

Digital Marketing Report

Impressions

How many ads were served:

104,882

Clicks

Times a user clicked on an ad

402

Click-Through Rate

(Clicks/Impressions) x 100

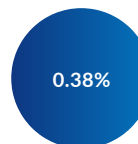
0.38%

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%)

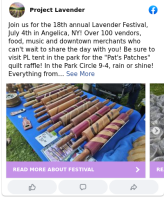
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Project Lavender - AI Social Mirror	52,834	213	0.40%	5.76
Project Lavender - Festival Goers/Campers Social Mirror	31,048	82	0.26%	3.77
Project Lavender - Keyword Social Mirror	21,000	107	0.51%	7.28

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Project Lavender_6.2_Carousel	34,020	170	0.50%	7.14
Thumbnail not available	Project Lavender_6.2_Static	37,895	117	0.31%	4.41
	Project Lavender_6.2_Video	32,967	115	0.35%	4.98

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	69,979	247	0.35%
Desktop	A personal computing device that remains stationary at one location.	26,795	138	0.52%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,108	17	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	10,450	1	0.01%
huffpost.com	3,955	12	0.30%
wkbw.com	3,058	7	0.23%
theguardian.com	2,581	9	0.35%
tmz.com	2,260	7	0.31%
Podcast Player	2,256	1	0.04%
foxnews.com	2,095	6	0.29%
SNOW - Beauty & makeup camera	1,820	3	0.16%
lawandcrime.com	1,645	0	0.00%
usatoday.com	1,620	8	0.49%
whec.com	1,064	9	0.85%
msn.com	856	0	0.00%
cheezburger.com	764	7	0.92%
MX Player	691	2	0.29%
AOL Mail, News, Weather, Video	639	5	0.78%
BuzzFeed - Quiz, Trivia & News	572	2	0.35%
shopgoodwill.com	569	0	0.00%
radaronline.com	545	2	0.37%
readfullstory.vip	536	1	0.19%
libero.pe	523	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.