

Digital Marketing Report

Impressions

How many ads were served:

102,017

Clicks

Times a user clicked on an ad

279

Click-Through Rate

(Clicks/Impressions) x 100

0.27%

Your Product Breakout by Impressions



CTV Completion Rate

50.00%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.27%

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

X the National Average

3.91

X the National Avg (.07%)

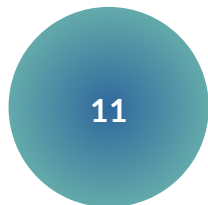
Social
Mirror

*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%)
Parkview Senior Living (Social Mirror) - AI Social Mirror	58,532	143	0.24%	3.49
Parkview Senior Living (Social Mirror) - Seniors/Retirement Planning Social Mirror	30,482	95	0.31%	4.45
Parkview Senior Living (Social Mirror) - Keyword Social Mirror	13,001	41	0.32%	4.51
Parkview Senior Living (Social Mirror) - Families with Adult Children/Gen X/Seniors Social Mirror	2	0	0.00%	0.00

Social Mirror Click Conversions

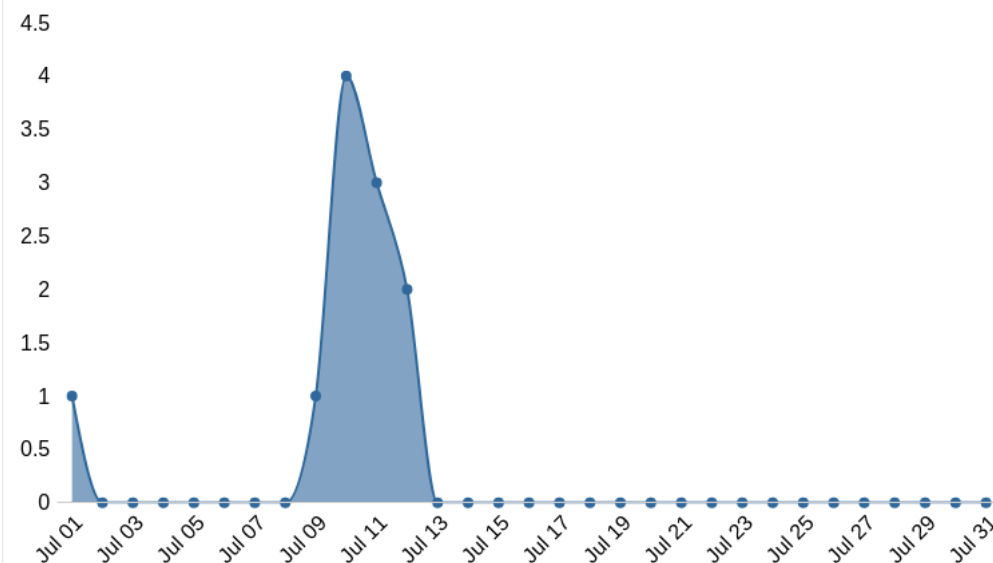


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

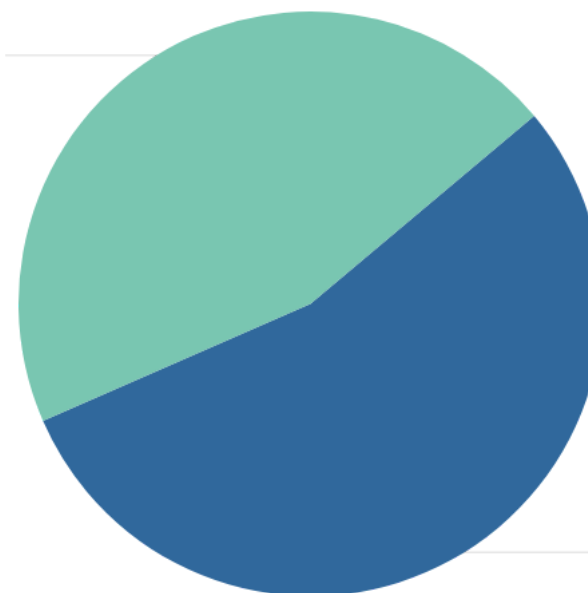
Conversion Name	Click Conversions ↓
Parkview Senior Living Amenities Page View	11

Social Mirror Click Conversions by Day



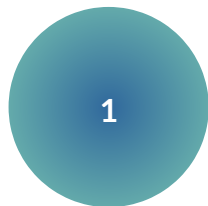
Top Social Mirror Click Conversions by Strategy

