

Digital Marketing Report

Impressions

How many ads were served:

270,230

Clicks

Times a user clicked on an ad

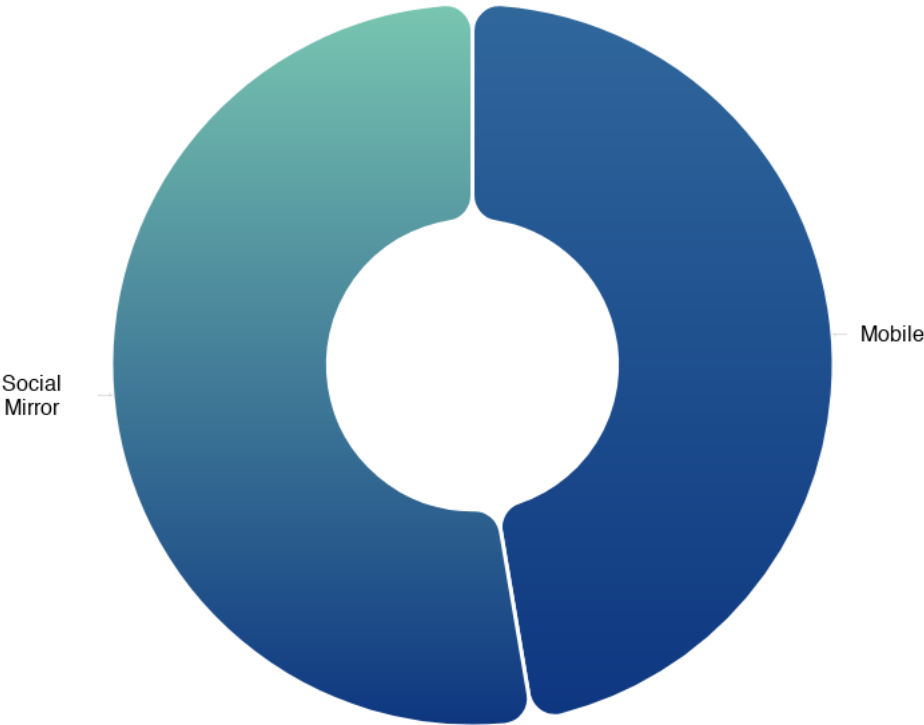
1,060

Click-Through Rate

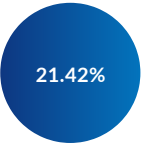
$(\text{Clicks} / \text{Impressions}) \times 100$

0.39%

Your Product Breakout by Impressions

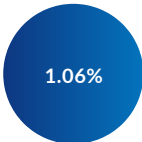


CTV Completion Rate



Percentage of users who watched the video from start to finish

Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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%)
Ingersoll-Rand Federal Credit Union - AI Social Mirror	70,294	473	0.67%	9.61
Ingersoll-Rand Federal Credit Union - Banking Services/Car Loan/Bank Card Users Behavioral Social Mirror	69,936	104	0.15%	2.12
Ingersoll-Rand Federal Credit Union - Bank Visitors/Car Shoppers/Mortgage/Loan Visitors Mobile	63,658	269	0.42%	6.04
Ingersoll-Rand Federal Credit Union - Geo-Retargeting Mobile	32,381	68	0.21%	3.00
Ingersoll-Rand Federal Credit Union - Geo-Fencing Mobile	31,818	142	0.45%	6.38
Ingersoll-Rand Federal Credit Union - Retargeting Social Mirror	2,143	4	0.19%	2.67

