

Digital Marketing Report

Impressions

How many ads were served:

800,967

Clicks

Times a user clicked on an ad

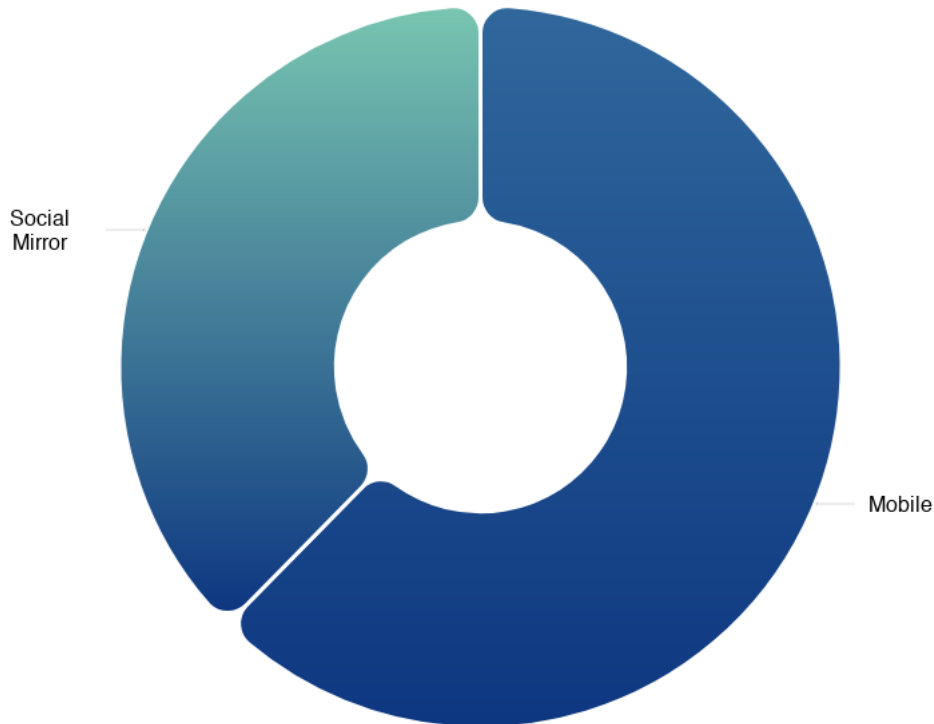
7,954

Click-Through Rate

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

0.99%

Your Product Breakout by Impressions



CTV Completion Rate

40.23%

Percentage of users who watched the video from start to finish

Total Engagement Rate

1.00%

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

X the National Average

14.19

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%)
Bair Foundation #32728 - AI Social Mirror	99,138	472	0.48%	6.80
Bair Foundation #40295 - Women/Christian/Married Behavioral Social Mirror	50,435	303	0.60%	8.58
Bair Foundation #40295 - AI Social Mirror	37,470	1,519	4.05%	57.91
Bair Foundation #32729 - Women/Christian/Married Behavioral Social Mirror	34,915	55	0.16%	2.25
Bair Foundation #32729 - AI Social Mirror	34,767	646	1.86%	26.54
Bair Foundation #32729 - Retargeting Social Mirror	30,910	481	1.56%	22.23
Bair Foundation - New Mexico - Geo-Retargeting Mobile	26,874	208	0.77%	11.06
Bair Foundation - Texas - Geo-Retargeting Mobile	24,876	225	0.90%	12.92
Bair Foundation - Virginia - Geo-Retargeting Mobile	24,083	180	0.75%	10.68
Bair Foundation - Ohio - Geo-Retargeting Mobile	24,072	196	0.81%	11.63
Bair Foundation - Pennsylvania - Geo-Retargeting Mobile	24,069	209	0.87%	12.40
Bair Foundation - North Carolina - Geo-Retargeting Mobile	24,051	146	0.61%	8.67
Bair Foundation - Tennessee - Geo-Retargeting Mobile	24,051	121	0.50%	7.19
Bair Foundation - South Carolina - Geo-Retargeting Mobile	24,049	221	0.92%	13.13
Bair Foundation - Texas - Geo-Fencing Mobile	19,061	127	0.67%	9.52
Bair Foundation - Virginia - Geo-Fencing Mobile	19,045	209	1.10%	15.68
Bair Foundation - Ohio - Category Mobile	19,001	210	1.11%	15.79
Bair Foundation - Virginia - Category Mobile	18,980	118	0.62%	8.88
Bair Foundation - New Mexico - Category Mobile	18,970	165	0.87%	12.43
Bair Foundation - Tennessee - Category Mobile	18,967	120	0.63%	9.04

