

Digital Marketing Report

Impressions

How many ads were served:

267,319

Clicks

Times a user clicked on an ad

1,038

Click-Through Rate

(Clicks/Impressions) x 100

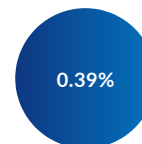
0.39%

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%)
Salamanca School District - Retired/Working Part Time Behavioral Social Mirror	93,951	262	0.28%	3.98
Salamanca School District - AI Social Mirror	87,894	583	0.66%	9.48
Salamanca School District - Keyword Social Mirror	85,474	193	0.23%	3.23

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Salamanca School District_4.7_Carousel	267,319	1,038	0.39%	5.55

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	181,129	915	0.51%
Desktop	A personal computing device that remains stationary at one location.	63,430	97	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	22,760	26	0.11%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	26,802	231	0.86%
msn.com	8,098	5	0.06%
Weather - The Weather Channel	7,258	4	0.06%
wkbw.com	7,054	14	0.20%
usatoday.com	4,798	7	0.15%
realtor.com	4,465	11	0.25%
diymobileaudio.com	4,105	27	0.66%
outdoorrevival.com	3,929	5	0.13%
tmz.com	2,888	15	0.52%
theguardian.com	2,295	4	0.17%
swellinfo.com	2,065	11	0.53%
timecardcalculator.net	1,920	0	0.00%
Pinterest	1,700	6	0.35%
Podcast Player	1,677	1	0.06%
businessinsider.com	1,660	2	0.12%
dailymail.com	1,495	2	0.13%
popcrush.com	1,495	9	0.60%
shopgoodwill.com	1,387	7	0.50%
Fox News - Daily Breaking News	1,366	0	0.00%
thefw.com	1,160	5	0.43%

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.