

Digital Marketing Report

Impressions

How many ads were served:

91,973

Clicks

Times a user clicked on an ad

130

Click-Through Rate

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

0.14%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

0.38%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.14%

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

X the National Average

2.02

X the National Avg (.07%)

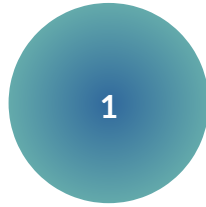
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Del Mar Golf Center - Behavioral Social Mirror	91,917	130	0.14%	2.02
Del Mar Golf Center - Retargeting Social Mirror	50	0	0.00%	0.00
Del Mar Golf Center - Custom Audience Lookalike Social Mirror	6	0	0.00%	0.00

Social Mirror View-through Conversions

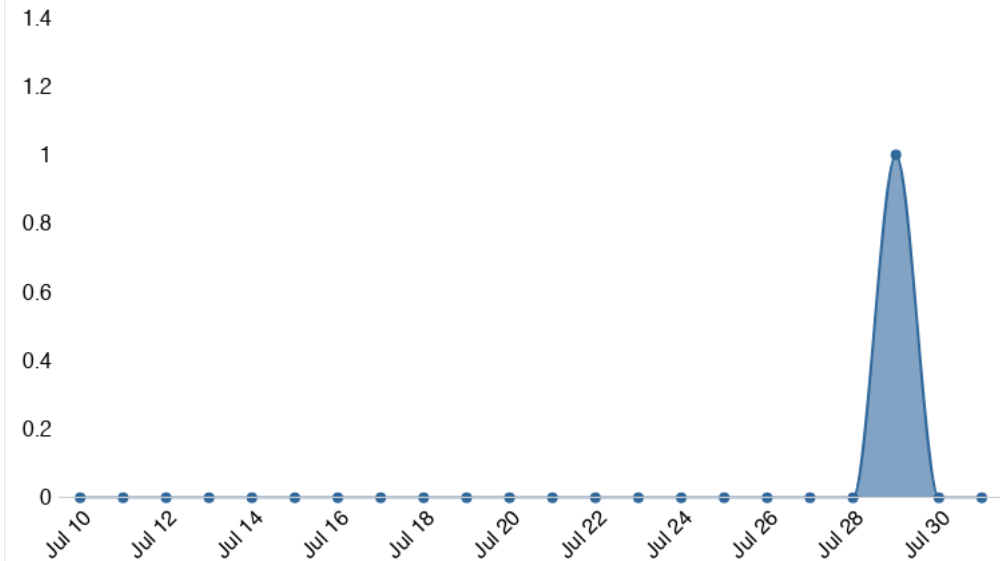


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

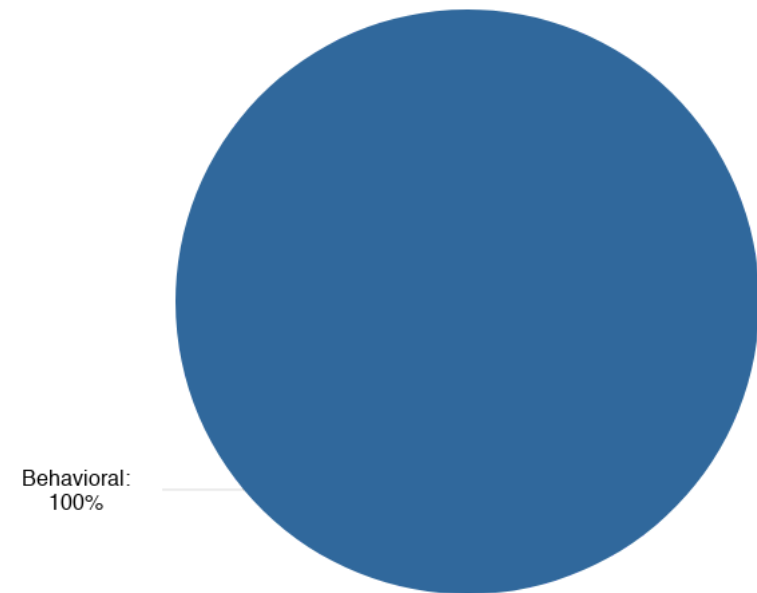
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Del Mar Golf Center Homepage Visits	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



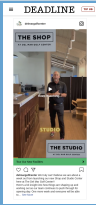
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	50,476	71	0.14%	2.01
	Del Mar Golf Center_Social Mirror_IG Carousel_7.16_Stop by	26,213	46	0.18%	2.51
	Del Mar Golf Center_Social Mirror_7.7_IG_July 14th_BIG ANNOUNCEMENT	15,284	13	0.09%	1.22

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00001	Video	Click to View	8.46%	0.99%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00002	Video	Click to View	5.66%	1.24%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00013	Video	Click to View	5.30%	1.49%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00009	Video	Click to View	4.87%	1.74%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00005	Video	Click to View	4.35%	1.18%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00007	Video	Click to View	4.02%	1.39%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00006	Video	Click to View	3.53%	1.45%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00014	Video	Click to View	2.89%	1.47%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00004	Video	Click to View	2.65%	2.31%
Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe	Variant: V_00008	Video	Click to View	2.53%	1.28%

Social Mirror Ad Screenshots

	Del Mar Golf Center_Social Mirror_IG Carousel_7.16_Stop by	Del Mar Golf Center_Social Mirror_IG_7.7_We truly can't believe
Screenshot		