Bair Foundation - Ohio - Geo-Fencing Mobile	18,962	221	1.17%	16.65
Bair Foundation - Pennsylvania - Geo-Fencing Mobile	18,960	176	0.93%	13.26
Bair Foundation - South Carolina - Category Mobile	18,958	164	0.87%	12.36
Bair Foundation - Pennsylvania - Category Mobile	18,955	165	0.87%	12.44
Bair Foundation - South Carolina - Geo-Fencing Mobile	18,954	147	0.78%	11.08
Bair Foundation - North Carolina - Geo-Fencing Mobile	18,944	166	0.88%	12.52
Bair Foundation - Tennessee - Geo-Fencing Mobile	18,931	147	0.78%	11.09
Bair Foundation - North Carolina - Category Mobile	18,930	150	0.79%	11.32
Bair Foundation - New Mexico - Geo-Fencing Mobile	18,919	169	0.89%	12.76
Bair Foundation - Texas - Category Mobile	18,889	108	0.57%	8.17
Bair Foundation #40295 - Retargeting Social Mirror	11,996	396	3.30%	47.16
Bair Foundation #32728 - Retargeting Social Mirror	1,447	14	0.97%	13.82
Bair Foundation #32728 - Women/Christian/Married Behavioral Social Mirror	338	0	0.00%	0.00

Social Mirror Click Conversions

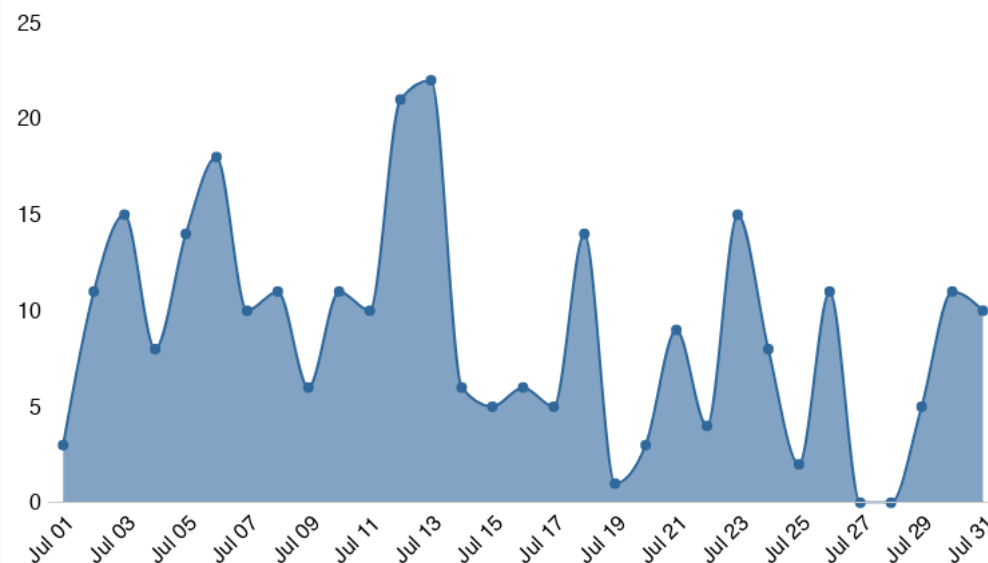


Times users clicked on an ad leading to your site and visited a page or completed an action