Social Mirror Click Conversions

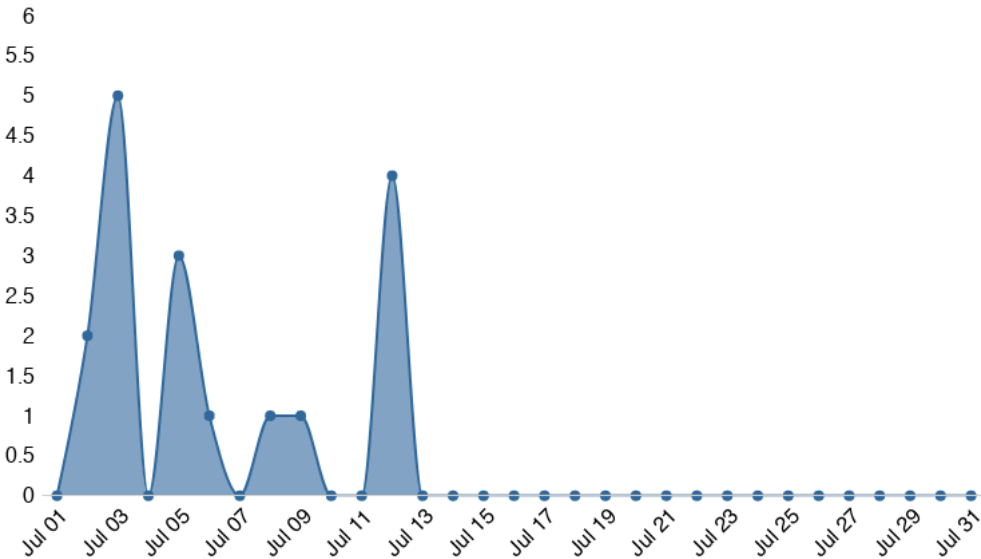


Times users clicked on an ad leading to your site and visited a page or completed an action

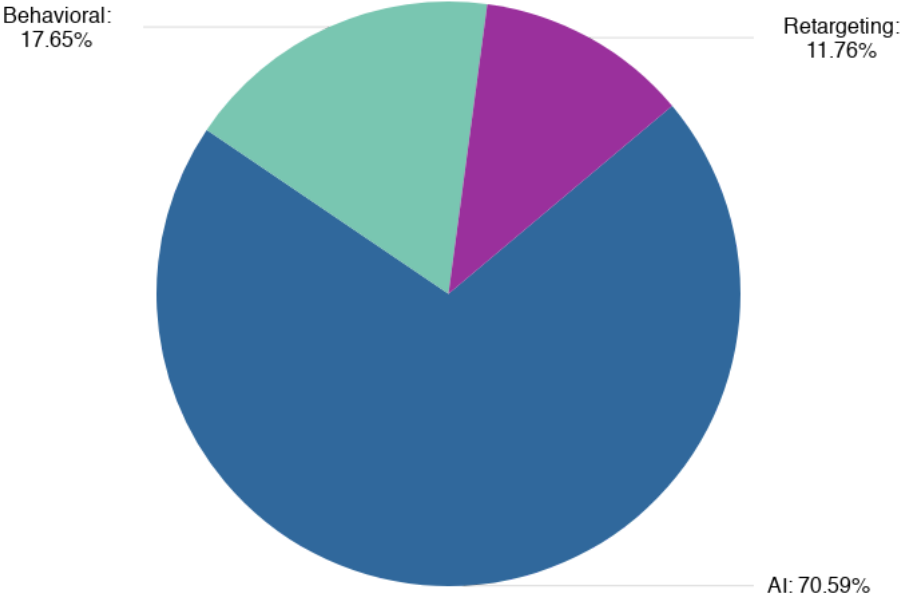
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Ingersoll-Rand Federal Credit Union Vehicle Loans Page View	17

