



Digital Marketing Report

Impressions

How many ads were served:

289,870

Clicks

Times a user clicked on an ad

1,224

Click-Through Rate

(Clicks/Impressions) x 100

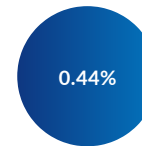
0.42%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%)
Awaken Bakery - Keyword Social Mirror	102,492	265	0.26%	3.69
Awaken Bakery - Behavioral Social Mirror	100,220	437	0.44%	6.23
Awaken Bakery - AI Social Mirror	80,713	481	0.60%	8.51
Awaken Bakery - Site Retargeting Social Mirror	6,445	41	0.64%	9.09

Social Mirror Click Conversions

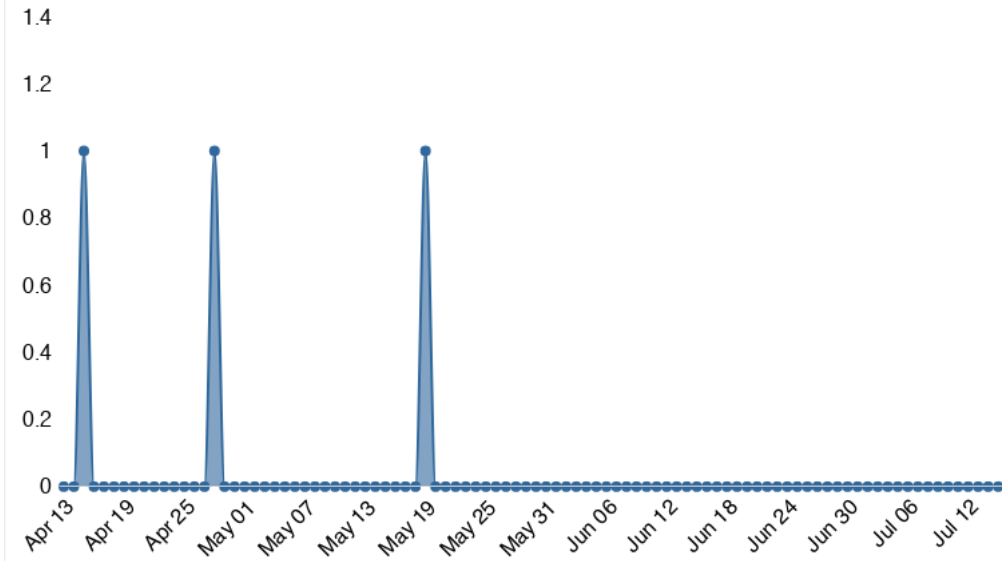


Times users clicked on an ad leading to your site and visited a page or completed an action

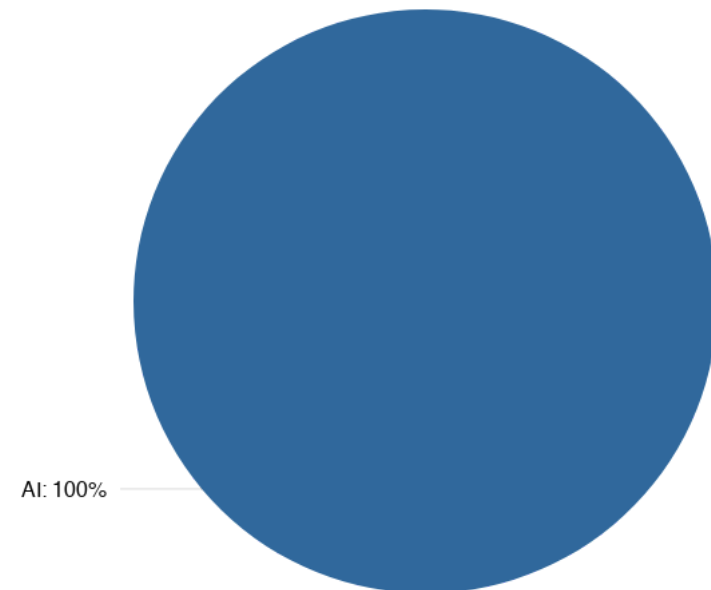
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Awaken Bakery Our Story Page View	3

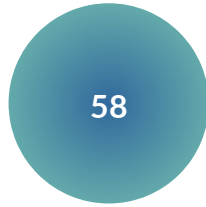
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

