

Digital Marketing Report

Impressions

How many ads were served:

883,904

Clicks

Times a user clicked on an ad

3,039

Click-Through Rate

(Clicks/Impressions) x 100

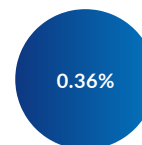
0.34%

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%)
Centre Boot Company - Hunting/Fishing/Farmers Behavioral Social Mirror	394,724	1,212	0.31%	4.39
Centre Boot Company - Hunting/Fishing/Bass Pro Shops Behavioral Social Mirror	332,132	1,146	0.35%	4.93
Centre Boot Company - Retargeting Social Mirror	57,534	450	0.78%	11.17
Centre Boot Company - Geo-Fencing Social Mirror	56,305	126	0.22%	3.20
Centre Boot Company - Geo-Retargeting Social Mirror	43,209	105	0.24%	3.47

Social Mirror Click Conversions

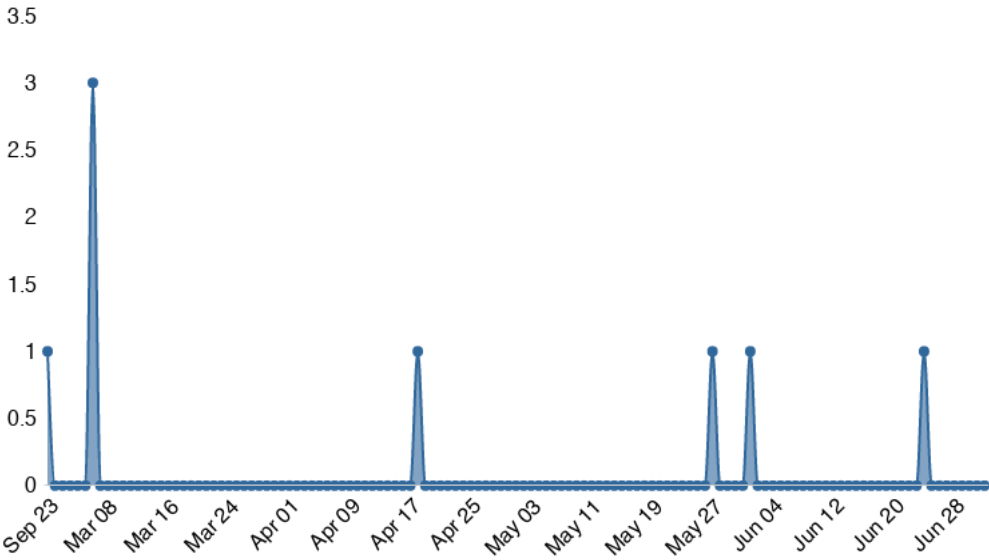


Times users clicked on an ad leading to your site and visited a page or completed an action

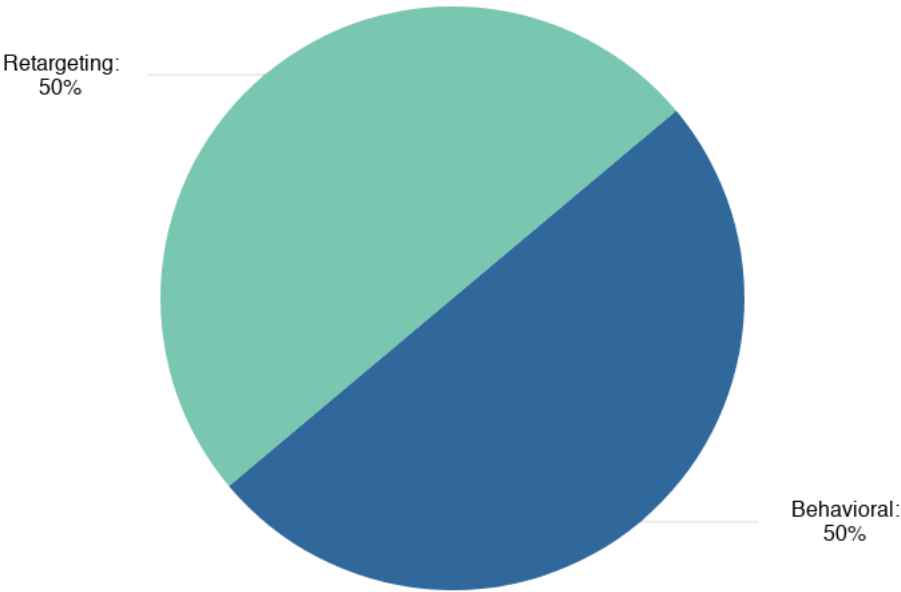
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Centre Boot Company Accessories Page View	2
Centre Boot Company Hunting Page View	2
Centre Boot Company Mens Page View	2
Centre Boot Company Apparel Page View	1
Centre Boot Company New Arrivals Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

