

Digital Marketing Report

Impressions

How many ads were served:

99,683

Clicks

Times a user clicked on an ad

332

Click-Through Rate

(Clicks/Impressions) x 100

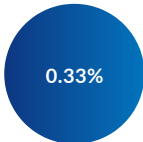
0.33%

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%)
CENTURY 21 1st Choice Realty - AI Social Mirror	40,013	151	0.38%	5.39
CENTURY 21 1st Choice Realty - Houses for Sale/Zillow/Home Buyers Behavioral Social Mirror	39,601	85	0.21%	3.07
CENTURY 21 1st Choice Realty - Keyword Social Mirror	20,069	96	0.48%	6.83

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	47,179	142	0.30%	4.30
	CENTURY 21 1st Choice Realty_Social Mirror_7.16_This 4 bedroom	42,223	124	0.29%	4.20
	CENTURY 21 1st Choice Realty_Social Mirror_7.16_Think buying a home	4,976	36	0.72%	10.34
	CENTURY 21 1st Choice Realty_Social Mirror_7.16_Every month, you're making a housing payment	5,305	30	0.57%	8.08

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00014	Video	Click to View	5.67%	1.51%
CENTURY 21 1st Choice Realty_Social Mirror_7.16_This 4 bedroom	Variant: Original	Carousel	Click to View	5.63%	1.09%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00011	Video	Click to View	3.97%	1.28%
CENTURY 21 1st Choice Realty_Social Mirror_7.16_This 4 bedroom	Variant: V_00007	Carousel	Click to View	3.90%	1.05%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00008	Video	Click to View	3.67%	1.64%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00012	Video	Click to View	3.44%	1.23%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00006	Video	Click to View	3.34%	1.64%
CENTURY 21 1st Choice Realty_Social Mirror_7.16_This 4 bedroom	Variant: V_00004	Carousel	Click to View	3.33%	1.93%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00010	Video	Click to View	3.01%	2.00%
CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home	Variant: V_00004	Video	Click to View	2.82%	1.91%

Social Mirror Ad Screenshots

	CENTURY 21 1st Choice Realty_Social Mirror_Thinking about buying a home
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	57,344	193	0.34%
Desktop	A personal computing device that remains stationary at one location.	31,147	120	0.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,192	19	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,022	8	0.26%
themirror.com	2,295	10	0.44%
northcentralpa.com	2,270	3	0.13%
usatoday.com	1,812	12	0.66%
apnews.com	1,682	4	0.24%
tmz.com	1,552	2	0.13%
arcamax.com	1,434	3	0.21%
accuweather.com	1,322	0	0.00%
tunein.com	1,164	1	0.09%
tumblr.com	1,152	2	0.17%
themompack.com	798	1	0.13%
hollywoodpq.com	763	12	1.57%
ign.com	648	3	0.46%
fontspace.com	643	0	0.00%
huntingpa.com	509	0	0.00%
wideopencountry.com	498	0	0.00%
studentdoctor.net	472	1	0.21%
ruralsprout.com	467	5	1.07%
signupgenius.com	409	1	0.24%
Fox News - Daily Breaking News	405	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.