



Digital Marketing Report

Impressions

How many ads were served:

24

Total Engagement Rate

1,266.67%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

Your Product Breakout by Impressions



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%)
CK Franchising, Inc - Direct Client Keyword Social Mirror	7	0	0.00%	0.00
CK Franchising, Inc - Direct Client Behavioral Social Mirror	5	0	0.00%	0.00
CK Franchising, Inc - Caregivers AI Social Mirror	4	0	0.00%	0.00
CK Franchising, Inc - Long Term Care Behavioral Social Mirror	3	0	0.00%	0.00
CK Franchising, Inc - Caregivers Keyword Social Mirror	2	0	0.00%	0.00
CK Franchising, Inc - Direct ALZ Behavioral Social Mirror	2	0	0.00%	0.00
CK Franchising, Inc - Direct Client AI Social Mirror	1	0	0.00%	0.00



Social Mirror View-through Conversions

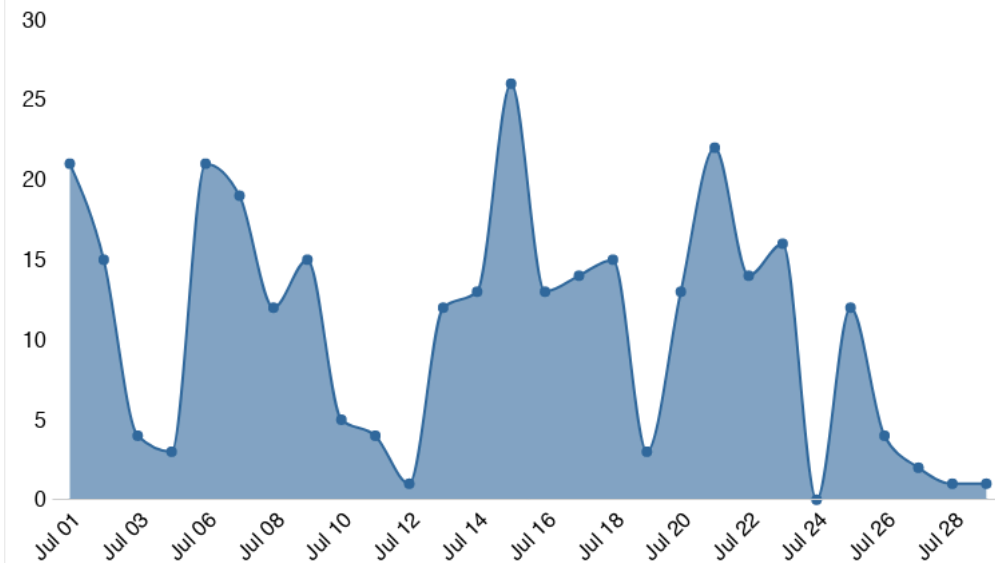


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

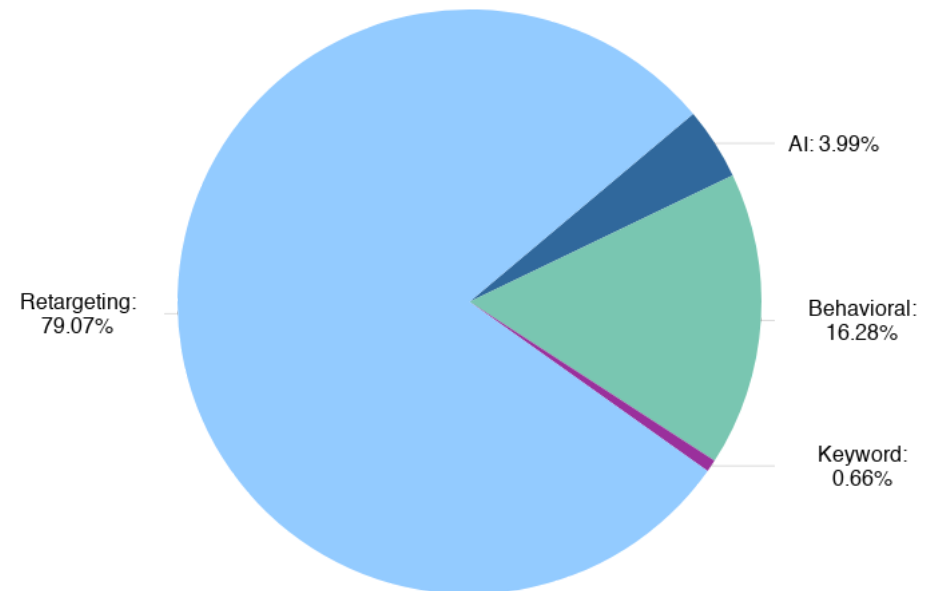
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
CK Franchising Inc Homepage Visits	296
CK Franchising Inc Form Submission Click Conversion	3
CK Franchising Inc Phone Number Click Conversion	2