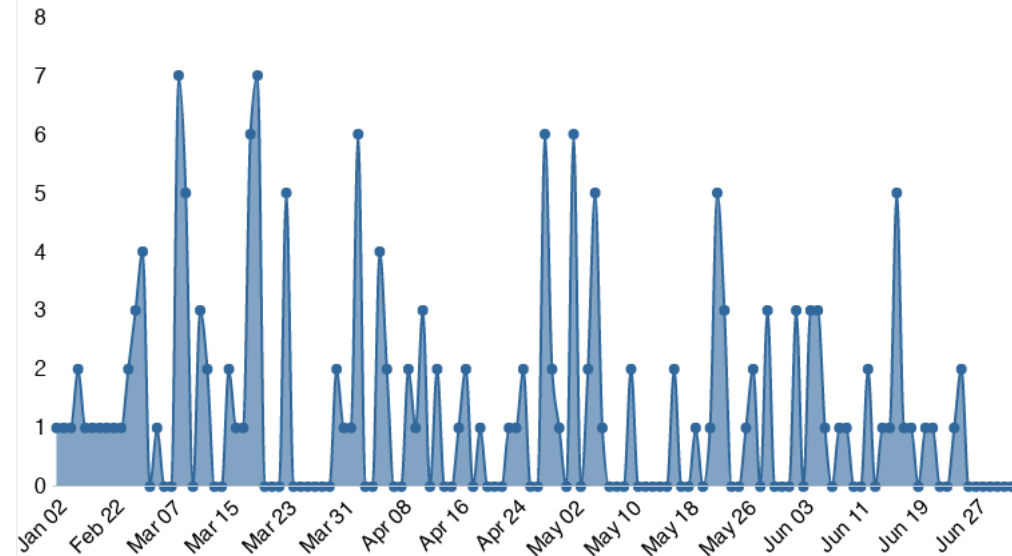
163

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

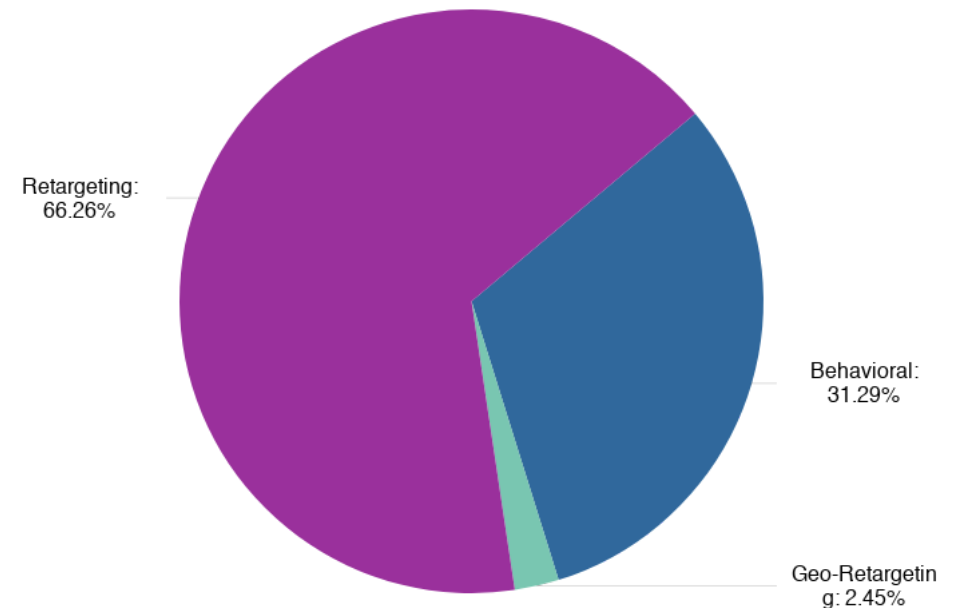
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Centre Boot Company Homepage Visits	112
Centre Boot Company Mens Page View	25
Centre Boot Company Womens Page View	12
Centre Boot Company New Arrivals Page View	4
Centre Boot Company About Page View	3
Centre Boot Company Accessories Page View	2
Centre Boot Company Footwear Page View	2
Centre Boot Company Hunting Page View	2
	1

