



Digital Marketing Report

Impressions

How many ads were served:

245,808

Clicks

Times a user clicked on an ad

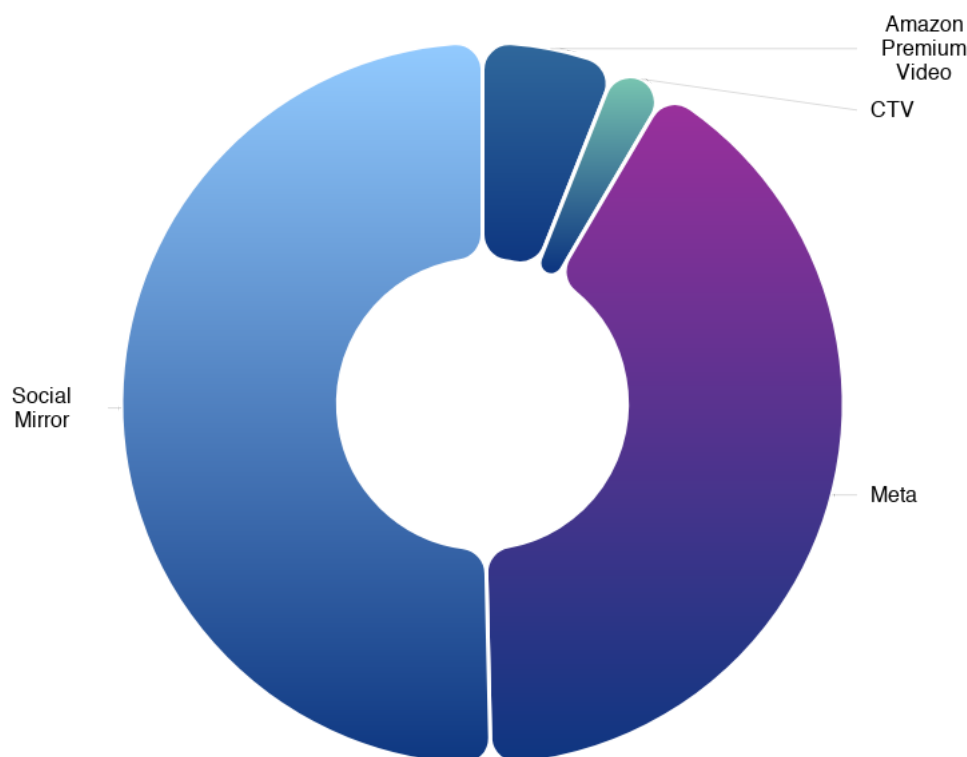
1,779

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.74%

Your Product Breakout by Impressions



CTV Completion Rate

1.63%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

2.47

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

2.51%

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

X the National Average

10.60

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%)
Mainstreet Credit Union - Auto Facebook Premium	52,512	574	1.09%	15.62
Mainstreet Credit Union - Checking Behavioral Social Mirror	34,940	63	0.18%	2.58
Mainstreet Credit Union - Checking Facebook Premium	34,860	547	1.57%	22.42
Mainstreet Credit Union - Auto Promo Behavioral Social Mirror	26,345	49	0.19%	2.66
Mainstreet Credit Union - Checking AI Social Mirror	24,830	50	0.20%	2.88
Mainstreet Credit Union - Auto Promo AI Social Mirror	18,711	53	0.28%	4.05
Mainstreet Credit Union - Branding Facebook Premium	11,281	181	1.60%	22.92
Mainstreet Credit Union - Mortgage AI Social Mirror	7,732	20	0.26%	3.70
Mainstreet Credit Union - Mortgage Behavioral Social Mirror	7,706	9	0.12%	1.67
Mainstreet Credit Union - Checking Behavioral Amazon Video	4,052	52	1.28%	18.33
Mainstreet Credit Union - Branding - Behavioral Amazon Video	2,916	54	1.85%	26.46
Mainstreet Credit Union - Checking Retargeting Amazon Video	2,847	23	0.81%	11.54
Mainstreet Credit Union - Mortgage - Behavioral Amazon Video	2,286	31	1.36%	19.37
Mainstreet Credit Union - Branding - Amazon Prime CTV	2,086	0	0.00%	0.00
Mainstreet Credit Union - Checking Retargeting Social Mirror	2,056	9	0.44%	6.25
Mainstreet Credit Union - Mortgage - Amazon Prime CTV	2,038	0	0.00%	0.00
Mainstreet Credit Union - Checking Amazon Prime CTV	1,922	0	0.00%	0.00

