

Digital Marketing Report

Impressions

How many ads were served:

109,802

Clicks

Times a user clicked on an ad

1,257

Click-Through Rate

(Clicks/Impressions) x 100

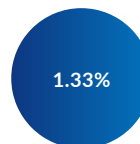
1.14%

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%)
Bloomsburg Theatre Ensemble - AI Social Mirror	34,338	1,055	3.07%	43.89
Bloomsburg Theatre Ensemble - Childrens Literature/Families/Toddlers Behavioral Social Mirror	33,625	90	0.27%	3.82
Bloomsburg Theatre Ensemble - Keyword Social Mirror	23,427	49	0.21%	2.99
Bloomsburg Theatre Ensemble - Geo-Retargeting Social Mirror	8,863	47	0.53%	7.58
Bloomsburg Theatre Ensemble - Geo-Fencing Social Mirror	5,772	2	0.03%	0.50
Bloomsburg Theatre Ensemble - Retargeting Social Mirror	3,777	14	0.37%	5.30

Social Mirror View-through Conversions

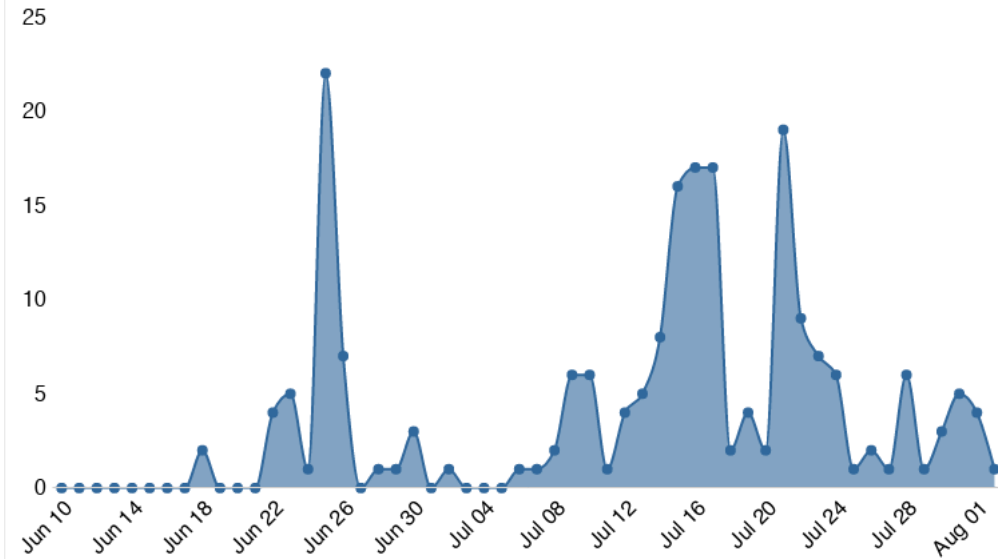


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

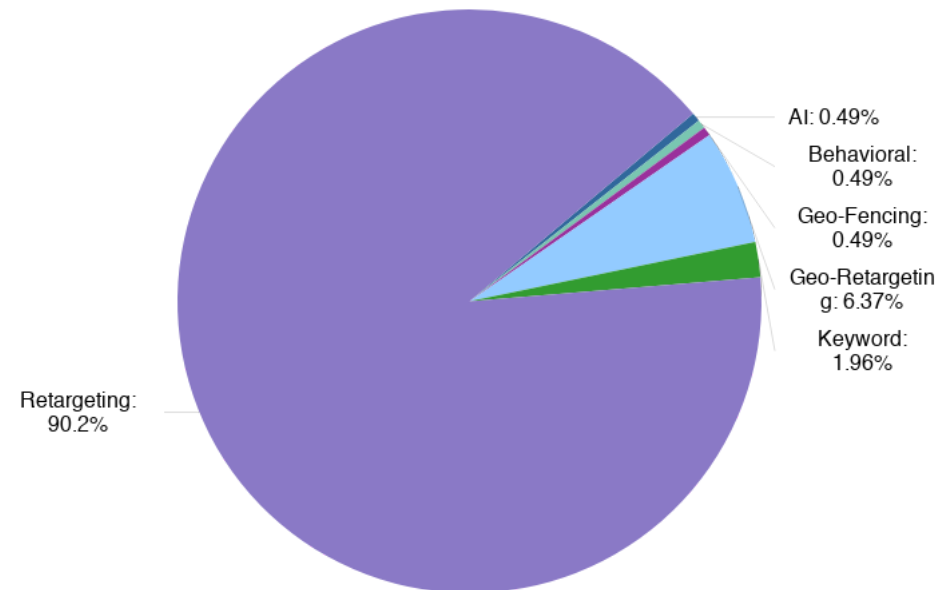
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bloomsburg Theatre Ensemble Homepage Visits	174
Bloomsburg Theatre Ensemble Ensemble Page View	18
Bloomsburg Theatre Ensemble Our Season Page View	7
Bloomsburg Theatre Ensemble Events Page View	3
Bloomsburg Theatre Ensemble About Page View	2

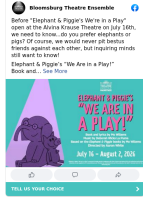
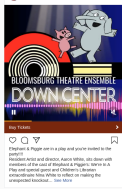
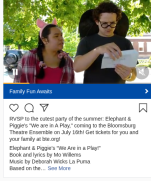
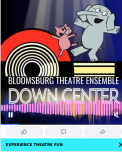
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bloomsburg Theatre Ensemble_Social Mirror_Before Elephant & Piggie's We're in a Play	52,777	342	0.65%	9.26
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_Elephant & Piggie	14,783	285	1.93%	27.54
Thumbnail not available	Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer	14,488	234	1.62%	23.07
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	14,351	210	1.46%	20.90
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	13,403	186	1.39%	19.82

