

Digital Marketing Report

Impressions

How many ads were served:

127,462

Clicks

Times a user clicked on an ad

522

Click-Through Rate

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

0.41%

Your Product Breakout by Impressions



CTV Completion Rate

1.33%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.44%

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

X the National Average

5.85

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%)
710 Beach Club - Behavioral Social Mirror	46,792	48	0.10%	1.47
710 Beach Club - AI Social Mirror	39,776	339	0.85%	12.18
710 Beach Club - Keyword Social Mirror	28,875	84	0.29%	4.16
710 Beach Club - Retargeting Social Mirror	5,373	13	0.24%	3.46
710 Beach Club - Geo-Retargeting Social Mirror	4,088	31	0.76%	10.83
710 Beach Club - Geo-Fencing Social Mirror	2,558	7	0.27%	3.91

Social Mirror View-through Conversions

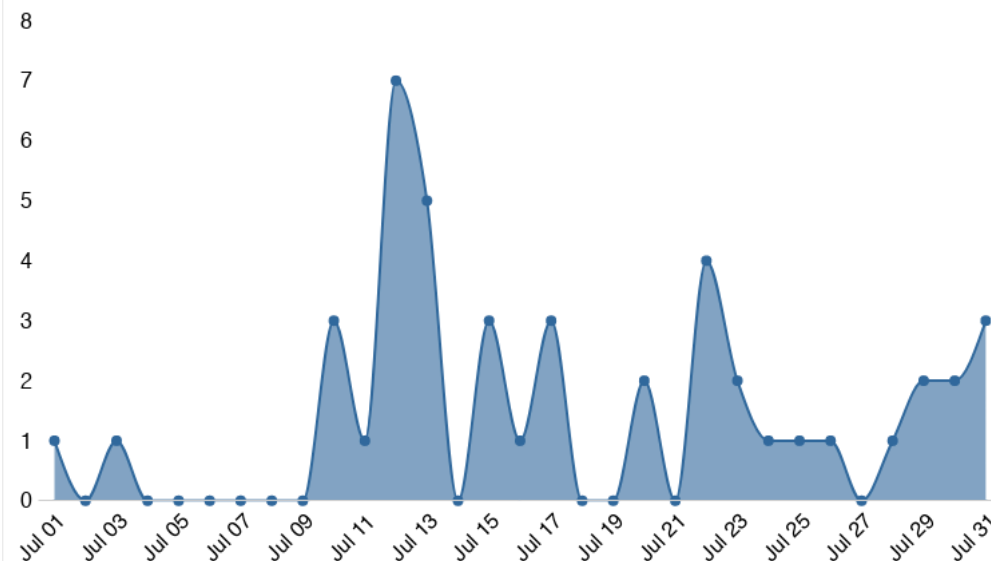


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

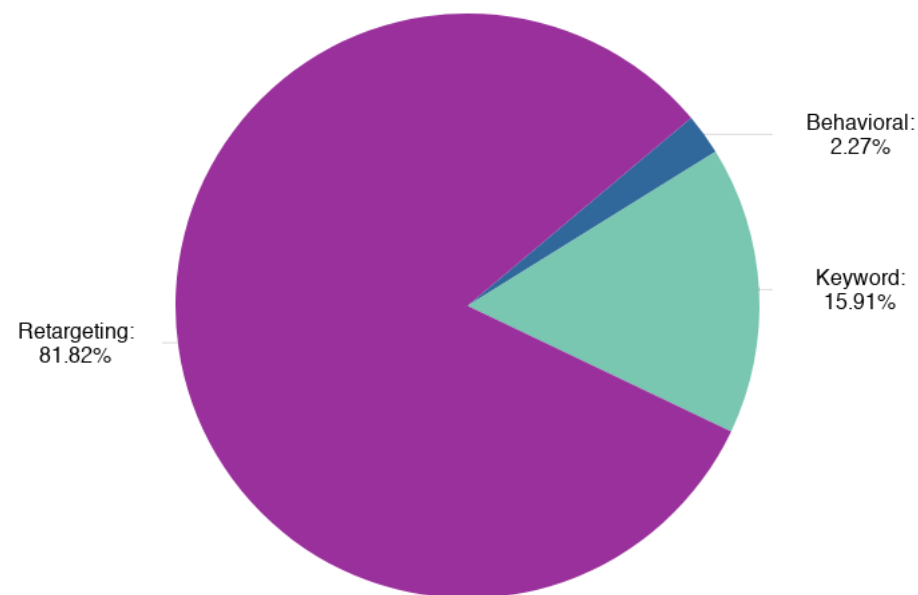
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
710 Beach Club Homepage Visits	31
710 Beach Club Events Page View	9
	3
710 Beach Club Order Now Tab Click Conversion	1

