

Digital Marketing Report

Impressions

How many ads were served:

377,481

Clicks

Times a user clicked on an ad

566

Click-Through Rate

(Clicks/Impressions) x 100

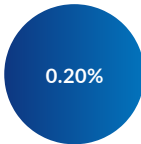
0.15%

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%)
State College Friends School - AI Social Mirror	190,880	323	0.17%	2.42
State College Friends School - HHI 100K+/Parents/K-12 Education Behavioral Social Mirror	136,540	148	0.11%	1.55
State College Friends School - Retargeting Social Mirror	28,038	57	0.20%	2.90
State College Friends School - Geo-Retargeting Social Mirror	21,918	38	0.17%	2.48
State College Friends School - Geo-Fencing Social Mirror	105	0	0.00%	0.00

Social Mirror Click Conversions

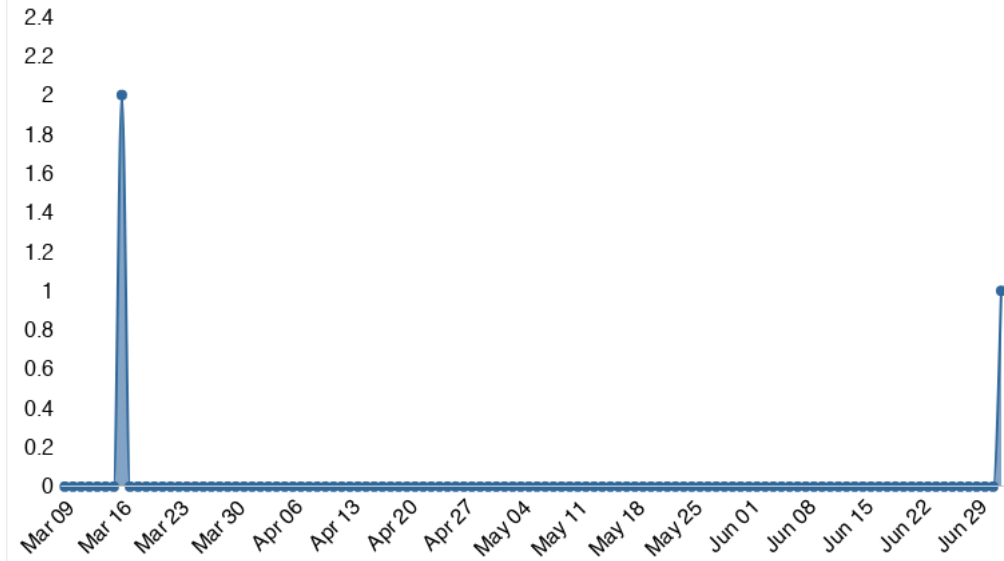


Times users clicked on an ad leading to your site and visited a page or completed an action

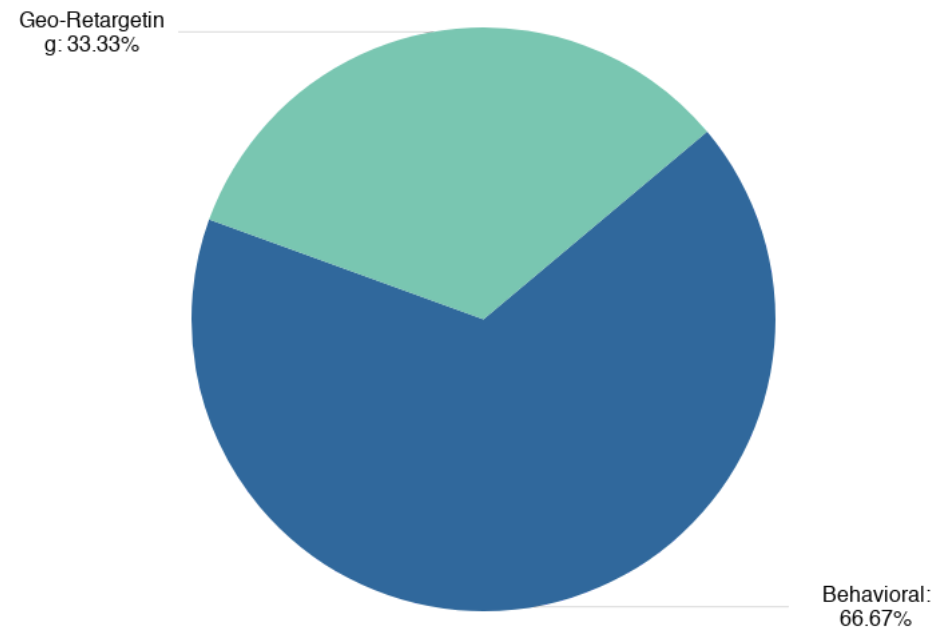
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
State College Friends School Welcome Page View	1
State College Friends School What is Page View	1
State College Friends School What We Do Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

