

# Digital Marketing Report

## Impressions

How many ads were served:

102,650

## Clicks

Times a user clicked on an ad

244

## Click-Through Rate

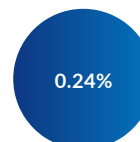
(Clicks/Impressions) x 100

0.24%

## Your Product Breakout by Impressions



## Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%) |
|-------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Cape Cod Museum of Art - AI Social Mirror                                     | 34,784        | 169    | 0.49% | 6.94                      |
| Cape Cod Museum of Art - Museum Lovers/Visitors/Arts Behavioral Social Mirror | 34,315        | 30     | 0.09% | 1.25                      |
| Cape Cod Museum of Art - Keyword Social Mirror                                | 33,551        | 45     | 0.13% | 1.92                      |

## Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                 | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | Cape Cod Museum of Art_Social Mirror_Love Jazz                | 56,594      | 136      | 0.24% | 3.43                      |
| Thumbnail not available                                                           | Cape Cod Museum of Art_Social Mirror_Let your creativity flow | 46,056      | 108      | 0.23% | 3.35                      |

## Social Mirror Creative AI Performance

| Creative                                                      |                  |                 | Preview Link                  | Percentage Served ↓ | CTR   |
|---------------------------------------------------------------|------------------|-----------------|-------------------------------|---------------------|-------|
| Creative Name                                                 | Variant Name     | Creative Format |                               |                     |       |
| Cape Cod Museum of Art_Social Mirror_Let your creativity flow | Variant: V_00010 | Photo           | <a href="#">Click to View</a> | 5.71%               | 1.18% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00006 | Photo           | <a href="#">Click to View</a> | 4.67%               | 1.52% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00014 | Photo           | <a href="#">Click to View</a> | 4.59%               | 0.94% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00011 | Photo           | <a href="#">Click to View</a> | 4.33%               | 1.50% |
| Cape Cod Museum of Art_Social Mirror_Let your creativity flow | Variant: V_00014 | Photo           | <a href="#">Click to View</a> | 4.16%               | 1.20% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00002 | Photo           | <a href="#">Click to View</a> | 4.09%               | 1.69% |
| Cape Cod Museum of Art_Social Mirror_Let your creativity flow | Variant: V_00009 | Photo           | <a href="#">Click to View</a> | 3.95%               | 1.14% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00013 | Photo           | <a href="#">Click to View</a> | 3.77%               | 1.25% |
| Cape Cod Museum of Art_Social Mirror_Let your creativity flow | Variant: V_00012 | Photo           | <a href="#">Click to View</a> | 3.70%               | 1.46% |
| Cape Cod Museum of Art_Social Mirror_Love Jazz                | Variant: V_00015 | Photo           | <a href="#">Click to View</a> | 3.69%               | 1.33% |

## BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 02536    | 10,696        | 21     | 0.20% | 2.80                      |
| 02649    | 9,636         | 22     | 0.23% | 3.26                      |
| 02601    | 8,827         | 22     | 0.25% | 3.56                      |
| 02664    | 5,377         | 19     | 0.35% | 5.05                      |
| 02642    | 4,911         | 10     | 0.20% | 2.91                      |
| 02631    | 4,546         | 10     | 0.22% | 3.14                      |
| 02660    | 4,411         | 13     | 0.29% | 4.21                      |
| 02632    | 4,401         | 18     | 0.41% | 5.84                      |
| 02645    | 4,284         | 10     | 0.23% | 3.33                      |
| 02563    | 3,980         | 15     | 0.38% | 5.38                      |
| 02657    | 3,756         | 19     | 0.51% | 7.23                      |
| 02532    | 3,442         | 7      | 0.20% | 2.91                      |
| 02653    | 3,316         | 6      | 0.18% | 2.58                      |
| 02673    | 2,968         | 7      | 0.24% | 3.37                      |
| 02633    | 2,182         | 1      | 0.05% | 0.65                      |
| 02540    | 2,177         | 3      | 0.14% | 1.97                      |
| 02537    | 1,987         | 4      | 0.20% | 2.88                      |
| 02675    | 1,856         | 4      | 0.22% | 3.08                      |
| 02639    | 1,786         | 3      | 0.17% | 2.40                      |
| 02635    | 1,631         | 3      | 0.18% | 2.63                      |