Mainstreet Credit Union - Auto Promo Retargeting Social Mirror	1,469	9	0.61%	8.75
Mainstreet Credit Union - Branding - Retargeting Amazon Video	1,369	17	1.24%	17.74
Mainstreet Credit Union - Mortgage - Retargeting Amazon Video	1,326	13	0.98%	14.01
Mainstreet Credit Union - Checking Facebook Premium Retargeting	1,192	17	1.43%	20.37
Mainstreet Credit Union - Auto Facebook Premium Retargeting	1,023	5	0.49%	6.98
Mainstreet Credit Union - Branding Facebook Premium Retargeting	296	3	1.01%	14.48
Mainstreet Credit Union - Checking - AI Social Mirror	5	0	0.00%	0.00
Mainstreet Credit Union - Auto - AI Social Mirror	3	0	0.00%	0.00
Mainstreet Credit Union - Checking - Behavioral Social Mirror	3	0	0.00%	0.00
Mainstreet Credit Union - Auto - Behavioral Social Mirror	2	0	0.00%	0.00



Social Mirror View-through Conversions

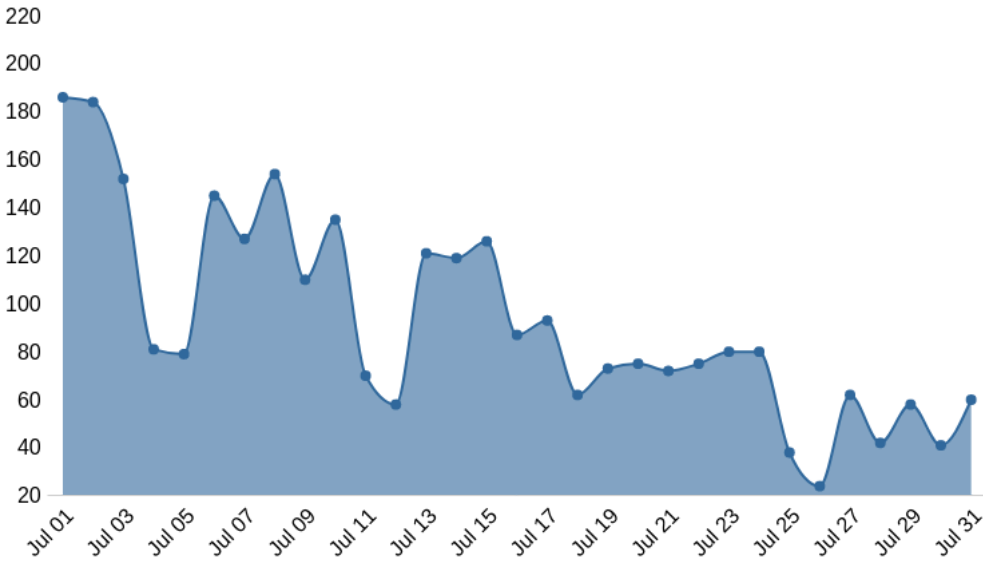


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

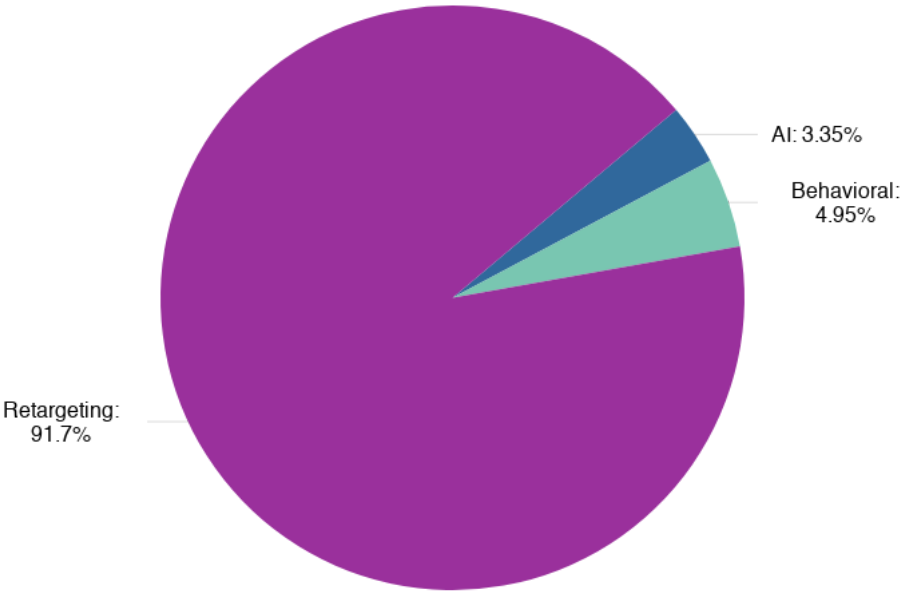
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mainstreet Credit Union Homepage Visits	2,863
Mainstreet Credit Union Branch Locations Click Conversion	4
Mainstreet Credit Union About Us Click Conversion	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



