

Digital Marketing Report

Impressions

How many ads were served:

301,999

Clicks

Times a user clicked on an ad

790

Click-Through Rate

(Clicks/Impressions) x 100

0.26%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

41.18%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.30%

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

X the National Average

3.74

X the National Avg (.07%)

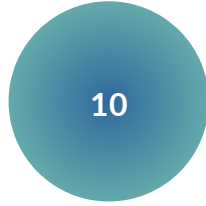
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Clearwater Pools and Spas - Homeowners/Swimming Pools & Spas Behavioral Social Mirror	162,718	354	0.22%	3.11
Clearwater Pools and Spas - AI Social Mirror	116,518	384	0.33%	4.71
Clearwater Pools and Spas - Retargeting Social Mirror	16,534	45	0.27%	3.89
Clearwater Pools and Spas - Geo-Retargeting Social Mirror	6,178	7	0.11%	1.62
Clearwater Pools and Spas - Geo-Fencing Social Mirror	51	0	0.00%	0.00

Social Mirror Click Conversions

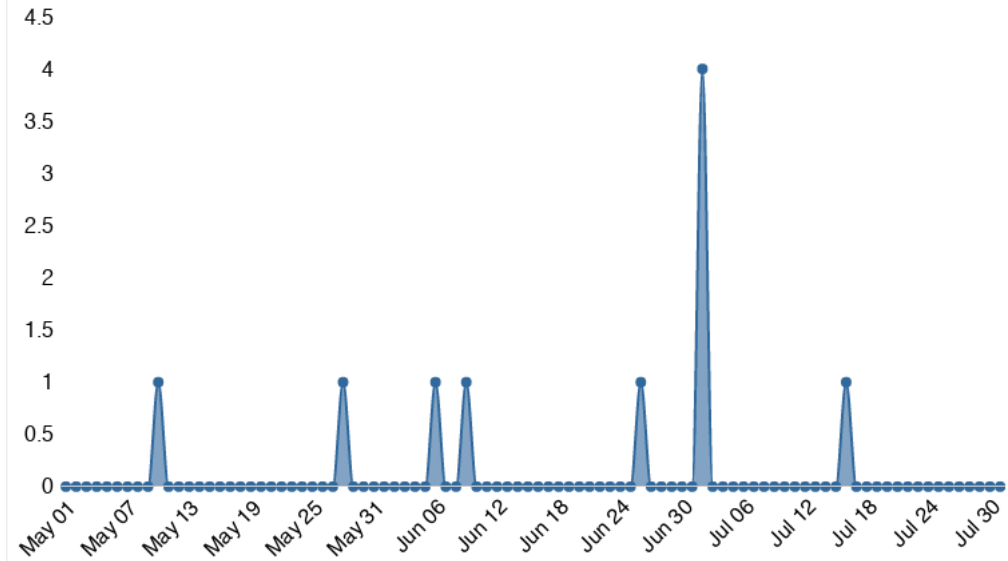


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

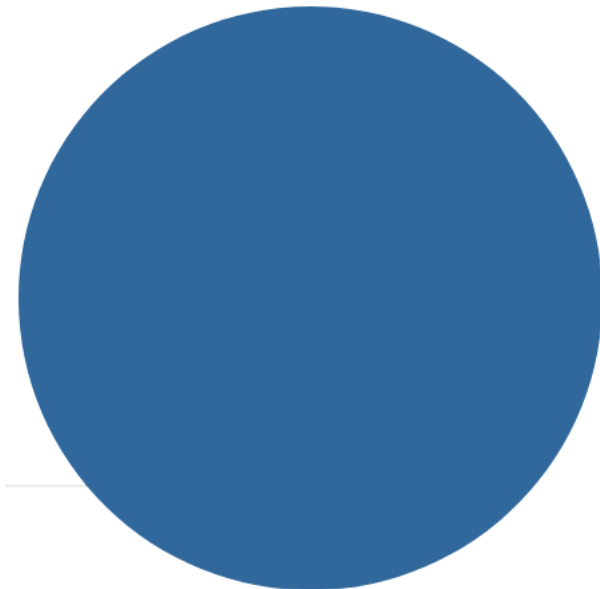
Conversion Name	Click Conversions ↓
Clearwater Pools and Spas Contact Page View	4
Clearwater Pools and Spas Hot Tubs Page View	2
Clearwater Pools and Spas Above Ground Pools Page View	1
Clearwater Pools and Spas Inground Pools Page View	1
Clearwater Pools and Spas Pool Supply Store Page View	1
Clearwater Pools and Spas Service & Maintenance Page View	1