Social Mirror View-through Conversions by Day



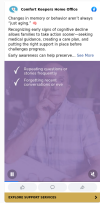
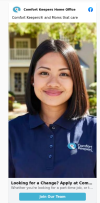
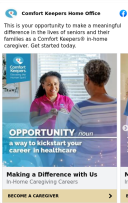
Top Social Mirror View-through Conversions by Strategy





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%)
	CK Franchising, Inc_SM_4.4.26_Direct Client_Heartfelt reviews like this	1	0	0.00%	0.00
	CK Franchising, Inc_SM_5.26.26_ALZ_Changes in memory or behavior	1	0	0.00%	0.00
	CK Franchising, Inc_SM_5.26.26_Caregiver_Ad # 1567193134692696	2	0	0.00%	0.00
	CK Franchising, Inc_SM_5.26.26_Caregiver_Ad # 1877966623128997	2	0	0.00%	0.00
	CK Franchising, Inc_SM_5.26.26_Caregiver_Ad # 2036637350474524	1	0	0.00%	0.00
Thumbnail not available	CK Franchising, Inc_SM_5.26.26_Direct_Client_Ad #	2	0	0.00%	0.00



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
CK Franchising, Inc_SM_4.4.26_Direct Client_Heartfelt reviews like this	Variant: V_00001	Video	Click to View	2.52%	1.49%
CK Franchising, Inc_SM_5.26.26_LTC_Long-Term Care Insurance - Ad #3	Variant: V_00007	Story	Click to View	2.11%	12.50%
CK Franchising, Inc_Social Mirror_3.4.26_Direct Client_CK GA Ad #5	Variant: V_00007	Story	Click to View	1.47%	0.00%
CK Franchising, Inc_Social Mirror_3.4.26_Direct Client_CK Individualized care plan GA #6	Variant: V_00012	Story	Click to View	1.36%	2.78%
CK Franchising, Inc_Social Mirror_3.4.26_Direct Client_CK GA Ad #5	Variant: V_00011	Story	Click to View	1.17%	0.00%
CK Franchising, Inc_SM_5.26.26_LTC_Long-Term Care Insurance - Ad #3	Variant: V_00004	Story	Click to View	1.13%	73.33%
CK Franchising, Inc_SM_5.26.26_LTC_Long-Term Care Insurance - Ad #3	Variant: V_00010	Story	Click to View	1.06%	53.57%
CK Franchising, Inc_SM_ALZ_6.4.26_CK ALZ Ad #5	Variant: V_00003	Story	Click to View	0.94%	36.00%
CK Franchising, Inc_Social Mirror_3.4.26_Direct Client_GA Ad #4 - M. Edwards Testimonial	Variant: V_00005	Story	Click to View	0.87%	0.00%
CK Franchising, Inc_Social Mirror_3.4.26_Direct Client_GA Ad #4 - M. Edwards Testimonial	Variant: V_00012	Story	Click to View	0.87%	4.35%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	14	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	9	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	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



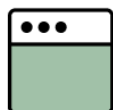
Live Chat



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.