



Digital Marketing Report

Impressions

How many ads were served:

101,970

Clicks

Times a user clicked on an ad

366

Click-Through Rate

(Clicks/Impressions) x 100

0.36%

Your Product Breakout by Impressions



CTV Completion Rate

17.62%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.40%

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

X the National Average

5.13

X the National Avg (.07%)

Social
Mirror

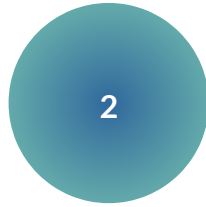
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cave Area Convention Center - Family Vacations/Entertainment Venues Behavioral Social Mirror	97,086	351	0.36%	5.16
Cave Area Convention Center - Retargeting Social Mirror	4,884	15	0.31%	4.39

Social Mirror View-through Conversions

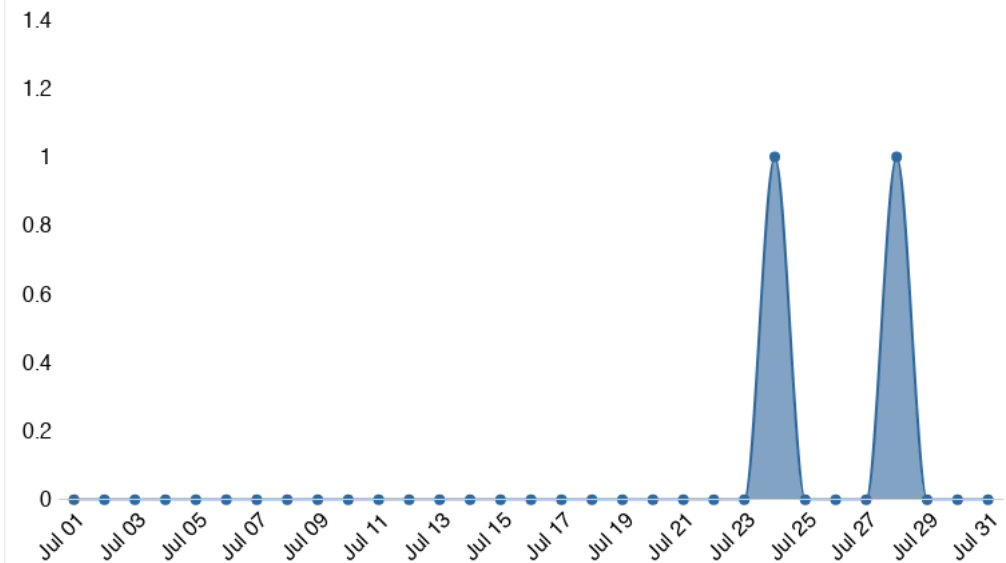


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

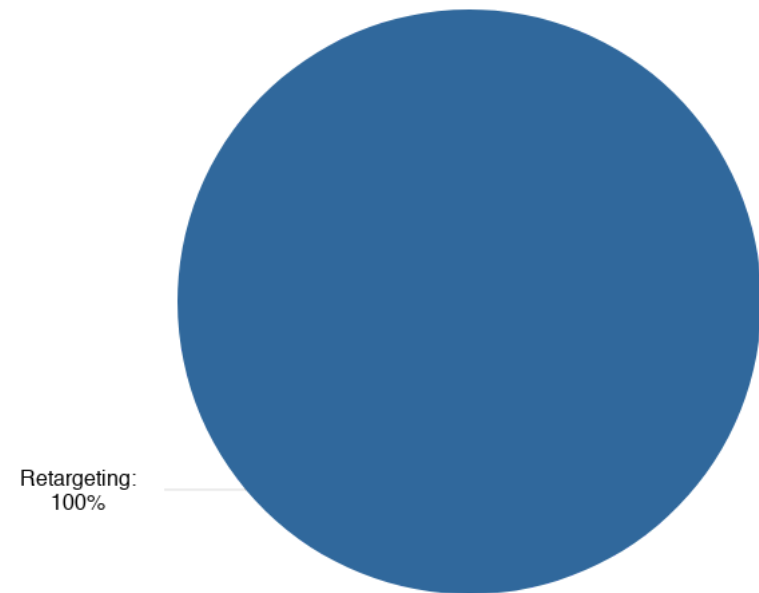
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Cave Area Convention Center Homepage Visits	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	81,486	261	0.32%	4.58
	Cave Area Convention Center_SM_7.23.26_An acoustic version, but make it even more acoustic	11,220	60	0.53%	7.64
	Cave Area Convention Center_SM_7.23.26_Benefit In Support of Steve Jewell Sr	9,264	45	0.49%	6.94



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: Original	Video	Click to View	6.62%	1.31%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00013	Video	Click to View	6.11%	0.89%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00003	Video	Click to View	5.84%	0.99%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00014	Video	Click to View	5.72%	1.06%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00012	Video	Click to View	5.54%	1.17%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00006	Video	Click to View	5.43%	1.30%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00004	Video	Click to View	5.36%	1.00%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00011	Video	Click to View	5.27%	0.94%
Cave Area Convention Center_SM_Benefit In Support of Steve Jewell Sr	Variant: V_00010	Video	Click to View	5.22%	0.95%

Social Mirror Ad Screenshots

	Cave Area Convention Center_SM_7.23.26_Benefit In Support of Steve Jewell Sr
Screenshot	



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,402	281	0.39%
Desktop	A personal computing device that remains stationary at one location.	20,914	66	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,654	19	0.22%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,521	2	0.06%
The Scoop	3,184	6	0.19%
foxnews.com	2,753	7	0.25%
hollywoodpq.com	2,132	14	0.66%
tmz.com	1,921	5	0.26%
huffpost.com	1,751	2	0.11%
arcamax.com	1,655	3	0.18%
newschannel5.com	1,236	2	0.16%
Samsung Global Goals	1,059	2	0.19%
apnews.com	989	2	0.20%
courttv.com	885	0	0.00%
themirror.com	839	4	0.48%
buzzfeed.com	813	3	0.37%
msn.com	810	0	0.00%
lawandcrime.com	723	0	0.00%
theguardian.com	613	3	0.49%
usatoday.com	585	0	0.00%
baseball-reference.com	563	0	0.00%
dailymail.com	563	1	0.18%
Fox News - Daily Breaking News	532	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.