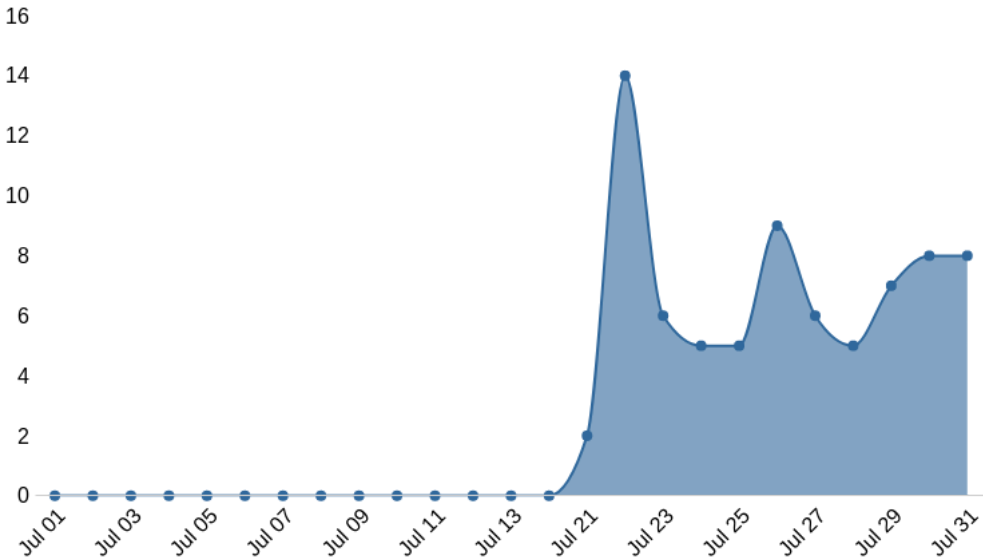


Amazon Premium Video + CTV View-through Conversions



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

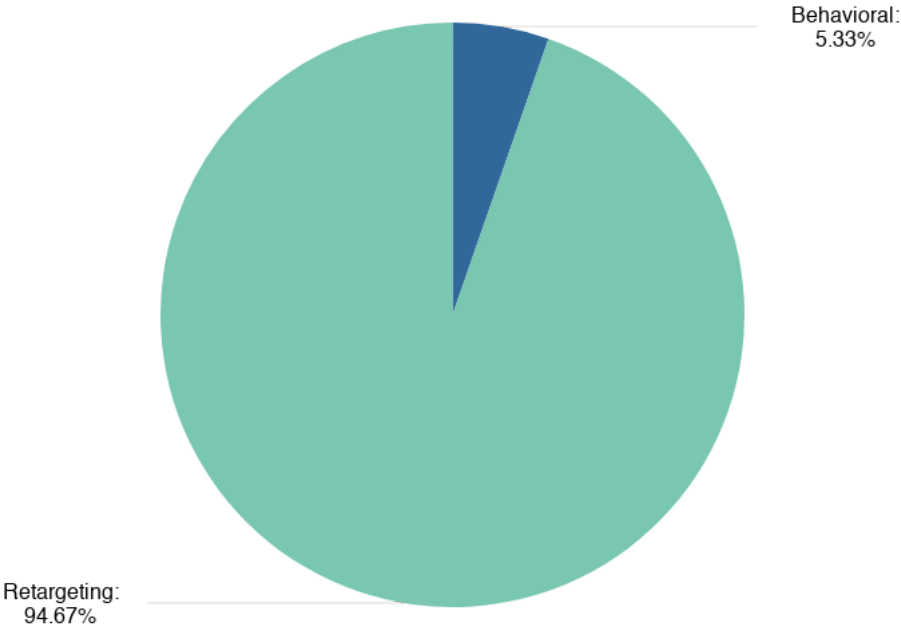
Amazon Premium Video + CTV View-through Conversions by Day



Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Mainstreet Credit Union Homepage Visits	75

Top Amazon Premium Video + CTV View-through Conversions by Strategy





Meta View-Through Conversions



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

Meta View-Through Conversion Performance

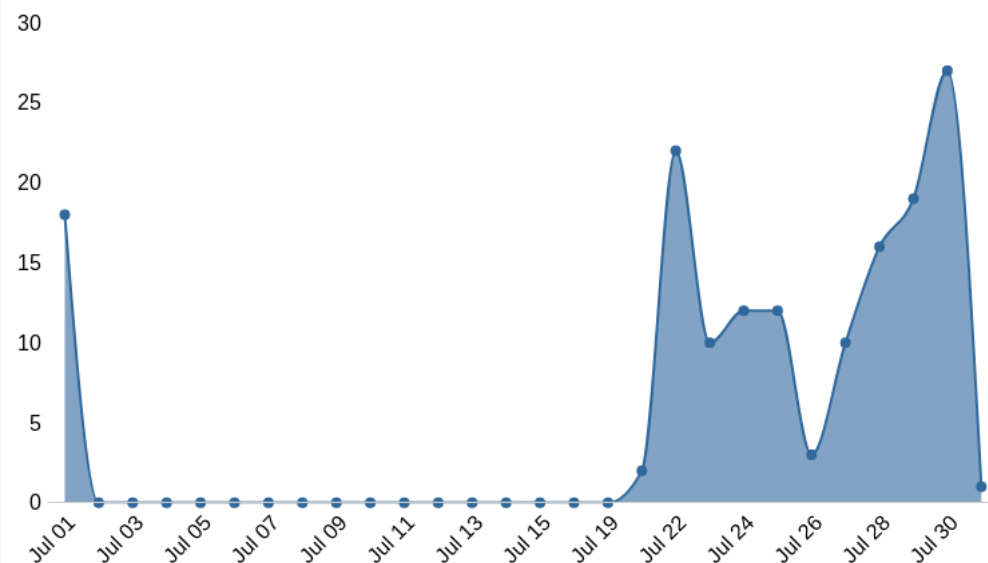
Conversion Name

[View-Through Conversions](#) ↓

Mainstreet Credit Union Homepage Visits

152

Meta View-Through Conversions by Day





Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026CheckingAd2	29,849	69	0.23%	3.30
	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026AutoLoanAd1	23,770	56	0.24%	3.37
	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026AutoLoanAd2	22,755	55	0.24%	3.45
Thumbnail not available	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026CheckingAd1	31,977	53	0.17%	2.37
	Mainstreet Credit Union_SM_Mortgage_#Jul2026MortgageLoanAd1	15,438	29	0.19%	2.68
	Mainstreet Credit Union_SM_Auto_#AprAutoLoanPromoAd1	3	0	0.00%	0.00

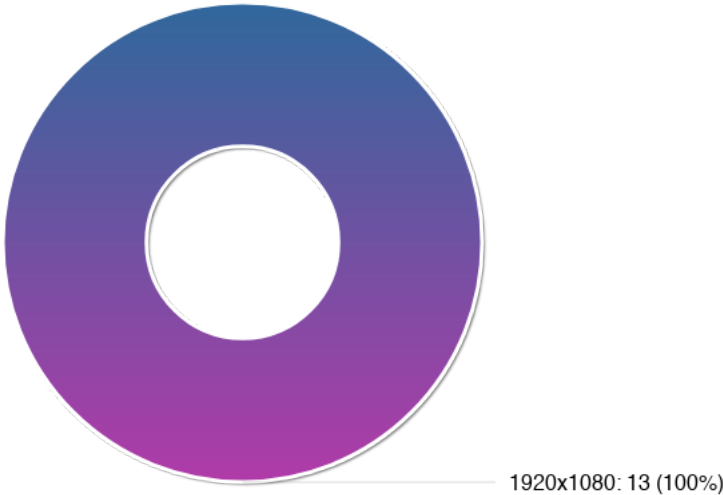


Social Mirror Ad Screenshots

	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026AutoLoanAd1	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026AutoLoanAd2	Mainstreet Credit Union_7.20.26_Social Mirror Ad #Jul2026CheckingAd1	Mainstreet Credit Union_SM_Mortgage_#Jul2026MortgageLoanAd1
Screenshot Urls				



Amazon Premium Display Conversion Performance by Ad Size



Amazon Premium Video Creative Performance

Grid contains more rows, but they have been clipped.