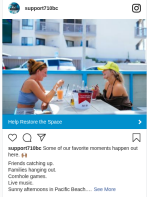
Social Mirror View-through Conversions by Day



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	710 Beach Club_Social Mirror_IG_6.16_A patio	92,283	410	0.44%	6.35
	710 Beach Club_Social Mirror_5.21_IG_Featured bands	22,027	56	0.25%	3.63
	710 Beach Club_Social Mirror_Story_5.21_Expecting another sunny weekend	8,374	34	0.41%	5.80
	710 Beach Club_Social Mirror_IG_6.16_Some of our favorite moments	4,778	22	0.46%	6.58



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00003	Photo	Click to View	10.94%	1.26%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00004	Photo	Click to View	6.00%	1.21%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00011	Photo	Click to View	5.97%	0.87%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00006	Photo	Click to View	5.91%	0.70%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00002	Photo	Click to View	5.71%	0.74%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00013	Photo	Click to View	5.01%	1.23%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00015	Photo	Click to View	4.80%	1.09%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: Original	Photo	Click to View	4.68%	1.49%
710 Beach Club_Social Mirror_IG_6.16_A patio	Variant: V_00014	Photo	Click to View	4.54%	1.19%
710 Beach Club_Social Mirror_5.21_IG_Featured bands	Variant: V_00010	Video	Click to View	3.15%	1.58%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	12,657	52	0.41%	5.87
92109	7,917	36	0.45%	6.50
92037	6,247	12	0.19%	2.74
92126	5,414	12	0.22%	3.17
92114	5,255	60	1.14%	16.31
92130	4,820	10	0.21%	2.96
92117	4,516	3	0.07%	0.95
91910	3,932	13	0.33%	4.72
92103	3,832	3	0.08%	1.12
92127	3,809	30	0.79%	11.25
92128	3,659	7	0.19%	2.73
92105	3,522	18	0.51%	7.30
92129	3,448	14	0.41%	5.80
92064	3,395	15	0.44%	6.31
92115	3,218	11	0.34%	4.88
92122	2,861	15	0.52%	7.49
92104	2,842	16	0.56%	8.04
92024	2,836	19	0.67%	9.57
92107	2,822	16	0.57%	8.10
92123	2,723	5	0.18%	2.62

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,457	223	0.35%
Desktop	A personal computing device that remains stationary at one location.	56,266	284	0.50%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,739	15	0.22%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	13,048	13	0.10%
tmz.com	10,120	3	0.03%
theguardian.com	4,142	6	0.14%
dailymail.com	3,508	9	0.26%
foxnews.com	2,535	9	0.36%
huffpost.com	2,134	4	0.19%
brezzamistica.info	2,126	3	0.14%
OfferUp: Buy. Sell. Letgo.	1,978	1	0.05%
msn.com	1,647	0	0.00%
aol.com	1,076	0	0.00%
fazatrip.com	1,056	4	0.38%
courttv.com	900	4	0.44%
lawandcrime.com	766	1	0.13%
studentdoctor.net	747	2	0.27%
Podcast Player	737	0	0.00%
mentalfloss.com	702	3	0.43%
sandiegomamas.com	670	1	0.15%
littlepandatranslations.com	621	0	0.00%
shopgoodwill.com	621	2	0.32%
Fox News - Daily Breaking News	554	0	0.00%

7,631	4,940	2,547	51.56%	4,294	4,083	4,516
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.15		36:17:37				
SESSIONS PER USER		TOTAL USER ENGAGEMENT				

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.