Social Mirror View-through Conversions by Day



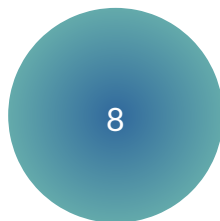
Top Social Mirror View-through Conversions by Strategy



BARCK+ Visit Performance: *To be counted as a “Verified Visit”, the user must have GPS on and be browsing at the store location.*



Verified Visits



Estimated Visits (4x Verified
Data)

BARCK+ Number of Store Locations

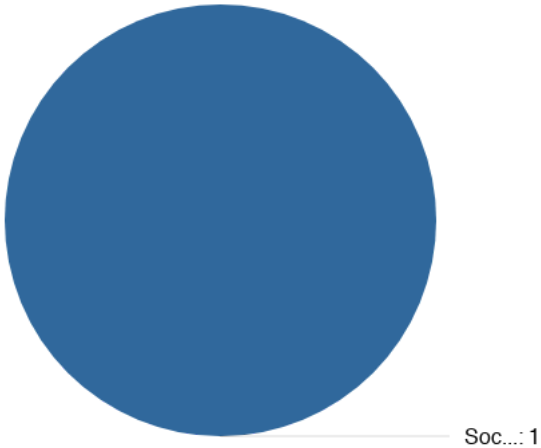
1

NUMBER OF LOCATIONS

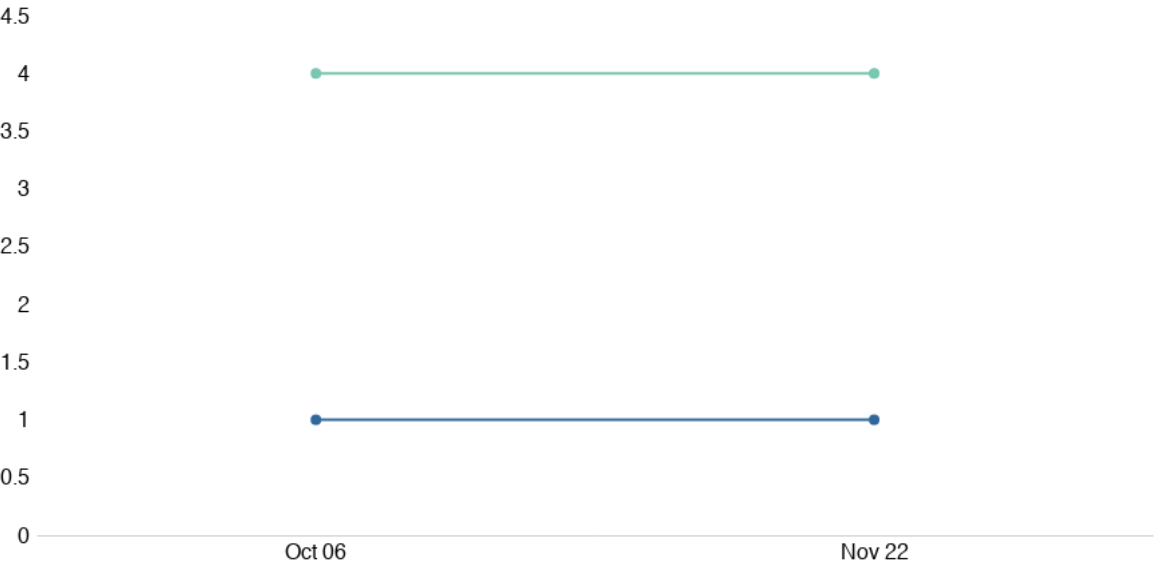
BARCK+ Visits by Location

Place Name	Verified Visits ↓	Estimated Visits (4x Verified Data)
Centre Boot Company @ 2961 Benner Pike, Bellefonte, PA 16823, United States	2	8

BARCK+ Visit Performance by Product: *Note that due to tracking limitations, some of the overall visits aren't attributed to a specific creative, product, location, site, or device. Any visits that aren't listed in the breakouts above are unknown and not provided by the tracking system.*