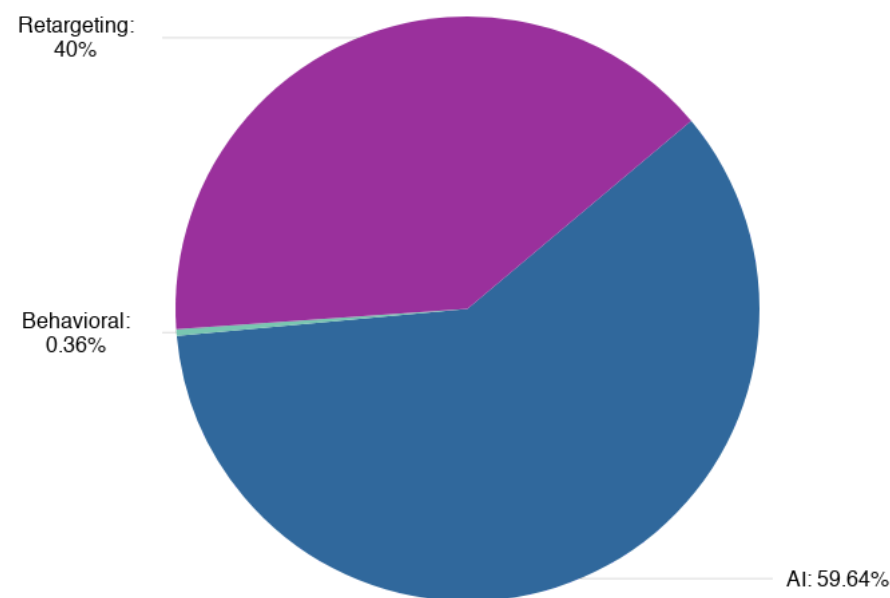
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bair Foundation Become a Foster ParentPage View	102
Bair Foundation Contact UsPage View	94
Bair Foundation Foster TodayPage View	31
Bair Foundation Support Our MissionPage View	26
Bair Foundation LocationsPage View	20
Bair Foundation Dayton LocationPage View	1
Bair Foundation Kent LocationPage View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

