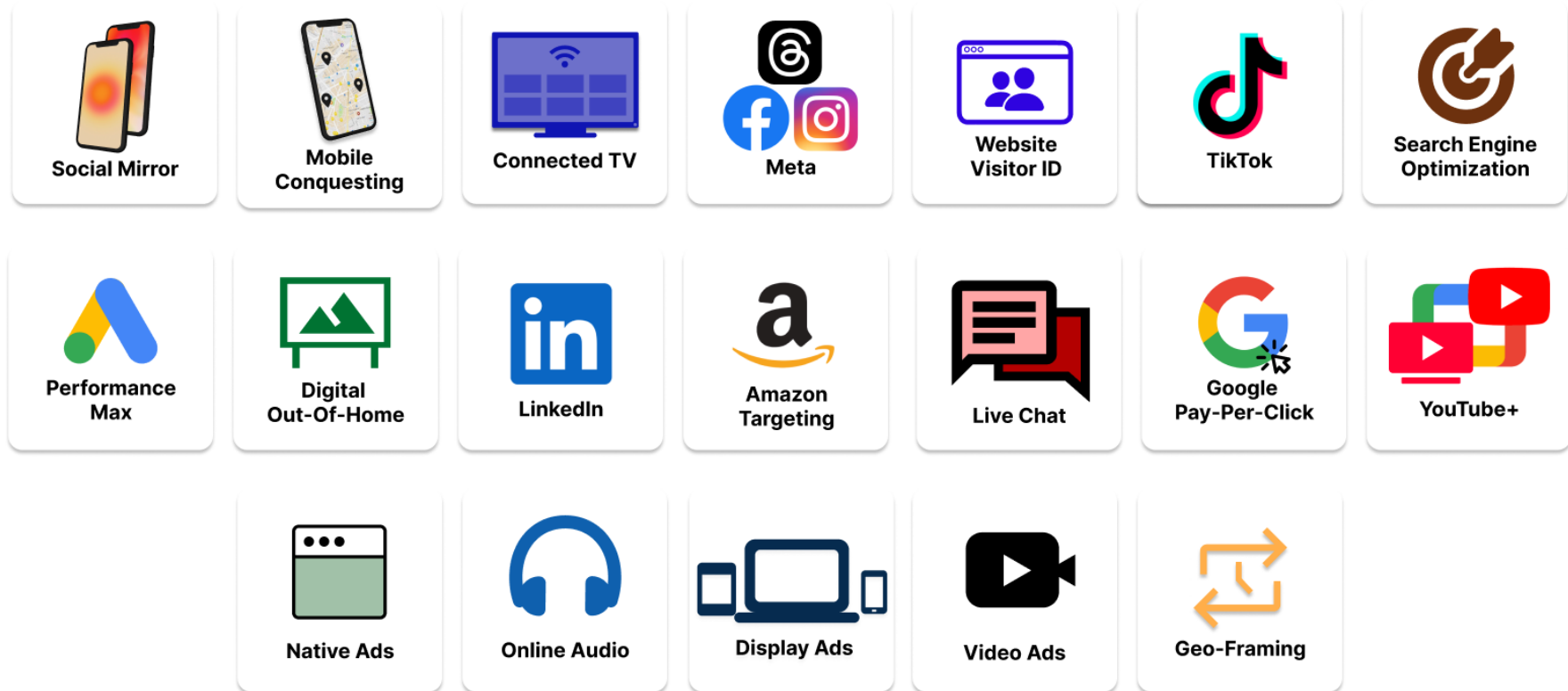
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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