

# Digital Marketing Report

## Impressions

How many ads were served:

236,776

## Clicks

Times a user clicked on an ad

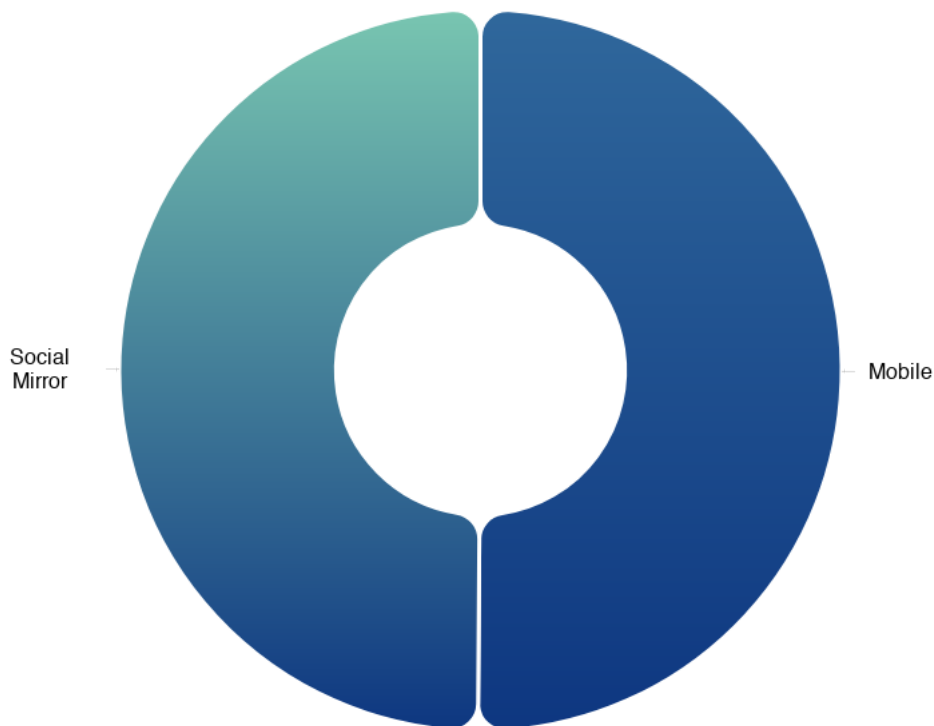
220

## Click-Through Rate

(Clicks/Impressions) x 100

0.09%

## Your Product Breakout by Impressions



## Total Engagement Rate

0.09%

(Clicks+View-throughs)/Impressions x 100\*

## X the National Average

1.33

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%) |
|-----------------------------------------------------------------------------------------------------|---------------|--------|--------|---------------------------|
| Peoples Choice Festival - Moms/Culture & Arts Visitors Mobile                                       | 118,153       | 182    | 0.15%  | 2.20                      |
| People's Choice Festival - Crafts and Hobbies/Live Event Attendees/Foodies Behavioral Social Mirror | 118,121       | 35     | 0.03%  | 0.42                      |
| Peoples Choice Festival - Kutztown Festival Geo-Fencing Mobile                                      | 500           | 2      | 0.40%  | 5.71                      |
| Peoples Choice Festival - 4th Fest Geo-Fencing Mobile                                               | 2             | 1      | 50.00% | 714.29                    |

Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                                   | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | 118,121     | 35       | 0.03% | 0.42                      |

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

| Creative                                                                        |                   |                 | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
|---------------------------------------------------------------------------------|-------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                                   | Variant Name      | Creative Format |                               |                                  |       |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00009  | Photo           | <a href="#">Click to View</a> | 42.41%                           | 0.25% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00014  | Photo           | <a href="#">Click to View</a> | 11.22%                           | 0.24% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00004  | Photo           | <a href="#">Click to View</a> | 10.16%                           | 0.26% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00013  | Photo           | <a href="#">Click to View</a> | 6.39%                            | 0.36% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00002  | Photo           | <a href="#">Click to View</a> | 5.86%                            | 0.41% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00007  | Photo           | <a href="#">Click to View</a> | 5.72%                            | 0.28% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00001  | Photo           | <a href="#">Click to View</a> | 3.79%                            | 0.37% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: Original | Photo           | <a href="#">Click to View</a> | 3.62%                            | 0.37% |
| People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania | Variant: V_00010  | Photo           | <a href="#">Click to View</a> | 1.91%                            | 0.28% |

