

Digital Marketing Report

Impressions

How many ads were served:

328,196

Clicks

Times a user clicked on an ad

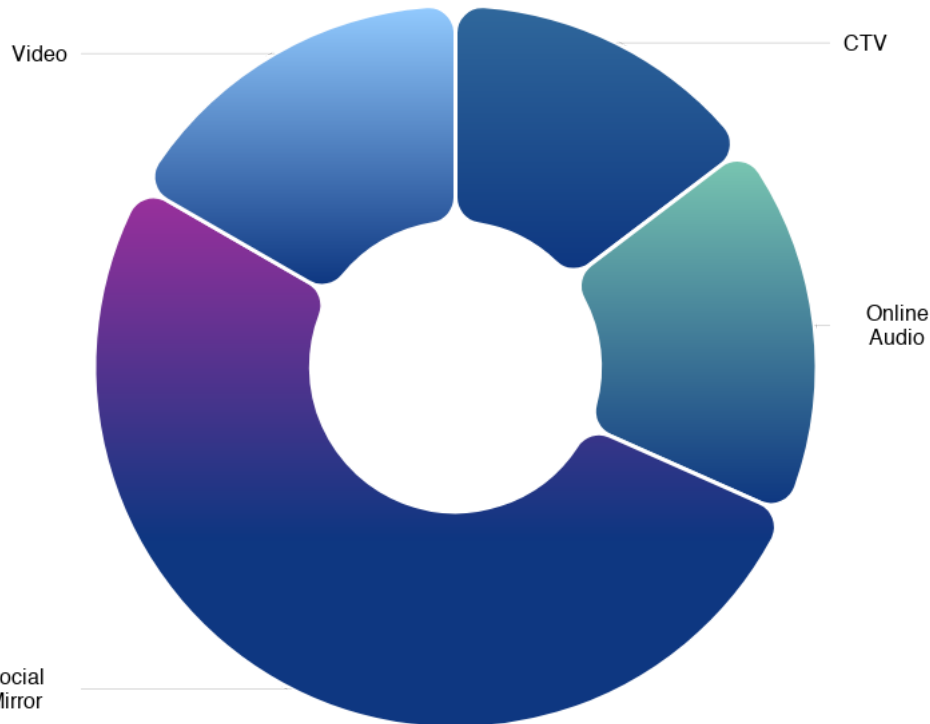
613

Click-Through Rate

(Clicks/Impressions) x 100

0.22%

Your Product Breakout by Impressions



CTV Completion Rate

99.13%

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

0.33%

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

X the National Average

3.13

X the National Avg (.07%)

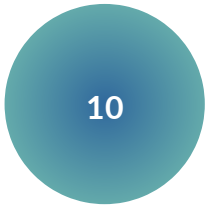
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral Social Mirror	63,518	157	0.25%	3.53
Wilson Farm Market - AI Social Mirror	37,914	211	0.56%	7.95
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral Video	33,100	43	0.13%	1.86
Wilson Farm Market - Geo-Fencing Social Mirror	31,133	7	0.02%	0.32
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral Online Audio	26,237	5	0.02%	0.27
Wilson Farm Market - AI OTT	25,579	4	0.02%	0.22
Wilson Farm Market - AI Online Audio	23,820	2	0.01%	0.12
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral OTT	22,475	4	0.02%	0.25
Wilson Farm Market - Geo-Retargeting Social Mirror	20,621	35	0.17%	2.42
Wilson Farm Market - Retargeting Social Mirror	16,332	108	0.66%	9.45
Wilson Farm Market - AI Video	16,107	29	0.18%	2.57
Wilson Farm Market - Retargeting Online Audio	5,739	1	0.02%	0.25
Wilson Farm Market - Retargeting Video	5,513	15	0.27%	3.89
Wilson Farm Market - Retargeting OTT	108	0	0.00%	0.00

