



Digital Marketing Report

Impressions

How many ads were served:

444,211

Clicks

Times a user clicked on an ad

10,395

Click-Through Rate

(Clicks/Impressions) x 100

2.34%

Your Product Breakout by Impressions



Total Engagement Rate

2.34%

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

X the National Average

33.43

X the National Avg (.07%)

Social
Mirror

*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.

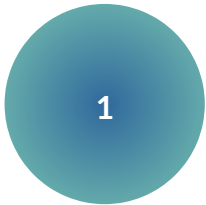


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
PEO Brokers Network - Custom Matching Social Mirror	409,347	9,862	2.41%	34.42
PEO Brokers Network - Retargeting Social Mirror	34,864	533	1.53%	21.84



Social Mirror View-through Conversions

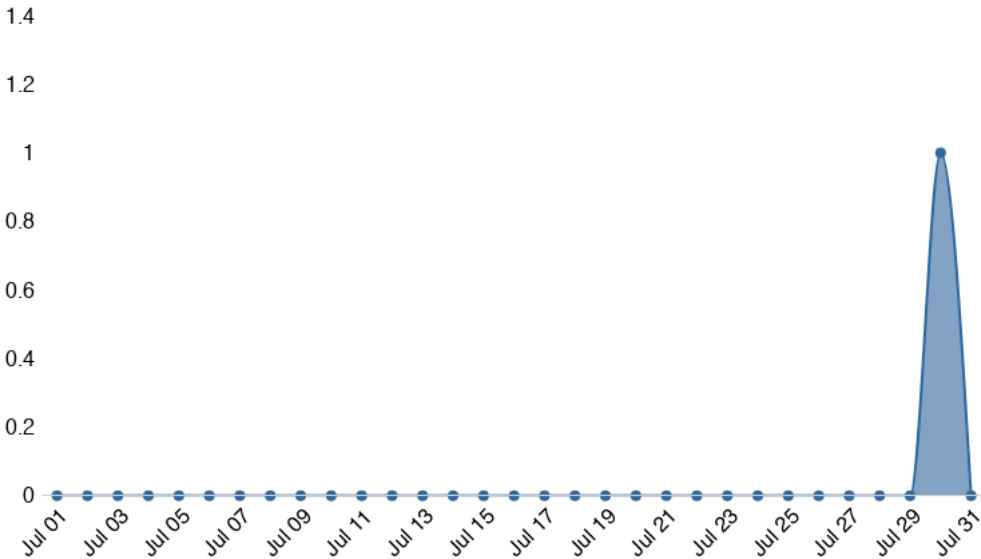


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

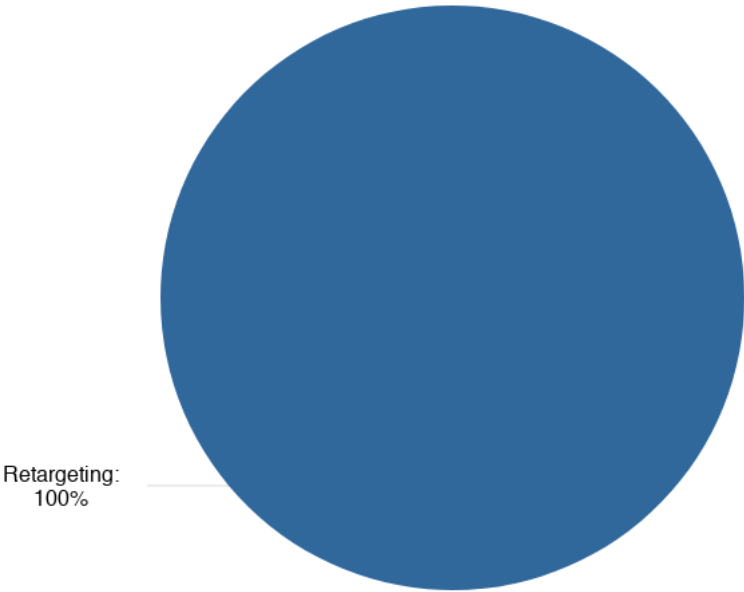
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
PEO Brokers Network Homepage Visits	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	PEO Brokers Network_6.20.25_PEO Reel June 2025_Story	97,536	4,400	4.51%	64.45
	PEO Brokers Network_6.4_Social Mirror_Hard Hat Woman PEO - June 2024 - WITHOUT LOGOS.mp4	52,542	716	1.36%	19.47
	PEO Brokers Network_Social Mirror_PEO Video 2.3	23,087	678	2.94%	41.95
	PEO Brokers Network_Social Mirror_PEO Video 1.3	34,627	511	1.48%	21.08
	PEO Brokers Network_12.1_Social Mirror_PEO Warehouse Woman Ad 12.1.23	37,683	492	1.31%	18.65
	PEO Brokers Network_6.4_Social Mirror_Testing PEO June 2024	19,504	455	2.33%	33.33



