

Digital Marketing Report

Impressions

How many ads were served:

150,012

Clicks

Times a user clicked on an ad

151

Click-Through Rate

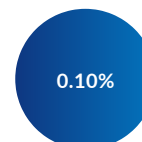
(Clicks/Impressions) x 100

0.10%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

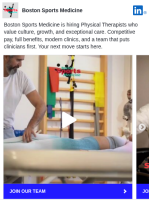
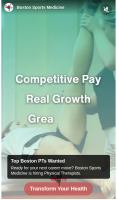
Social
Mirror

*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%)
Boston Sports Medicine - Healthcare Industry/Physical Therapist Behavioral B2B Social Mirror	103,798	91	0.09%	1.25
Boston Sports Medicine - AI B2B Social Mirror	44,581	54	0.12%	1.73
Boston Sports Medicine - Keyword B2B Social Mirror	1,633	6	0.37%	5.25

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Boston Sports Medicine_5.20_Social Mirror_LI Recruitment	48,204	57	0.12%	1.69
	Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	51,626	50	0.10%	1.38
Thumbnail not available	Boston Sports Medicine_5.20_Social Mirror Story_Apply Now	50,182	44	0.09%	1.25

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: V_00011	Story	Click to View	3.30%	0.25%
Boston Sports Medicine_5.20_Social Mirror Story_Apply Now	Variant: V_00002	Story	Click to View	3.24%	0.38%
Boston Sports Medicine_5.20_Social Mirror Story_Apply Now	Variant: V_00010	Story	Click to View	3.20%	0.47%
Boston Sports Medicine_5.20_Social Mirror Story_Apply Now	Variant: V_00005	Story	Click to View	3.16%	0.35%
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: V_00002	Story	Click to View	3.10%	0.29%
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: V_00003	Story	Click to View	3.06%	0.34%
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: Original	Story	Click to View	3.01%	0.16%
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: V_00004	Story	Click to View	2.99%	0.27%
Boston Sports Medicine_5.20_Social Mirror Story_Apply Now	Variant: V_00011	Story	Click to View	2.99%	0.32%
Boston Sports Medicine_5.20_Social Mirror Story_Now Hiring	Variant: V_00007	Story	Click to View	2.94%	0.28%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	104,558	48	0.05%
Mobile	A portable electronic device that can connect to the internet.	41,057	101	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,397	2	0.05%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	17,725	0	0.00%
msn.com	12,218	0	0.00%
bostonglobe.com	11,007	9	0.08%
zillow.com	4,728	0	0.00%
ebay.com	2,914	0	0.00%
imdb.com	2,461	0	0.00%
apnews.com	2,207	4	0.18%
merriam-webster.com	1,763	1	0.06%
takingthekids.com	1,675	10	0.60%
spacedaily.com	1,422	3	0.21%
x.com	890	0	0.00%
barstoolsports.com	853	5	0.59%
realtor.com	833	0	0.00%
legacy.com	806	0	0.00%
foxnews.com	597	0	0.00%
nypost.com	513	3	0.58%
screenrant.com	476	1	0.21%
baseball-reference.com	452	0	0.00%
trademe.co.nz	445	0	0.00%
loveandlemons.com	372	0	0.00%

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.