Social Mirror Click Conversions

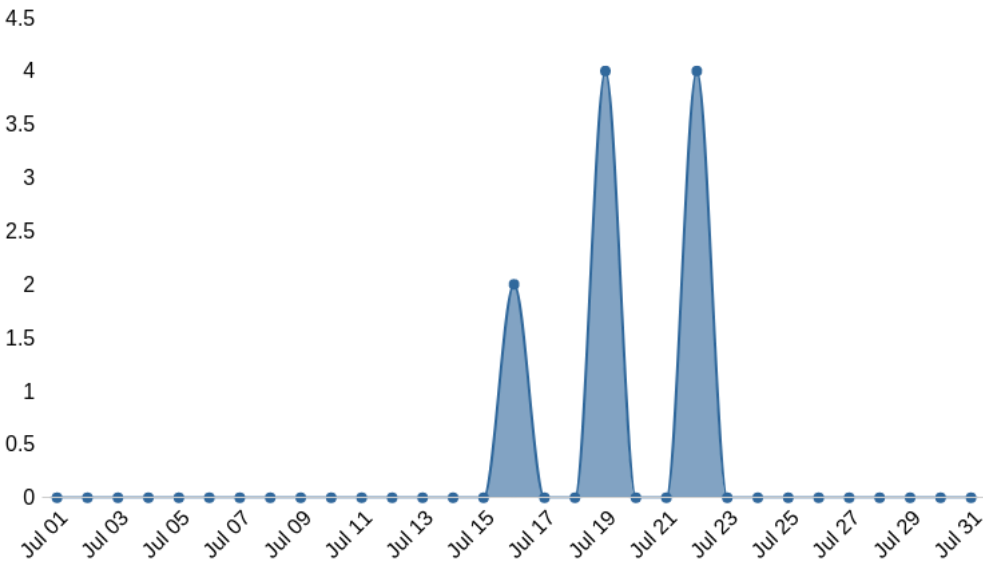


Times users clicked on an ad leading to your site and visited a page or completed an action

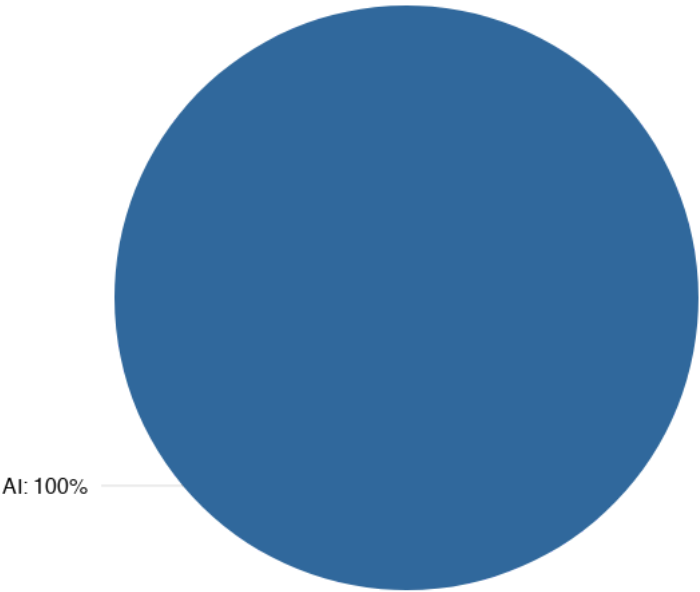
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Wilson Farm Market About Page View	4
Wilson Farm Market Deli Bakery Page View	4
Wilson Farm Market Our Products Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