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
PEO Brokers Network_3.5_Social Mirror_PEO March 2024 - We Move Fast - WITHOUT LOGO	Variant: V_00015	Story	Click to View	3.91%	4.98%
PEO Brokers Network_12.1_Social Mirror_PEO Warehouse Woman Ad 12.1.23	Variant: V_00006	Story	Click to View	3.42%	3.06%
PEO Brokers Network_Social Mirror_PEO Video 2.3	Variant: V_00004	Story	Click to View	2.67%	3.70%
PEO Brokers Network_6.4_Social Mirror_Hard Hat Woman PEO - June 2024 - WITHOUT LOGOS.mp4	Variant: V_00005	Story	Click to View	2.45%	2.09%
PEO Brokers Network_6.4_Social Mirror_Hard Hat Woman PEO - June 2024 - WITHOUT LOGOS.mp4	Variant: V_00001	Story	Click to View	2.30%	2.28%
PEO Brokers Network_Social Mirror_PEO Video 2.3	Variant: V_00006	Story	Click to View	2.18%	6.76%
PEO Brokers Network_6.4_Social Mirror_PEO Woman Dancing - June 2024 - WITHOUT LOGOS.mp4	Variant: V_00013	Story	Click to View	1.93%	4.39%
PEO Brokers Network_12.1_Social Mirror_PEO Warehouse Woman Ad 12.1.23	Variant: Original	Story	Click to View	1.89%	2.07%
PEO Brokers Network_6.4_Social Mirror_Texting PEO - June 2024 WITHOUT LOGO.mp4	Variant: V_00006	Story	Click to View	1.80%	4.40%
PEO Brokers Network_6.4_Social Mirror_Hard Hat Woman PEO - June 2024 - WITHOUT LOGOS.mp4	Variant: Original	Story	Click to View	1.73%	2.18%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	282,614	2,792	0.99%
Desktop	A personal computing device that remains stationary at one location.	92,068	232	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	69,529	7,371	10.60%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	89,355	1,005	1.12%
daytondailynews.com	26,549	1,406	5.30%
times-gazette.com	20,171	124	0.61%
orlandosentinel.com	17,069	14	0.08%
expressnews.com	13,706	18	0.13%
tmz.com	7,884	48	0.61%
dailymail.com	7,820	75	0.96%
nypost.com	6,738	53	0.79%
vox.com	6,481	25	0.39%
scrippsnews.com	6,297	221	3.51%
nwfdailynews.com	6,017	16	0.27%
timesnownews.com	5,961	0	0.00%
genius.com	4,741	1	0.02%
apnews.com	4,303	11	0.26%
vice.com	3,963	321	8.10%
fool.com	3,626	2	0.06%
mercurynews.com	3,058	100	3.27%
usatoday.com	2,799	15	0.54%
screenrant.com	2,794	3	0.11%
buzzfeed.com	2,722	13	0.48%