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

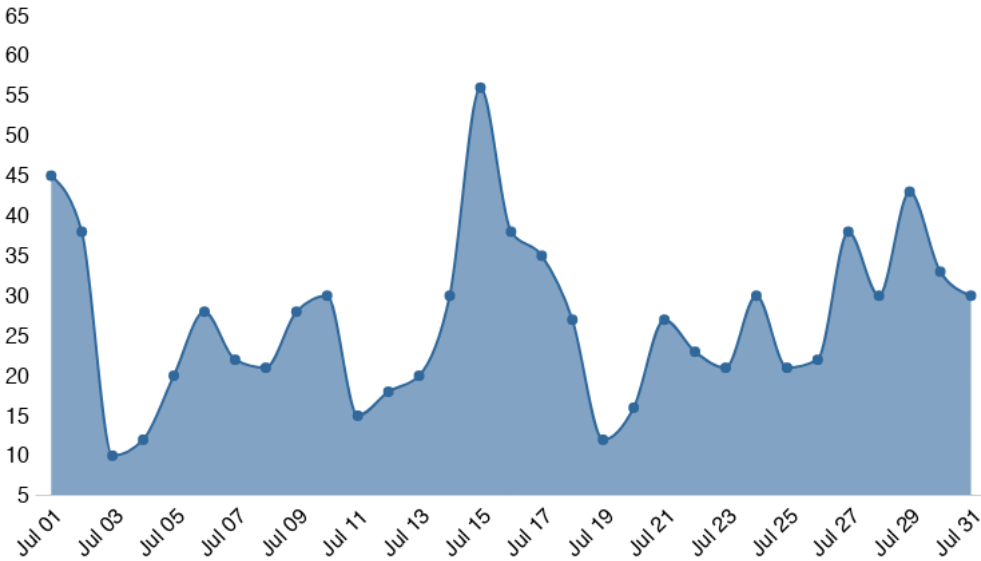


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

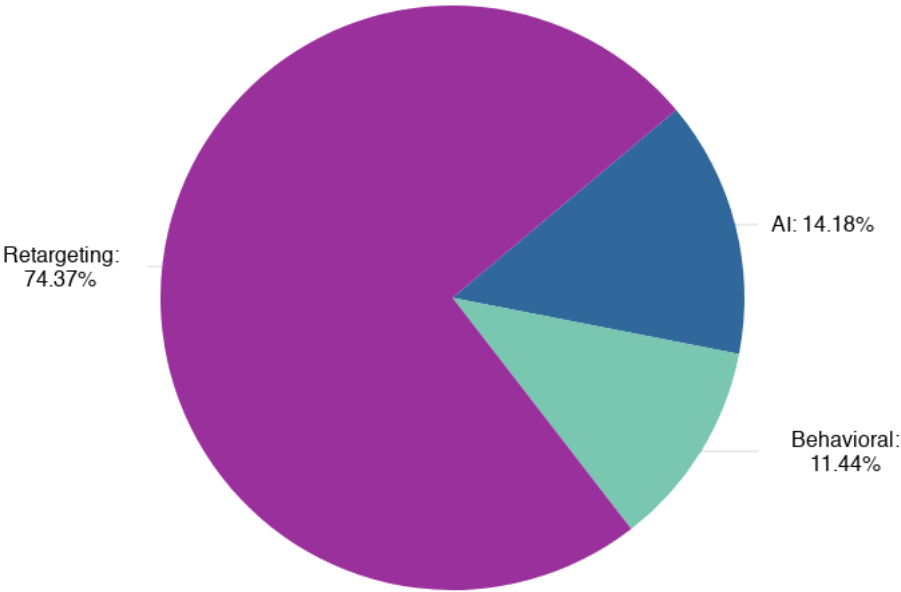
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Ingersoll-Rand Federal Credit Union Homepage Visits	819
Ingersoll-Rand Federal Credit Union Vehicle Loans Page View	7
Ingersoll-Rand Federal Credit Union Working Advantage Benefits Page View	5
Ingersoll-Rand Federal Credit Union Checking Accounts Page View	3
Ingersoll-Rand Federal Credit Union Share Savings Page View	3
Ingersoll-Rand Federal Credit Union Apply Here Click	1
Ingersoll-Rand Federal Credit Union Home Loans Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions

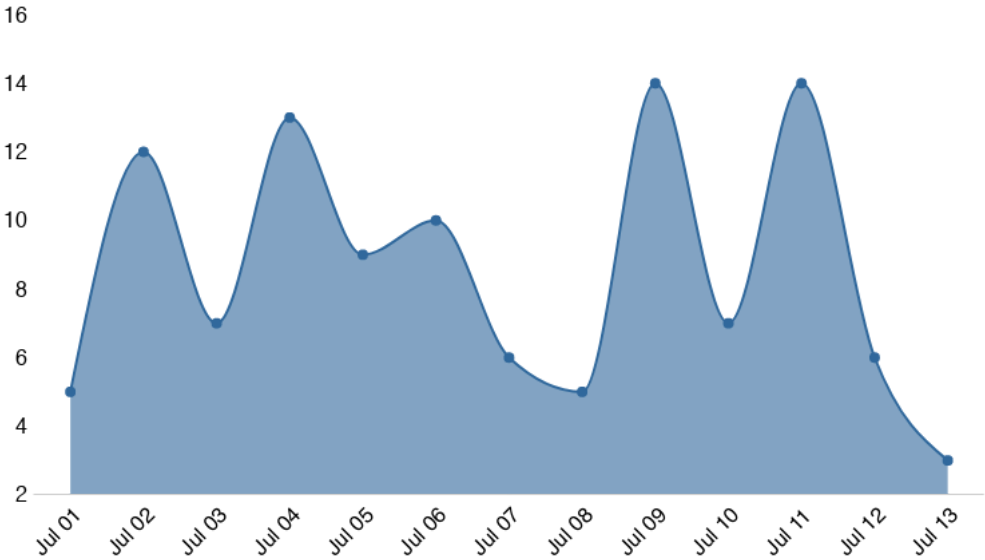


Times users clicked on an ad leading to your site and visited a page or completed an action