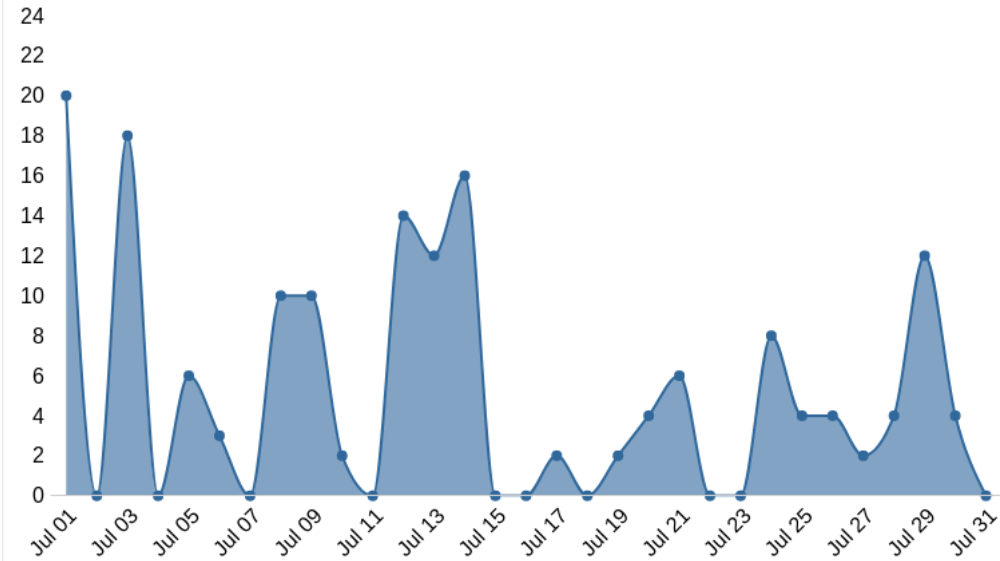


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

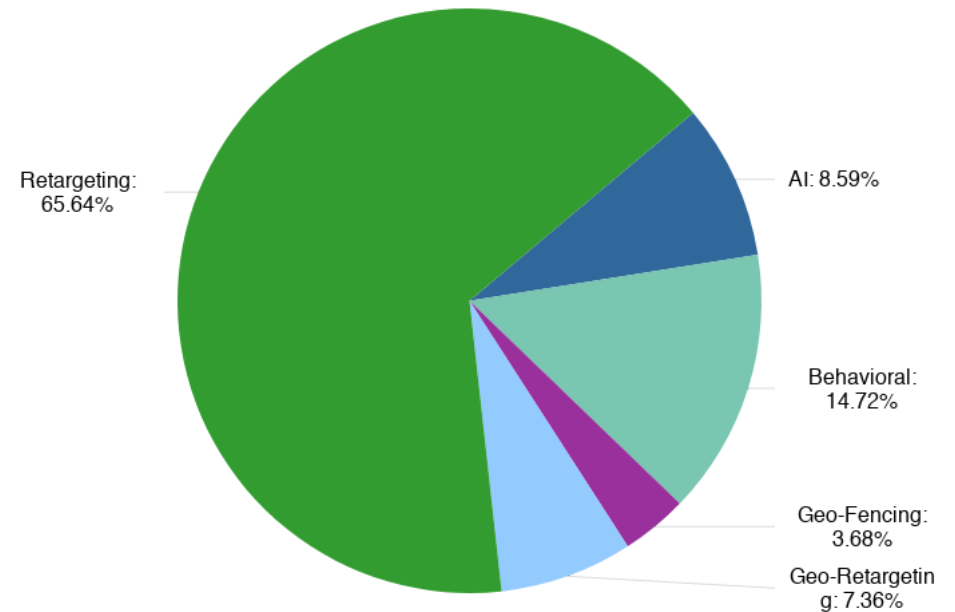
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wilson Farm Market Homepage Visits	77
Wilson Farm Market Deli Bakery Page View	34
Wilson Farm Market Our Products Page View	34
Wilson Farm Market About Page View	10
Wilson Farm Market Events Page View	8

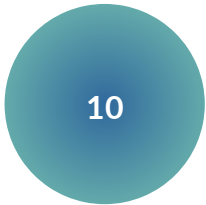
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

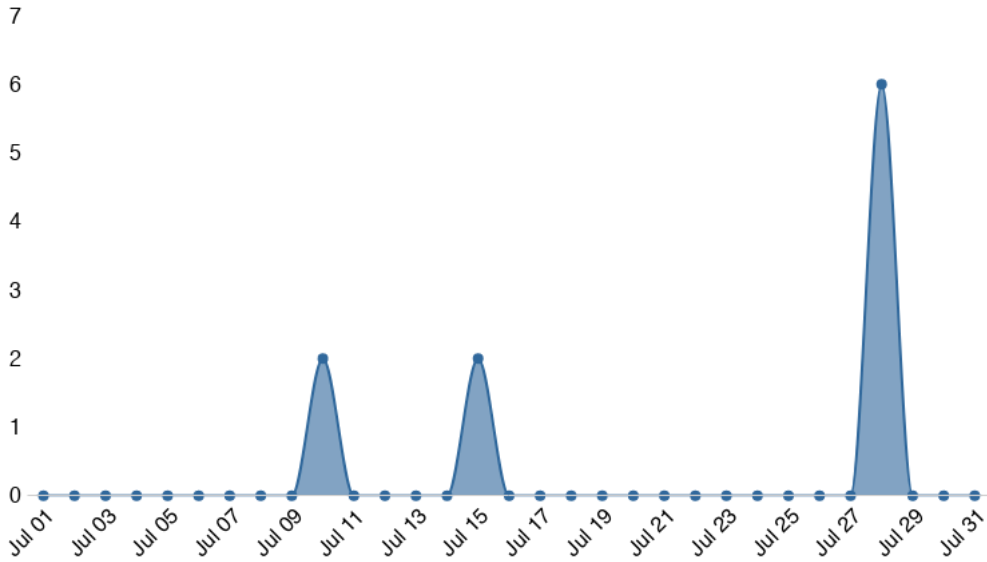


Times users clicked on an ad leading to your site and visited a page or completed an action