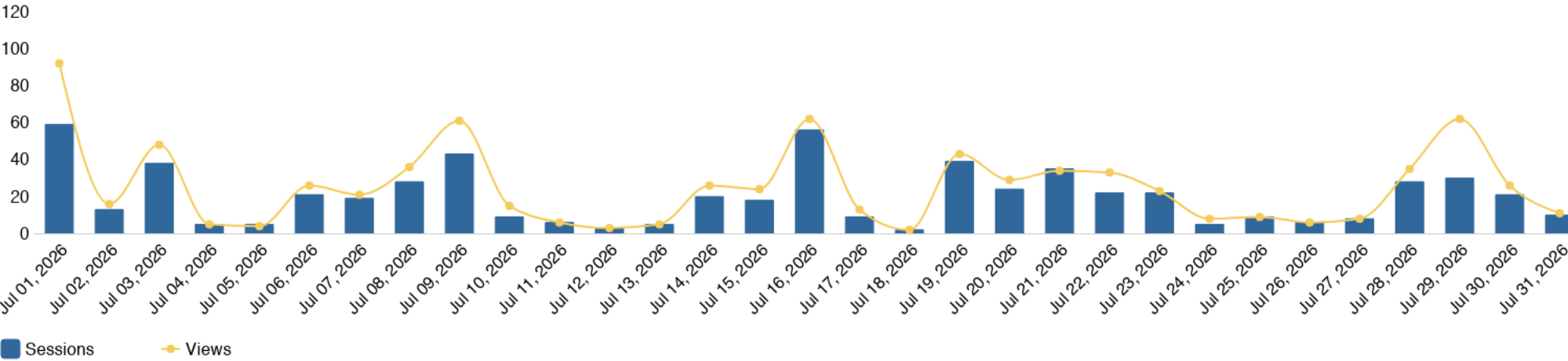
792 618 334 54.05% 618 604 625 1.00
VIEWS SESSIONS ENGAGED SESSIONS ENGAGEMENT RATE ACTIVE USERS NEW USERS TOTAL USERS SESSIONS PER USER

3:01:02
TOTAL USER ENGAGEMENT

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

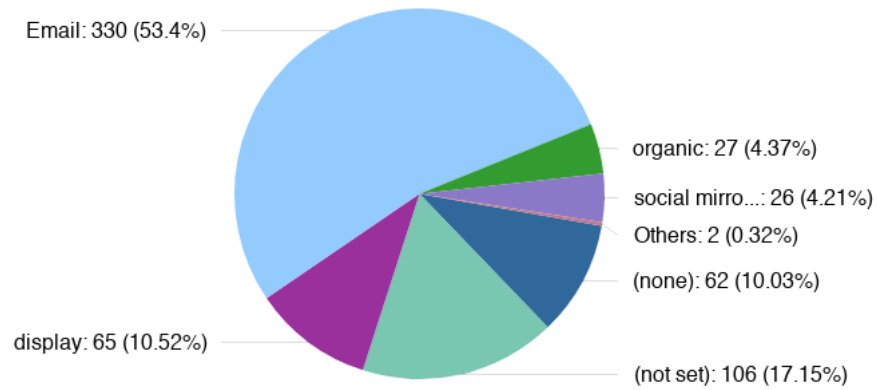


Google Analytics 4 Account Performance

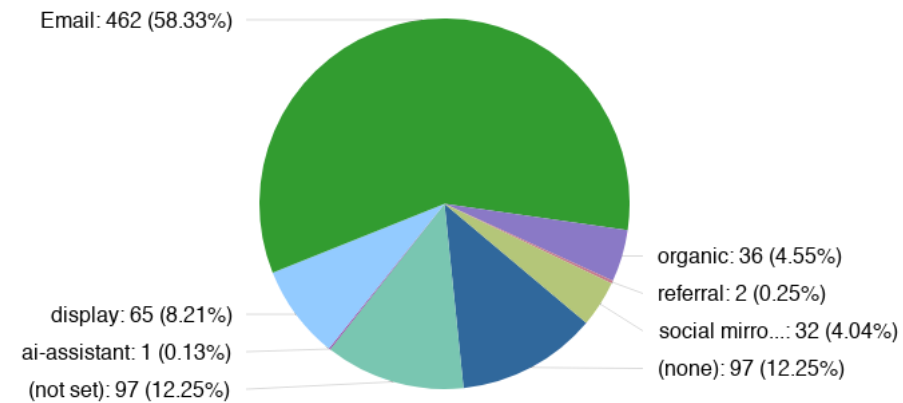
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	618	792	3:01:02	1.28	54.05%
PEO Brokers Network	618	792	03:01:02	1.28	54.05%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium



