

Digital Marketing Report

Impressions

How many ads were served:

59,968

Clicks

Times a user clicked on an ad

58

Click-Through Rate

(Clicks/Impressions) x 100

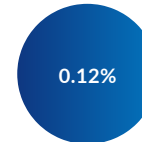
0.10%

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%)
Burt Young Sales - Homeowner/Lawn Care/Home Improvement Social Mirror	58,727	54	0.09%	1.31
Burt Young Sales - Keyword Social Mirror	927	2	0.22%	3.08
Burt Young Sales - Retargeting Social Mirror	314	2	0.64%	9.10

Social Mirror View-through Conversions

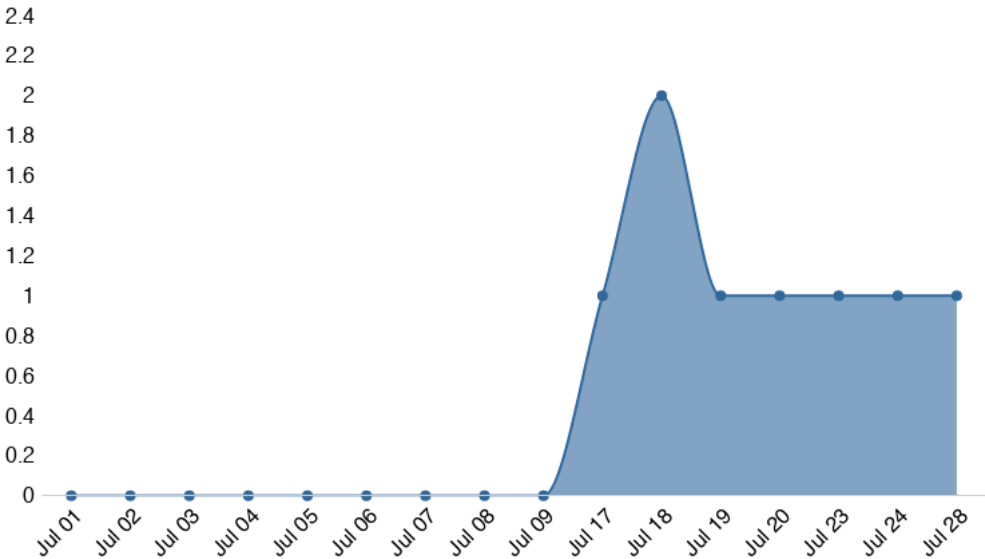


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

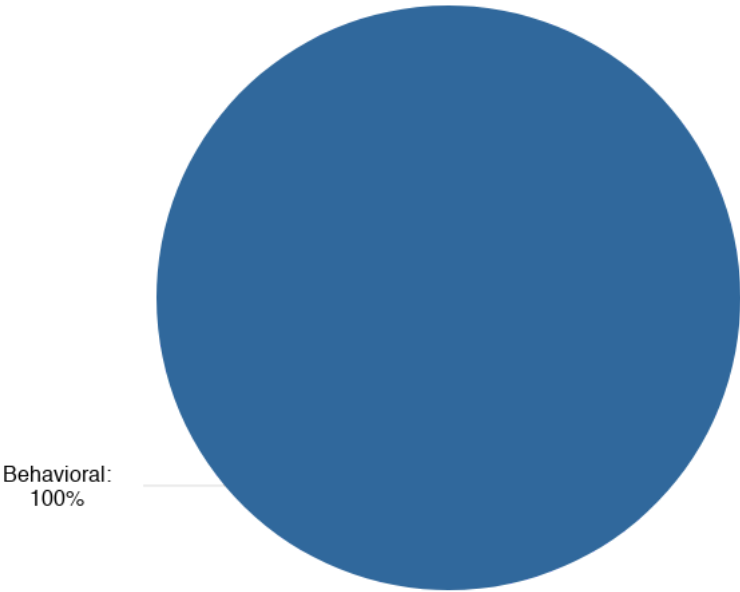
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Burt Young Sales Homepage Visits	8

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%)
	Burt Young Sales_6.23_STIHL empowers those who work the land	29,845	34	0.11%	1.63
Thumbnail not available	Burt Young Sales_6.23_Built to Cut	30,123	24	0.08%	1.14

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	38,694	48	0.12%
Desktop	A personal computing device that remains stationary at one location.	14,356	6	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,918	4	0.06%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
pinterest.com	1,888	0	0.00%
writerhand.com	773	0	0.00%
deemiddleton.com	748	0	0.00%
Pinterest	601	1	0.17%
takingthekids.com	570	0	0.00%
spacedaily.com	550	0	0.00%
open-exam-prep.com	448	0	0.00%
reallycolor.com	283	0	0.00%
14 NEWS WFIE Tri-State Leader	246	0	0.00%
Stocktwits	229	0	0.00%
athleticlift.com	218	1	0.46%
Weather Kitty - App & Widget	205	0	0.00%
chefstandards.com	191	0	0.00%
diablo.trade	178	0	0.00%
haiirology.com	175	0	0.00%
silverrecyclers.com	175	0	0.00%
brezzamistica.info	171	0	0.00%
wyrk.com	167	0	0.00%
WIVB News 4	164	0	0.00%
4runner6g.com	160	0	0.00%

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.