

Digital Marketing Report

Impressions

How many ads were served:

153,371

Clicks

Times a user clicked on an ad

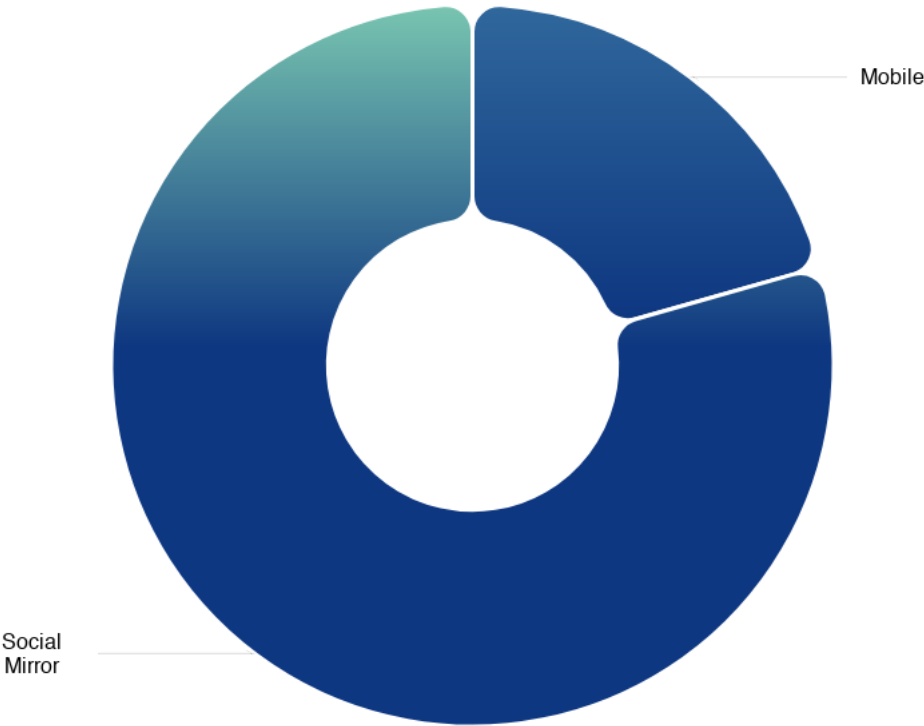
611

Click-Through Rate

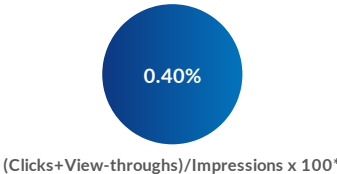
(Clicks/Impressions) x 100

0.40%

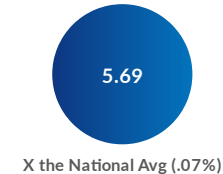
Your Product Breakout by Impressions



Total Engagement Rate



X the National Average



*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%)
Lebanon County Fair - AI Social Mirror	61,067	290	0.47%	6.78
Lebanon County Fair - Fair Goers/Family Events Behavioral Social Mirror	60,709	126	0.21%	2.96
Lebanon County Fair - Family Entertainment Visitors/Event Centers Visitors Mobile	31,582	193	0.61%	8.73
Lebanon County Fair - Geo-Retargeting Mobile	9	1	11.11%	158.73
Lebanon County Fair - Geo-Fencing Mobile	4	1	25.00%	357.14

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	121,776	416	0.34%	4.88



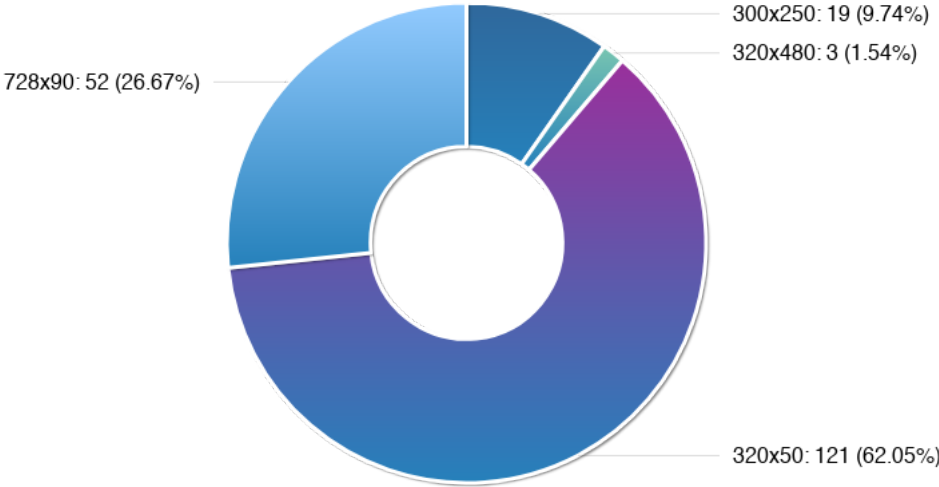
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00005	Carousel	Click to View	13.71%	0.95%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00008	Carousel	Click to View	10.92%	0.93%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00004	Carousel	Click to View	10.37%	0.88%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00010	Carousel	Click to View	9.58%	0.95%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: Original	Carousel	Click to View	7.97%	0.79%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00011	Carousel	Click to View	7.75%	0.73%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00001	Carousel	Click to View	7.43%	0.68%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00002	Carousel	Click to View	7.21%	0.65%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00006	Carousel	Click to View	7.01%	0.61%
Lebanon County Fair_Social Mirror_Summer's Favorite Week is Calling	Variant: V_00009	Carousel	Click to View	6.45%	0.44%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Lebanon County Fair_LV-AREAFAIR-320x50-2026.gif	23,010	121	0.53%	7.51
	Lebanon County Fair_LV-AREAFAIR-728x90-2026.gif	7,491	52	0.69%	9.92
	Lebanon County Fair_LV-AREAFAIR-300x250-2026.gif	1,001	19	1.90%	27.12
	Lebanon County Fair_LV-AREAFAIR-320x480-2026.gif	93	3	3.23%	46.08

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Buck Motorsports Park LLC	900 Lancaster Pike	Quarryville	PA	17566			4	1	25.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	94,687	340	0.36%
Desktop	A personal computing device that remains stationary at one location.	17,674	59	0.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,415	17	0.18%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	6,931	4	0.06%
Podcast Player	3,668	0	0.00%
foxnews.com	3,556	20	0.56%
theguardian.com	2,267	2	0.09%
SNOW - Beauty & makeup camera	2,120	1	0.05%
tmz.com	1,905	12	0.63%
huffpost.com	1,538	9	0.59%
cheezburger.com	1,397	5	0.36%
brezzamistica.info	1,357	0	0.00%
outdoorrevival.com	1,165	6	0.52%
infotechb1.com	958	16	1.67%
lawandcrime.com	881	2	0.23%
shopgoodwill.com	773	0	0.00%
msn.com	765	0	0.00%
BuzzFeed - Quiz, Trivia & News	605	2	0.33%
pokequestrecipes.me	574	0	0.00%
Timehop - Memories Then & Now	513	23	4.48%
digitaltrends.com	480	0	0.00%
redmas.com.co	454	0	0.00%
Realtor.com Real Estate	413	2	0.48%

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.