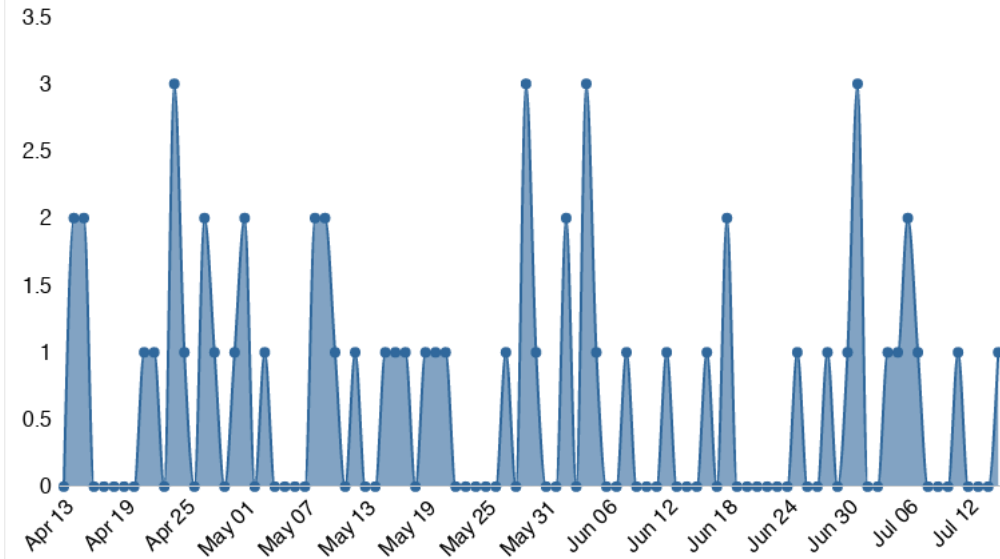


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

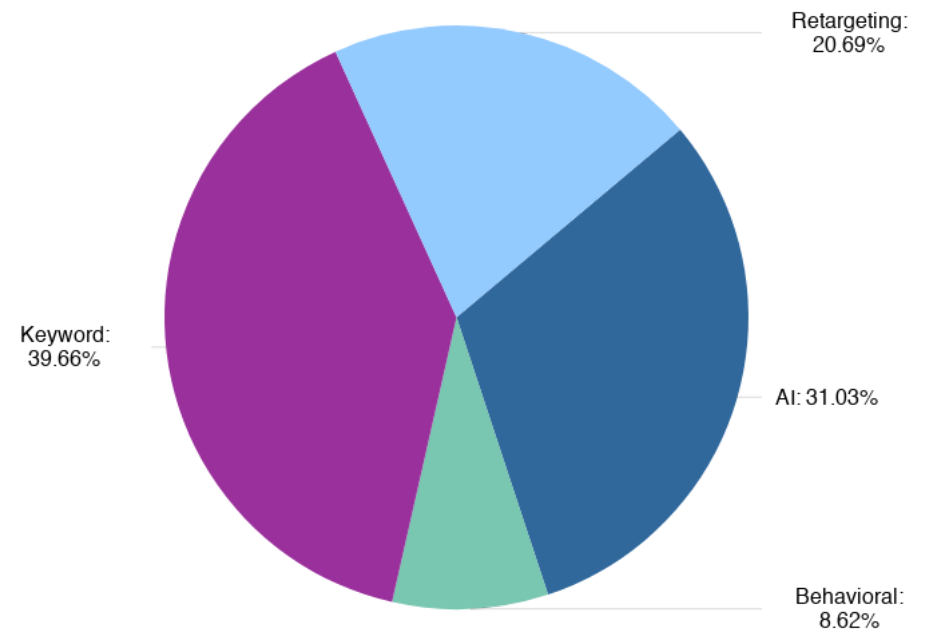
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Awaken Bakery Homepage Visits	52
Awaken Bakery Our Story Page View	3
Awaken Bakery Take and Bake Instructions Page View	3

Social Mirror View-through Conversions by Day

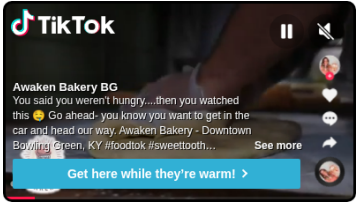
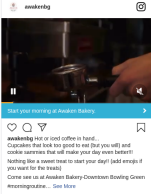


