



Digital Marketing Report

Impressions

How many ads were served:

60,445

Clicks

Times a user clicked on an ad

403

Click-Through Rate

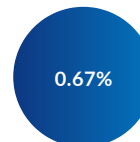
$(\text{Clicks} / \text{Impressions}) \times 100$

0.67%

Your Product Breakout by Impressions



Total Engagement Rate



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

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%)
Standout Arts Virginia Quilt Museum - Quilting/Museum Goers/Arts & Crafts Behavioral Social Mirror	30,270	146	0.48%	6.89
Standout Arts Frontier Culture Museum - Moms/Preschool Behavioral Social Mirror	30,175	257	0.85%	12.17



Social Mirror View-through Conversions

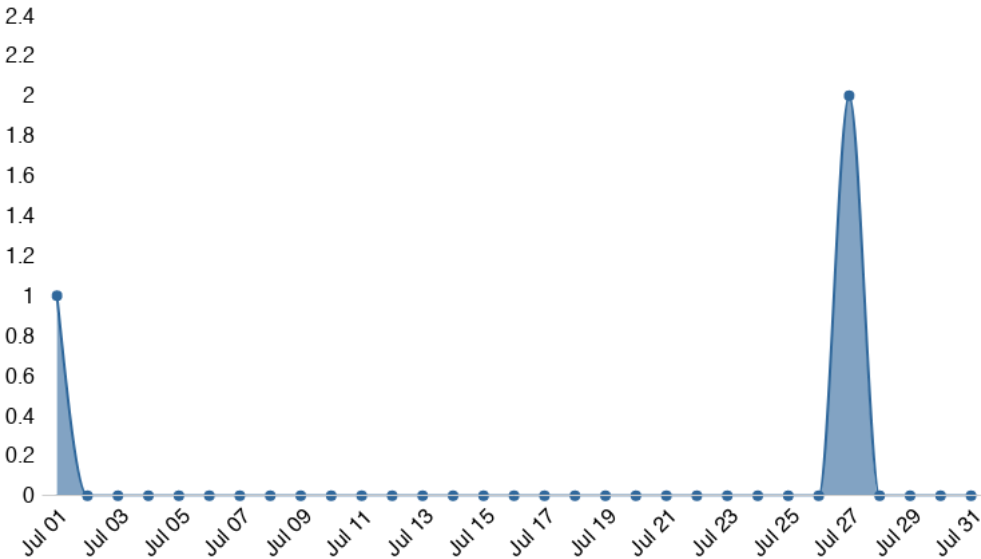


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

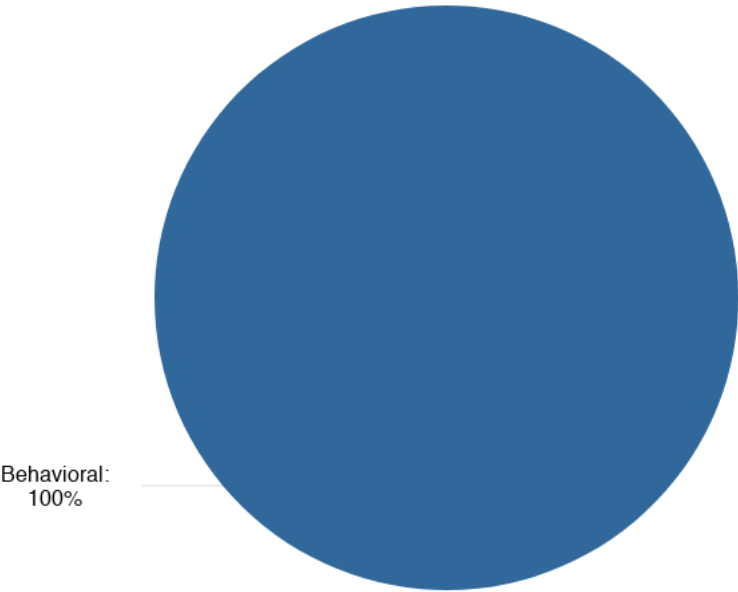
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Standout Arts Virginia Quilt Museum Homepage Visits	3

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%)
	Standout Arts_Frontier_Social Mirror_7.14_Trades Day	17,158	145	0.85%	12.07
Thumbnail not available	Standout Arts Virginia Quilt Museum_Social Mirror_6.30_July 15-Aug 15	23,008	139	0.60%	8.63
Thumbnail not available	Standout Arts Virginia Quilt Museum_Social Mirror_6.30_June 18-July 14	12,826	81	0.63%	9.02
	Standout Arts Virginia Quilt Museum_Social Mirror_7.14_Tea	7,448	38	0.51%	7.29
Thumbnail not available	Standout Arts Virginia Quilt Museum_Social Mirror_6.4_Juny & July Events	1	0	0.00%	0.00
Thumbnail not available	Standout Arts_Frontier_Social Mirror_6.2_Independence Day	3	0	0.00%	0.00
Thumbnail not available	Standout Arts_Frontier_Social Mirror_6.2_Summer Camps	1	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,112	358	0.89%
Desktop	A personal computing device that remains stationary at one location.	15,345	34	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,988	11	0.22%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	8,937	103	1.15%
nypost.com	4,038	4	0.10%
tmz.com	1,514	6	0.40%
huffpost.com	1,326	2	0.15%
Pinterest	1,098	13	1.18%
aol.com	974	0	0.00%
theguardian.com	872	4	0.46%
buzzfeed.com	797	3	0.38%
apnews.com	724	0	0.00%
washingtonpost.com	721	0	0.00%
Podcast Player	714	1	0.14%
dailymail.com	596	4	0.67%
npr.org	591	1	0.17%
Fox News - Daily Breaking News	541	0	0.00%
mediotiempo.com	484	3	0.62%
nytimes.com	409	0	0.00%
shopgoodwill.com	398	3	0.75%
reuters.com	311	0	0.00%
Bandsintown Concerts	293	0	0.00%
lawandcrime.com	261	2	0.77%



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.