

Digital Marketing Report

Impressions

How many ads were served:

15,576

Clicks

Times a user clicked on an ad

37

Click-Through Rate

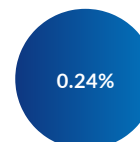
(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



Total Engagement Rate



0.24%

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

X the National Average



3.39

X the National Avg (.07%)

Social
Mirror

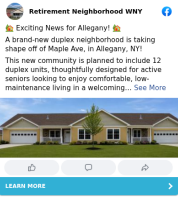
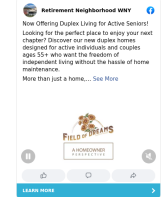
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



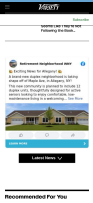
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Field Of Dreams Cottages - AI Social Mirror	9,292	22	0.24%	3.38
Field Of Dreams Cottages - Age 55+/Household Income \$100k+/Plan to Buy a Second Home Social Mirror	6,284	15	0.24%	3.41

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Field of Dreams Cottages_7.27_Carousel	4,596	14	0.30%	4.35
	Field of Dreams Cottages_7.27_Exciting News for Allegany!	5,896	12	0.20%	2.91
	Field of Dreams Cottages_7.20_Now Offering Duplex Living	5,084	11	0.22%	3.09

Social Mirror Ad Screenshots

	Field of Dreams Cottages_7.27_Exciting News for Allegany!		
Screenshot			

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	11,161	23	0.21%
Mobile	A portable electronic device that can connect to the internet.	3,807	12	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	608	2	0.33%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	4,267	1	0.02%
aol.com	816	0	0.00%
whec.com	360	2	0.56%
legacy.com	262	2	0.76%
foxnews.com	242	0	0.00%
merriam-webster.com	185	0	0.00%
washingtonpost.com	158	0	0.00%
britannica.com	123	0	0.00%
democratandchronicle.com	108	1	0.93%
apnews.com	96	1	1.04%
accuweather.com	87	0	0.00%
usmagazine.com	83	0	0.00%
WeatherBug – Weather Forecast	76	0	0.00%
usatoday.com	67	1	1.49%
wandertooth.com	67	0	0.00%
takingthekids.com	63	0	0.00%
warcrafttavern.com	63	0	0.00%
sallysbakingaddiction.com	62	0	0.00%
realtor.com	61	0	0.00%
behindthevoiceactors.com	60	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.