Top Social Mirror View-through Conversions by Strategy

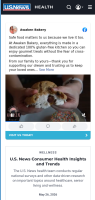




Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Awaken Bakery_SM_You said you weren't hungry	136,312	646	0.47%	6.77
	Awaken Bakery_SM_Hot or iced coffee in hand	137,468	522	0.38%	5.42
Thumbnail not available	Awaken Bakery_SM_5.26.26_Safe food matters	16,090	56	0.35%	4.97

Social Mirror Ad Screenshots

	Awaken Bakery_SM_5.26.26_Safe food matters	Awaken Bakery_SM_Hot or iced coffee in hand
Screenshot		



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	219,098	767	0.35%
Desktop	A personal computing device that remains stationary at one location.	47,884	348	0.73%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	22,889	109	0.48%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	15,886	27	0.17%
foxnews.com	12,698	132	1.04%
iHeartRadio: Radio, Podcasts & Music On Demand	10,698	34	0.32%
msn.com	4,510	0	0.00%
diymobileaudio.com	3,676	10	0.27%
tmz.com	2,721	7	0.26%
outdoorrevival.com	2,696	21	0.78%
swellinfo.com	2,606	7	0.27%
theguardian.com	2,115	15	0.71%
wbko.com	1,956	0	0.00%
Podcast Player	1,890	1	0.05%
usatoday.com	1,739	13	0.75%
Fox News - Daily Breaking News	1,614	0	0.00%
bookwormera.com	1,246	4	0.32%
realtor.com	1,141	11	0.96%
thefw.com	1,080	1	0.09%
timecardcalculator.net	1,062	0	0.00%
imdb.com	1,052	11	1.05%
The Scoop	1,010	2	0.20%
popcrush.com	915	0	0.00%



Google Analytics 4 Performance

22,548	12,018	3,847	32.01%	10,479	9,430	10,969
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.15	85:54:39			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

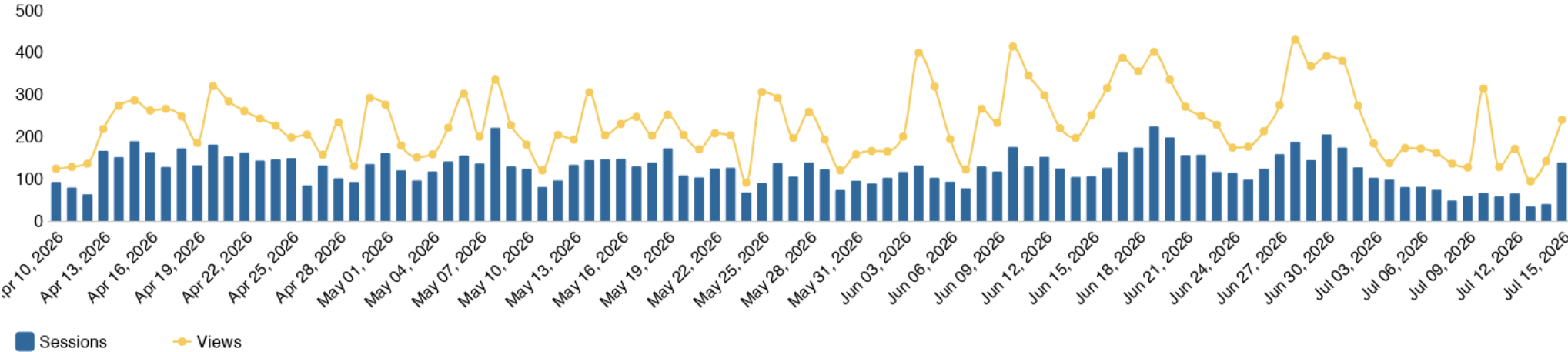
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