Behavioral:
45.45%



AI: 54.55%

Social Mirror View-through Conversions

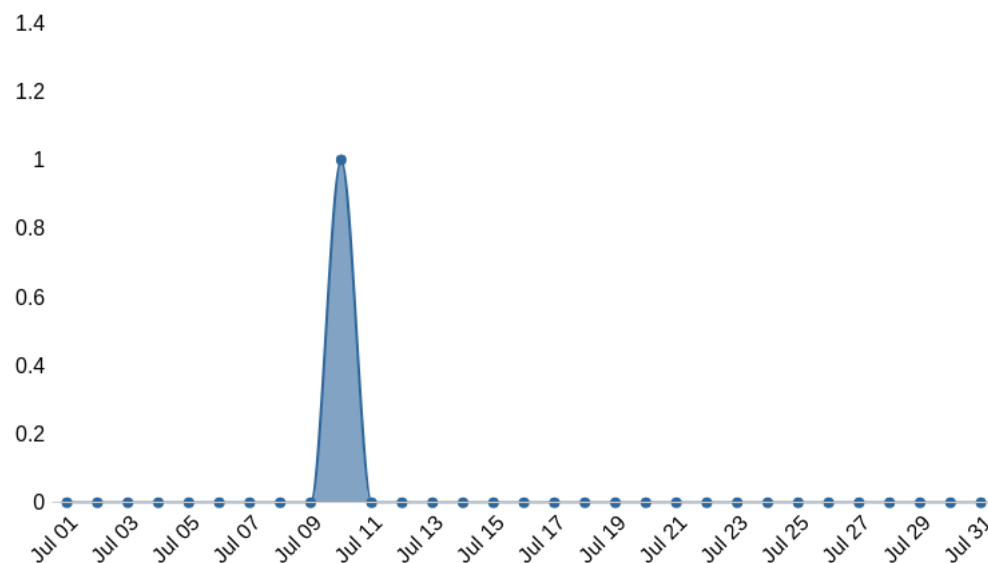


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

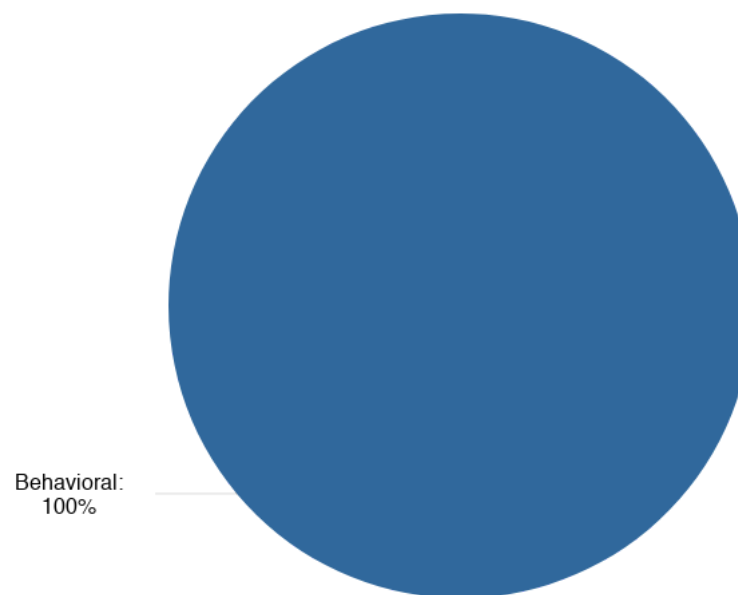
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Parkview Senior Living Amenities Page View	1

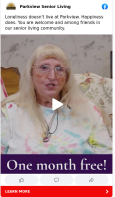
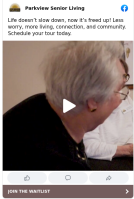
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Parkview Senior Living (Social Mirror)_7.13.26_Social Mirror_Carousel Ad	27,579	77	0.28%	3.99
	Parkview Senior Living (Social Mirror)_7.13.26_Social Mirror_Static Ad 1	29,001	70	0.24%	3.45
Thumbnail not available	Parkview Senior Living (Social Mirror)_6.30.26_Social Mirror_Carousel Ad 1	9,450	37	0.39%	5.59
	Parkview Senior Living (Social Mirror)_7.13.26_Social Mirror_Video Ad 1	16,825	36	0.21%	3.06
	Parkview Senior Living (Social Mirror)_6.30.26_Social Mirror_Video Ad 1	9,636	35	0.36%	5.19
	Parkview Senior Living (Social Mirror)_6.30.26_Social Mirror_Static Ad 1	9,526	24	0.25%	3.60

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Static Ad 1	Variant: V_00001	Photo	Click to View	5.59%	3.32%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00008	Video	Click to View	5.52%	3.58%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00011	Video	Click to View	5.41%	4.04%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00009	Video	Click to View	5.40%	3.66%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00014	Video	Click to View	5.38%	4.90%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: Original	Video	Click to View	5.35%	2.85%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00012	Video	Click to View	5.33%	3.86%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00010	Video	Click to View	5.29%	3.27%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Static Ad 1	Variant: Original	Photo	Click to View	5.27%	3.04%
Parkview Senior Living (Social Mirror)_4.15.26_Social Mirror_Video Ad 1	Variant: V_00013	Video	Click to View	5.21%	3.32%

