

Digital Marketing Report

Impressions

How many ads were served:

523,636

Clicks

Times a user clicked on an ad

950

Click-Through Rate

(Clicks/Impressions) x 100

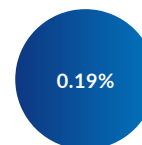
0.18%

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%)
Burt Young Sales - Homeowner/Lawn Care/Home Improvement Social Mirror	479,179	862	0.18%	2.57
Burt Young Sales - Keyword Social Mirror	28,289	34	0.12%	1.72
Burt Young Sales - Homeowner/Lawn Care/Home Improvement Social Mirror	10,034	15	0.15%	2.14
Burt Young Sales - Retargeting Social Mirror	6,083	39	0.64%	9.16
Burt Young Sales - Geo-Fencing Social Mirror	51	0	0.00%	0.00

Social Mirror View-through Conversions

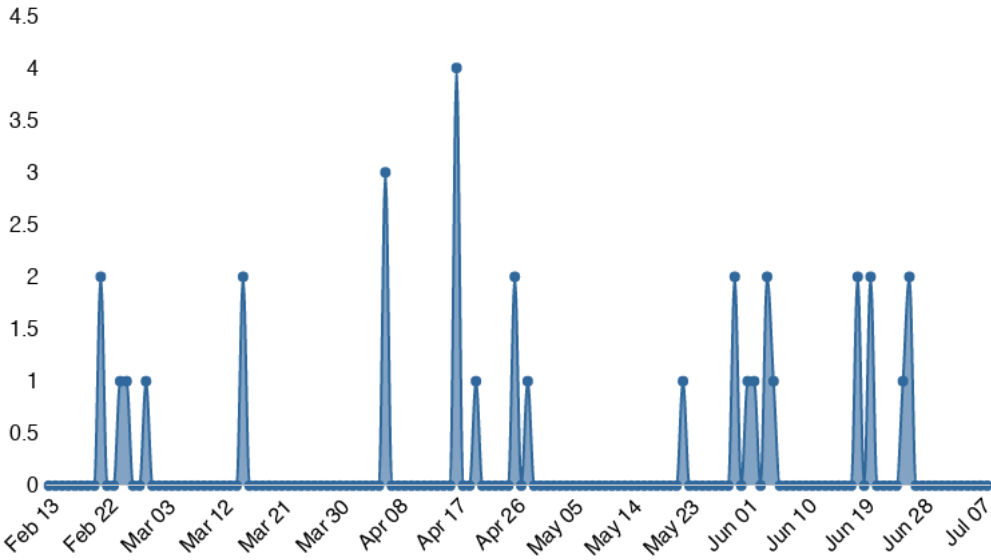


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

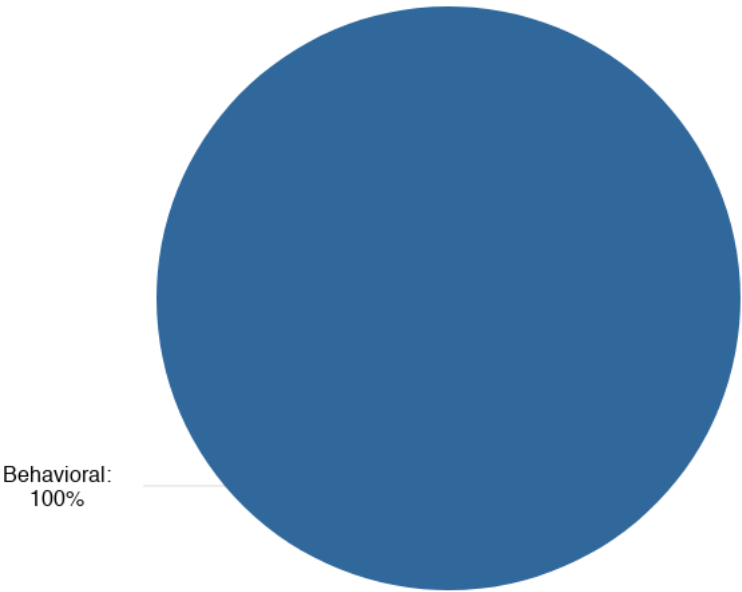
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Burt Young Sales Homepage Visits	33

Social Mirror View-through Conversions by Day



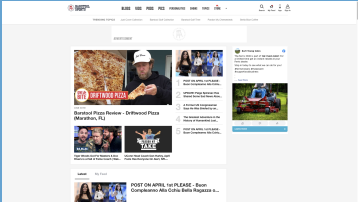
Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Burt Young Sales_2.18_Legendary snowfalls require legendary machines	107,936	215	0.20%	2.85
Thumbnail not available	Burt Young Sales_2.18_The Ferris 3300	96,191	147	0.15%	2.18
	Burt Young Sales_4.14_Bring your lawn to life this spring.	55,330	141	0.25%	3.64
Thumbnail not available	Burt Young Sales_4.14_Loggers trust STIHL, so should you.	51,742	112	0.22%	3.09
Thumbnail not available	Burt Young Sales_4.27_Power up your yard work with the STIHL FSA 70	47,431	94	0.20%	2.83
Thumbnail not available	Burt Young Sales_4.14_Stop in and see us next Weekend!!	47,797	73	0.15%	2.18
	Burt Young Sales_6.23_STIHL empowers those who work the land	39,895	62	0.16%	2.22
Thumbnail not available	Burt Young Sales_6.23_Built to Cut	43,890	53	0.12%	1.73
	Burt Young Sales_1.9_Prepare to weather any storm with the right tools from STIHL	19,643	26	0.13%	1.89
Thumbnail not available	Burt Young Sales_4.21_Axe the Tax	2,585	14	0.54%	7.74

Social Mirror Ad Screenshots

	Burt Young Sales_2.18_The Ferris 3300	Burt Young Sales_4.14_Stop in and see us next Weekend!!	Burt Young Sales_4.27_Power up your yard work with the STIHL FSA 70
Screenshot			

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	357,836	630	0.18%
Desktop	A personal computing device that remains stationary at one location.	105,146	242	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	60,654	78	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	42,347	128	0.30%
tmz.com	10,322	14	0.14%
realtor.com	9,951	7	0.07%
wkbw.com	8,240	35	0.42%
usatoday.com	7,645	13	0.17%
legacy.com	6,628	21	0.32%
Podcast Player	6,427	4	0.06%
shopgoodwill.com	5,379	6	0.11%
msn.com	5,164	2	0.04%
dailymail.com	4,227	3	0.07%
outkick.com	3,989	15	0.38%
theguardian.com	3,760	21	0.56%
outdoorrevival.com	3,449	4	0.12%
Fox News - Daily Breaking News	2,945	0	0.00%
cheezburger.com	2,884	2	0.07%
mapgenie.io	2,846	6	0.21%
Weather by WeatherBug	2,367	0	0.00%
amvgg.com	2,174	4	0.18%
iHeartRadio: Radio, Podcasts & Music On Demand	1,958	1	0.05%
pinterest.com	1,888	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.