

Digital Marketing Report

Impressions

How many ads were served:

780,906

Clicks

Times a user clicked on an ad

1,978

Click-Through Rate

(Clicks/Impressions) x 100

0.34%

Your Product Breakout by Impressions



CTV Completion Rate

97.21%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

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

Total Engagement Rate

0.34%

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

X the National Average

4.85

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%)
Win-River Resort & Casino - Casino Goers/Spa Enthusiasts Mobile	252,012	826	0.33%	4.68
Win-River Resort & Casino - AI OTT	172,098	4	0.00%	0.03
Win-River Resort & Casino - Casinos/Spas/Campground Behavioral Social Mirror	153,398	551	0.36%	5.13
Win-River Resort & Casino - AI Social Mirror	130,783	445	0.34%	4.86
Win-River Resort & Casino - Ian - Casinos/Spas/Campground Behavioral Social Mirror	45,559	140	0.31%	4.39
Win-River Resort & Casino - Spas/Casinos/Hotels Behavioral OTT	24,232	1	0.00%	0.06
Win-River Resort & Casino - Retargeting OTT	1,458	6	0.41%	5.88
Win-River Resort & Casino - Geo-Fencing Mobile	672	7	1.04%	14.88
Win-River Resort & Casino - Geo-Retargeting Mobile	394	6	1.52%	21.75
Win-River Resort & Casino - Geo-Retargeting Lookalike Mobile	300	3	1.00%	14.29

Social Mirror View-through Conversions

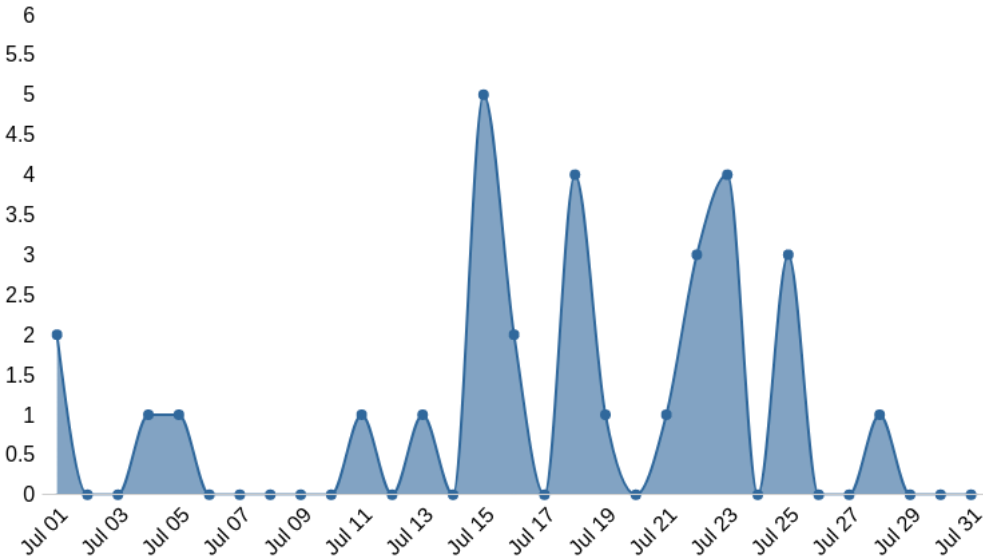


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

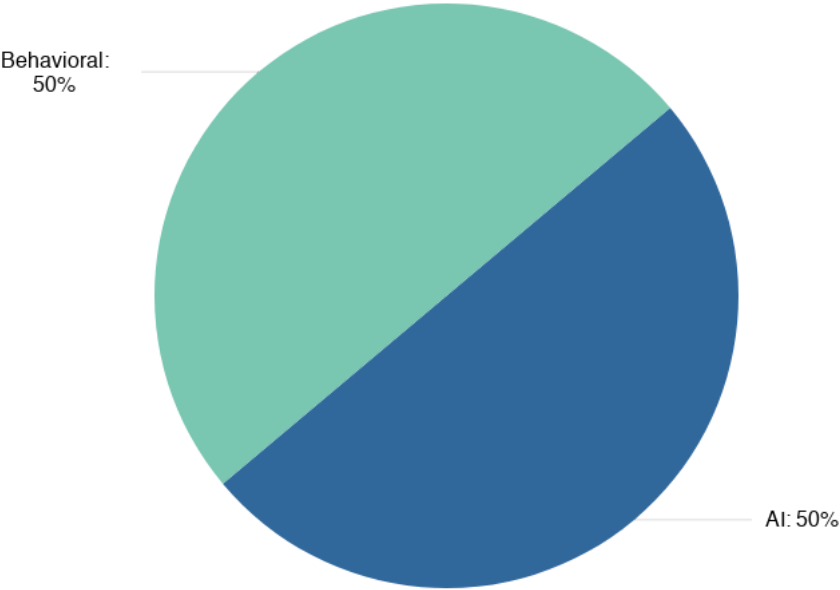
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Win-River Resort & Casino Homepage Visits	17
	13