Social Mirror Ad Screenshots

	Parkview Senior Living (Social Mirror)_7.13.26_Social Mirror_Static Ad 1
Screenshot Urls	

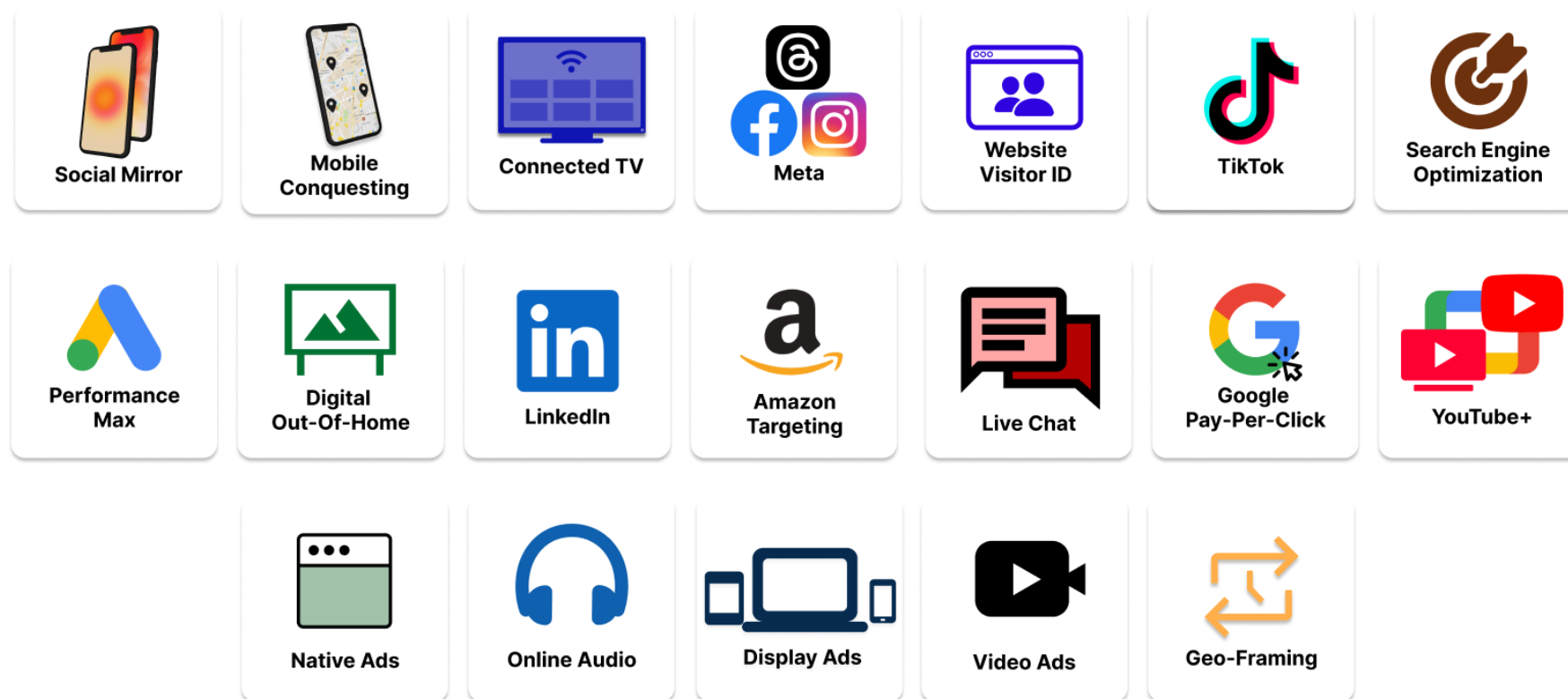
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	53,468	211	0.39%
Desktop	A personal computing device that remains stationary at one location.	44,541	61	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,007	6	0.15%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	36,658	64	0.17%
themirror.com	16,296	111	0.68%
mainstreetmediatn.com	5,668	4	0.07%
essentiallysports.com	4,674	9	0.19%
wkrn.com	4,357	7	0.16%
barstoolsports.com	4,123	1	0.02%
si.com	4,049	6	0.15%
247sports.com	3,350	4	0.12%
wate.com	2,645	5	0.19%
utsports.com	2,272	5	0.22%
markerzone.com	2,040	4	0.20%
cbssports.com	2,033	4	0.20%
nbcsports.com	1,605	3	0.19%
sportslogos.net	1,450	3	0.21%
bestofarkansassports.com	1,219	0	0.00%
sports-reference.com	1,009	7	0.69%
totalprosports.com	819	6	0.73%
womansworld.com	760	0	0.00%
wkusports.com	545	0	0.00%
atozsports.com	531	1	0.19%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.