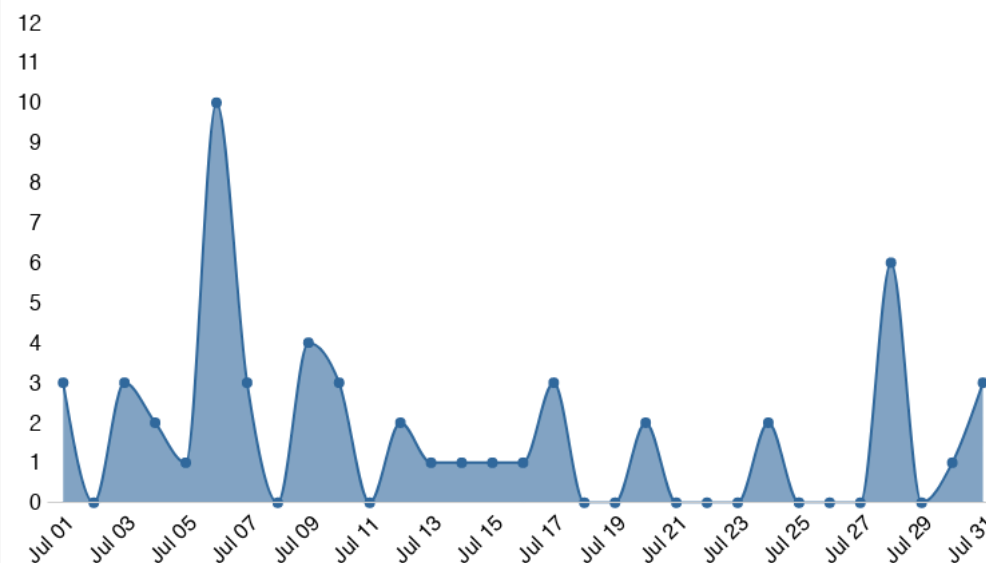
52

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

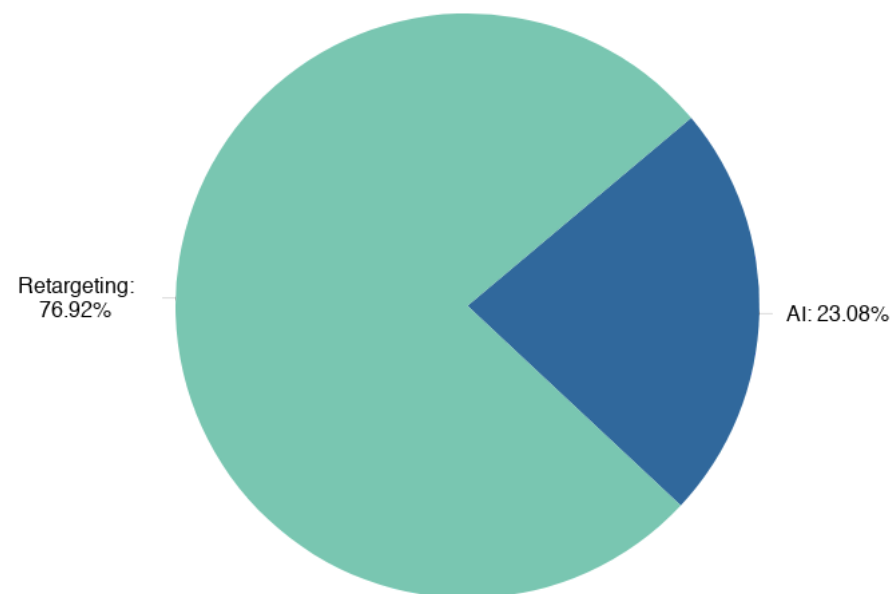
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bair Foundation Homepage Visits	24
Bair Foundation LocationsPage View	12
Bair Foundation Become a Foster ParentPage View	8
Bair Foundation Contact UsPage View	3
Bair Foundation Dayton LocationPage View	3
Bair Foundation Foster TodayPage View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions

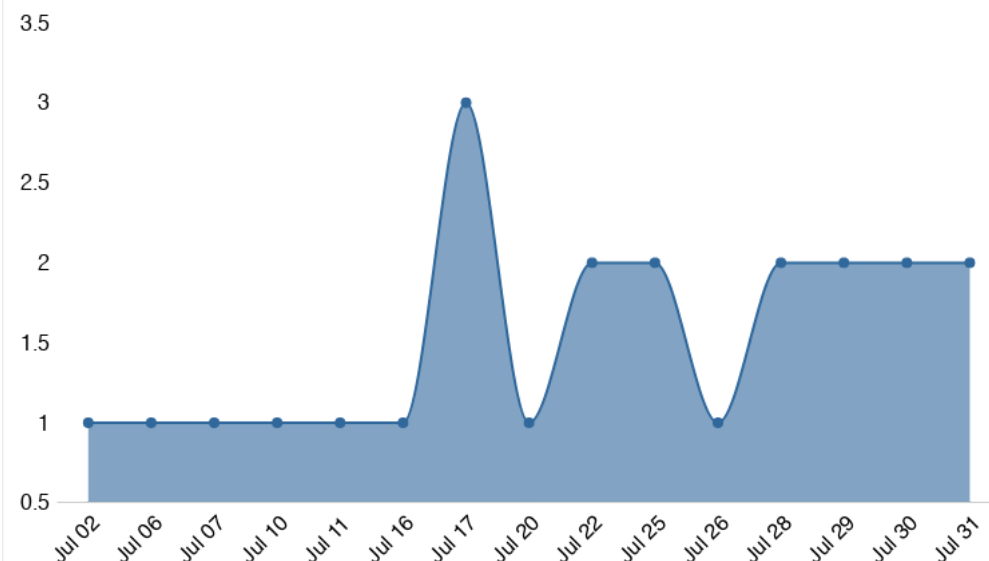


Times users clicked on an ad leading to your site and visited a page or completed an action

