



# Digital Marketing Report

## Impressions

How many ads were served:

92,217

## Clicks

Times a user clicked on an ad

122

## Click-Through Rate

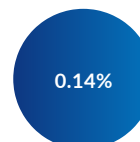
(Clicks/Impressions) x 100

0.13%

## 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%) |
|----------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Advanced Dental Care - AI Social Mirror                              | 68,604        | 108    | 0.16% | 2.25                      |
| Advanced Dental Care -<br>Parents/Dentist/Orthodontics Social Mirror | 16,865        | 11     | 0.07% | 0.93                      |
| Advanced Dental Care - Keyword Social Mirror                         | 6,365         | 2      | 0.03% | 0.45                      |
| Advanced Dental Care - Retargeting Social Mirror                     | 383           | 1      | 0.26% | 3.73                      |



Social Mirror View-through Conversions

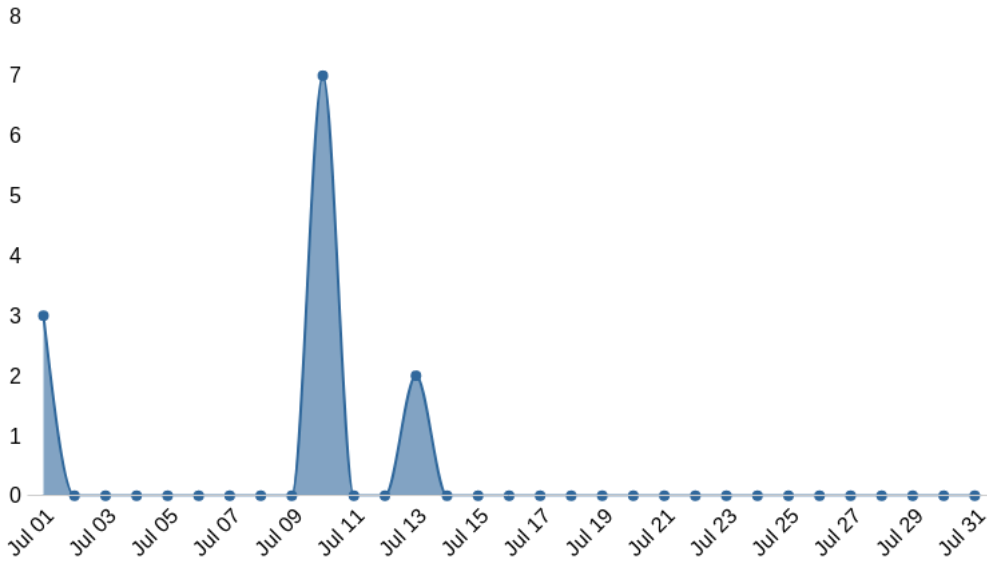


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

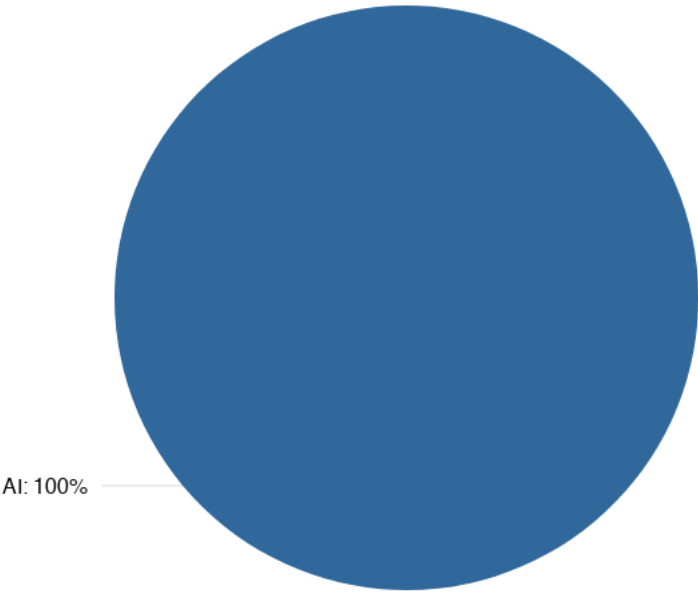
Social Mirror View-through Conversion Performance Breakout

