

Digital Marketing Report

Impressions

How many ads were served:

71,050

Clicks

Times a user clicked on an ad

111

Click-Through Rate

(Clicks/Impressions) x 100

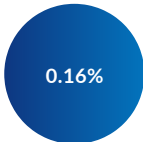
0.16%

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%)
clinton County Fair Event - A21-54/Family Activites/Families with Children Behavioral Social Mirror	35,550	44	0.12%	1.77
clinton County Fair Event - AI Social Mirror	35,500	67	0.19%	2.70

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	clinton County Fair Event_Social Mlrror_RODEO!!	71,050	111	0.16%	2.23

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00001	Photo	Click to View	6.51%	1.14%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00010	Photo	Click to View	6.41%	1.00%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00005	Photo	Click to View	6.33%	1.17%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00004	Photo	Click to View	6.32%	0.94%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00013	Photo	Click to View	6.26%	0.79%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00002	Photo	Click to View	6.24%	0.70%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00007	Photo	Click to View	6.21%	0.80%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: Original	Photo	Click to View	6.21%	1.10%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00012	Photo	Click to View	6.20%	1.05%
clinton County Fair Event_Social MIrror_RODEO!!	Variant: V_00014	Photo	Click to View	6.20%	1.01%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,809	85	0.20%
Desktop	A personal computing device that remains stationary at one location.	24,154	23	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,087	3	0.06%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,217	2	0.05%
usatoday.com	2,771	2	0.07%
accuweather.com	2,489	0	0.00%
foxnews.com	2,217	4	0.18%
tmz.com	2,202	2	0.09%
studentdoctor.net	1,747	0	0.00%
lancasteronline.com	1,331	1	0.08%
wfmz.com	1,063	0	0.00%
Podcast Player	1,030	1	0.10%
tumblr.com	989	0	0.00%
signupgenius.com	838	1	0.12%
fancaps.net	794	0	0.00%
ruralsprout.com	751	1	0.13%
huffpost.com	722	0	0.00%
hollywoodpq.com	656	0	0.00%
theguardian.com	641	1	0.16%
washingtonpost.com	639	0	0.00%
northcentralpa.com	615	1	0.16%
270towin.com	590	0	0.00%
ign.com	541	1	0.18%

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
Out-Of-Home

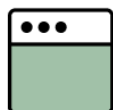
LinkedIn

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.