

Digital Marketing Report

Impressions

How many ads were served:

65,053

Clicks

Times a user clicked on an ad

326

Click-Through Rate

(Clicks/Impressions) x 100

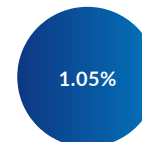
0.50%

Your Product Breakout by Impressions



Social
Mirror

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%)
Durham Tech - Insurance Industry/Job Seekers/Career Changers Behavioral B2B Social Mirror	32,792	186	0.57%	8.10
Durham Tech - Keyword B2B Social Mirror	21,916	112	0.51%	7.30
Durham Tech - Geo-Retargeting B2B Social Mirror	6,665	14	0.21%	3.00
Durham Tech - Retargeting B2B Social Mirror	3,661	13	0.36%	5.07
Durham Tech - Geo-Fencing B2B Social Mirror	19	1	5.26%	75.19

Social Mirror Click Conversions

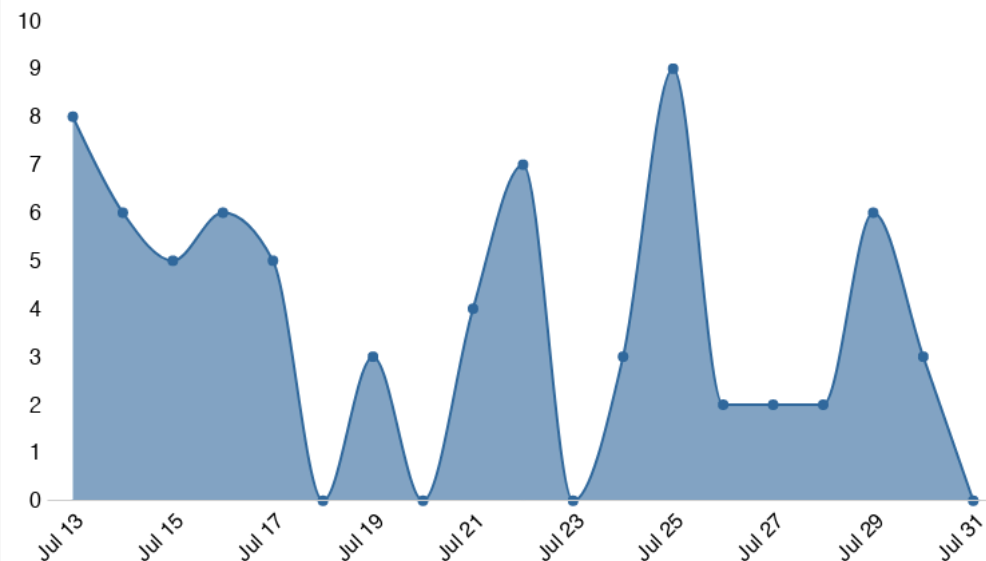


Times users clicked on an ad leading to your site and visited a page or completed an action

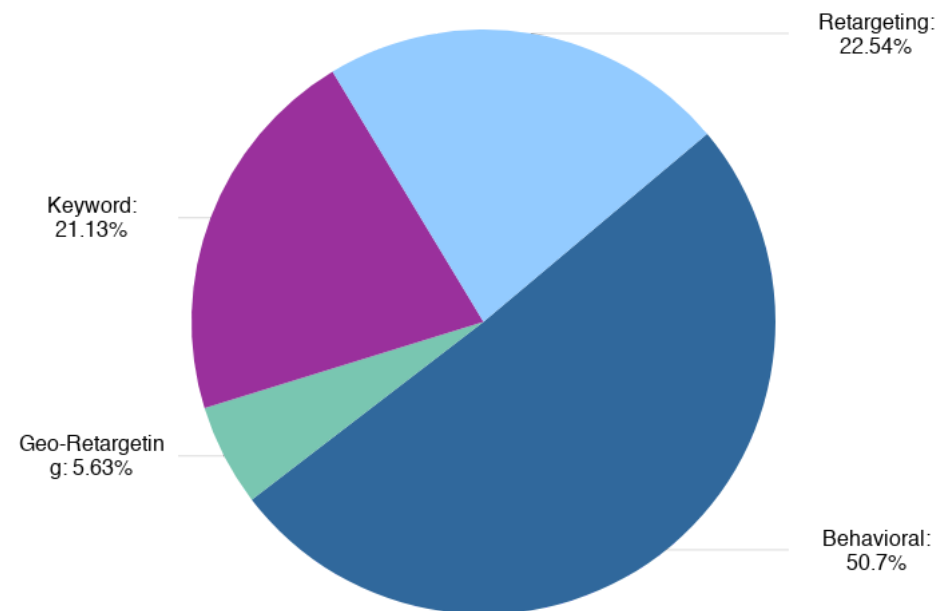
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Durham Tech Insurance Page View	62
Durham Tech Become a Durahm Tech Student Page View	4
Durham Tech Continuing Education Page View	3
Durham Tech Apply Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