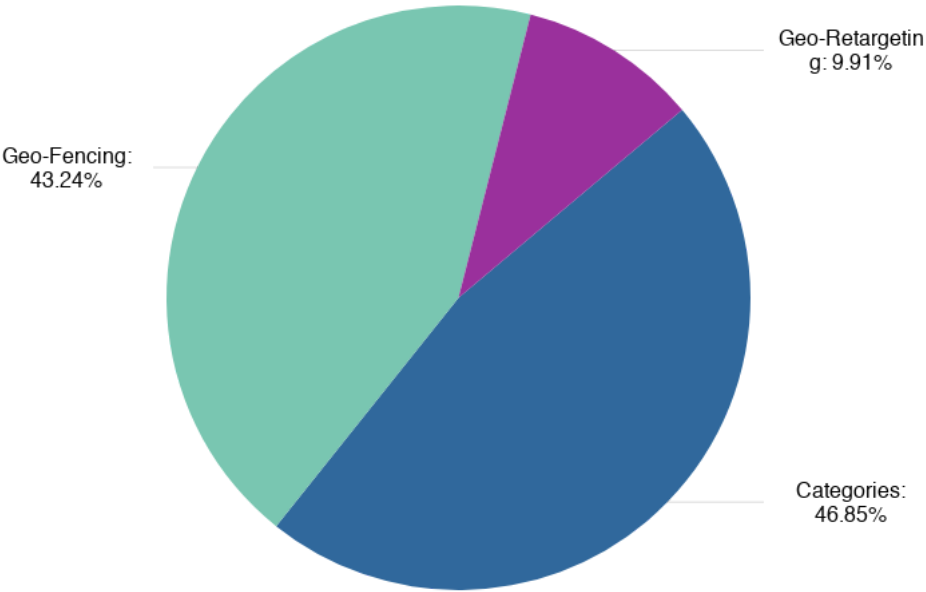
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Ingersoll-Rand Federal Credit Union Vehicle Loans Page View	111

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

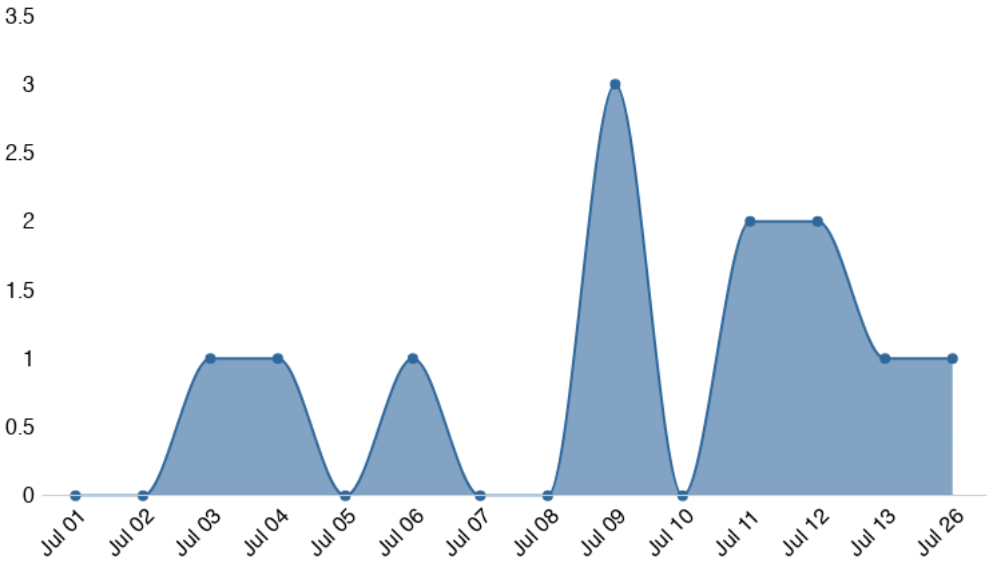


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Mobile Conquesting View-through Conversion Performance Breakout