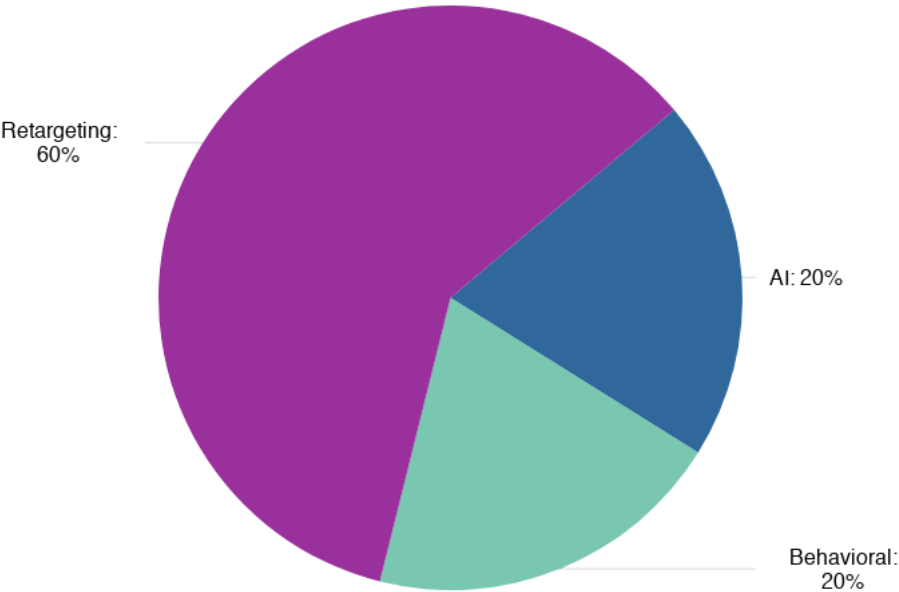
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Wilson Farm Market Deli Bakery Page View	6
Wilson Farm Market Our Products Page View	4

