

Digital Marketing Report

Impressions

How many ads were served:

68,059

Clicks

Times a user clicked on an ad

92

Click-Through Rate

(Clicks/Impressions) x 100

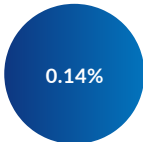
0.14%

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%)
Bucktail Reunion - History/Cultural History Social Mirror	68,059	92	0.14%	1.93

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bucktail Reunion_7.23_Step back to 1861	68,059	92	0.14%	1.93

Social Mirror Ad Screenshots

	Bucktail Reunion_7.23_Step back to 1861
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	37,871	61	0.16%
Desktop	A personal computing device that remains stationary at one location.	24,292	20	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,896	11	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	2,190	1	0.05%
imdb.com	2,161	1	0.05%
usatoday.com	2,141	2	0.09%
ebay.com	1,912	0	0.00%
nypost.com	1,814	1	0.06%
tunein.com	1,674	0	0.00%
msn.com	1,663	2	0.12%
Podcast Player	1,508	0	0.00%
hollywoodpq.com	1,407	3	0.21%
foxnews.com	1,309	3	0.23%
tmz.com	778	1	0.13%
theScore: Sports News & Scores	666	0	0.00%
huffpost.com	620	0	0.00%
jcpenny.com	555	0	0.00%
270towin.com	512	0	0.00%
wjactv.com	470	2	0.43%
washingtonpost.com	460	0	0.00%
signupgenius.com	451	0	0.00%
dailymail.com	439	3	0.68%
apnews.com	438	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.