| Conversion Name                                      | View-through Conversions ↓ |
|------------------------------------------------------|----------------------------|
| Advanced Dental Care About Page View                 | 4                          |
| Advanced Dental Care Contact Page View               | 3                          |
| Advanced Dental Care Financial Information Page View | 2                          |
| Advanced Dental Care Homepage Visits                 | 2                          |
|                                                      | 1                          |

Social Mirror View-through Conversions by Day

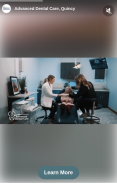


Top Social Mirror View-through Conversions by Strategy





## Social Mirror Creative Performance

| Preview Image                                                                       | Creative Name                                                                     | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|    | Advanced Dental<br>Care_7.2.26_Social Mirror_ADC<br>Kids Day Social.gif           | 29,708      | 70       | 0.24% | 3.37                      |
|    | Advanced Dental<br>Care_6.23.26_Social Mirror_It's a<br>pajama party for Kids Day | 29,650      | 23       | 0.08% | 1.11                      |
|    | Advanced Dental<br>Care_7.2.26_Social Mirror_Kids Day<br>Pajama Party             | 29,120      | 23       | 0.08% | 1.13                      |
| Thumbnail not available                                                             | Advanced Dental<br>Care_6.9.26_Social Mirror_Love<br>your smile                   | 1,845       | 4        | 0.22% | 3.10                      |
|  | Advanced Dental<br>Care_5.1.26_Social Mirror_Staff<br>Story                       | 1,894       | 2        | 0.11% | 1.51                      |



Social Mirror Creative AI Performance

| Creative                                                                     |                   |                 | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
|------------------------------------------------------------------------------|-------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                                | Variant Name      | Creative Format |                               |                                  |       |
| Advanced Dental Care_6.23.26_Social Mirror_It\'s a pajama party for Kids Day | Variant: V_00003  | Video           | <a href="#">Click to View</a> | 13.45%                           | 0.79% |
| Advanced Dental Care_6.23.26_Social Mirror_It\'s a pajama party for Kids Day | Variant: Original | Video           | <a href="#">Click to View</a> | 8.00%                            | 1.01% |
| Advanced Dental Care_6.23.26_Social Mirror_It\'s a pajama party for Kids Day | Variant: V_00001  | Video           | <a href="#">Click to View</a> | 6.31%                            | 0.80% |
| Advanced Dental Care_6.23.26_Social Mirror_It\'s a pajama party for Kids Day | Variant: V_00002  | Video           | <a href="#">Click to View</a> | 5.03%                            | 1.10% |
| Advanced Dental Care_7.2.26_Social Mirror_Kids Day Pajama Party              | Variant: V_00014  | Photo           | <a href="#">Click to View</a> | 4.48%                            | 1.15% |
| Advanced Dental Care_7.2.26_Social Mirror_Kids Day Pajama Party              | Variant: V_00005  | Photo           | <a href="#">Click to View</a> | 3.18%                            | 1.36% |
| Advanced Dental Care_7.2.26_Social Mirror_Kids Day Pajama Party              | Variant: V_00013  | Photo           | <a href="#">Click to View</a> | 2.95%                            | 1.15% |
| Advanced Dental Care_7.2.26_Social Mirror_Kids Day Pajama Party              | Variant: V_00007  | Photo           | <a href="#">Click to View</a> | 2.63%                            | 0.94% |
| Advanced Dental Care_7.2.26_Social Mirror_ADC Kids Day Social.gif            | Variant: V_00005  | Story           | <a href="#">Click to View</a> | 2.63%                            | 1.25% |
| Advanced Dental Care_7.2.26_Social Mirror_ADC Kids Day Social.gif            | Variant: V_00004  | Story           | <a href="#">Click to View</a> | 2.60%                            | 1.13% |



