



Digital Marketing Report

Impressions

How many ads were served:

155,608

Clicks

Times a user clicked on an ad

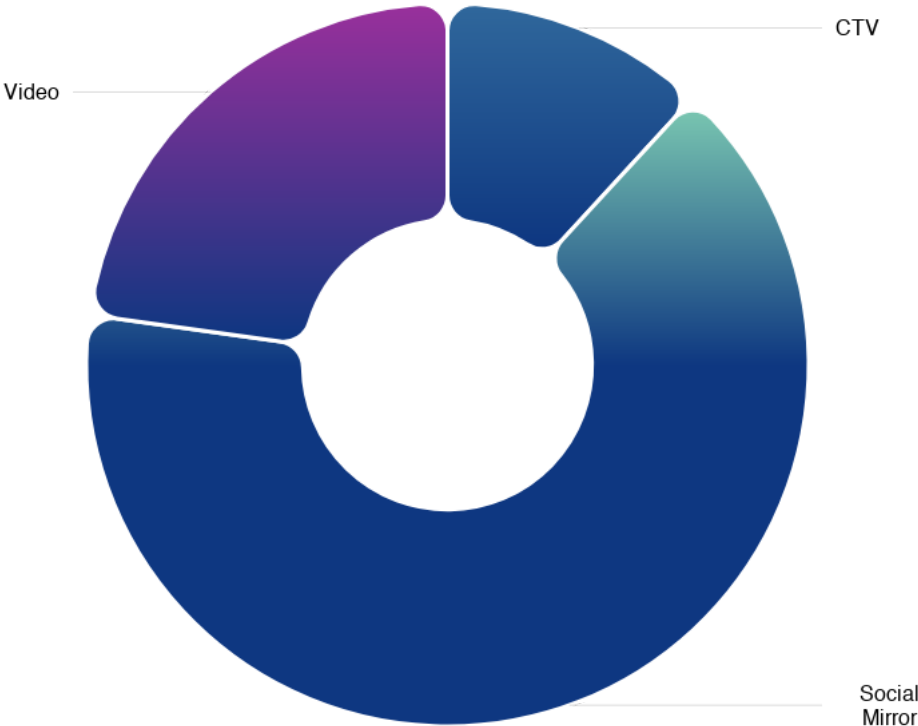
113

Click-Through Rate

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

0.08%

Your Product Breakout by Impressions



CTV Completion Rate

98.75%

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

0.08%

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

X the National Average

1.18

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.

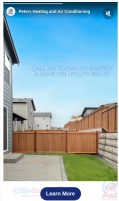


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Peters Heating & Air Conditioning - AI Social Mirror	53,384	42	0.08%	1.12
Peters Heating & Air Conditioning - Homeowners/HVAC/Air Conditioning Social Mirror	48,332	16	0.03%	0.47
Peters Heating & Air Conditioning - AI Video	22,933	34	0.15%	2.12
Peters Heating & Air Conditioning - Homeowners/HVAC/Air Conditioning Video	12,535	21	0.17%	2.39
Peters Heating & Air Conditioning - AI CTV	11,723	28	0.24%	3.41
Peters Heating & Air Conditioning - Homeowners/HVAC/Air Conditioning CTV	6,701	11	0.16%	2.35



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Peters Heating and Air Conditioning_7.6.26_Social Mirror_Stay Cool	40,858	32	0.08%	1.12
Thumbnail not available	Peters Heating and Air Conditioning_6.1.26_Social Mirror_WaterFurnace geothermal	9,466	9	0.10%	1.36
Thumbnail not available	Peters Heating and Air Conditioning_7.6.26_Social Mirror_Comfort	40,762	9	0.02%	0.32
Thumbnail not available	Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	9,399	6	0.06%	0.91
	Peters Heating and Air Conditioning_8.1.26_Social Mirror_Fireplace	1,020	2	0.20%	2.80
	Peters Heating and Air Conditioning_8.1.26_Social Mirror_AUG26 - PHA Content Calendar.mp4	211	0	0.00%	0.00