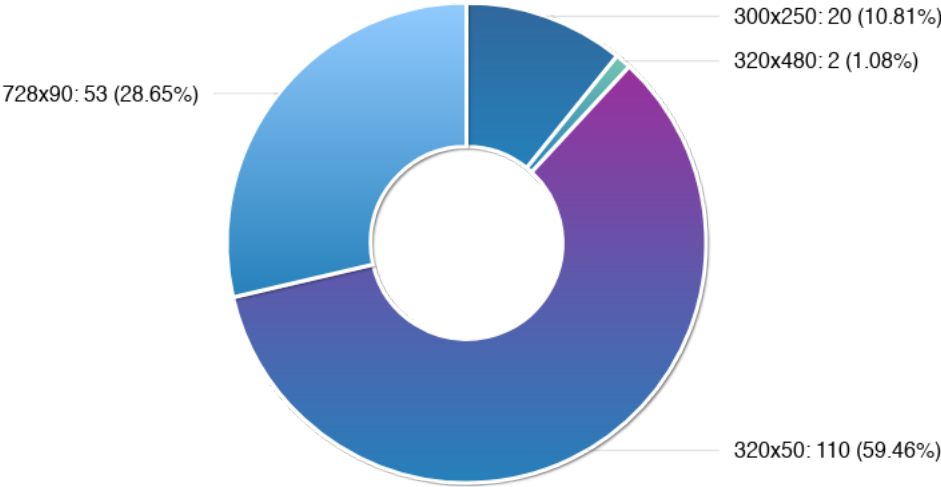
Social Mirror Ad Screenshots

|            | People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania       |
|------------|---------------------------------------------------------------------------------------|
| Screenshot |  |

### Mobile Conquesting Creative Performance

| Preview                                                                          | Creative Name                                     | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|---------------------------------------------------|---------------|--------|-------|---------------------------|
|  | People's Choice Festival_PCF-2026-320x50.gif      | 97,956        | 110    | 0.11% | 1.60                      |
|  | People's Choice Festival_PCF-2026-728x90.gif      | 15,514        | 53     | 0.34% | 4.88                      |
|  | People's Choice Festival_PCF-2026-300x250 (1).gif | 5,107         | 20     | 0.39% | 5.59                      |
|  | People's Choice Festival_PCF-2026-320x480.gif     | 78            | 2      | 2.56% | 36.63                     |

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

| Business Name | Address       | City          | State | Zip   | Latitude | Longitude | Impressions ↓ | Clicks | CTR    |
|---------------|---------------|---------------|-------|-------|----------|-----------|---------------|--------|--------|
|               | 450 Wentz St  | Kutztown      | PA    | 19530 |          |           | 500           | 2      | 0.40%  |
|               | 701 Porter Rd | State College | PA    | 16801 |          |           | 2             | 1      | 50.00% |

**Device Performance**

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 59,029        | 19     | 0.03% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 52,182        | 15     | 0.03% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 6,910         | 1      | 0.01% |



## Site and App Performance

| Name                  | Impressions ↓ | Clicks | CTR   |
|-----------------------|---------------|--------|-------|
| msn.com               | 16,784        | 4      | 0.02% |
| aol.com               | 3,163         | 1      | 0.03% |
| ABC27 News   WHTM-TV  | 3,007         | 0      | 0.00% |
| foxnews.com           | 1,819         | 4      | 0.22% |
| brezzamistica.info    | 1,258         | 0      | 0.00% |
| Pinterest             | 1,236         | 1      | 0.08% |
| usatoday.com          | 1,058         | 1      | 0.09% |
| hyperx.com            | 742           | 0      | 0.00% |
| Weather by WeatherBug | 684           | 0      | 0.00% |
| dailyitem.com         | 524           | 0      | 0.00% |
| phillyvoice.com       | 506           | 2      | 0.40% |
| statecollege.com      | 474           | 0      | 0.00% |
| tmz.com               | 474           | 1      | 0.21% |
| ldnews.com            | 467           | 0      | 0.00% |
| smitesource.com       | 460           | 0      | 0.00% |
| realtor.com           | 416           | 1      | 0.24% |
| justthenews.com       | 405           | 0      | 0.00% |
| mahjong4friends.com   | 402           | 0      | 0.00% |
| radio-en-vivo.mx      | 392           | 0      | 0.00% |
| dailyamerican.com     | 376           | 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.