Social Mirror Ad Screenshots

|                 | Advanced Dental Care_7.2.26_Social Mirror_Kids Day Pajama Party                     |  |  |
|-----------------|-------------------------------------------------------------------------------------|--|--|
| Screenshot Urls |  |  |  |



## BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 62301    | 17,300        | 35     | 0.20% | 2.89                      |
| 61071    | 9,272         | 3      | 0.03% | 0.46                      |
| 61021    | 9,225         | 7      | 0.08% | 1.08                      |
| 63401    | 7,740         | 10     | 0.13% | 1.85                      |
| 62305    | 7,468         | 19     | 0.25% | 3.63                      |
| 61081    | 7,382         | 8      | 0.11% | 1.55                      |
| 52632    | 3,017         | 5      | 0.17% | 2.37                      |
| 61270    | 2,265         | 0      | 0.00% | 0.00                      |
| 62358    | 2,117         | 2      | 0.09% | 1.35                      |
| 52627    | 1,811         | 0      | 0.00% | 0.00                      |
| 62321    | 1,475         | 7      | 0.47% | 6.78                      |
| 62320    | 1,226         | 0      | 0.00% | 0.00                      |
| 63555    | 1,156         | 1      | 0.09% | 1.24                      |
| 63461    | 1,155         | 7      | 0.61% | 8.66                      |
| 63440    | 963           | 0      | 0.00% | 0.00                      |
| 61064    | 949           | 0      | 0.00% | 0.00                      |
| 63435    | 903           | 0      | 0.00% | 0.00                      |
| 62313    | 899           | 0      | 0.00% | 0.00                      |
| 61277    | 789           | 0      | 0.00% | 0.00                      |
| 62341    | 719           | 1      | 0.14% | 1.99                      |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 72,166        | 115    | 0.16% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 13,712        | 4      | 0.03% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 6,338         | 3      | 0.05% |



## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| Weather - The Weather Channel  | 14,110        | 6      | 0.04% |
| Podcast Player                 | 3,486         | 0      | 0.00% |
| zillow.com                     | 3,452         | 0      | 0.00% |
| TeamReach – Your Team App      | 2,892         | 0      | 0.00% |
| MyRadar Weather Radar          | 2,372         | 1      | 0.04% |
| Podcast Player - Castbox       | 2,199         | 0      | 0.00% |
| x.com                          | 1,833         | 2      | 0.11% |
| legacy.com                     | 1,193         | 1      | 0.08% |
| foxnews.com                    | 941           | 0      | 0.00% |
| travelbucketlist.xyz           | 835           | 0      | 0.00% |
| Viber - Safe Chats And Calls   | 662           | 0      | 0.00% |
| BeReal. Your friends for real. | 602           | 0      | 0.00% |
| ebay.com                       | 500           | 0      | 0.00% |
| wgem.com                       | 484           | 1      | 0.21% |
| imdb.com                       | 470           | 0      | 0.00% |
| drugs.com                      | 375           | 0      | 0.00% |
| dailymail.com                  | 371           | 0      | 0.00% |
| Pinger: Calling + Phone App    | 346           | 1      | 0.29% |
| Bank Robbers Vs Police Battle  | 340           | 0      | 0.00% |
| realtor.com                    | 335           | 0      | 0.00% |



## Google Analytics 4 Performance

|       |          |                   |                       |              |           |             |
|-------|----------|-------------------|-----------------------|--------------|-----------|-------------|
| 2,483 | 1,433    | 709               | 49.48%                | 1,214        | 1,121     | 1,293       |
| VIEWS | SESSIONS | ENGAGED SESSIONS  | ENGAGEMENT RATE       | ACTIVE USERS | NEW USERS | TOTAL USERS |
|       |          | 1.18              | 14:13:07              |              |           |             |
|       |          | SESSIONS PER USER | TOTAL USER ENGAGEMENT |              |           |             |