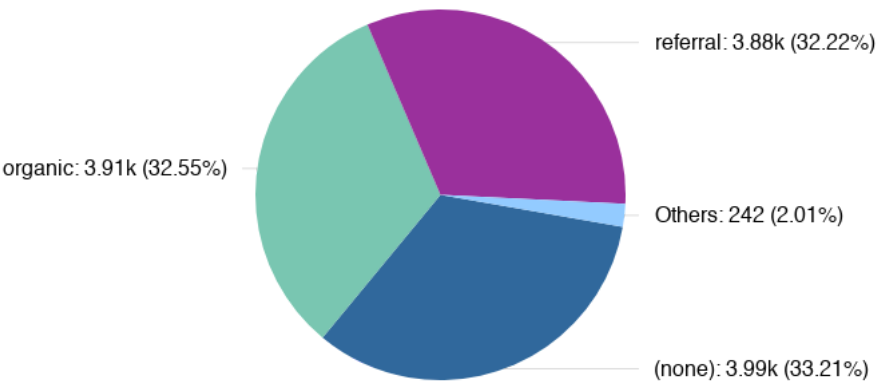


Google Analytics 4 Account Performance

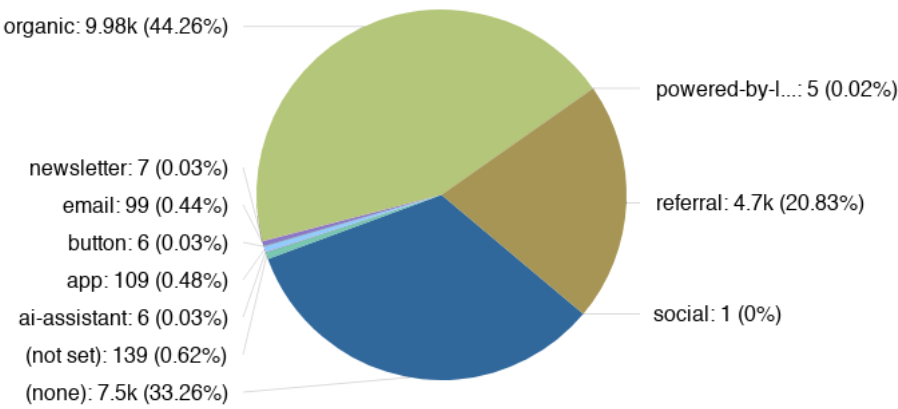
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	12,018	22,548	85:54:39	1.88	32.01%
Awaken Bakery	12,018	22,548	85:54:39	1.88	32.01%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium



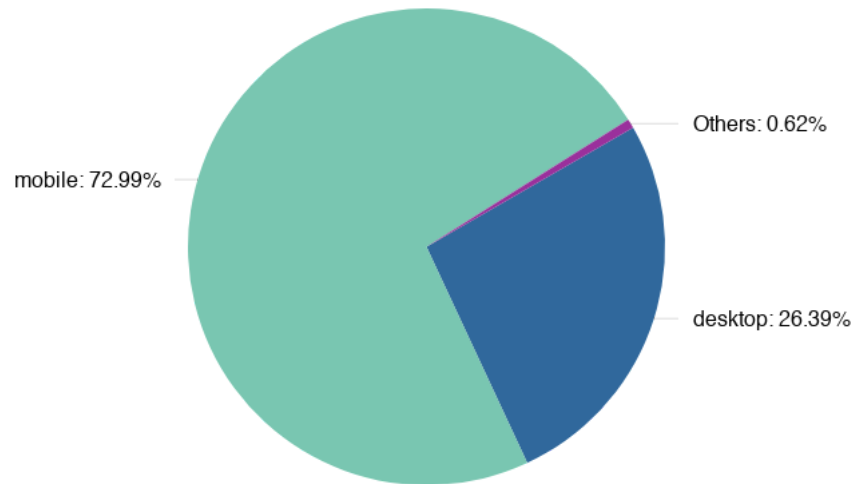
Grid contains more rows, but they have been clipped.

Google Analytics 4 Event Performance

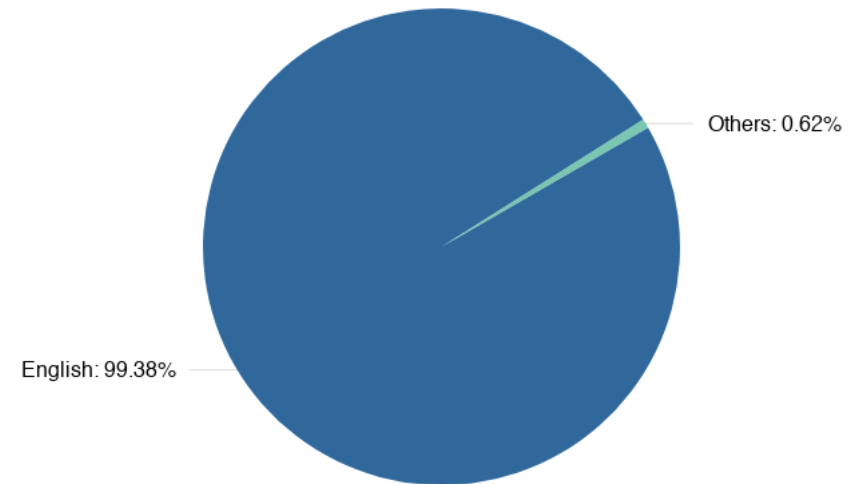
Event name	Event count ↓
Total	65,842
page_view	22,548
session_start	11,940
first_visit	9,424
user_engagement	8,911
scroll	5,020
view_item_list	4,323
view_item	1,963
click	511
add_to_cart	430
begin_checkout	347
purchase	104
add_shipping_info	92