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Bloomsburg Theatre Ensemble_Social Mirror_Before "Elephant & Piggie\'s We\'re in a Play"	Variant: V_00003	Photo	Click to View	13.01%	2.37%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer	Variant: Original	Video	Click to View	12.73%	5.43%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	Variant: V_00008	Video	Click to View	4.33%	6.91%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	Variant: V_00004	Video	Click to View	4.01%	4.60%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00010	Video	Click to View	3.72%	6.13%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00005	Video	Click to View	2.97%	4.45%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00004	Video	Click to View	2.41%	4.10%
Bloomsburg Theatre Ensemble_Social Mirror_Before "Elephant & Piggie\'s We\'re in a Play"	Variant: V_00004	Photo	Click to View	1.73%	1.85%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00001	Video	Click to View	1.53%	7.23%

Social Mirror Ad Screenshots

	Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	71,182	1,112	1.56%
Desktop	A personal computing device that remains stationary at one location.	31,148	125	0.40%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,472	20	0.27%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	4,289	1	0.02%
foxnews.com	3,709	5	0.13%
tmz.com	2,740	2	0.07%
Weather - The Weather Channel	2,372	6	0.25%
nypost.com	1,412	12	0.85%
lawandcrime.com	1,394	1	0.07%
theguardian.com	1,212	9	0.74%
huffpost.com	1,091	8	0.73%
popcrush.com	926	4	0.43%
SNOW - Beauty & makeup camera	780	1	0.13%
americoceans.org	516	0	0.00%
libero.pe	508	0	0.00%
apnews.com	482	6	1.24%
hollywoodpq.com	456	5	1.10%
cheezburger.com	435	1	0.23%
hometalk.com	403	3	0.74%
huntingpa.com	391	0	0.00%
brezzamistica.info	384	0	0.00%
shopgoodwill.com	383	2	0.52%
mcall.com	371	13	3.50%

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.