**Views:** The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

**Sessions:** The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

**Engaged Sessions:** The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

**Engagement Rate:** Engaged Sessions / Total Sessions

**Active Users:** The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

**New Users:** The number of new unique user IDs who interacted with your site or launched your app for the first time.

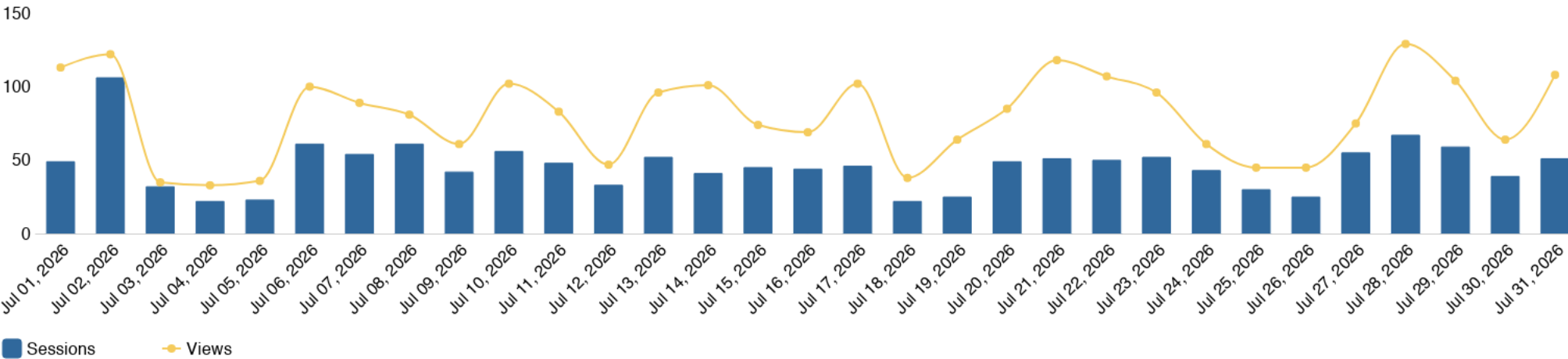
**Total Users:** The number of unique user IDs that triggered any events.