Social Mirror Click Conversions by Day

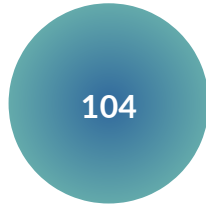


Top Social Mirror Click Conversions by Strategy

AI: 100%



Social Mirror View-through Conversions

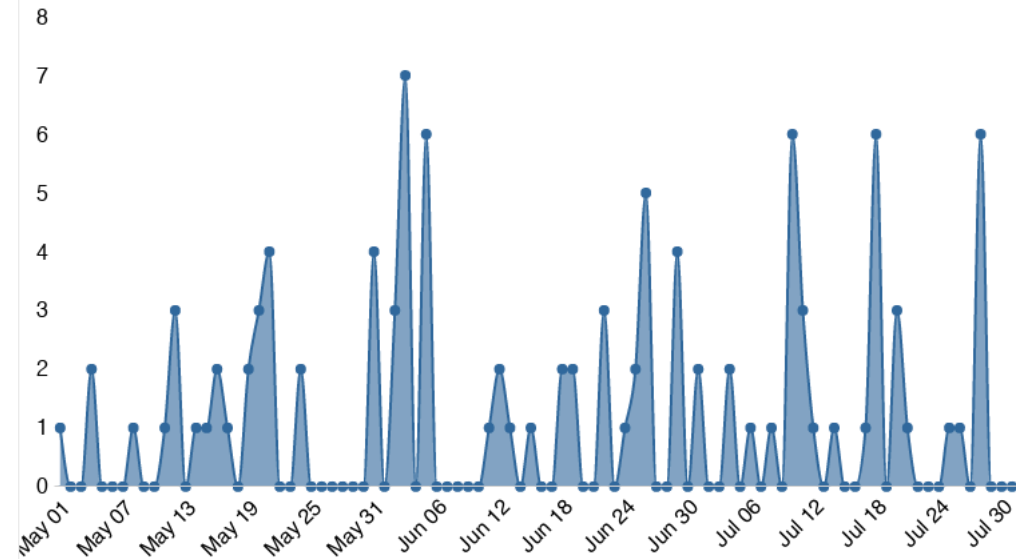


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

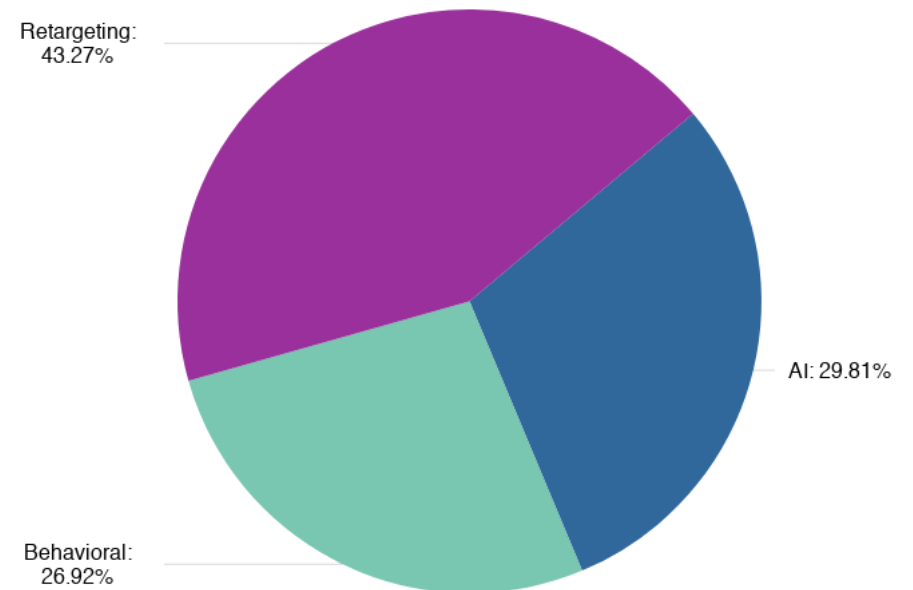
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Clearwater Pools and Spas Homepage Visits	76
Clearwater Pools and Spas Above Ground Pools Page View	12
Clearwater Pools and Spas Pool Supply Store Page View	4
Clearwater Pools and Spas Contact Page View	3
Clearwater Pools and Spas Hot Tubs Page View	3
Clearwater Pools and Spas Inground Pools Page View	3
Clearwater Pools and Spas Service & Maintenance Page View	3

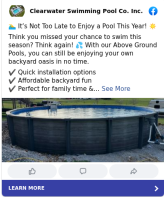
Social Mirror View-through Conversions by Day



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	Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	131,763	352	0.27%	3.82
Thumbnail not available	Clearwater Pools and Spas_5.18_Social Mirror_BIG NEWS	101,588	236	0.23%	3.32
	Clearwater Pools and Spas_Social Mirror_It's Not Too Late to Enjoy a Pool This Year	30,135	110	0.37%	5.21
Thumbnail not available	Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	38,513	92	0.24%	3.41

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			
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00002	Video	Click to View	7.20%	0.48%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00007	Video	Click to View	5.14%	0.52%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: Original	Video	Click to View	4.19%	0.36%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00003	Video	Click to View	3.92%	0.60%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00001	Video	Click to View	3.89%	0.54%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00004	Video	Click to View	3.66%	0.53%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00006	Video	Click to View	3.38%	0.45%
Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	Variant: V_00013	Photo	Click to View	3.29%	1.32%
Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	Variant: V_00002	Photo	Click to View	3.07%	1.34%

Social Mirror Ad Screenshots

	Clearwater Pools and Spas_5.18_Social Mirror_BIG NEWS	Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year
Screenshot		

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	202,617	558	0.28%
Desktop	A personal computing device that remains stationary at one location.	75,829	182	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	23,552	50	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	15,640	7	0.04%
imdb.com	10,568	2	0.02%
foxnews.com	10,292	28	0.27%
theguardian.com	4,546	19	0.42%
dailymail.com	4,150	7	0.17%
huffpost.com	3,998	9	0.23%
msn.com	3,217	1	0.03%
nytimes.com	2,989	3	0.10%
usatoday.com	2,831	13	0.46%
tmz.com	2,720	8	0.29%
huntingpa.com	2,657	4	0.15%
outdoorrevival.com	2,488	6	0.24%
Fox News - Daily Breaking News	2,449	0	0.00%
courttv.com	2,402	3	0.12%
shopgoodwill.com	2,302	2	0.09%
Pandora - Music & Podcasts	2,068	3	0.15%
realtor.com	1,798	1	0.06%
diymobileaudio.com	1,755	13	0.74%
Podcast Player	1,700	1	0.06%
cheezburger.com	1,605	3	0.19%

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.