



Digital Marketing Report

Impressions

How many ads were served:

101,133

Clicks

Times a user clicked on an ad

3,505

Click-Through Rate

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

3.47%

Your Product Breakout by Impressions



Total Engagement Rate

3.53%

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

X the National Average

49.51

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%)
Charlottesville Remodeling Company - Remodeling/Home Renovation/Home Projects Behavioral Social Mirror	44,349	1,266	2.85%	40.78
Charlottesville Remodeling Company - Geo-Retargeting Social Mirror	44,324	1,824	4.12%	58.79
Charlottesville Remodeling Company - Retargeting Social Mirror	6,237	137	2.20%	31.38
Charlottesville Remodeling Company - Keyword Social Mirror	6,223	278	4.47%	63.82



Social Mirror Click Conversions

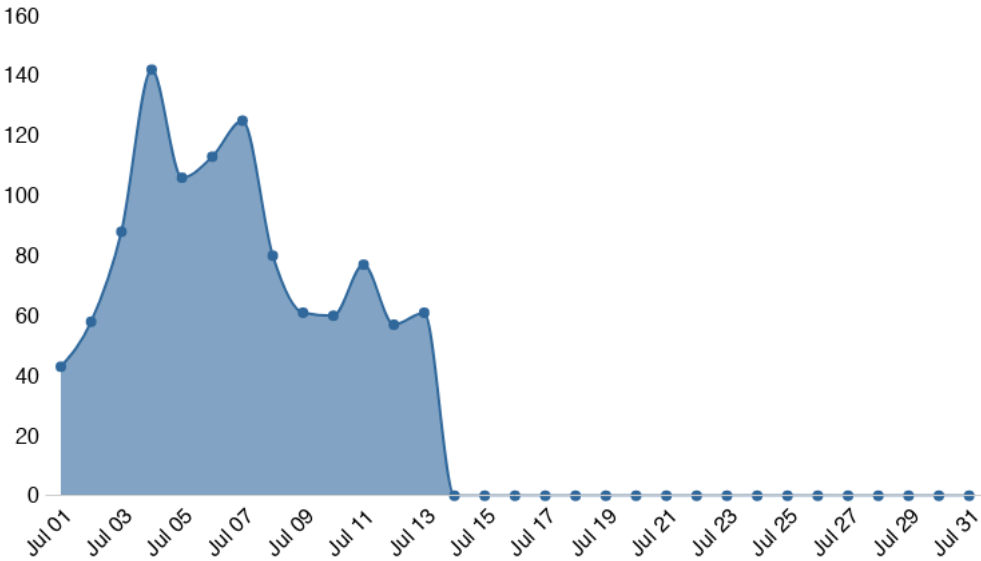


Times users clicked on an ad leading to your site and visited a page or completed an action

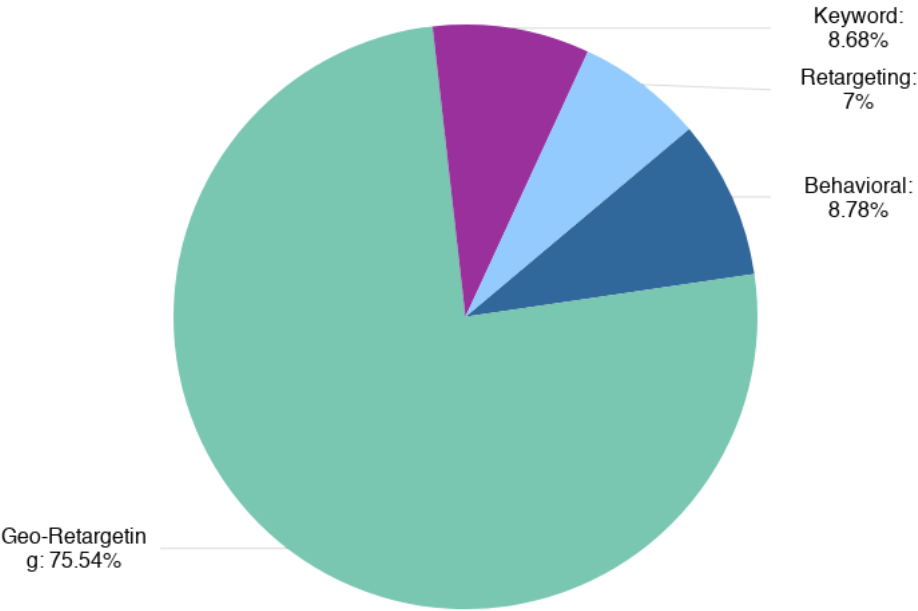
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Charlottesville Remodeling Company Live Chat Click Conversion	1,071