**Sessions Per User:** The average number of sessions per user.

**Total User Engagement:** The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

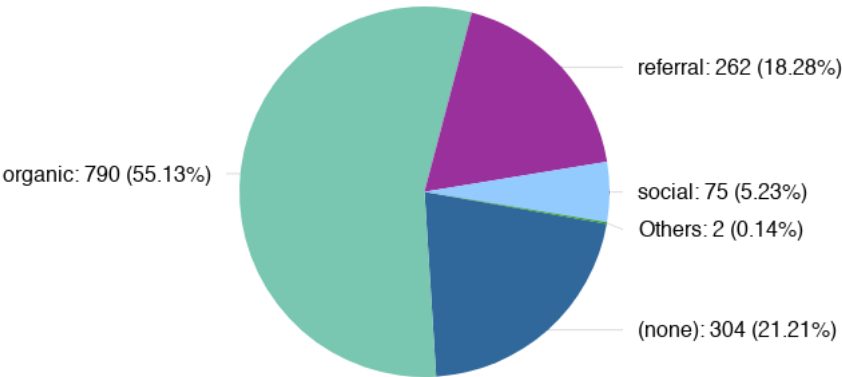


Google Analytics 4 Account Performance

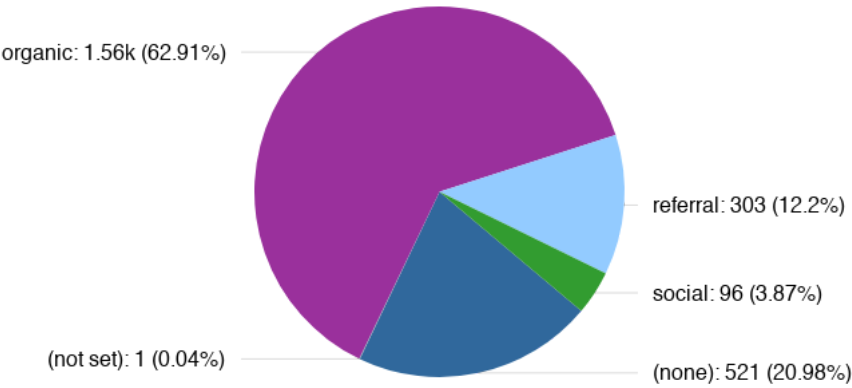
| <a href="#">Analytics Account Name</a> ↑ | Sessions | Views | Total User Engagement | Pages / Session | Engagement rate |
|------------------------------------------|----------|-------|-----------------------|-----------------|-----------------|
| Total                                    | 1,433    | 2,483 | 14:13:07              | 1.73            | 49.48%          |
| VWM / Rethink Sites                      | 1,433    | 2,483 | 14:13:07              | 1.73            | 49.48%          |



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

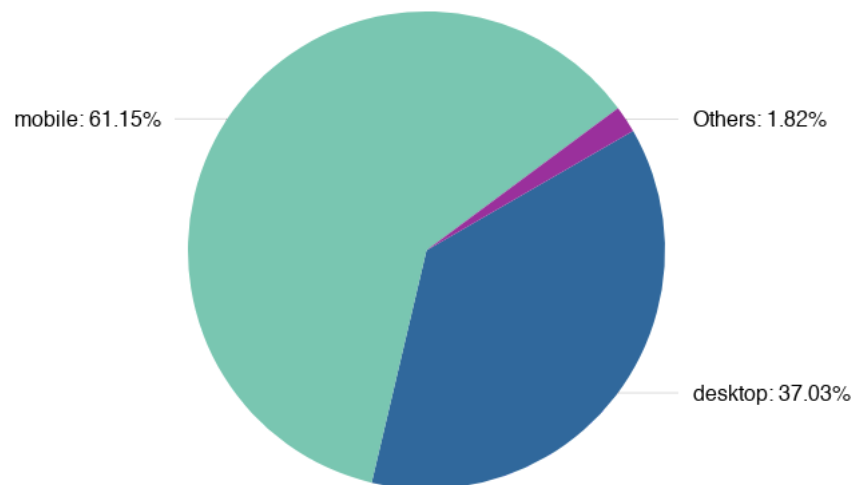


Google Analytics 4 Event Performance

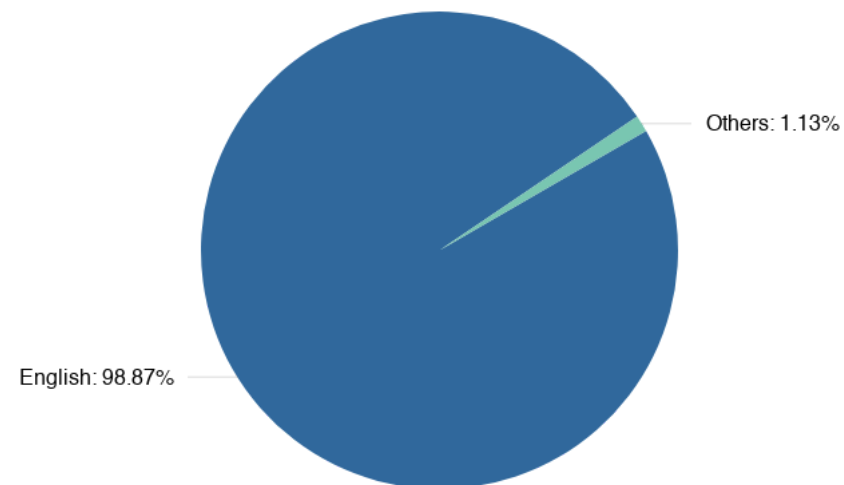
| Event name      | Event count <a href="#">↓</a> |
|-----------------|-------------------------------|
| Total           | 7,258                         |
| page_view       | 2,483                         |
| user_engagement | 1,498                         |
| session_start   | 1,432                         |
| first_visit     | 1,121                         |
| scroll          | 693                           |
| click           | 31                            |