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Peters Heating and Air Conditioning_6.1.26_Social Mirror_WaterFurnace geothermal	Variant: V_00002	Photo	Click to View	20.09%	0.40%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_WaterFurnace geothermal	Variant: V_00003	Photo	Click to View	12.73%	0.20%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_WaterFurnace geothermal	Variant: Original	Photo	Click to View	11.22%	0.22%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_WaterFurnace geothermal	Variant: V_00001	Photo	Click to View	6.20%	0.30%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	Variant: Original	Photo	Click to View	4.05%	0.61%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	Variant: V_00002	Photo	Click to View	3.84%	0.16%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	Variant: V_00004	Photo	Click to View	3.80%	0.16%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	Variant: V_00010	Photo	Click to View	3.74%	0.50%
Peters Heating and Air Conditioning_6.1.26_Social Mirror_Experience the next level of home comfort with Carrier cooling systems	Variant: V_00014	Photo	Click to View	3.34%	0.37%



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Peters Heating & Air Conditioning_pha_wf_0823_15 (2160p).mp4	17,881	27	0.15%	2.16
Thumbnail not available	Peters Heating & Air Conditioning_PHA COMFORT 15 0420.mp4	17,024	26	0.15%	2.18
	Peters Heating & Air Conditioning_PHA Crystal 15 0522.mp4	563	2	0.36%	5.07

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Peters Heating & Air Conditioning - AI Video	67.38%	60.14%	54.69%	50.78%
Peters Heating & Air Conditioning - Homeowners/HVAC/Air Conditioning Video	59.39%	54.14%	47.57%	44.84%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Peters Heating & Air Conditioning_PHA Crystal 15 0522.mp4	281	100.00%
Thumbnail not available	Peters Heating & Air Conditioning_pha_wf_0823_15 (2160p).mp4	9,179	99.27%
Thumbnail not available	Peters Heating & Air Conditioning_PHA COMFORT 15 0420.mp4	8,964	99.17%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Peters Heating & Air Conditioning - Homeowners/HVAC/Air Conditioning CTV	100.00%	99.88%	99.69%	99.54%
Peters Heating & Air Conditioning - AI CTV	100.00%	99.66%	99.27%	99.06%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
63005	17,368	7	0.04%	0.58
63376	7,423	5	0.07%	0.96
63301	6,080	2	0.03%	0.47
65203	5,131	1	0.02%	0.28
62301	4,637	8	0.17%	2.46
62650	4,525	4	0.09%	1.26
63146	4,041	2	0.05%	0.71
63379	3,591	4	0.11%	1.59
62084	3,386	1	0.03%	0.42
63141	3,368	3	0.09%	1.27
63501	3,360	5	0.15%	2.13
65265	3,162	2	0.06%	0.90
52601	3,012	4	0.13%	1.90
63131	2,975	1	0.03%	0.48
63017	2,844	2	0.07%	1.00
63304	2,840	1	0.04%	0.50
63401	2,821	3	0.11%	1.52
63367	2,535	0	0.00%	0.00
63044	2,209	2	0.09%	1.29
65202	2,178	1	0.05%	0.66



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	123,110	87	0.07%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	12,143	28	0.23%
Desktop	A personal computing device that remains stationary at one location.	9,430	19	0.20%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	6,281	11	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,642	7	0.15%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Podcast Player	26,296	1	0.00%
Podcast Player - Castbox	8,211	1	0.01%
WGEM Weather	3,415	0	0.00%
Weather - The Weather Channel	2,338	2	0.09%
TeamReach – Your Team App	2,132	1	0.05%
MyRadar Weather Radar	2,005	0	0.00%
Police Scanner - Scanner Radio	1,794	0	0.00%
screenrant.com	1,196	2	0.17%
accuweather.com	1,164	4	0.34%
baseball-reference.com	1,058	0	0.00%
Base Jump Wing Suit Flying	1,014	0	0.00%
foxnews.com	975	2	0.21%
Pinger: Calling + Phone App	846	4	0.47%
theScore: Sports News & Scores	802	8	1.00%
Moneycontrol-Share Market News	747	0	0.00%
Daily Mail TV	693	0	0.00%
people.com	537	0	0.00%
fragrantica.com	534	0	0.00%
WeatherBug – Weather Forecast	372	0	0.00%
realtor.com	364	0	0.00%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Movies & TV Shows	3,584	99.21%
		Tubi - Free Movies & TV	2,087	99.30%
		DIRECTV	200	100.00%
		Vizio - Vizio WatchFree+	115	99.78%
		SAMSUNG TV PLUS	65	100.00%
		Pluto TV - Live TV and Movies	60	100.00%