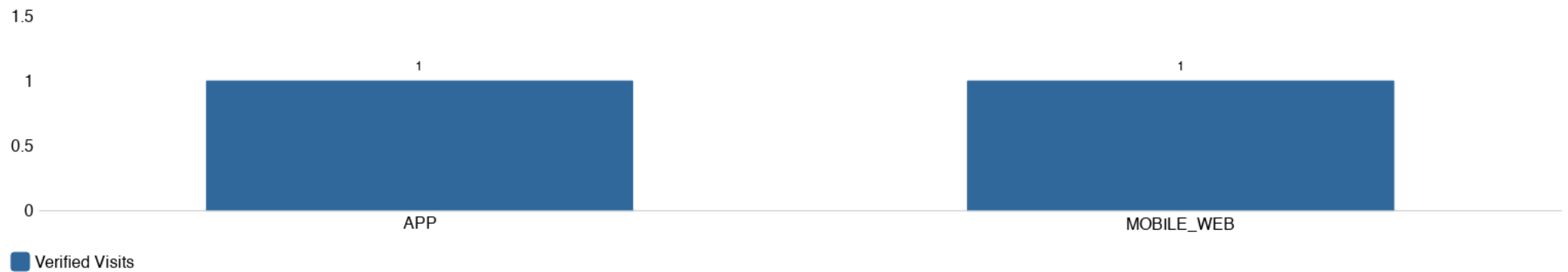
BARCK+ Visit by Day



Top 5 BARCK+ Creatives by Visits

Creative Name	Verified Visits ↓	Estimated Visits (4x Verified Data)
Centre Boot Company_Social Mirror_9.5_The @firstlitehunting Field Shirt is here	1	4

BARCK+ Visits by Device (refers to the device the impression was served on, not the device that entered the location)



BARCK+ Top 10 Sites and Apps by Visits

Site/App	Verified Visits ↓	Estimated Visits (4x Verified Data)
play.google.com/store/apps/details?id=com.racingking.zheteng	1	4

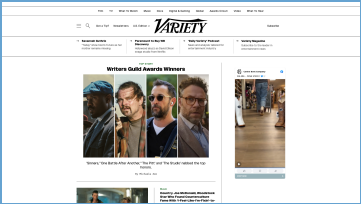
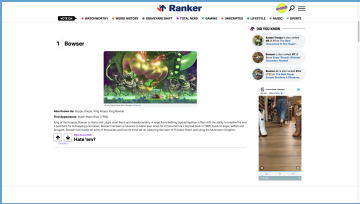
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Centre Boot Company_Social Mirror_11.4_The @firstlitehunting Field Shirt is here	328,474	1,248	0.38%	5.43
Thumbnail not available	Centre Boot Company_Social Mirror_12.22_WE ARE... PENN STATE!!	225,175	893	0.40%	5.67
	Centre Boot Company_Social Mirror_9..25_WE ARE... PENN STATE!!	143,586	550	0.38%	5.47
Thumbnail not available	Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	133,521	177	0.13%	1.89
	Centre Boot Company_Social Mirror_9.5_The @firstlitehunting Field Shirt is here	53,148	171	0.32%	4.60

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: Original	Video	Click to View	25.41%	0.12%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00002	Video	Click to View	24.94%	0.21%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00003	Video	Click to View	24.82%	0.15%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00001	Video	Click to View	24.82%	0.15%

Social Mirror Ad Screenshots

	Centre Boot Company_Social Mirror_12.22_WE ARE... PENN STATE!! 300x250	Centre Boot Company_Social Mirror_12.22_WE ARE... PENN STATE!! 300x600	Centre Boot Company_Social Mirror_5.14_Sun's out, boots on
Screenshot			

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	509,986	2,567	0.50%
Desktop	A personal computing device that remains stationary at one location.	327,231	333	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	44,974	134	0.30%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	180	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	34,321	69	0.20%
msn.com	25,706	3	0.01%
paddling.com	18,002	268	1.49%
Weather - The Weather Channel	12,957	1	0.01%
theshot.com	11,185	456	4.08%
play.google.com/store/apps/details?id=com.podcast.podcasts	9,095	5	0.05%
clothingpatterns101.com	7,543	80	1.06%
viral-voyage.com	7,465	36	0.48%
mail.aol.com	7,300	3	0.04%
nypost.com	6,951	21	0.30%
dailymail.co.uk	6,379	8	0.13%
usatoday.com	6,225	10	0.16%
realtor.com	6,165	5	0.08%
statecollege.com	5,433	2	0.04%
apps.apple.com/us/app/happy-color-by-numbers-game/id1407852246?uo=4	5,431	13	0.24%
hometalk.com	5,024	14	0.28%
newsweek.com	4,877	28	0.57%
tmz.com	4,731	8	0.17%
diychatroom.com	4,529	54	1.19%
hyundai-forums.com	4,273	40	0.94%

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.