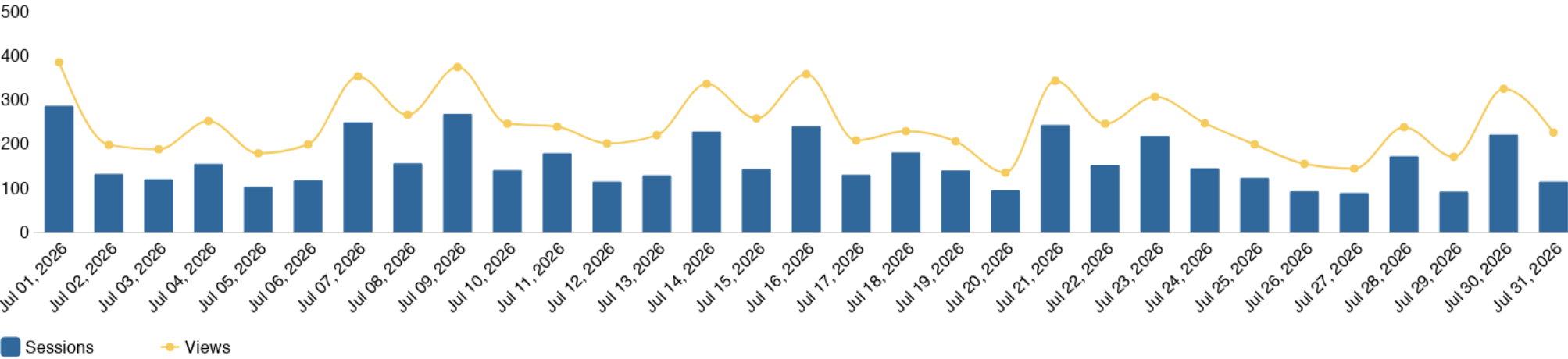
Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

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

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

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

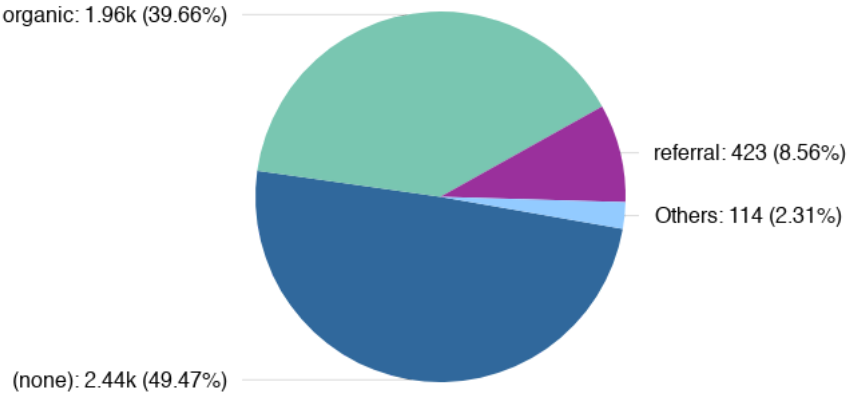
Google Analytics 4 Performance by Day



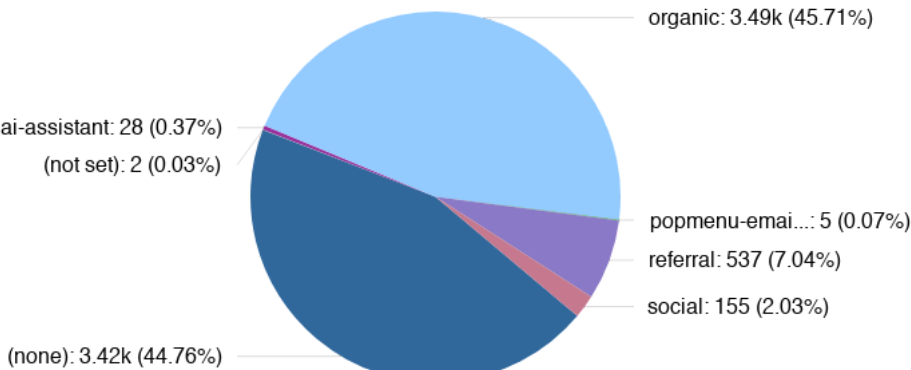
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	4,940	7,631	36:17:37	1.54	51.56%
710 Beach Club	4,940	7,631	36:17:37	1.54	51.56%