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

| Browser         | Sessions ↓ | Views | Engaged sessions | Engagement rate | Total User Engagement |
|-----------------|------------|-------|------------------|-----------------|-----------------------|
| Total           | 1,437      | 2,483 | 713              | 49.62%          | 14:13:07              |
| Safari          | 657        | 1,105 | 351              | 53.42%          | 05:23:59              |
| Chrome          | 624        | 1,117 | 280              | 44.87%          | 06:54:51              |
| Edge            | 65         | 142   | 50               | 76.92%          | 01:23:52              |
| Android Webview | 52         | 58    | 15               | 28.85%          | 00:08:48              |
| Firefox         | 13         | 26    | 8                | 61.54%          | 00:14:59              |



Google Analytics 4 Page Path Performance

| Page path                            | Engaged sessions ↓ |
|--------------------------------------|--------------------|
| Total                                | 1,532              |
| /                                    | 576                |
| /contact/                            | 133                |
| /about/meet-dr-hauk/                 | 65                 |
| /new-patients/                       | 57                 |
| /new-patients/financial-information/ | 57                 |
| /about/                              | 52                 |
| /about/meet-dr-kadi-faule/           | 45                 |
| /about/meet-dr-curtis-faule/         | 43                 |
| /about/meet-dr-smith/                | 43                 |
| /about/meet-dr-hovaizi/              | 42                 |

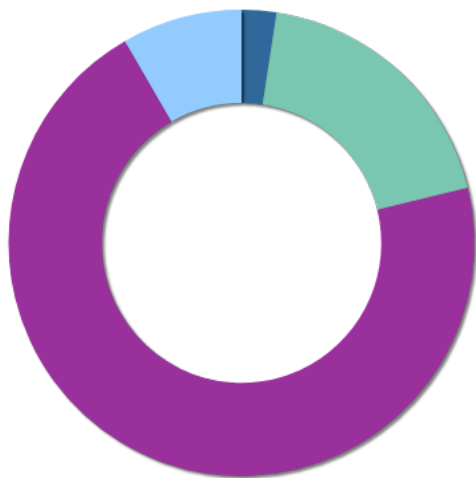


## Google Analytics 4 Performance by Geo

| City        | Region    | Sessions ↓ | Views | Engaged sessions | Engagement rate | Total User Engagement |
|-------------|-----------|------------|-------|------------------|-----------------|-----------------------|
| Total       |           | 1,526      | 2,483 | 802              | 52.56%          | 14:13:07              |
| Quincy      | Illinois  | 239        | 502   | 165              | 69.04%          | 05:05:37              |
| Chicago     | Illinois  | 75         | 114   | 40               | 53.33%          | 00:37:07              |
| (not set)   | (not set) | 50         | 63    | 4                | 8.00%           | 00:05:47              |
| (not set)   | Illinois  | 45         | 110   | 35               | 77.78%          | 01:04:07              |
| St. Louis   | Missouri  | 42         | 75    | 21               | 50.00%          | 00:43:47              |
| New York    | New York  | 36         | 49    | 11               | 30.56%          | 00:06:06              |
| Singapore   | (not set) | 36         | 36    | 0                | 0.00%           | 00:00:01              |
| Ashburn     | Virginia  | 30         | 30    | 1                | 3.33%           | 00:01:13              |
| (not set)   | (not set) | 23         | 23    | 0                | 0.00%           | 00:00:00              |
| Hannibal    | Missouri  | 22         | 42    | 16               | 72.73%          | 00:21:19              |
| Boardman    | Oregon    | 20         | 20    | 1                | 5.00%           | 00:00:14              |
| Palmyra     | Missouri  | 17         | 28    | 12               | 70.59%          | 00:09:17              |
| Minneapolis | Minnesota | 11         | 24    | 8                | 72.73%          | 00:06:39              |
| (not set)   | Missouri  | 8          | 26    | 7                | 87.50%          | 00:09:50              |
| Canton      | Missouri  | 8          | 11    | 4                | 50.00%          | 00:03:18              |