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

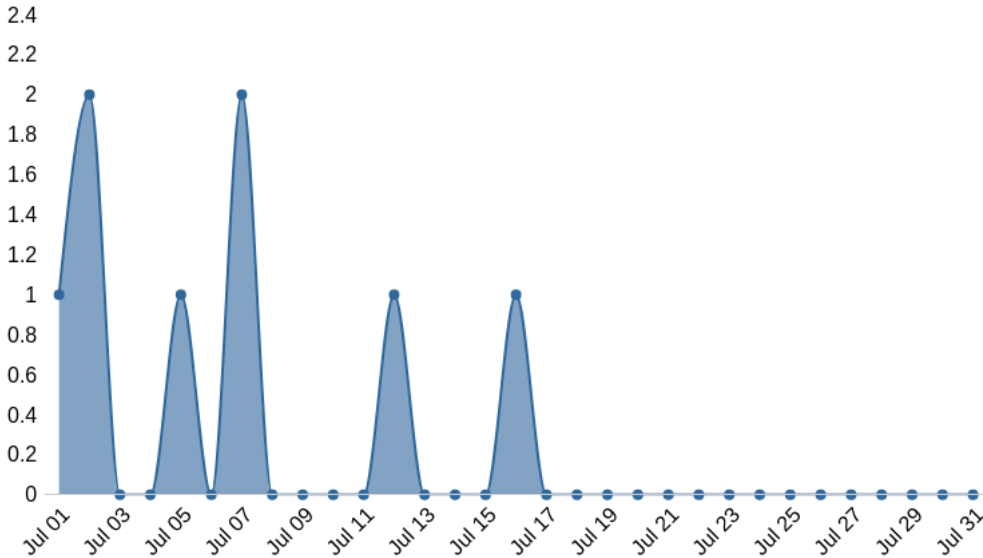


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

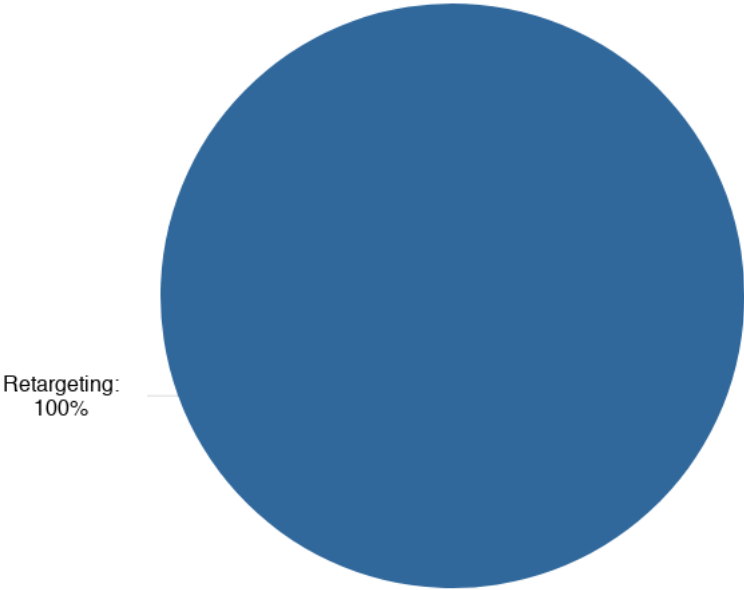
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
	8

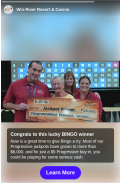
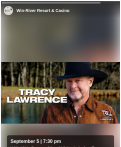
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Win-River Resort & Casino_Social Mirror_Story_6.23_Bingo Winner (Image Post)	66,252	345	0.52%	7.44
	Win-River Resort & Casino_Social Mirror_Story_7.9_Ian	69,693	260	0.37%	5.33
Thumbnail not available	Win-River Resort & Casino_Social Mirror_FB_6.23_Bingo Winner (Image Post)	66,246	172	0.26%	3.71
	Win-River Resort & Casino_Social Mirror_FB_7.9_Ian	50,268	141	0.28%	4.01
	Win-River Resort & Casino_Social Mirror_FB Event_4.30_Uncle Kracker (Event Post)	44,399	113	0.25%	3.64
	Win-River Resort & Casino_Social Mirror_Story_6.25_Tracy Lawrence	14,534	72	0.50%	7.08