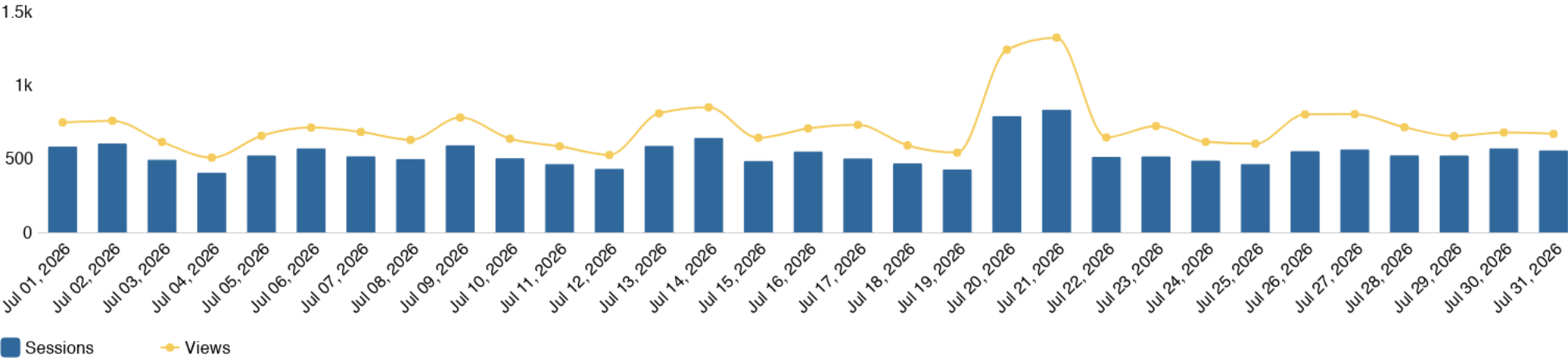
	Plex: Stream Movies & TV	45	100.00%
	FloSports: Watch Live Sports	34	81.43%
	TCL Channel	31	100.00%
	Sling TV	20	100.00%