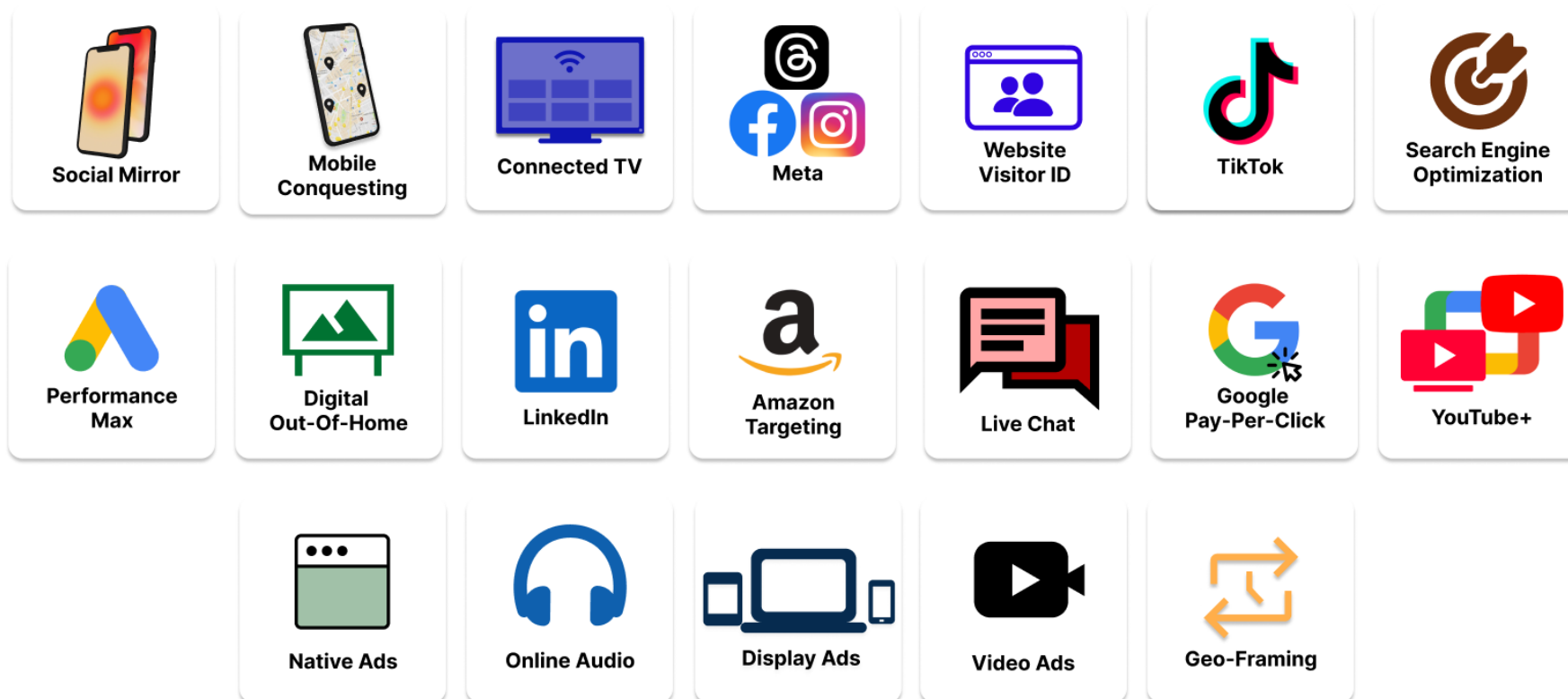
## Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 50,504        | 152    | 0.30% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 40,854        | 75     | 0.18% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 11,292        | 17     | 0.15% |

## Site and App Performance

| Name                   | Impressions ↓ | Clicks | CTR   |
|------------------------|---------------|--------|-------|
| aol.com                | 10,695        | 2      | 0.02% |
| msn.com                | 4,443         | 0      | 0.00% |
| capecodtimes.com       | 1,914         | 8      | 0.42% |
| bostonglobe.com        | 1,912         | 2      | 0.10% |
| takingthekids.com      | 1,870         | 0      | 0.00% |
| masslive.com           | 1,787         | 2      | 0.06% |
| esportesdavez.com      | 1,651         | 2      | 0.12% |
| thegardenbeds.com      | 1,227         | 0      | 0.00% |
| arcamax.com            | 1,183         | 5      | 0.42% |
| themirror.com          | 1,132         | 6      | 0.53% |
| Pinterest              | 928           | 1      | 0.11% |
| genealogyexplained.com | 887           | 2      | 0.23% |
| pinterest.com          | 867           | 0      | 0.00% |
| nypost.com             | 643           | 7      | 1.09% |
| cozinhandocomigo.com   | 605           | 0      | 0.00% |
| capedays.com           | 603           | 2      | 0.33% |
| themompack.com         | 562           | 1      | 0.18% |
| ruralsprout.com        | 554           | 1      | 0.18% |
| tmz.com                | 547           | 2      | 0.37% |
| syracuse.com           | 537           | 1      | 0.19% |

# All available products in our *toolbox*.



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