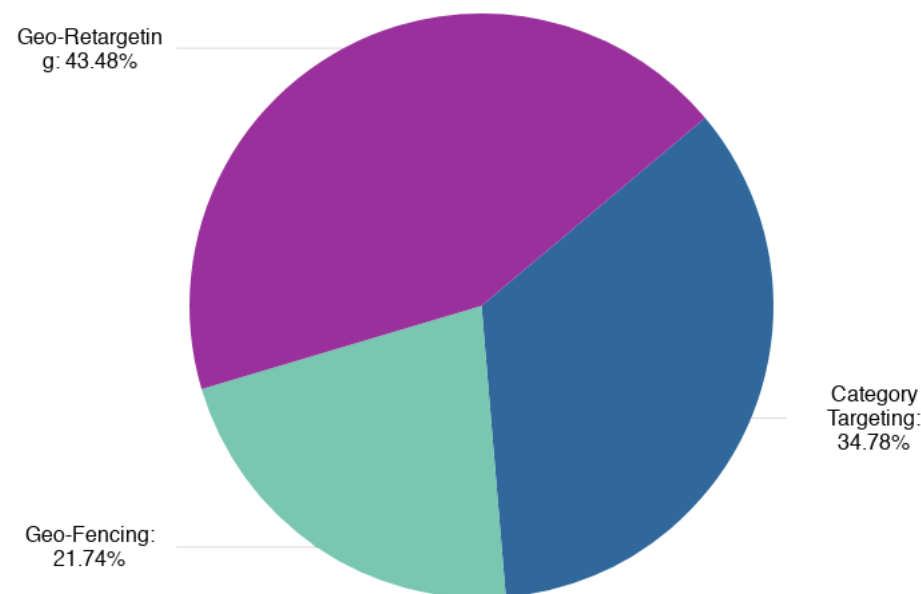
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bair Foundation Become a Foster Parent Page View	23

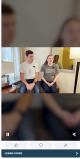
Mobile Conquesting Click Conversions by Day



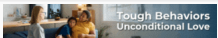
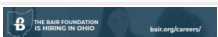
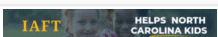
Top Mobile Conquesting Click Conversions by Strategy



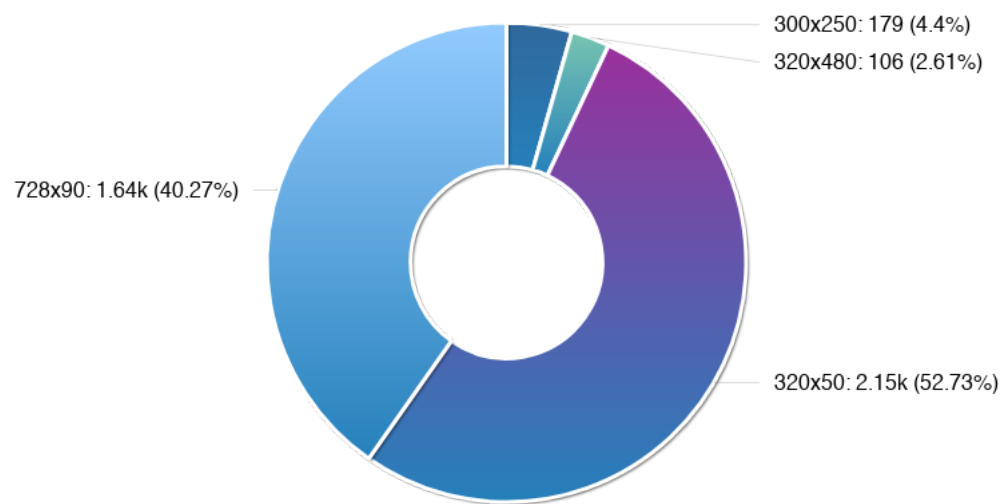
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bair Foundation_1.1_SM_IG BFP General	112,130	1,811	1.62%	23.07
	Bair Foundation_1.1_SM_FB Higdon Family	98,382	1,475	1.50%	21.42
	Bair Foundation_1.1_SM_FB Choose Bair	90,904	600	0.66%	9.43