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	12,062	22,548	3,880	32.17%	85:54:39
Safari	5,272	10,854	2,286	43.36%	44:08:11
Chrome	5,038	9,357	1,326	26.32%	35:20:17
Android Webview	697	745	18	2.58%	00:21:57
Edge	443	827	132	29.80%	04:32:53
Firefox	263	318	50	19.01%	00:50:54



Google Analytics 4 Page Path Performance

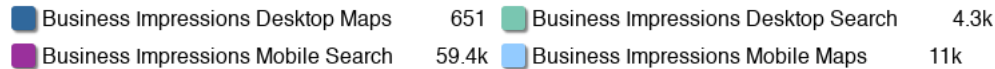
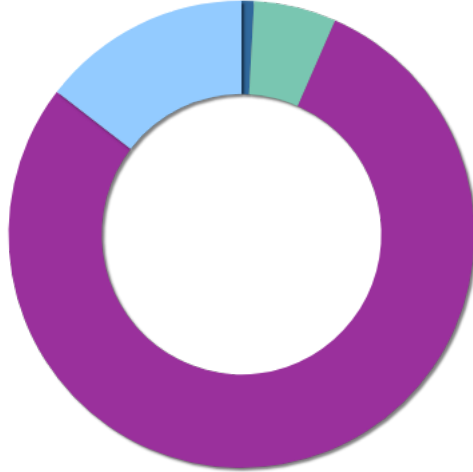
Page path	Engaged sessions ↓
Total	12,171
/	3,432
/products/Cakes-c173203268	615
/products/Cupcakes-c173203270	472
/products/Take-N-Bake-c145467252	439
/products/Bread-c145465505	413
/take-and-bake-instructions/	345
/products/Whole-Cakes-c173203268	341
/products/Donuts-c146094558	325
/products/Cookies-c145472193	307
/products/cart	288



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		12,374	22,548	4,161	33.63%	85:54:39
(not set)	(not set)	1,751	1,752	19	1.09%	00:03:28
Chicago	Illinois	907	2,143	527	58.10%	09:43:18
Bowling Green	Kentucky	781	1,865	512	65.56%	10:44:46
Singapore	(not set)	638	638	19	2.98%	00:02:05
Birmingham	Alabama	466	1,100	244	52.36%	06:42:52
New York	New York	346	421	43	12.43%	00:48:25
(not set)	Colorado	317	317	2	0.63%	00:09:45
(not set)	California	307	321	8	2.61%	00:11:01
Indianapolis	Indiana	287	528	147	51.22%	02:26:54
Atlanta	Georgia	256	571	148	57.81%	02:54:04
Dallas	Texas	242	332	80	33.06%	01:15:57
(not set)	(not set)	238	355	91	38.24%	01:08:29
Nashville	Tennessee	180	490	113	62.78%	02:16:49
Louisville	Kentucky	141	455	87	61.70%	02:00:10
Ashburn	Virginia	131	320	48	36.64%	01:12:31

How customers search for your business on Google



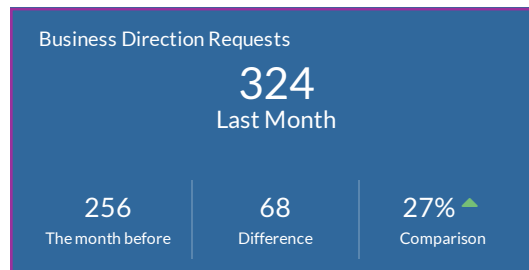
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

