

Digital Marketing Report

Impressions

How many ads were served:

386,021

Clicks

Times a user clicked on an ad

810

Click-Through Rate

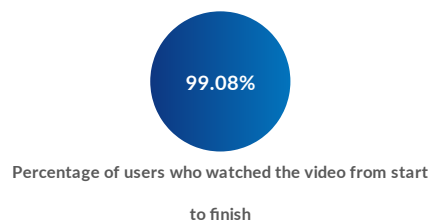
(Clicks/Impressions) x 100

0.24%

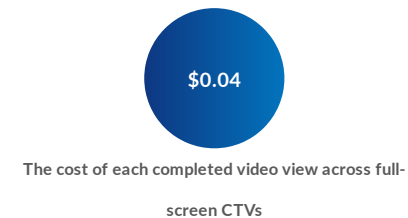
Your Product Breakout by Impressions



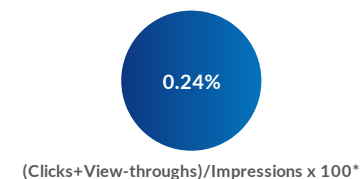
CTV Completion Rate



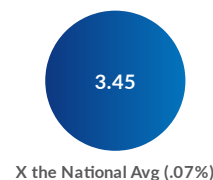
CTV Cost Per Completed View



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.



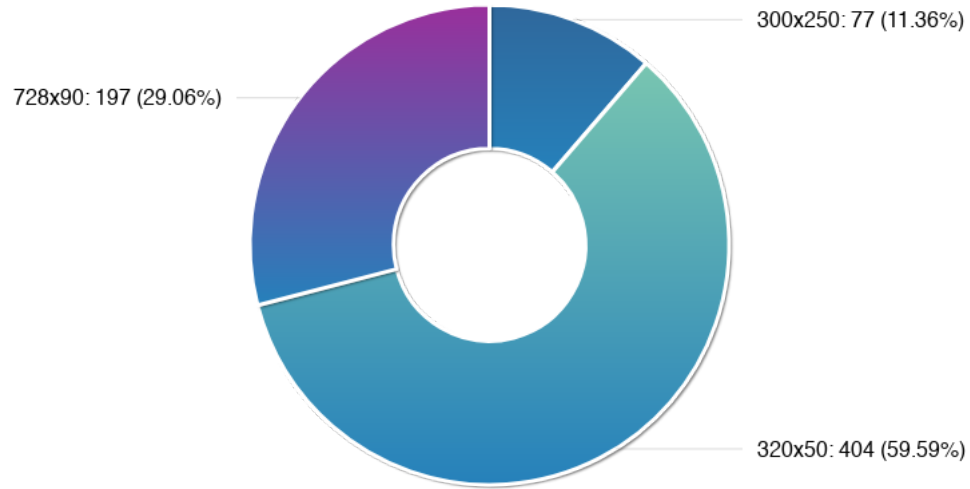
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral Display	201,621	678	0.34%	4.80
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral Social Mirror	133,771	132	0.10%	1.41
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral CTV	50,629	17	0.03%	0.48

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Central Pennsylvania Festival of the Arts_320 x 50 (1).jpg_320x50	120,274	404	0.34%	4.80
	Central Pennsylvania Festival of the Arts_728 x 90 Display (1).jpg_728x90	52,221	197	0.38%	5.39
	Central Pennsylvania Festival of the Arts_300x250 Display (1).jpg_300x250	29,126	77	0.26%	3.78

Display Click Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	133,771	132	0.10%	1.41

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00012	Video	Click to View	6.43%	0.40%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00015	Video	Click to View	6.36%	0.34%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00009	Video	Click to View	6.32%	0.33%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00005	Video	Click to View	6.31%	0.31%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00002	Video	Click to View	6.31%	0.28%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00006	Video	Click to View	6.31%	0.21%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00013	Video	Click to View	6.30%	0.31%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00007	Video	Click to View	6.29%	0.28%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00010	Video	Click to View	6.28%	0.30%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00014	Video	Click to View	6.24%	0.39%

Social Mirror Ad Screenshots

	Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on
Screenshot	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Central Pennsylvania Festival of the Arts_Arts Fest 2026 -15.mp4	31,389	99.42%
Thumbnail not available	Central Pennsylvania Festival of the Arts_Arts Fest 2026 -People's Choice -30.mp4	19,240	98.51%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral CTV	100.00%	99.67%	99.41%	99.08%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	247,287	690	0.28%
Desktop	A personal computing device that remains stationary at one location.	66,735	96	0.14%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	32,859	8	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	21,370	24	0.11%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	17,770	9	0.05%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	9,419	47	0.50%
nypost.com	5,339	4	0.07%
tmz.com	5,231	4	0.08%
msn.com	5,163	1	0.02%
theguardian.com	3,863	6	0.16%
brezzamistica.info	3,354	2	0.06%
huffpost.com	2,995	6	0.20%
Meetup: Social Events & Groups	2,077	15	0.72%
foxnews.com	2,030	4	0.20%
imdb.com	2,030	3	0.15%
Baby Tracker - Newborn Log	1,401	1	0.07%
dailymail.com	1,268	2	0.16%
realclearpolitics.com	1,250	2	0.16%
washingtonpost.com	1,170	1	0.09%
fazatrip.com	1,163	0	0.00%
Daily Bible: Holy Bible KJV	1,104	2	0.18%
arcamax.com	1,047	4	0.38%
x.com	955	0	0.00%
spotify.com	845	1	0.12%
cheezburger.com	835	1	0.12%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions ↓	Completion Rate
		Telly - The Truly Smart TV	21,359	99.57%
		DIRECTV	4,793	99.78%
		Vizio - Vizio WatchFree+	1,167	99.94%
		SAMSUNG TV PLUS	734	99.10%
		The CW	460	99.40%
		VUit	460	99.23%

	Pluto TV - Live TV and Movies	270	99.19%
	TCL Channel	242	99.69%
	Xfinity TV - Pluto TV	166	97.79%
	LG Channel App	161	100.00%

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.