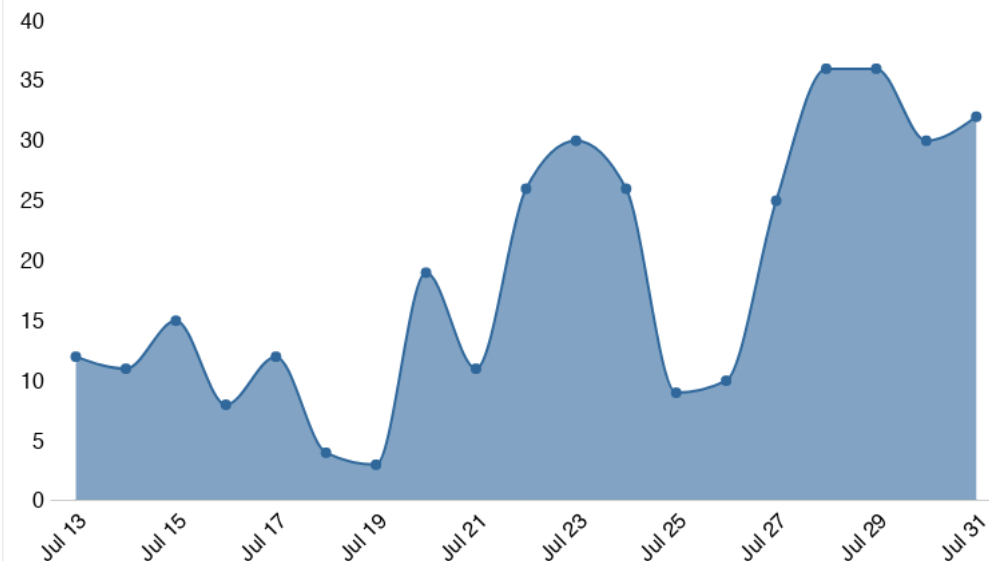


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

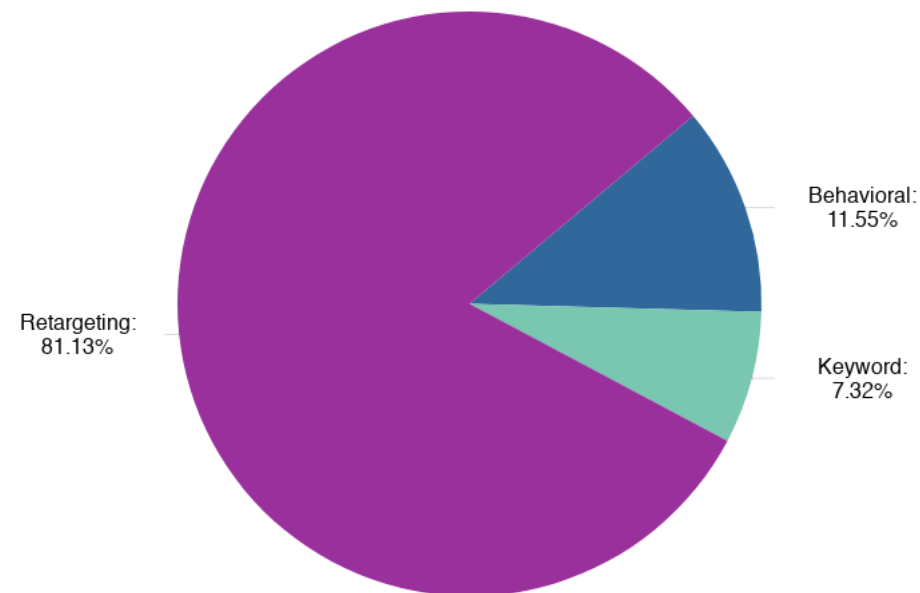
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Durham Tech Homepage Visits	276
Durham Tech Continuing Education Page View	25
Durham Tech Insurance Page View	18
Durham Tech Apply Page View	15
Durham Tech Become a Durham Tech Student Page View	12
Durham Tech Admissions and Enrollment Page View	4
Durham Tech Clinical Research AAS Page View	4
Durham Tech Biomanufacturing 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%)
Thumbnail not available	Durham Tech_Social Mirror_Carousel_300x250	17,071	120	0.70%	10.04
	Durham Tech_Social Mirror_Story_300x250	19,890	75	0.38%	5.39
	Durham Tech_Social Mirror_Single Image_300x250	15,260	48	0.31%	4.49
	Durham Tech_Social Mirror_Story_300x600	4,809	33	0.69%	9.80
	Durham Tech_Social Mirror_Carousel_300x600	3,894	30	0.77%	11.01
	Durham Tech_Social Mirror_Single Image_300x600	4,129	20	0.48%	6.92

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Durham Tech_Social Mirror_Story	Variant: V_00003	Story	Click to View	9.77%	2.45%
Durham Tech_Social Mirror_Story	Variant: V_00002	Story	Click to View	9.49%	2.25%
Durham Tech_Social Mirror_Story	Variant: Original	Story	Click to View	9.48%	2.13%
Durham Tech_Social Mirror_Story	Variant: V_00001	Story	Click to View	9.32%	2.59%
