

Digital Marketing Report

Impressions

How many ads were served:

103,489

Clicks

Times a user clicked on an ad

162

Click-Through Rate

(Clicks/Impressions) x 100

0.16%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate

0.75%

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

X the National Average

2.24

X the National Avg (.07%)

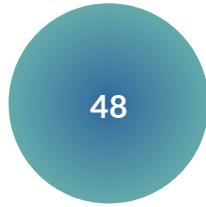
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Keystone Elk Country Alliance - Outdoor Enthusiasts/Declared Parents Social Mirror	99,752	155	0.16%	2.22
Keystone Elk Country Alliance - Retargeting Social Mirror	3,737	7	0.19%	2.68

Social Mirror Click Conversions

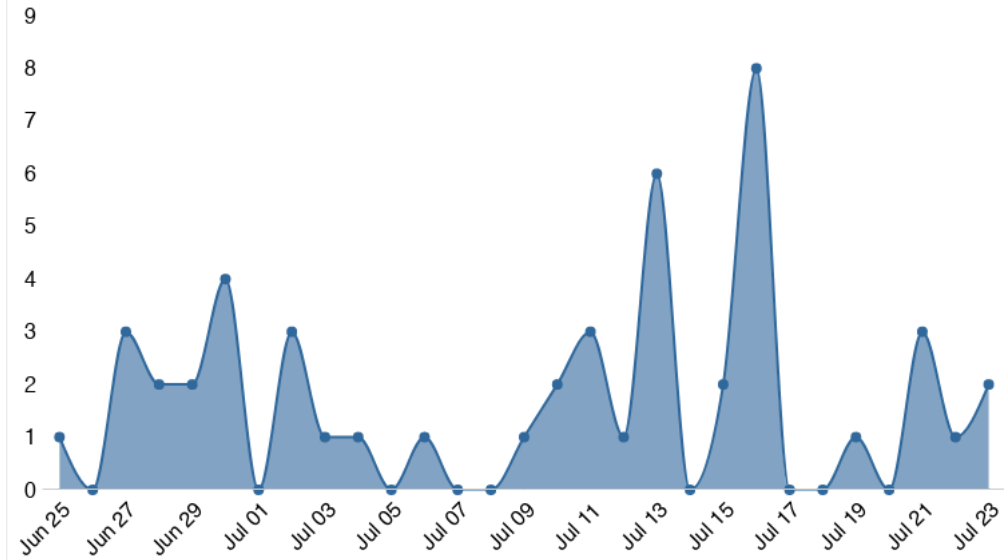


Times users clicked on an ad leading to your site and visited a page or completed an action

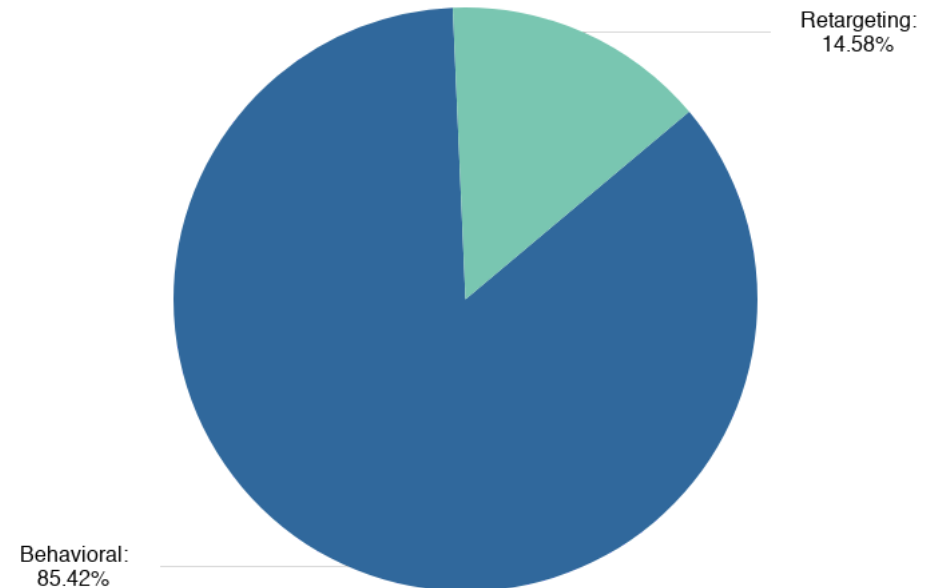
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Keystone Elk Country Alliance Lodging Page View	47
Keystone Elk Country Alliance Vendors Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