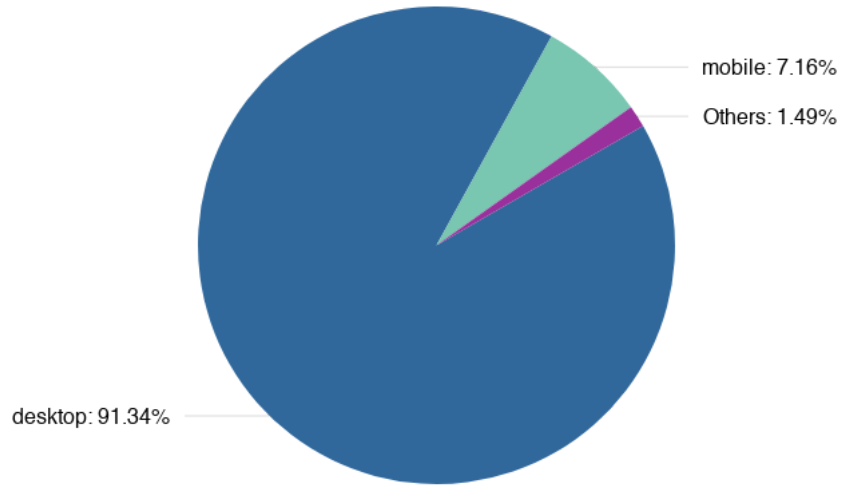
Grid contains more rows, but they have been clipped.

Google Analytics 4 Event Performance

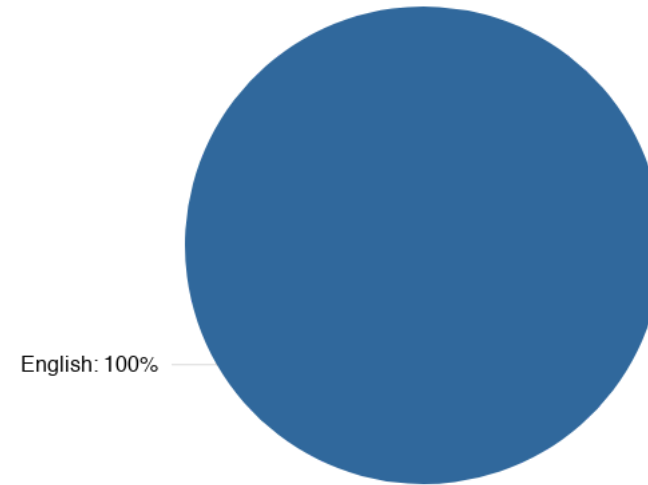
Event name	Event count ↓
Total	3,435
page_view	792
session_start	640
user_engagement	608
first_visit	604
tag_roi_user	539
contact_us	153
phone_call	38
scroll	34
about_us	17
file_download	6
click	3
sms	1



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	619	792	335	54.12%	3:01:02
Chrome	480	640	299	62.29%	02:00:14
Safari	84	93	17	20.24%	00:17:54
Edge	20	25	11	55.00%	00:17:00
Android Webview	19	19	3	15.79%	00:00:38
Firefox	6	5	4	66.67%	00:02:20



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	410
/	206
/contact/	140
/recent-successes/	15
/about/our-team/	13
/referral-partners/	6
/industries-served/workers-comp-for-armed-security-guards/	4
(not set)	3
/1968	2
/about/	2
/about/what-is-a-peo-broker/	2



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		659	792	356	54.02%	3:01:02
San Jose	California	299	440	235	78.60%	00:59:43
Los Angeles	California	41	40	11	26.83%	00:03:32
(not set)	New York	31	31	2	6.45%	00:00:00
(not set)	(not set)	31	30	8	25.81%	00:01:19
Birmingham	Alabama	19	18	8	42.11%	00:01:12
Chicago	Illinois	13	9	5	38.46%	00:00:55
(not set)	(not set)	11	10	1	9.09%	00:00:54
New York	New York	11	11	0	0.00%	00:00:00
San Francisco	California	11	11	6	54.55%	00:03:40
Santa Clara	California	10	10	3	30.00%	00:00:12
(not set)	California	8	9	2	25.00%	00:00:00
(not set)	(not set)	7	7	1	14.29%	00:00:29
Jakobsberg	Stockholm County	7	3	1	14.29%	00:00:22
Ashburn	Virginia	4	4	3	75.00%	00:01:06
Celebration	Florida	4	3	0	0.00%	00:00:01



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.