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

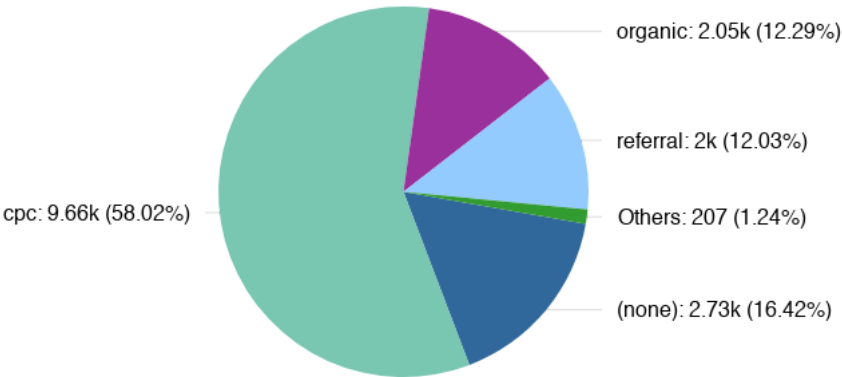


Google Analytics 4 Account Performance

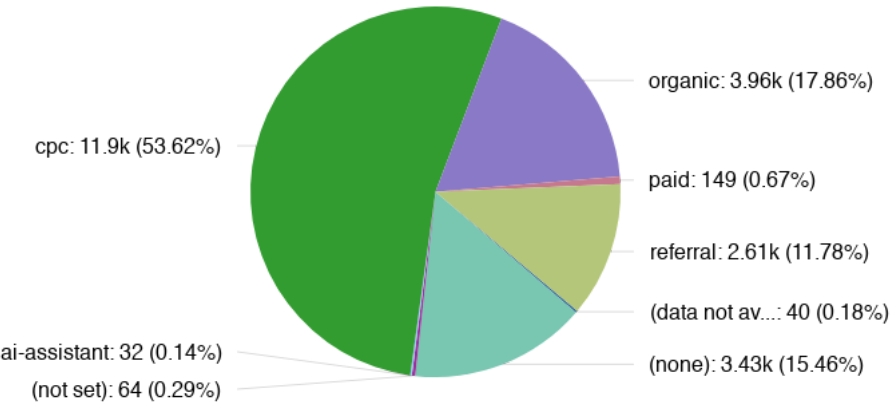
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	16,656	22,197	72:24:26	1.33	25.70%
Peters Heating and Air Conditioning, Inc.	16,656	22,197	72:24:26	1.33	25.70%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

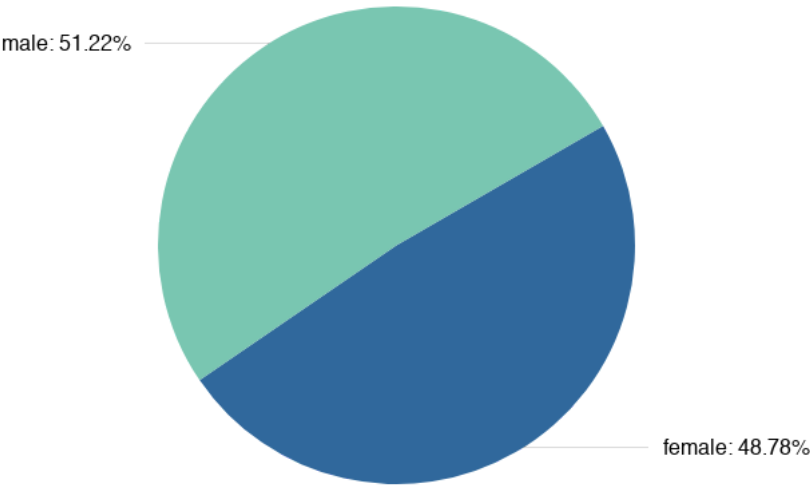


Google Analytics 4 Event Performance

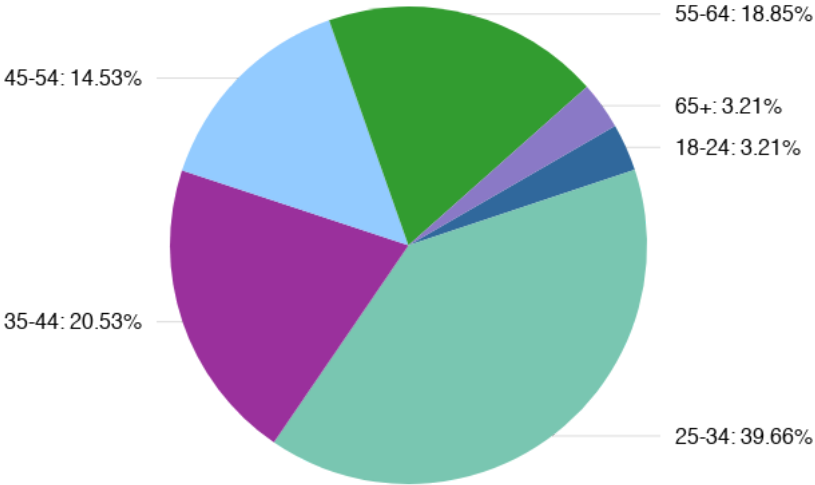
Event name	Event count ↓
Total	62,589
page_view	22,197
session_start	16,674
first_visit	14,015
user_engagement	6,853
scroll	2,517
click	228
ads_conversion_Contact_Us_1	76
file_download	29