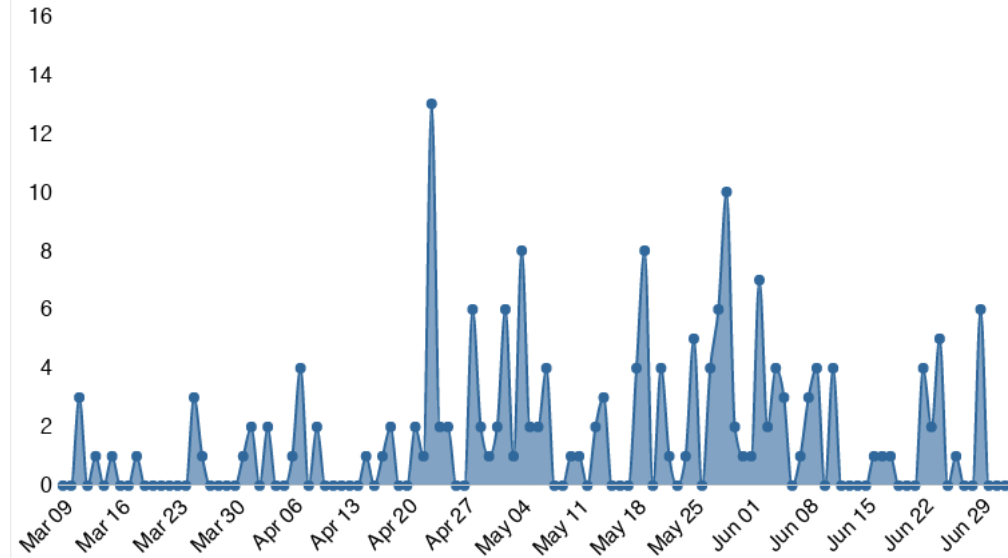
183

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

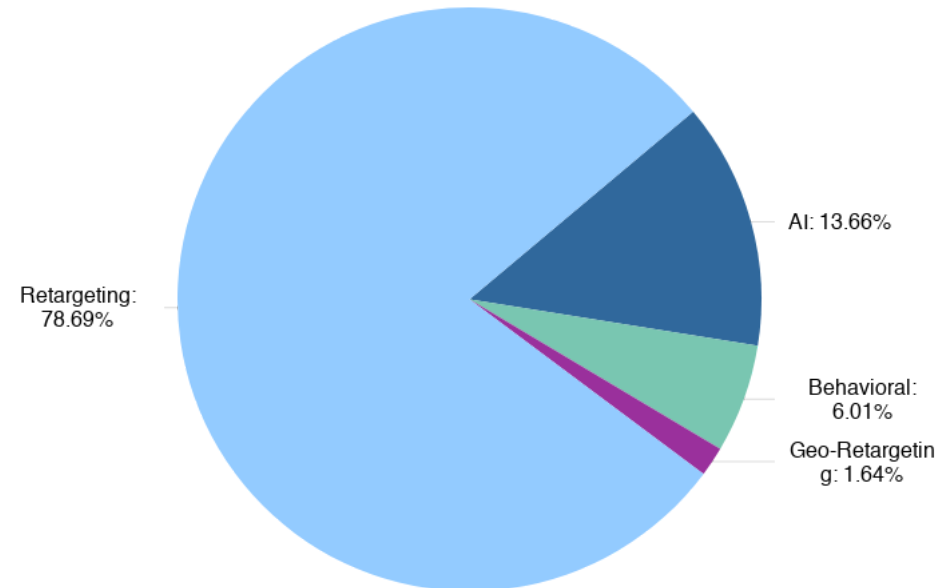
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
State College Friends School Homepage Visits	159
State College Friends School Tuition Page View	10
State College Friends School Tour Page View	7
State College Friends School What is Page View	5
State College Friends School Welcome Page View	1
State College Friends School What We Do Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	State College Friends School_Social Mirror_Choosing the right school	219,824	355	0.16%	2.31
	State College Friends School_Social Mirror_5.27_Now enrolling!	112,465	114	0.10%	1.45
	State College Friends School_4.28_Discover State College Friends School	45,192	97	0.21%	3.07

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00013	Photo	Click to View	7.13%	0.73%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00005	Photo	Click to View	6.98%	0.69%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00003	Photo	Click to View	6.67%	0.64%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00007	Photo	Click to View	6.43%	0.69%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00008	Photo	Click to View	6.37%	0.66%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00015	Photo	Click to View	5.98%	0.69%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00012	Photo	Click to View	5.74%	0.40%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00002	Photo	Click to View	5.70%	0.45%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00001	Photo	Click to View	5.61%	0.63%
State College Friends School_Social Mirror_Choosing the right school	Variant: V_00014	Photo	Click to View	5.45%	0.51%

Social Mirror Ad Screenshots

	State College Friends School_4.28_Discover State College Friends School	State College Friends School_Social Mirror_5.27_Now enrolling!	State College Friends School_Social Mirror_Choosing the right school
Screenshot			

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	184,858	180	0.10%
Mobile	A portable electronic device that can connect to the internet.	177,838	361	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,785	25	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	27,523	45	0.16%
msn.com	26,669	1	0.00%
Weather - The Weather Channel	11,995	2	0.02%
usatoday.com	5,062	16	0.32%
Fox News - Daily Breaking News	4,899	0	0.00%
realtor.com	4,265	6	0.14%
Podcast Player	4,206	1	0.02%
tmz.com	3,591	5	0.14%
centredaily.com	3,327	9	0.27%
legacy.com	3,239	3	0.09%
theguardian.com	3,119	11	0.35%
statecollege.com	3,007	2	0.07%
IMDb: Movies & TV Shows	2,993	0	0.00%
merriam-webster.com	2,434	2	0.08%
Weather by WeatherBug	2,353	0	0.00%
zerogpt.com	1,899	7	0.37%
steelersdepot.com	1,736	0	0.00%
shopgoodwill.com	1,444	2	0.14%
politicalwire.com	1,261	1	0.08%
outkick.com	1,175	1	0.09%

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.