



Digital Marketing Report

Impressions

How many ads were served:

2,895

Clicks

Times a user clicked on an ad

2

Click-Through Rate

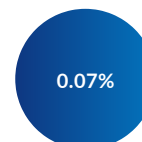
(Clicks/Impressions) x 100

0.07%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
Centre Boot Company - Hunting/Fishing/Farmers Behavioral Social Mirror	2,555	2	0.08%	1.12
Centre Boot Company - Geo-Fencing Social Mirror	151	0	0.00%	0.00
Centre Boot Company - Geo-Retargeting Social Mirror	149	0	0.00%	0.00
Centre Boot Company - Retargeting Social Mirror	40	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	2,895	2	0.07%	0.99



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: Original	Video	Click to View	26.92%	0.00%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00003	Video	Click to View	24.80%	0.13%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00002	Video	Click to View	24.38%	0.13%
Centre Boot Company_Social Mirror_5.14_Sun's out, boots on	Variant: V_00001	Video	Click to View	23.89%	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	1,449	1	0.07%
Desktop	A personal computing device that remains stationary at one location.	1,206	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	240	1	0.42%

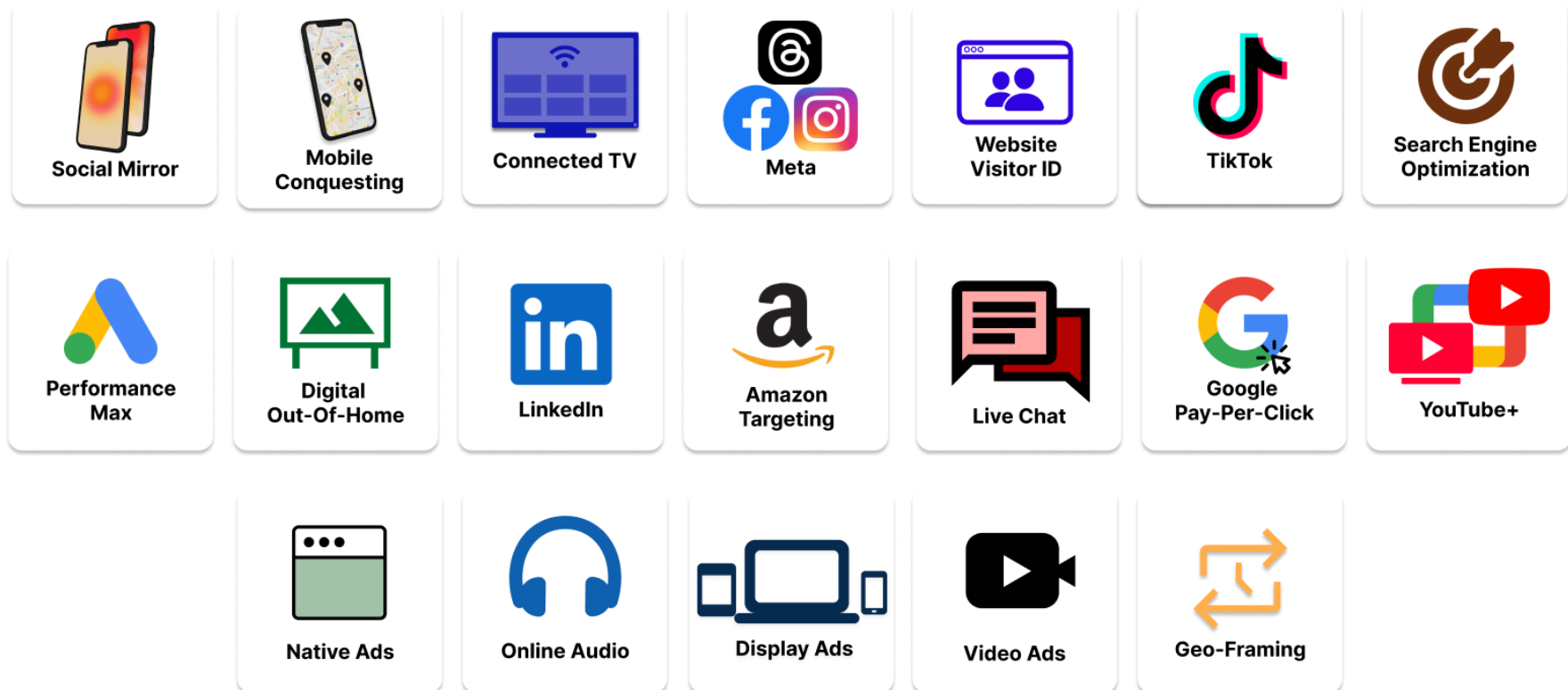


Site and App Performance

Name	Impressions ↓	Clicks	CTR
statecollege.com	532	0	0.00%
waynearthurgallery.com	89	0	0.00%
hcpconnect.health	67	0	0.00%
mahjong4friends.com	62	0	0.00%
heyjamaica.com	59	0	0.00%
makingfriends.com	38	0	0.00%
humanornot.so	30	0	0.00%
soulitinerary.com	25	0	0.00%
theknottylace.com	21	0	0.00%
hiphoorae.com	20	0	0.00%
gamecui.com	18	0	0.00%
thhomegrowsn.com	16	0	0.00%
writerswrite.co.za	16	0	0.00%
arked.gg	13	0	0.00%
blackshoediaries.com	13	0	0.00%
servsafepracticetest.com	13	0	0.00%
candlepowerforums.com	12	0	0.00%
ladybehindthecurtain.com	12	0	0.00%
connmediaplayer.com	11	0	0.00%
trialandeater.com	11	0	0.00%



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.