Durham Tech_Social Mirror_Carousel	Variant: V_00001	Carousel	Click to View	8.24%	2.64%
Durham Tech_Social Mirror_Carousel	Variant: V_00003	Carousel	Click to View	8.12%	2.74%
Durham Tech_Social Mirror_Carousel	Variant: V_00002	Carousel	Click to View	8.07%	2.50%
Durham Tech_Social Mirror_Carousel	Variant: Original	Carousel	Click to View	7.80%	2.59%
Durham Tech_Social Mirror_Single Image	Variant: V_00006	Photo	Click to View	4.11%	2.78%
Durham Tech_Social Mirror_Single Image	Variant: V_00012	Photo	Click to View	4.09%	1.88%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	36,574	228	0.62%
Desktop	A personal computing device that remains stationary at one location.	25,348	85	0.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,131	13	0.42%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	2,412	1	0.04%
tmz.com	2,140	4	0.19%
theguardian.com	2,047	5	0.24%
washingtonpost.com	1,962	3	0.15%
foxnews.com	1,434	7	0.49%
huffpost.com	1,042	1	0.10%
buzzfeed.com	975	3	0.31%
usatoday.com	959	8	0.83%
hometalk.com	942	45	4.78%
dailymail.com	924	2	0.22%
themirror.com	923	11	1.19%
reuters.com	837	3	0.36%
tarheeltimes.com	813	7	0.86%
nypost.com	794	8	1.01%
realclearpolitics.com	789	1	0.13%
heraldsun.com	662	2	0.30%
studentdoctor.net	618	0	0.00%
people.com	604	3	0.50%
WeatherBug – Weather Forecast	590	0	0.00%
hollywoodpq.com	575	6	1.04%

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.