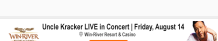
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Win-River Resort & Casino_Social Mirror_Story_6.23_Bingo Winner (Image Post)	Variant: V_00011	Story	Click to View	2.37%	1.12%
Win-River Resort & Casino_Social Mirror_Story_7.9_Ian	Variant: V_00011	Story	Click to View	2.22%	0.88%
Win-River Resort & Casino_Social Mirror_FB Event_4.30_Uncle Kracker (Event Post)	Variant: Original	Event	Click to View	1.99%	0.33%
Win-River Resort & Casino_Social Mirror_Story_7.9_Ian	Variant: V_00007	Story	Click to View	1.99%	1.04%
Win-River Resort & Casino_Social Mirror_Story_6.23_Bingo Winner (Image Post)	Variant: V_00001	Story	Click to View	1.87%	0.92%
Win-River Resort & Casino_Social Mirror_FB_6.23_Bingo Winner (Image Post)	Variant: V_00024	Photo	Click to View	1.69%	0.55%
Win-River Resort & Casino_Social Mirror_FB_6.23_Bingo Winner (Image Post)	Variant: Original	Photo	Click to View	1.68%	0.38%
Win-River Resort & Casino_Social Mirror_Story_7.9_Ian	Variant: V_00001	Story	Click to View	1.63%	0.93%
Win-River Resort & Casino_Social Mirror_FB_6.23_Bingo Winner (Image Post)	Variant: V_00021	Photo	Click to View	1.63%	0.51%
Win-River Resort & Casino_Social Mirror_Story_6.23_Bingo Winner (Image Post)	Variant: V_00002	Story	Click to View	1.62%	0.82%

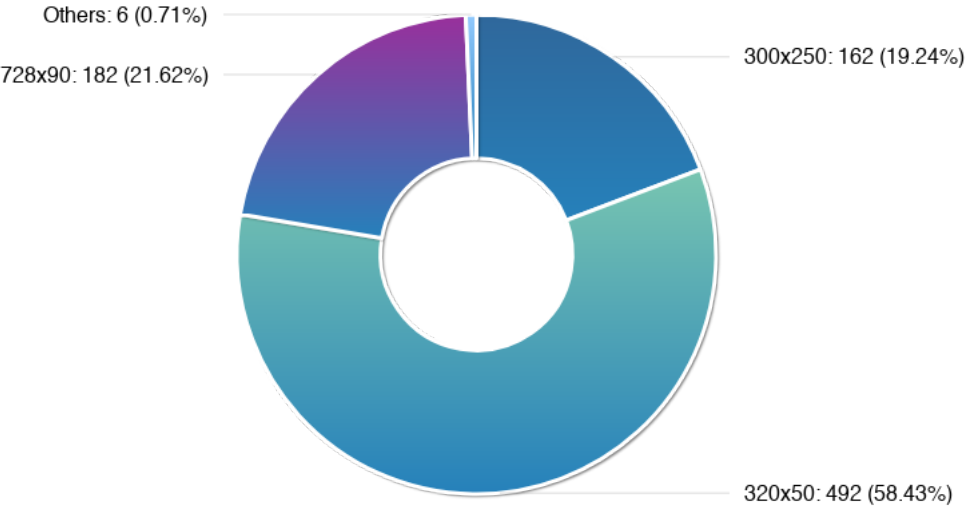
Social Mirror Ad Screenshots

	Win-River Resort & Casino_Social Mirror_FB_7.9_Ian	Win-River Resort & Casino_Social Mirror_Story_7.9_Ian
Screenshot		

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	IanMunsick_MobileDisplay_320x50.png	71,702	167	0.23%	3.33
	TracyLawrence_MobileDisplay_320x50.png	48,520	118	0.24%	3.47
	Uncle Kracker_MobileDisplay_320x50.png	36,859	94	0.26%	3.64
	WRRR_Romance August 2024 320x50.gif	18,263	35	0.19%	2.74
	WRRR_Experience August 2024 320x50.gif	17,957	40	0.22%	3.18
	IanMunsick_Mobile Display_728x90.png	11,396	54	0.47%	6.77
	Tracy_Lawrence_Mobile Display_728x90.png	7,512	55	0.73%	10.46
	\$100,000 Year of the Horsepower_MobileDisplay_320x50.png	7,114	25	0.35%	5.02
	Uncle Kracker_Mobile Display_728x90.png	5,520	21	0.38%	5.43
	WRRR_IanMunsick_30SecTV_5-7-26.mp4	3,256	2	0.06%	0.88