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Bair Foundation_Gritty Parents TX GeoFencing - Banner 728x90 -2024 (320 x 50 px)	40,617	239	0.59%	8.41
	Bair Foundation_Gritty Parents TN GeoFencing - Banner 2024 (320 x 50 px)	40,293	201	0.50%	7.13
	Bair Foundation_NM- TFC- Geofencing (320 x 50 px)	39,218	279	0.71%	10.16
	Bair Foundation - VA - They need professional moms like you (320 x 50 px)	38,713	279	0.72%	10.30
	Bair Foundation_OH-Geofencing (320 x 50 px)	38,070	322	0.85%	12.08
	Bair Foundation_SC- TFC- Geofencing (320 x 50 px)	37,058	268	0.72%	10.33
	Bair Foundation_NC- Geofencing (320 x 50 px)	36,576	246	0.67%	9.61
	Bair Foundation_PA- TFC- Geofencing (320 x 50 px)	36,298	311	0.86%	12.24
	Bair Foundation_PA- TFC- Geofencing (728 x 90 px)	23,588	205	0.87%	12.42
	Bair Foundation_NM- TFC- Geofencing (728 x 90 px)	22,846	218	0.95%	13.63

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Brookline College	303 Roma Ave NW	Albuquerque	NM	87102			6,586	77	1.17%
	89 Hasell Street (office location)	Charleston	SC	29401			6,402	25	0.39%
Zion Christian Church	2019 Brownsville Road	Pittsburgh	PA	15210			5,512	39	0.71%
Cheriques Lane	3330 Barwell Road	Raleigh	NC	27610			4,732	32	0.68%
Amplify Church	1600 Fifth Avenue	Pittsburgh	PA	15219			4,119	42	1.02%
Ridgecrest Christian Church	5300 Eastern Ave SE	Albuquerque	NM	87108			4,027	23	0.57%
	5204 Princess Anne Road	Virginia Beach	VA	23462			3,584	38	1.06%
Northway Christian Community	2865 Espy Avenue	Pittsburgh	PA	15216			3,370	28	0.83%
Knox Foster Parent Association	1320 N Broadway	Knoxville	TN	37917			3,228	17	0.53%
Inanda	590 Brevard Road	Asheville	NC	28806			3,032	25	0.82%
Shannondale Elementary (K-5) (Region 4)	5316 Shannondale Road	Knoxville	TN	37918			2,877	28	0.97%
Dallas College (multiple campuses)	1601 S Lamar St	Dallas	TX	75215			2,746	15	0.55%
Norwood Elementary (K-5) (Region 2)	1909 Merchant Drive	Knoxville	TN	37921			2,738	22	0.80%
	10136 Two Notch Rd Ste 104	Columbia	SC	29229			2,552	25	0.98%
Rocky Hill Elementary (K-5) (Region 1)	1200 Morrell Road	Knoxville	TN	37919			2,195	11	0.50%
Biltmore Church of God	1390 Sweeten Creek Road	Asheville	NC	28803			2,190	18	0.82%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	168,595	1,903	1.13%
Desktop	A personal computing device that remains stationary at one location.	116,778	1,949	1.67%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	16,043	34	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	11,401	2	0.02%
biblegateway.com	10,559	10	0.09%
nypost.com	9,611	20	0.21%
The Scoop	7,509	14	0.19%
tmz.com	4,629	5	0.11%
foxnews.com	4,267	7	0.16%
msn.com	3,725	0	0.00%
lawandcrime.com	3,047	1	0.03%
T-Mobile Play	2,625	0	0.00%
huffpost.com	2,138	5	0.23%
wildfreinds.website	1,874	105	5.60%
buzzfeed.com	1,756	5	0.28%
courttv.com	1,738	3	0.17%
thedailybs.com	1,699	2	0.12%
biblestudyforyou.com	1,562	3	0.19%
hollywoodpq.com	1,444	7	0.48%
digitalmarketingforbeginners.online	1,319	3	0.23%
theguardian.com	1,206	4	0.33%
ultimate-guitar.com	1,192	6	0.50%
velvetvogue.space	1,176	5	0.43%

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



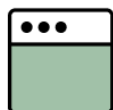
Live Chat



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.