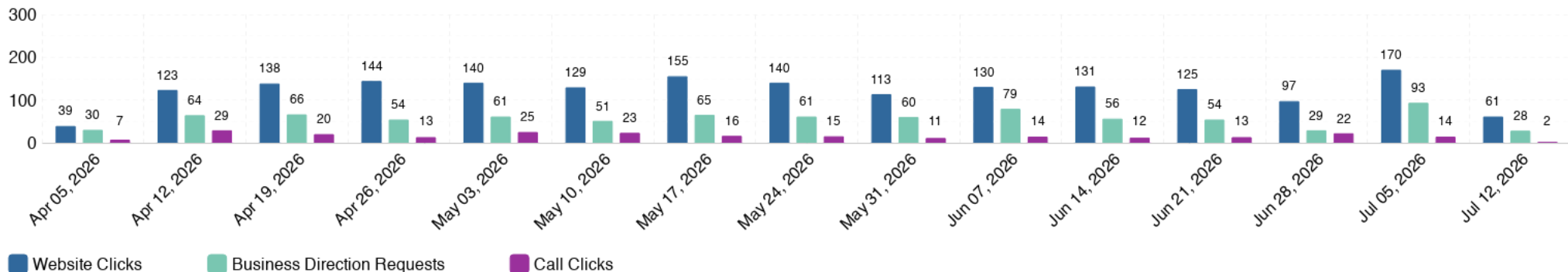
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

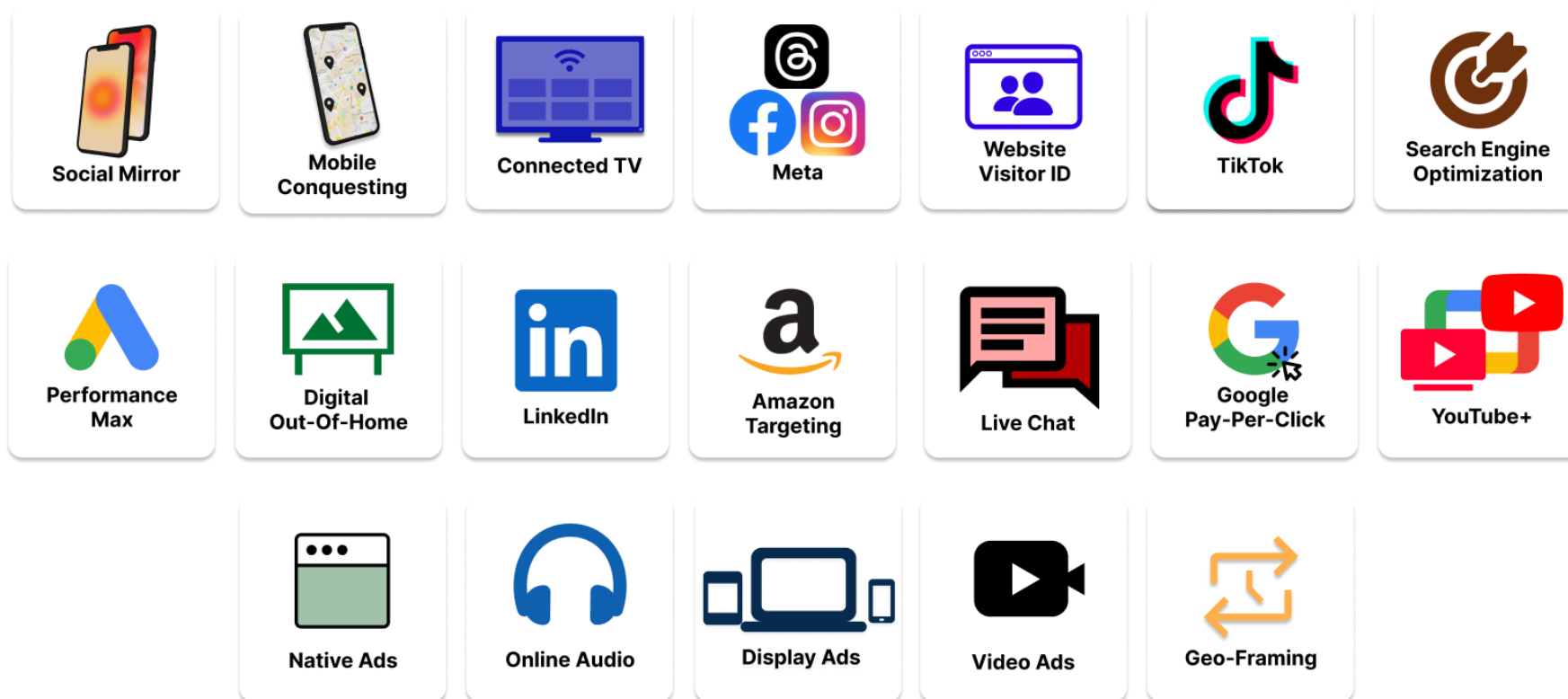
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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