

Digital Marketing Report

Impressions

How many ads were served:

71,529

Clicks

Times a user clicked on an ad

140

Click-Through Rate

(Clicks/Impressions) x 100

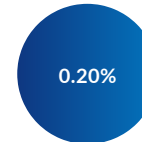
0.20%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



0.20%

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

X the National Average



2.80

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 Commons - Concert Goers/Live Event Attendees/Music Enthusiasts Behavioral Social Mirror	36,335	89	0.24%	3.50
The Commons - Bob Marley Tribute 18+/Concert Goers/Music Enthusiasts Behavioral Social Mirror	35,194	51	0.14%	2.07

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	The Commons_Social Mirror_7.8_With more than 35 million streams	36,335	89	0.24%	3.50
	The Commons_Social Mirror_7.16_Chico! Sol Horizon is bringing their Bob Marley	35,194	51	0.14%	2.07

Social Mirror Ad Screenshots

	The Commons_Social Mirror_7.8_With more than 35 million streams		
Screenshot			

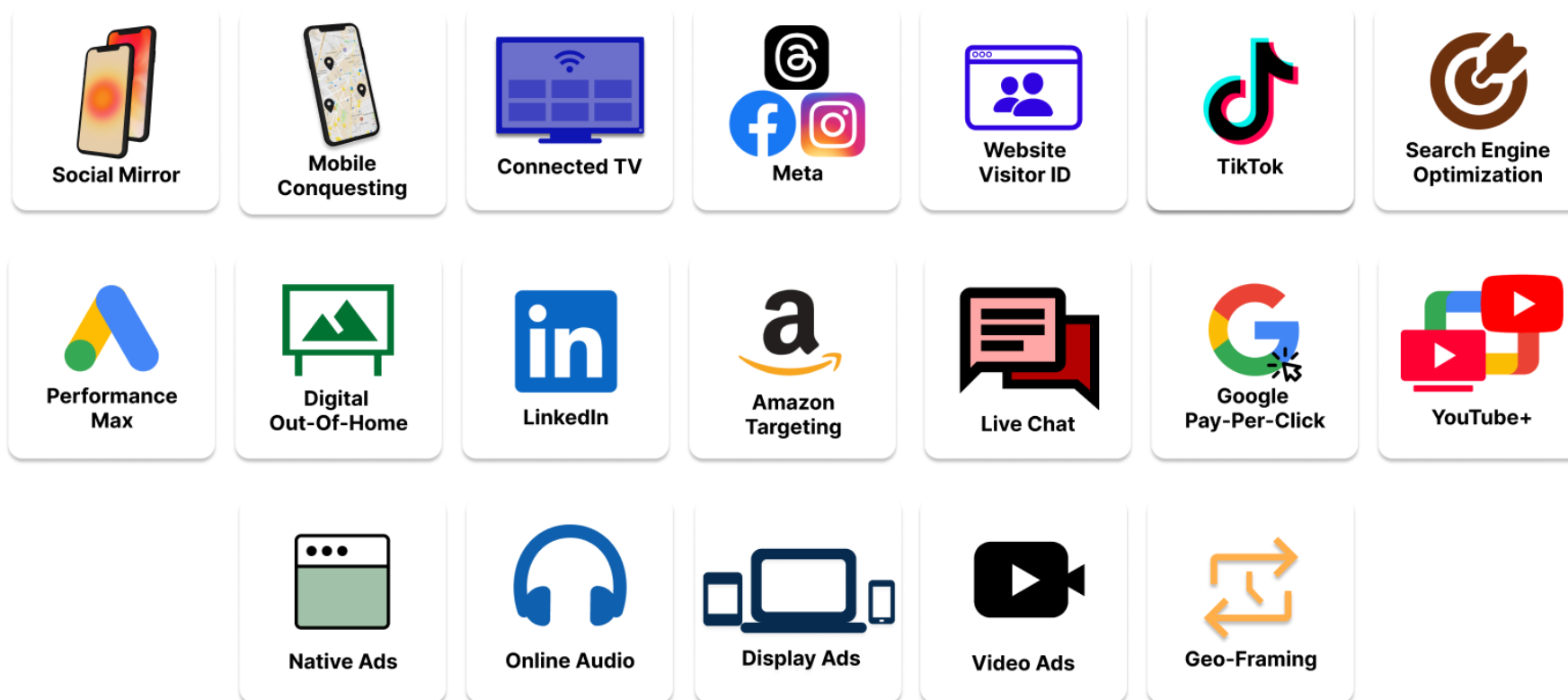
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	46,136	115	0.25%
Desktop	A personal computing device that remains stationary at one location.	18,052	13	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,341	12	0.16%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,118	4	0.13%
tmz.com	2,948	1	0.03%
nypost.com	2,874	1	0.03%
The Scoop	1,601	3	0.19%
OfferUp: Buy. Sell. Letgo.	1,520	0	0.00%
usatoday.com	1,512	2	0.13%
foxnews.com	1,192	8	0.67%
theScore: Sports News & Scores	1,152	5	0.43%
shindanmaker.com	1,031	2	0.19%
arcamax.com	1,001	1	0.10%
iHeartRadio: Radio, Podcasts & Music On Demand	786	2	0.25%
huffpost.com	768	2	0.26%
theguardian.com	665	2	0.30%
sfgate.com	626	0	0.00%
gizmodo.com	555	0	0.00%
mediotiempo.com	474	3	0.63%
realclearpolitics.com	470	0	0.00%
TREBEL: Music, MP3 & Podcasts	429	0	0.00%
Fox News - Daily Breaking News	428	0	0.00%
Fox News: US & World Headlines	422	2	0.47%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.