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mainstreet Credit Union_7.20.26_Mainstreet Brand Video Ads - 30fps 4Mbps.mp4	View Preview	8,184	95	1.16%	16.58
Mainstreet Credit Union_7.27.26_Mainstreet Checking Video Ad EARLY PAY - 30fps 4Mbps	View Preview	2,865	31	1.08%	15.46
Mainstreet Credit Union_7.27.26_Mainstreet Brand Video Ad GUIDED GROWTH - 30fps 4Mbps	View Preview	2,241	40	1.78%	25.50
Mainstreet Credit Union_7.27.26_Mainstreet Mortgage Video Ad ZERO DOWN - 30fps 4Mbps	View Preview	1,506	23	1.53%	21.82
Mainstreet Credit Union_4.16.26_Mainstreet Brand Video Ads - 30fps 4Mbps	No Preview Available	0	0	-	-



Amazon Premium Video Completion Performance by Creative

Grid contains more rows, but they have been clipped.

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Mainstreet Credit Union_7.20.26_Mainstreet Brand Video Ads - 30fps 4Mbps.mp4	79.68%	58.91%	52.75%	45.20%
Mainstreet Credit Union_7.27.26_Mainstreet Mortgage Video Ad ZERO DOWN - 30fps 4Mbps	76.66%	56.05%	50.65%	42.94%
Mainstreet Credit Union_7.27.26_Mainstreet Brand Video Ad GUIDED GROWTH - 30fps 4Mbps	75.75%	55.61%	47.95%	39.78%
Mainstreet Credit	71.50%	58.12%	51.91%	42.15%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Mainstreet Credit Union_Checking_Meta Ad #Jul2026CheckingAd2	32,032	489	1.53%	21.81
Mainstreet Credit Union_Auto_Meta Ad #Jul2026AutoLoanAd2	38,837	366	0.94%	13.46
Mainstreet Credit Union_Auto_Meta Ad #Jul2026AutoLoanAd1	14,698	213	1.45%	20.70
Mainstreet Credit Union_Branding_Meta Ad #Apr2026BrandAd1	11,577	184	1.59%	22.71
Mainstreet Credit Union_Checking_Meta Ad #Jul2026CheckingAd1	4,020	75	1.87%	26.65



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	159,642	1,474	0.92%
Desktop	A personal computing device that remains stationary at one location.	58,208	122	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	21,623	179	0.83%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	5,994	0	0.00%
Unknown	---	289	4	1.38%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
tmz.com	10,216	11	0.11%
nypost.com	9,852	18	0.18%
kansascity.com	9,700	10	0.10%
usatoday.com	7,045	26	0.37%
imdb.com	6,773	4	0.06%
huffpost.com	5,763	4	0.07%
accuweather.com	5,490	3	0.05%
foxnews.com	5,235	5	0.10%
buzzfeed.com	5,227	5	0.10%
apnews.com	5,162	13	0.25%
courttv.com	3,132	6	0.19%
dailymail.com	2,842	9	0.32%
kshb.com	2,318	8	0.35%
theguardian.com	2,112	4	0.19%
lawandcrime.com	1,851	1	0.05%
dailypositiveinfo.com	1,805	2	0.11%
shopgoodwill.com	1,794	1	0.06%
reuters.com	1,767	6	0.34%
nytimes.com	1,623	0	0.00%
npr.org	1,376	0	0.00%



Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	14,735	188	1.28%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	5,947	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	155	2	1.29%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	7	0	0.00%



Amazon Prime Video Genre Performance



All Genres: 100%



Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	1,449	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	1,435	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,200	0	0.00%
thehill.com	1,157	1	0.09%
yahoo.com	667	1	0.15%
nypost.com	475	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	394	0	0.00%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	356	0	0.00%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	310	0	0.00%
dailywire.com	300	4	1.33%
fandom.com	266	1	0.38%
238ffe83c5ba9a6eed1bf2b28f625a40	218	0	0.00%
kansascity.com	215	0	0.00%
usatoday.com	213	0	0.00%
biblegateway.com	206	0	0.00%
Coin Sort (ID: 6446354191)	205	18	8.78%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	202	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	157	4	2.55%
Number Match - number games (ID: com.easybrain.number.puzzle.game)	156	1	0.64%