## How customers search for your business on Google



|                                    |      |                                     |     |
|------------------------------------|------|-------------------------------------|-----|
| Business Impressions Desktop Maps  | 40   | Business Impressions Desktop Search | 311 |
| Business Impressions Mobile Search | 1.2k | Business Impressions Mobile Maps    | 138 |

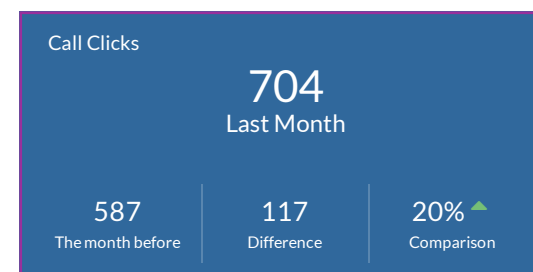
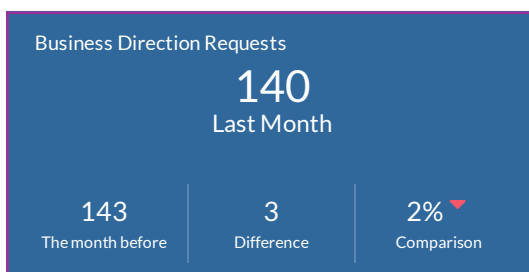
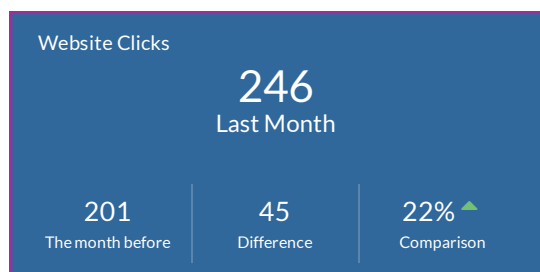
**Business Impressions Desktop Search:** Business impressions on Google Search on Desktop devices

**Business Impressions Mobile Search:** Business impressions on Google Search on Mobile devices.

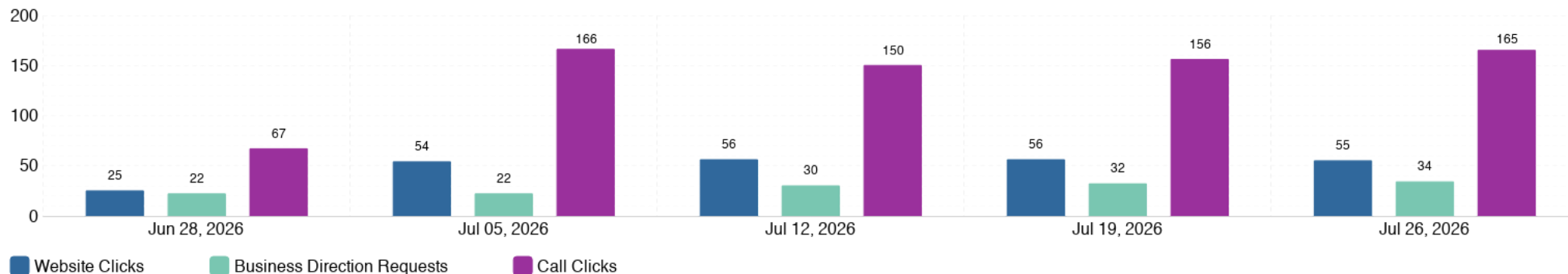
**Business Impressions Maps Desktop:** Business impressions on Google Maps on Desktop devices

**Business Impressions Mobile Maps:** Business impressions on Google Maps on Mobile devices

## What actions customers take on your listing



## What actions customers take on your listing





# 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.