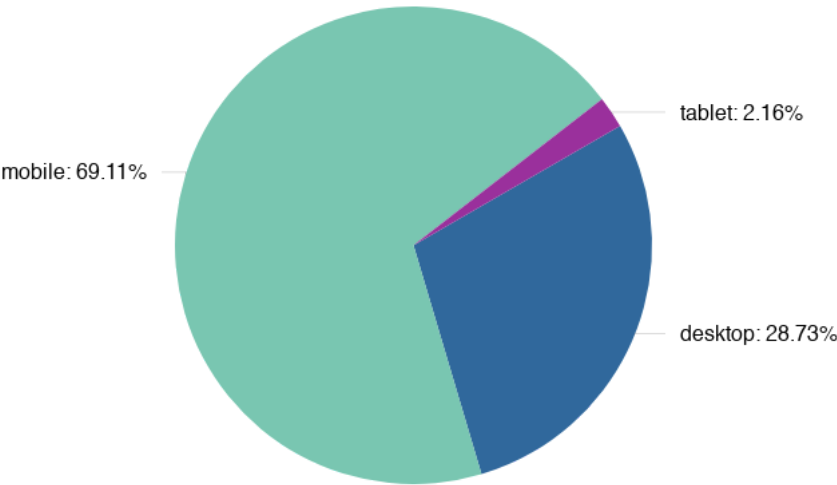
Google Analytics 4 Engaged Sessions by Gender



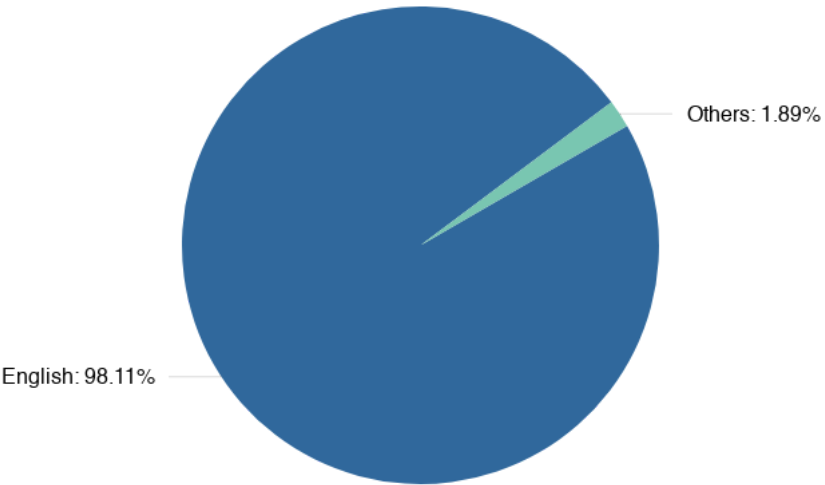
Google Analytics 4 Engaged Sessions by Age



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	16,683	22,197	4,302	25.79%	72:24:26
Safari (in-app)	7,000	8,563	985	14.07%	08:07:55
Chrome	5,040	6,883	1,659	32.92%	32:01:28
Safari	3,288	4,618	1,013	30.81%	16:05:06
Android Webview	601	754	190	31.61%	03:37:28
Edge	299	587	195	65.22%	07:21:52

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	7,274
/	2,061
/locations/troy-mo/	1,001
/locations/hendersonville-tn/	532
/locations/columbia-mo/	362
/about/reviews/	238
/locations/quincy-il/	228
/locations/edwardsville-il/	178
/financing/	171
/locations/kirksville-mo/	167
/locations/	138



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		17,018	22,197	4,624	27.17%	72:24:26
St. Peters	Missouri	1,254	1,499	169	13.48%	01:24:36
Saint Charles	Missouri	1,056	1,271	158	14.96%	01:43:07
O'Fallon	Missouri	1,035	1,355	164	15.85%	01:32:26
Nashville	Tennessee	925	1,150	252	27.24%	02:39:16
St. Louis	Missouri	801	1,074	212	26.47%	02:51:36
New York	New York	777	835	50	6.43%	00:35:53
Wentzville	Missouri	581	737	95	16.35%	01:20:27
(not set)	(not set)	499	998	499	100.00%	08:54:27
Chicago	Illinois	499	642	119	23.85%	01:44:59
(not set)	(not set)	366	365	0	0.00%	00:03:23
Columbia	Missouri	355	528	163	45.92%	04:39:33
(not set)	Missouri	322	448	90	27.95%	01:29:34
Troy	Missouri	253	371	72	28.46%	00:22:06
Lake Saint Louis	Missouri	238	277	34	14.29%	00:09:39
Quincy	Illinois	225	432	157	69.78%	04:05:50



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.