

Digital Marketing Report

Impressions

How many ads were served:

300,020

Clicks

Times a user clicked on an ad

409

Click-Through Rate

(Clicks/Impressions) x 100

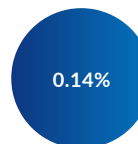
0.14%

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%)
Metzler - Gardening/Landscaping/DIY Behavioral Social Mlrror	137,374	121	0.09%	1.26
Metzler - AI Social Mlrror	93,934	202	0.22%	3.07
Metzler - Geo-Fencing Social Mlrror	35,987	13	0.04%	0.52
Metzler - Geo-Retargeting Social Mirror	32,725	73	0.22%	3.19

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Metzler_Social Mirror_Spring is officially here	141,667	209	0.15%	2.11
Thumbnail not available	Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	136,755	171	0.13%	1.79
Thumbnail not available	Metzler_Social Mirror_FATHER’S DAY SALE Celebrate Dad	21,598	29	0.13%	1.92

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Metzler_Social Mirror_Spring is officially here	Variant: V_00004	Photo	Click to View	9.56%	0.85%
Metzler_Social Mirror_Spring is officially here	Variant: V_00015	Photo	Click to View	8.57%	0.80%
Metzler_Social Mirror_Spring is officially here	Variant: V_00011	Photo	Click to View	8.03%	0.44%
Metzler_Social Mirror_Spring is officially here	Variant: V_00006	Photo	Click to View	7.32%	0.39%
Metzler_Social Mirror_Spring is officially here	Variant: V_00009	Photo	Click to View	6.51%	0.36%
Metzler_Social Mirror_Spring is officially here	Variant: V_00014	Photo	Click to View	6.34%	0.50%
Metzler_Social Mirror_Spring is officially here	Variant: Original	Photo	Click to View	6.16%	0.58%
Metzler_Social Mirror_Spring is officially here	Variant: V_00007	Photo	Click to View	5.00%	0.58%
Metzler_Social Mirror_Spring is officially here	Variant: V_00005	Photo	Click to View	4.87%	0.44%
Metzler_Social Mirror_Spring is officially here	Variant: V_00012	Photo	Click to View	4.78%	0.86%

Social Mirror Ad Screenshots

	Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Metzler_Social Mirror_Spring is officially here
Screenshot		

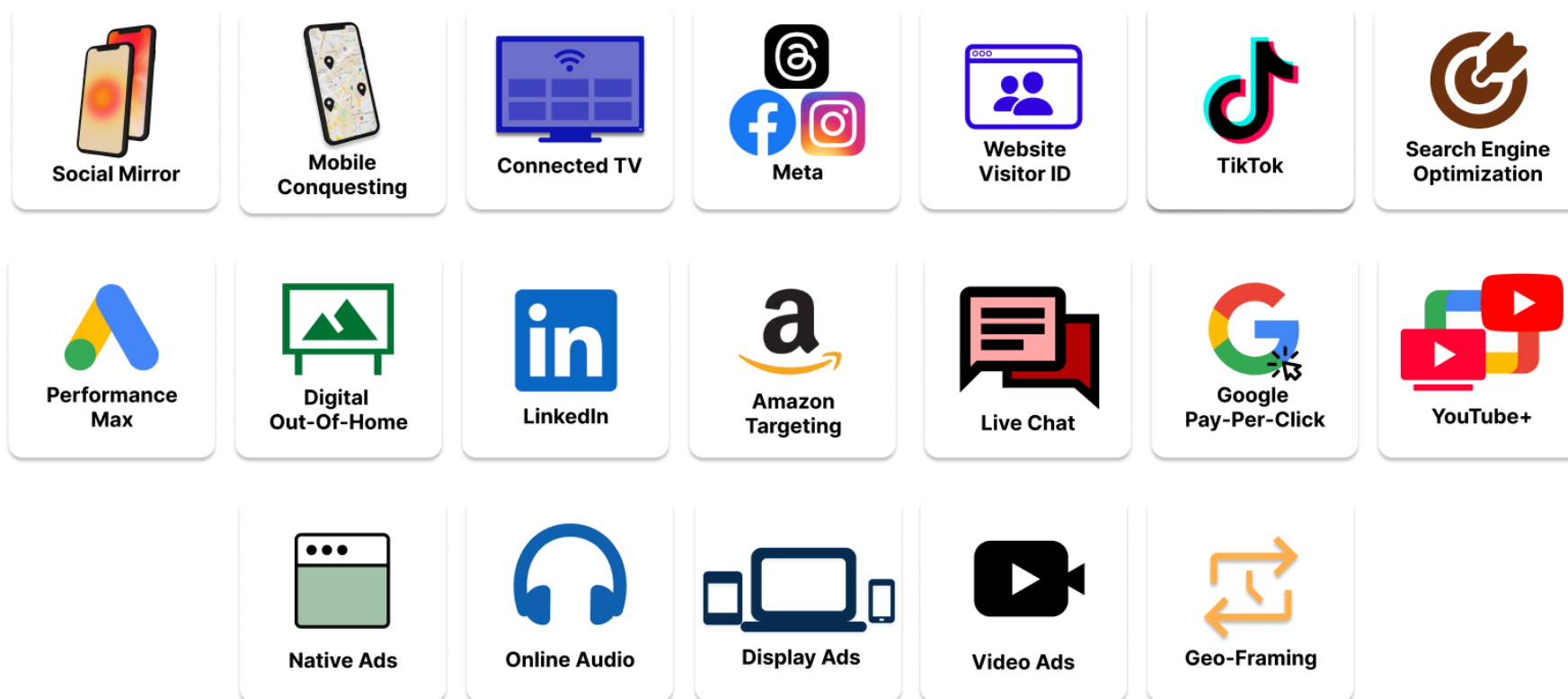
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	220,069	277	0.13%
Desktop	A personal computing device that remains stationary at one location.	62,884	110	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,067	22	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	21,197	6	0.03%
Podcast Player	14,435	1	0.01%
foxnews.com	12,234	16	0.13%
theguardian.com	6,263	6	0.10%
usatoday.com	5,777	10	0.17%
Fox News - Daily Breaking News	4,931	2	0.04%
tmz.com	4,695	6	0.13%
realtor.com	3,923	7	0.18%
Podcast Player - Castbox	3,715	0	0.00%
centredaily.com	3,343	8	0.24%
shopgoodwill.com	2,986	4	0.13%
dailymail.com	2,636	1	0.04%
New York Post for Phone	2,079	1	0.05%
iHeartRadio: Radio, Podcasts & Music On Demand	2,069	1	0.05%
nytimes.com	2,040	3	0.15%
Weather by WeatherBug	1,918	0	0.00%
The Weather Channel - Radar	1,699	1	0.06%
courttv.com	1,572	3	0.19%
huffpost.com	1,548	4	0.26%
BeReal. Your friends for real.	1,350	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.