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
15501	54,872	75	0.14%	1.95
15658	20,694	24	0.12%	1.66
15531	3,880	3	0.08%	1.10
15541	2,893	5	0.17%	2.47
15928	2,384	5	0.21%	3.00
15547	1,454	2	0.14%	1.97
15935	1,447	9	0.62%	8.89
15502	1,423	0	0.00%	0.00
15936	902	3	0.33%	4.75
15520	552	0	0.00%	0.00
15655	461	0	0.00%	0.00
15677	308	0	0.00%	0.00
15937	238	0	0.00%	0.00
15546	143	1	0.70%	9.99
15544	102	0	0.00%	0.00
15555	36	0	0.00%	0.00
15561	12	0	0.00%	0.00
15560	10	0	0.00%	0.00

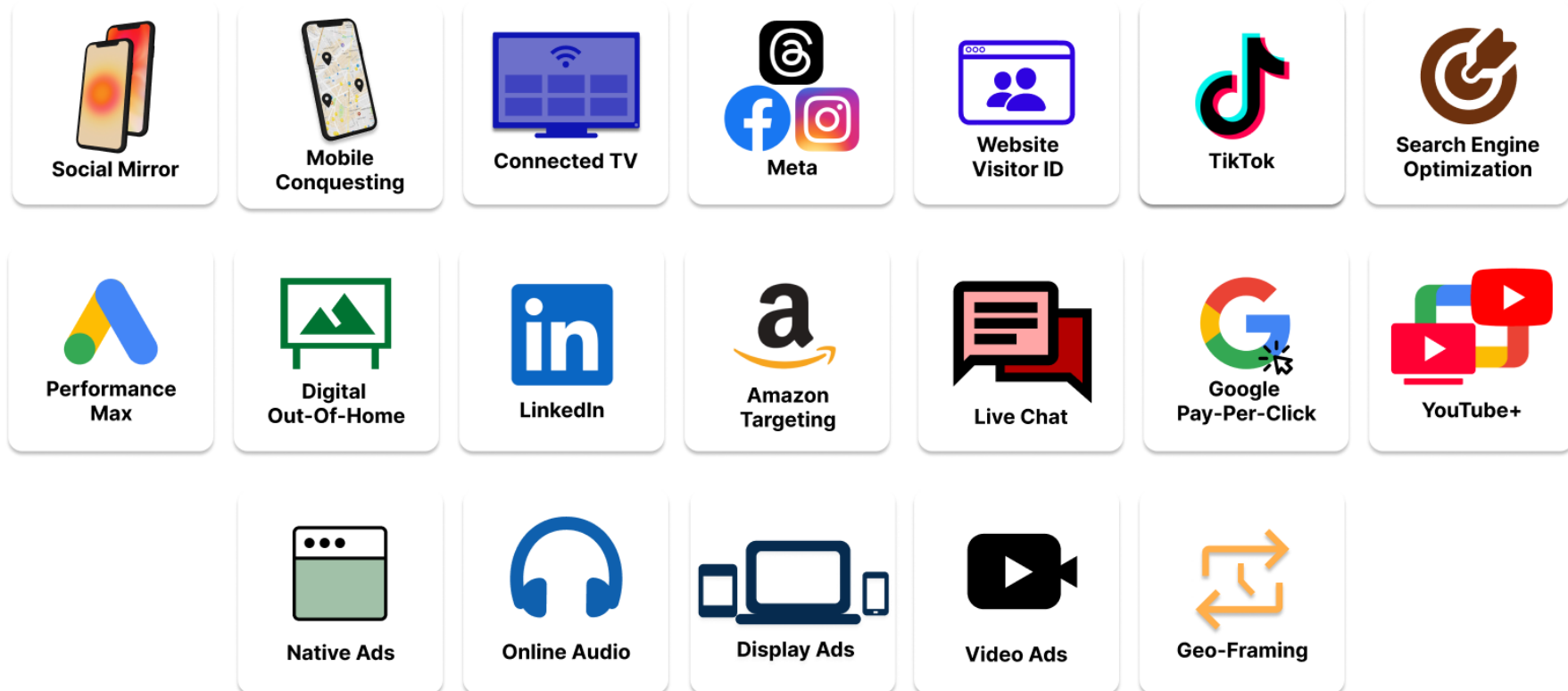
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	53,697	39	0.07%
Mobile	A portable electronic device that can connect to the internet.	33,651	82	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,625	9	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	19,236	4	0.02%
aol.com	11,495	0	0.00%
foxnews.com	3,096	5	0.16%
washingtonpost.com	1,955	0	0.00%
drugs.com	1,333	2	0.15%
usatoday.com	953	5	0.52%
legacy.com	826	0	0.00%
pinterest.com	775	1	0.13%
apnews.com	752	2	0.27%
Fox News - Daily Breaking News	718	0	0.00%
biblegateway.com	700	1	0.14%
arcamax.com	674	0	0.00%
tribdem.com	622	1	0.16%
nypost.com	523	2	0.38%
realtor.com	504	0	0.00%
Podcast Player	498	1	0.20%
Pinterest	474	0	0.00%
magicarnpixels.com	462	0	0.00%
baseball-reference.com	428	5	1.17%
themirror.com	382	1	0.26%

All available products in our *toolbox*.



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