

# Digital Marketing Report

## Impressions

How many ads were served:

300,170

## Clicks

Times a user clicked on an ad

147

## Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

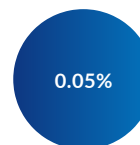
0.05%

## Your Product Breakout by Impressions



Social  
Mirror

## Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

## 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%) |
|---------------------------------------------------------------|---------------|--------|-------|---------------------------|
| PBCI Allen - AI Social Mirror                                 | 219,177       | 118    | 0.05% | 0.77                      |
| PBCI Allen - HHI 100K+/HVAC/Plumbing Behavioral Social Mirror | 80,405        | 28     | 0.03% | 0.50                      |
| PBCI Allen - Keyword Social Mirror                            | 588           | 1      | 0.17% | 2.43                      |

Social Mirror Creative Performance

| Preview Image           | Creative Name                                                       | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------|---------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available | PBCI Allen_Social Mirror_Ever flip a switch... and nothing happens? | 300,170     | 147      | 0.05% | 0.70                      |

Social Mirror Ad Screenshots

|            | PBCI Allen_Social Mirror_Ever flip a switch.... and nothing happens?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Screenshot |  A screenshot of a Facebook post from PBCI Allen. The post features a video titled "Ever flip a switch.... and nothing happens?" with a thumbnail showing a hand flipping a light switch. The video has 10 views and 1 like. The post text reads: "Ever flip a switch.... and nothing happens? This is a video of a hand flipping a switch, but nothing happens. It's a mystery! Watch the video to see what happens. #PBCIAllen #EverFlipASwitch #NothingHappens". |

## Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 184,156       | 68     | 0.04% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 106,638       | 73     | 0.07% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 9,376         | 6      | 0.06% |

## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| msn.com                        | 41,612        | 1      | 0.00% |
| foxnews.com                    | 25,206        | 19     | 0.08% |
| legacy.com                     | 5,400         | 2      | 0.04% |
| usatoday.com                   | 5,019         | 6      | 0.12% |
| Weather by WeatherBug          | 4,963         | 0      | 0.00% |
| imdb.com                       | 4,730         | 3      | 0.06% |
| Weather - The Weather Channel  | 4,282         | 3      | 0.07% |
| IMDb: Movies & TV Shows        | 4,238         | 2      | 0.05% |
| realtor.com                    | 2,628         | 3      | 0.11% |
| Podcast Player                 | 2,433         | 0      | 0.00% |
| tmz.com                        | 2,383         | 0      | 0.00% |
| centredaily.com                | 2,356         | 5      | 0.21% |
| merriam-webster.com            | 2,186         | 1      | 0.05% |
| Pinterest                      | 1,882         | 2      | 0.11% |
| WeatherBug – Weather Forecast  | 1,706         | 0      | 0.00% |
| abc27.com                      | 1,565         | 1      | 0.06% |
| kakuroconquest.com             | 1,504         | 0      | 0.00% |
| Fox News - Daily Breaking News | 1,320         | 0      | 0.00% |
| wtaj.com                       | 1,072         | 0      | 0.00% |
| politicalwire.com              | 1,064         | 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.