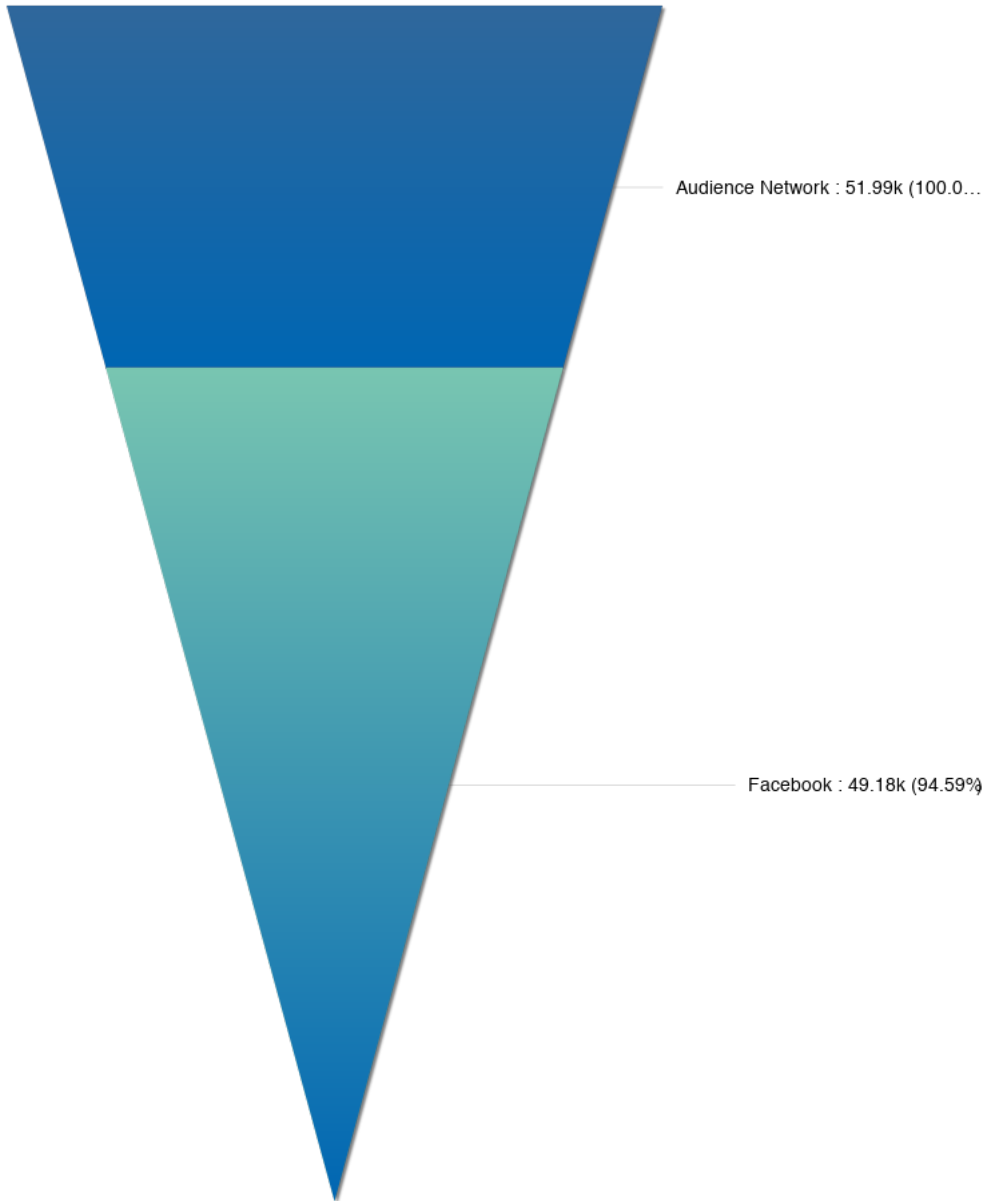


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	51,989	569	1.09%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	44,184	632	1.43%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	2,843	101	3.55%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,255	22	1.75%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	654	3	0.46%
Facebook Stories	Your ads appear in people's Stories on Facebook.	139	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	100	0	0.00%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	0	0	-



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance





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.