Mobile Conquesting Click Performance by Ad Size



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	WRRC_HunksTheShow_30SecTV_4-30-26	11,160	98.22%
	WRRC_GaryOwen_30SecTV_6-15-26	12,493	98.02%
	WRRC_Bingo_30SecTV_6-25-26	13,086	97.87%
	WRRC_TracyLawrence_30SecTV_5-7-26.mp4	26,986	97.80%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Win-River Resort & Casino - AI OTT	99.00%	98.66%	98.31%	97.75%
Win-River Resort & Casino - Spas/Casinos/Hotels Behavioral OTT	98.94%	98.57%	98.21%	97.32%
Win-River Resort & Casino - Retargeting OTT	55.38%	44.76%	37.72%	31.93%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	3770 CA-45	Colusa	CA	95932			314	3	0.96%
	Olive Hwy	Oroville	CA	95966			184	1	0.54%
	777 Casino Way	Yreka	CA	96097			105	0	0.00%
	777 Casino Way	Blue Lake	CA	95525			22	0	0.00%
	3 Alverda Dr	Oroville	CA	95966			15	2	13.33%
	20265 Tamarack Ave	Burney	CA	96013			14	0	0.00%
	11 Bear Paws Way	Loleta	CA	95551			12	1	8.33%
	2655 Everett Freeman Way	Corning	CA	96021			3	0	0.00%
	3317 Forty Mile Rd	Wheatland	CA	95692			3	0	0.00%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	327,322	1,164	0.36%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	103,862	2	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	95,267	3	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	23,880	27	0.11%
Game Console	A device primarily used for playing video games, but can also be used to stream content through apps.	812	0	0.00%

Top CTV TV Devices

Device Make	Impressions ↓	Video Completion Rate
Vizio	17,418	99.21%
Samsung	11,398	97.50%
LG	7,725	98.07%
'-1	3,364	96.85%
Onn	3,153	99.06%

Top CTV Streaming Devices

Device Make	Impressions ↓	Video Completion Rate
Roku	58,907	97.75%
Apple	10,699	95.05%
Amazon	9,174	98.51%
Sky	7,358	97.18%
DirecTV	2,824	99.31%

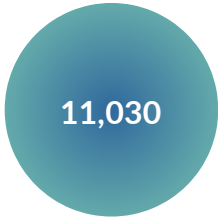
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	54,416	173	0.32%
nypost.com	13,414	31	0.23%
screenrant.com	10,886	27	0.25%
huffpost.com	9,243	38	0.41%
usatoday.com	7,313	11	0.15%
dailymail.com	4,717	12	0.25%
foxbusiness.com	3,086	5	0.16%
shopgoodwill.com	3,006	1	0.03%
oregonlive.com	2,525	7	0.28%
sfgate.com	2,086	3	0.14%
actionnewsnow.com	2,019	2	0.10%
TuneIn Radio: Music & Sports	2,018	6	0.30%
trends.glance.com	1,928	1	0.05%
islands.com	1,505	1	0.07%
Make Money: Play to Earn Cash	1,381	0	0.00%
admanmedia.com	1,268	1	0.08%
realtor.com	1,244	0	0.00%
spacedaily.com	1,066	2	0.19%
myfamilytravels.com	1,038	6	0.58%
app.airtalk.live	1,023	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	14,237	0.00%
		Philo	12,989	0.00%
		Vizio	8,143	0.00%
		Xumo Play	7,147	0.00%
		ESPN	6,767	0.00%
		SAMSUNG TV PLUS	6,035	0.00%

	Sling TV	5,569	0.00%
	Fawesome	3,532	0.00%
	Tubi	1,507	0.00%
	DIRECTV	861	0.00%



Avg Reach per Day



Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	24,524	1.28
Jul 02, 2026	5,683	1.39
Jul 03, 2026	4,934	1.37
Jul 04, 2026	4,885	1.27
Jul 05, 2026	4,776	1.29
Jul 06, 2026	3,359	1.30
Jul 07, 2026	4,897	1.24
Jul 08, 2026	5,565	1.24
Jul 09, 2026	6,714	1.39
Jul 10, 2026	6,201	1.31
Jul 11, 2026	6,005	1.29
Jul 12, 2026	5,950	1.35
Jul 13, 2026	5,892	1.44
Jul 14, 2026	8,585	1.45
Jul 15, 2026	15,034	1.37
Jul 16, 2026	16,458	1.26
Jul 17, 2026	19,855	1.25
Jul 18, 2026	18,385	1.26
Jul 19, 2026	17,315	1.33
Jul 20, 2026	15,947	1.44
Jul 21, 2026	16,170	1.21
Jul 22, 2026	26,227	1.30
Jul 23, 2026	26,439	1.31
Jul 24, 2026	9,638	1.25

Jul 25, 2026	7,507	1.29
Jul 26, 2026	7,628	1.34
Jul 27, 2026	8,798	1.35
Jul 28, 2026	9,260	1.30
Jul 29, 2026	8,553	1.34
Jul 30, 2026	4,964	1.36
Jul 31, 2026	4,744	1.48

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.