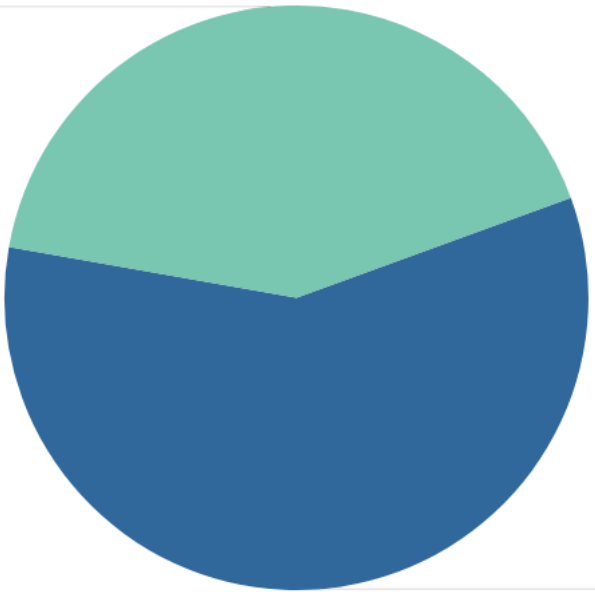
Conversion Name	View-throughs ↓
Ingersoll-Rand Federal Credit Union Vehicle Loans Page View	11
Ingersoll-Rand Federal Credit Union Homepage Visits	1

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy

Geo-Fencing:
41.67%



Categories:
58.33%

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

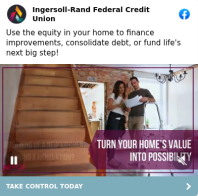


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Ingersoll Rand Federal Credit Union	1970 Elmira ST	Sayre	PA	18840	1

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	83,217	292	0.35%	5.01
	Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	59,156	289	0.49%	6.98



Grid contains more rows, but they have been clipped.

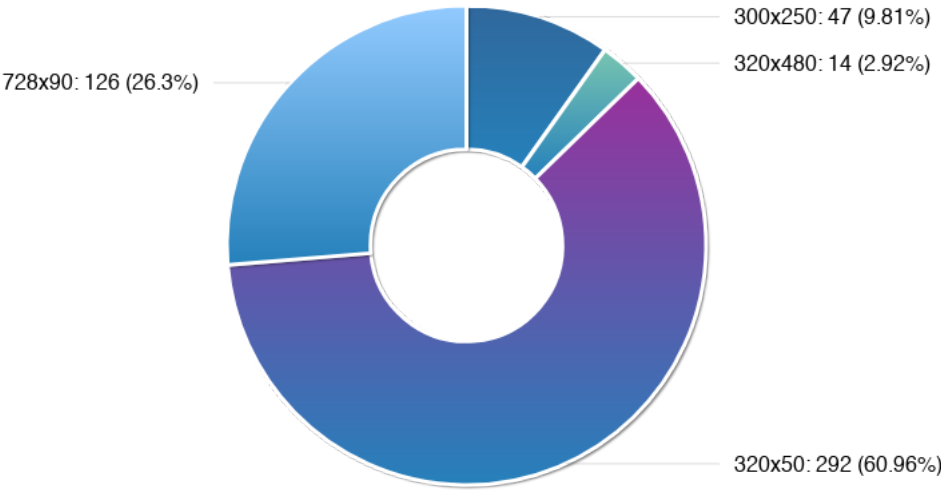
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	Variant: V_00005	Video	Click to View	8.03%	0.75%
Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	Variant: V_00008	Video	Click to View	5.85%	0.85%
Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	Variant: V_00006	Video	Click to View	5.47%	0.88%
Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	Variant: V_00014	Video	Click to View	5.14%	0.75%
Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	Variant: V_00009	Video	Click to View	5.04%	0.94%
Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	Variant: V_00012	Video	Click to View	4.93%	0.64%
Ingersoll-Rand Federal Credit Union_SM_Summer adventures start with the right vehicle	Variant: V_00010	Video	Click to View	4.53%	0.77%
Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	Variant: V_00005	Video	Click to View	4.28%	0.79%
Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	Variant: V_00002	Video	Click to View	3.47%	0.77%
Ingersoll-Rand Federal Credit Union_SM_Use the equity in your home	Variant: V_00012	Video	Click to View	3.46%	0.73%