Google Analytics 4 Sessions by Medium



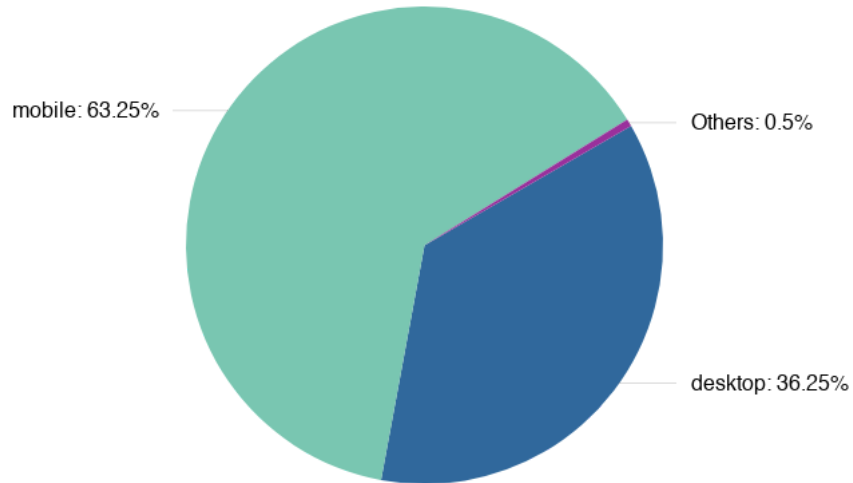
Google Analytics 4 Page Views by Medium



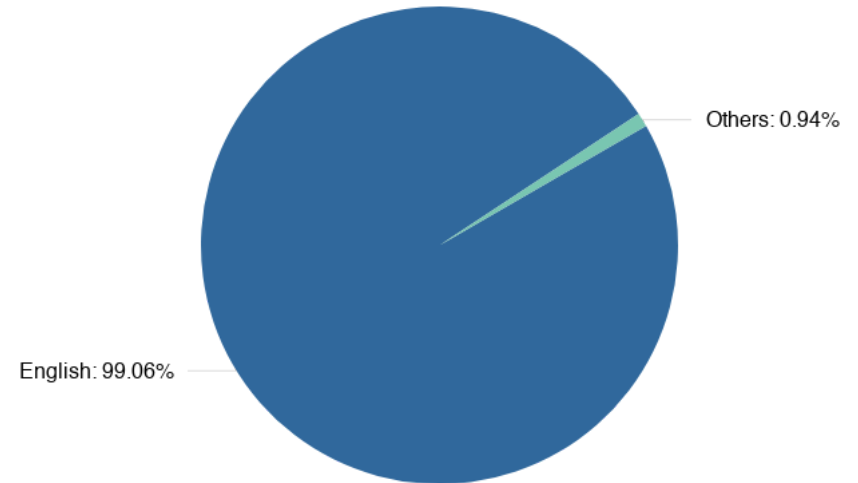
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	21,448
page_view	7,631
session_start	4,997
first_visit	4,083
scroll	2,556
user_engagement	1,941
click	240

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	5,012	7,631	2,618	52.23%	36:17:37
Safari	2,399	3,964	1,364	56.86%	19:25:21
Chrome	2,380	3,309	1,141	47.94%	15:06:31
Edge	96	171	58	60.42%	01:05:54
Firefox	66	91	25	37.88%	00:20:07
Android Webview	31	40	11	35.48%	00:07:45

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	4,963
/	2,393
/events	798
/drink-specials	486
/menu	448
/drink-menu	132
/popmenu-order/san-diego/menus/food	82
/brunch	72
/sports	58
/events/live-music-every-saturday-at-9pm	54
/contact	50

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		5,105	7,631	2,710	53.09%	36:17:37
Los Angeles	California	964	1,649	565	58.61%	08:49:40
San Diego	California	777	1,352	498	64.09%	08:33:21
San Jose	California	300	394	150	50.00%	01:11:18
Moses Lake	Washington	258	302	121	46.90%	00:54:01
Seattle	Washington	234	384	142	60.68%	01:56:16
(not set)	Virginia	211	249	78	36.97%	00:31:51
Ashburn	Virginia	189	205	75	39.68%	00:23:37
Des Moines	Iowa	159	181	61	38.36%	00:24:57
Anaheim	California	127	176	82	64.57%	00:57:25
(not set)	California	118	168	67	56.78%	00:53:30
Phoenix	Arizona	88	132	47	53.41%	00:57:48
(not set)	(not set)	69	69	6	8.70%	00:00:22
Denver	Colorado	49	81	34	69.39%	00:18:21
New York	New York	48	60	22	45.83%	00:14:57
Atlanta	Georgia	43	71	27	62.79%	00:18:19

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



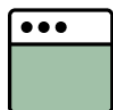
Live Chat



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.