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

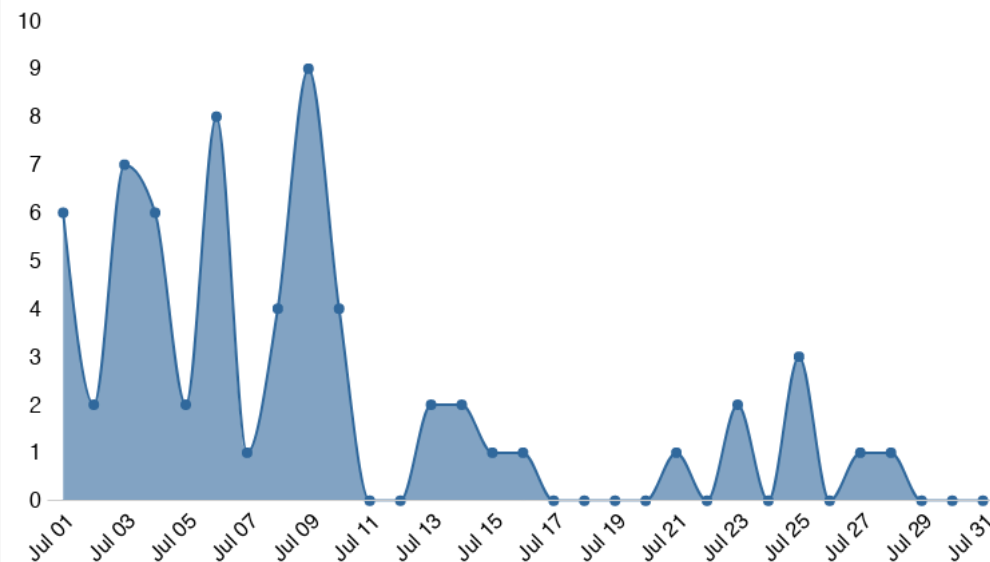
63

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

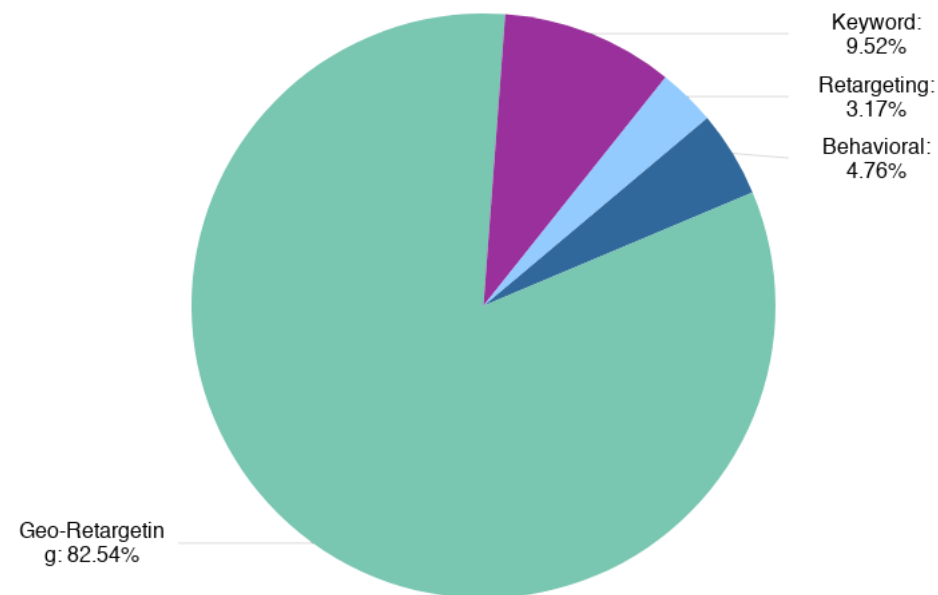
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Charlottesville Remodeling Company Homepage Visits	36
Charlottesville Remodeling Company Live Chat Click Conversion	27

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%)
	Charlottesville Remodeling Company_Social Mirror_6.3_CRC Summer 25A.mp4	61,751	2,266	3.67%	52.42
Thumbnail not available	Charlottesville Remodeling Company_Social Mirror_6.3_CRC Summer 25 socialmirror.mp4	39,382	1,239	3.15%	44.94



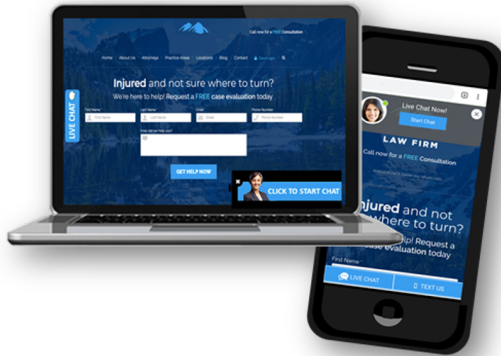
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	51,311	1,930	3.76%
Desktop	A personal computing device that remains stationary at one location.	47,351	1,551	3.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,471	24	0.97%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	8,363	113	1.35%
OfferUp: Buy. Sell. Letgo.	5,000	753	15.06%
historiassobreuniverso.online	1,880	599	31.86%
lawandcrime.com	1,654	1	0.06%
ibtimes.sg	1,469	0	0.00%
nypost.com	1,223	6	0.49%
zacks.com	1,187	0	0.00%
ultimate-guitar.com	1,125	2	0.18%
msn.com	959	1	0.10%
otcmarkets.com	901	0	0.00%
justthenews.com	720	0	0.00%
petmoniker.com	645	3	0.47%
sportshighlight.net	641	5	0.78%
dailymail.com	623	7	1.12%
tmz.com	566	10	1.77%
courttv.com	524	2	0.38%
thepostmillennial.com	506	1	0.20%
velvetvogue.space	501	1	0.20%
pet2nest.site	496	89	17.94%
laptopmag.com	492	0	0.00%



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



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.