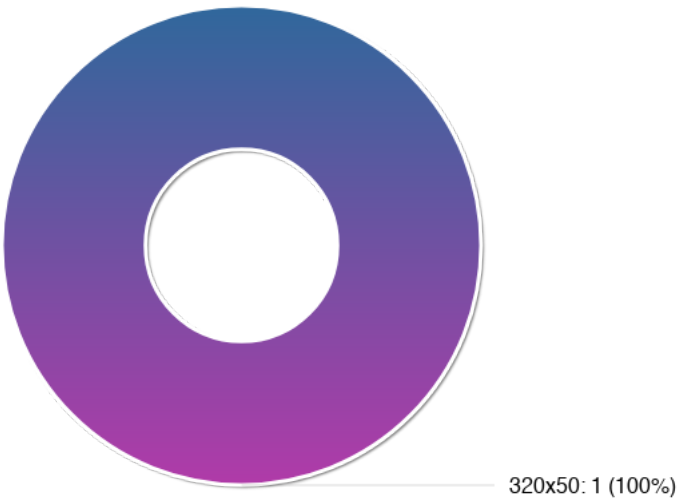
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Ingersoll-Rand Federal Credit Union_320x50.png	57,027	209	0.37%	5.24
	Ingersoll-Rand Federal Credit Union_320x50 IRFCU Summer Road Trip-4.png	39,299	83	0.21%	3.02
	Ingersoll-Rand Federal Credit Union_728x90.png	14,610	76	0.52%	7.43
	Ingersoll-Rand Federal Credit Union_728x90 IRFCU Summer Road Trip-5.png	11,600	50	0.43%	6.16
	Ingersoll-Rand Federal Credit Union_ingersollrandfcu.com (12) (1).png	3,485	39	1.12%	15.99
	Ingersoll-Rand Federal Credit Union_300x250 IRFCU Summer Road Trip-2.png	1,372	8	0.58%	8.33
	Ingersoll-Rand Federal Credit Union_320x480.png	373	10	2.68%	38.30
	Ingersoll-Rand Federal Credit Union_320x480 IRFCU Summer Road Trip-3.png	91	4	4.40%	62.79

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Elmira College	1 Park Place	Elmira	NY	14901			26,836	124	0.46%
Arnot Health	600 Roe Avenue	Elmira	NY	14905			3,399	15	0.44%
Penn College of Technology	One College Avenue	Williamsport	PA	17701			653	2	0.31%
Elmira City Government	317 E. Church Street	Elmira	NY	14901			430	0	0.00%
Chemung Co. Dept. Social Ser.	425 Pennsylvania Ave	Elmira	NY	14904			380	1	0.26%
Wyalusing School District Admin	42 Main Street	Wyalusing	PA	18853			128	0	0.00%
GTS Boces	459 Philo Road Building 12	Elmira	NY	14903			27	0	0.00%
Wyalusing Borough	50 Senate Street	Wyalusing	PA	18853			11	0	0.00%
Cargill Meat Plant	1252 Route 706	Wyalusing	PA	18853			9	1	11.11%
Crown and Cork	650 Berry Road	Nichols	NY	13812			5	0	0.00%
Horseheads SD Admin	143 Hibbard Road	Horseheads	NY	14845			1	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	104,323	555	0.53%
Desktop	A personal computing device that remains stationary at one location.	30,240	16	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,810	10	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
apnews.com	4,019	1	0.02%
screenrant.com	2,766	0	0.00%
stargazette.com	2,305	3	0.13%
tumblr.com	1,932	1	0.05%
ign.com	1,203	1	0.08%
weather.com	1,188	0	0.00%
imdb.com	1,138	2	0.18%
nytimes.com	1,114	2	0.18%
hollywoodpq.com	1,104	1	0.09%
msn.com	1,101	0	0.00%
Timehop - Memories Then & Now	1,078	0	0.00%
reuters.com	860	1	0.12%
8ballpool.com	843	0	0.00%
shopgoodwill.com	784	0	0.00%
takingthekids.com	708	1	0.14%
foxnews.com	635	0	0.00%
espn.com	630	0	0.00%
rvtrader.com	628	2	0.32%
theScore: Sports News & Scores	628	4	0.64%
newslive.com	616	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.