

Digital Marketing Report

Impressions

How many ads were served:

249,482

Clicks

Times a user clicked on an ad

642

Click-Through Rate

(Clicks/Impressions) x 100

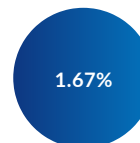
0.26%

Your Product Breakout by Impressions



Social
Mirror

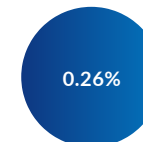
CTV Completion Rate



1.67%

Percentage of users who watched the video from start
to finish

Total Engagement Rate



0.26%

(Clicks+View-throughs)/Impressions x 100*

X the National Average



3.68

X the National Avg (.07%)

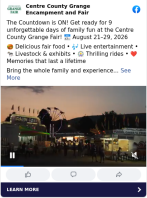
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Grange Fair - Art & Craft Lovers/Live Event Attendees/Foodies Behavioral Social Mirror	131,375	257	0.20%	2.79
The Grange Fair - AI Social Mirror	118,107	385	0.33%	4.66

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	The Grange Fair_Social Mirror_The Countdown is ON	249,482	642	0.26%	3.68

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00013	Video	Click to View	11.50%	0.65%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00008	Video	Click to View	11.30%	0.55%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00015	Video	Click to View	10.44%	0.57%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: Original	Video	Click to View	9.34%	0.57%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00014	Video	Click to View	7.71%	0.62%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00003	Video	Click to View	7.35%	0.61%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00007	Video	Click to View	6.73%	0.62%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00005	Video	Click to View	5.59%	0.75%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00009	Video	Click to View	4.49%	0.62%
The Grange Fair_Social Mirror_The Countdown is ON	Variant: V_00004	Video	Click to View	4.33%	0.75%

Social Mirror Ad Screenshots

The Grange Fair_Social Mirror_The Countdown is ON	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	161,544	456	0.28%
Desktop	A personal computing device that remains stationary at one location.	63,387	140	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	24,551	46	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,401	6	0.14%
foxnews.com	4,379	10	0.23%
wrestlezone.com	4,352	1	0.02%
tmz.com	4,319	3	0.07%
arcamax.com	3,781	6	0.16%
usatoday.com	3,374	5	0.15%
hollywoodpq.com	3,289	9	0.27%
accuweather.com	3,024	4	0.13%
lancasteronline.com	2,993	0	0.00%
tunein.com	2,601	1	0.04%
ruralsprout.com	2,373	1	0.04%
apnews.com	2,339	3	0.13%
themirror.com	2,269	8	0.35%
tumblr.com	2,239	1	0.04%
realclearpolitics.com	1,971	0	0.00%
huffpost.com	1,839	2	0.11%
courttv.com	1,730	0	0.00%
shopgoodwill.com	1,563	0	0.00%
lawandcrime.com	1,548	0	0.00%
thegardenbeds.com	1,479	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



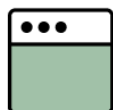
Live Chat



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.