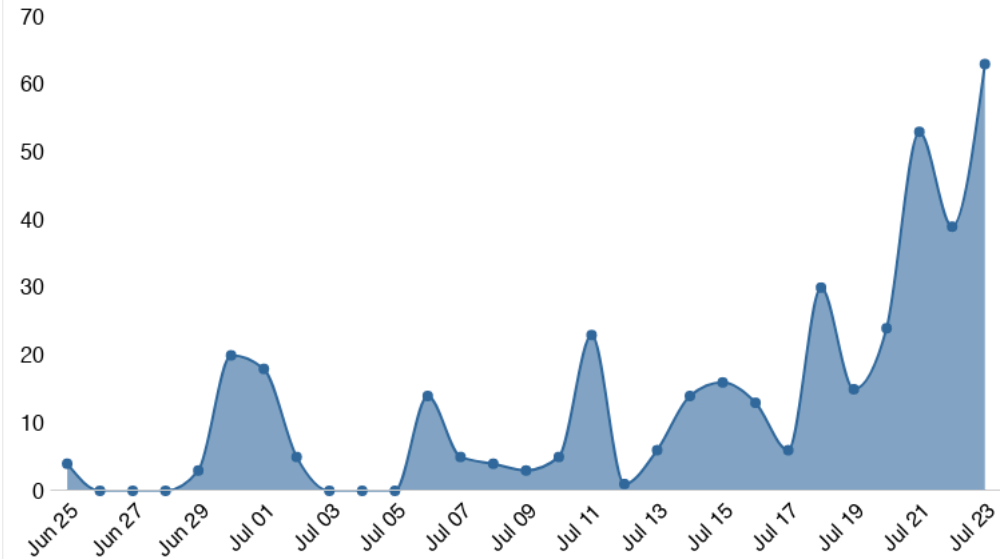


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

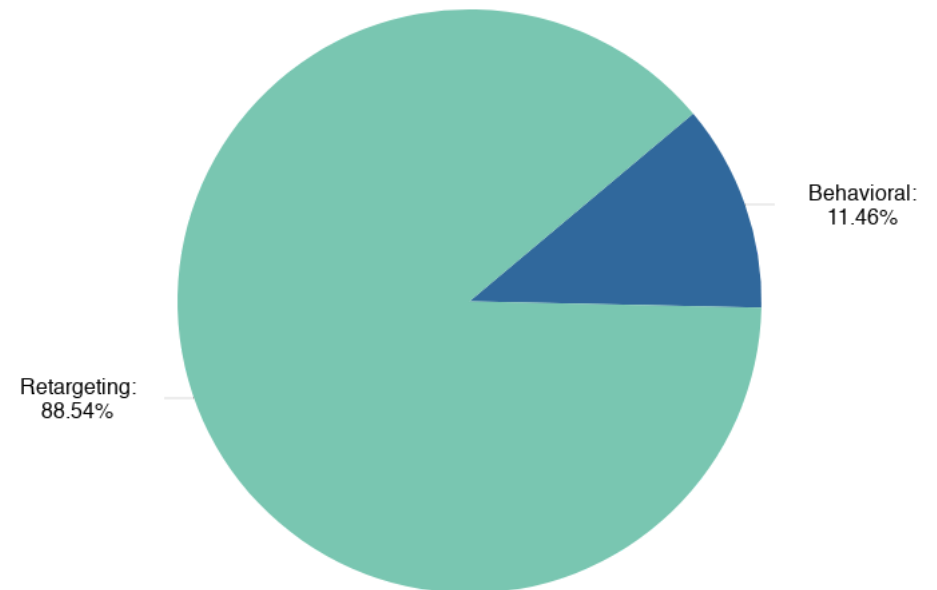
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Keystone Elk Country Alliance Lodging Page View	226
Keystone Elk Country Alliance Homepage Visits	73
Keystone Elk Country Alliance Schedule Page View	33
Keystone Elk Country Alliance Vendors Page View	31
Keystone Elk Country Alliance Clothing Store Page View	10
Keystone Elk Country Alliance Entertainment Page View	7
Keystone Elk Country Alliance Elk Expo Patch Page View	4

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%)
Thumbnail not available	Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	103,489	162	0.16%	2.24



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00002	Photo	Click to View	6.93%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00005	Photo	Click to View	6.86%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00008	Photo	Click to View	6.80%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00015	Photo	Click to View	6.80%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00010	Photo	Click to View	6.60%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00014	Photo	Click to View	6.54%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00011	Photo	Click to View	6.54%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00007	Photo	Click to View	6.41%	2.04%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: V_00004	Photo	Click to View	6.27%	0.00%
Keystone Elk Country Alliance_6.9_Get ready for the Elk Expo	Variant: Original	Photo	Click to View	6.14%	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	75,636	129	0.17%
Desktop	A personal computing device that remains stationary at one location.	19,457	26	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,396	7	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	11,680	21	0.18%
nypost.com	2,056	3	0.15%
foxnews.com	1,883	2	0.11%
usatoday.com	1,874	2	0.11%
wtae.com	1,562	2	0.13%
huntingpa.com	1,281	0	0.00%
theguardian.com	1,246	3	0.24%
Pandora - Music & Podcasts	1,165	2	0.17%
huffpost.com	1,055	0	0.00%
abcnews.com	1,027	0	0.00%
tmz.com	807	2	0.25%
imdb.com	693	1	0.14%
buzzfeed.com	614	2	0.33%
Weather - The Weather Channel	577	0	0.00%
jcpenny.com	554	0	0.00%
themirror.com	534	3	0.56%
arcamax.com	512	7	1.37%
ebay.com	508	0	0.00%
nola.com	501	0	0.00%
exploreclearion.com	499	1	0.20%

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.