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

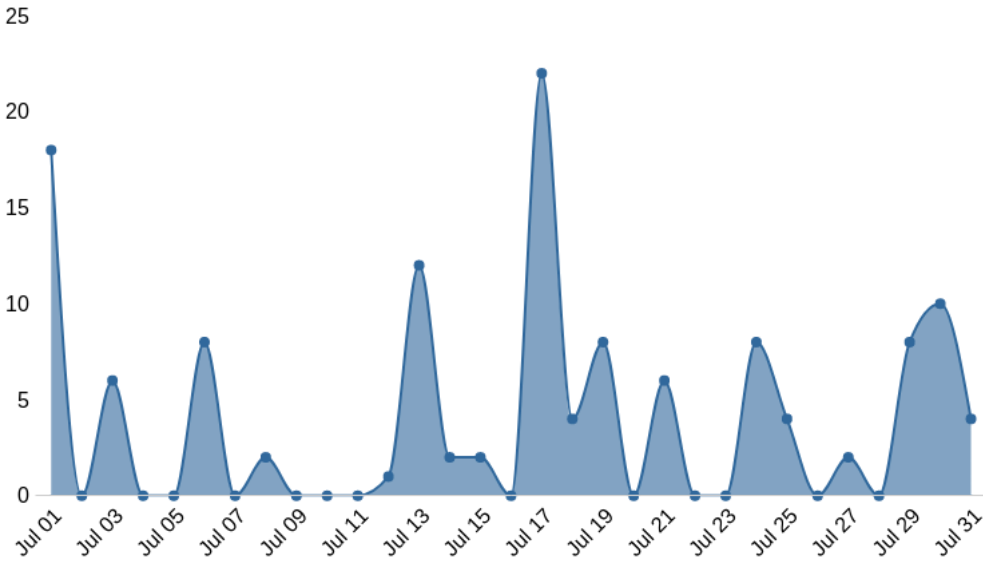


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

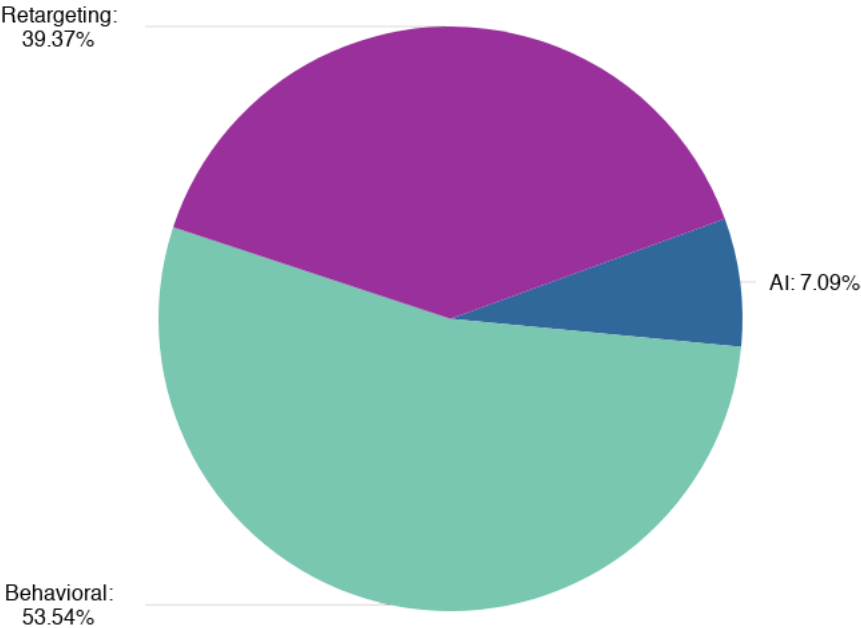
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wilson Farm Market Homepage Visits	55
Wilson Farm Market Our Products Page View	36
Wilson Farm Market Deli Bakery Page View	24
Wilson Farm Market About Page View	6
Wilson Farm Market Events Page View	6

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

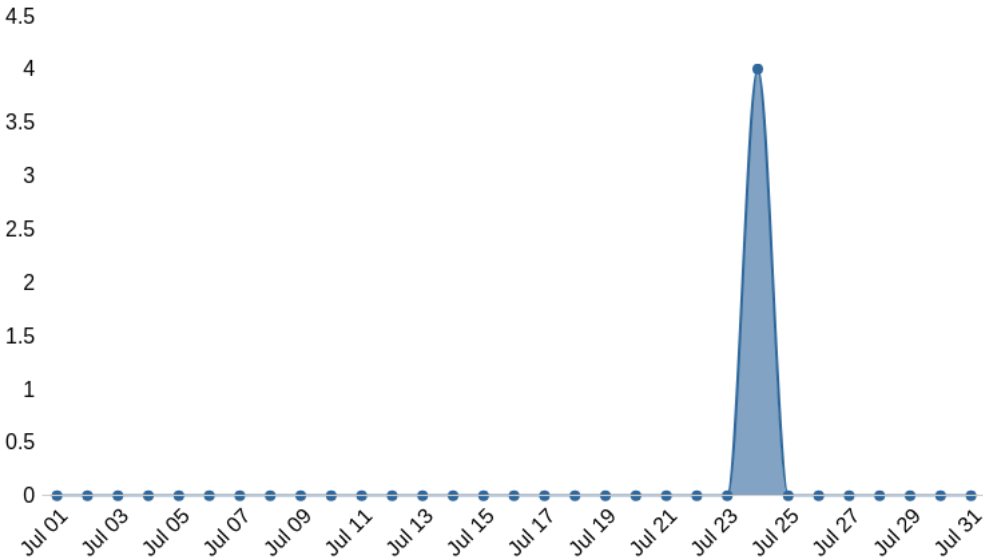


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

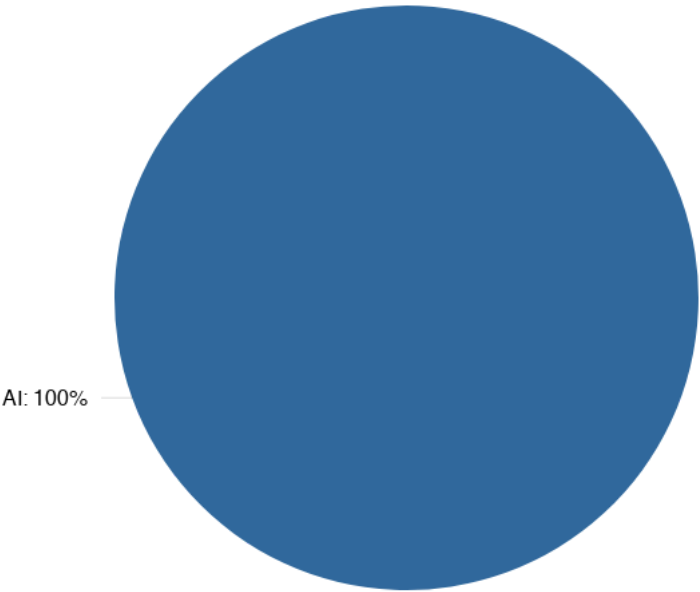
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wilson Farm Market Homepage Visits	2
Wilson Farm Market Our Products Page View	2

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Online Audio View-through Conversions

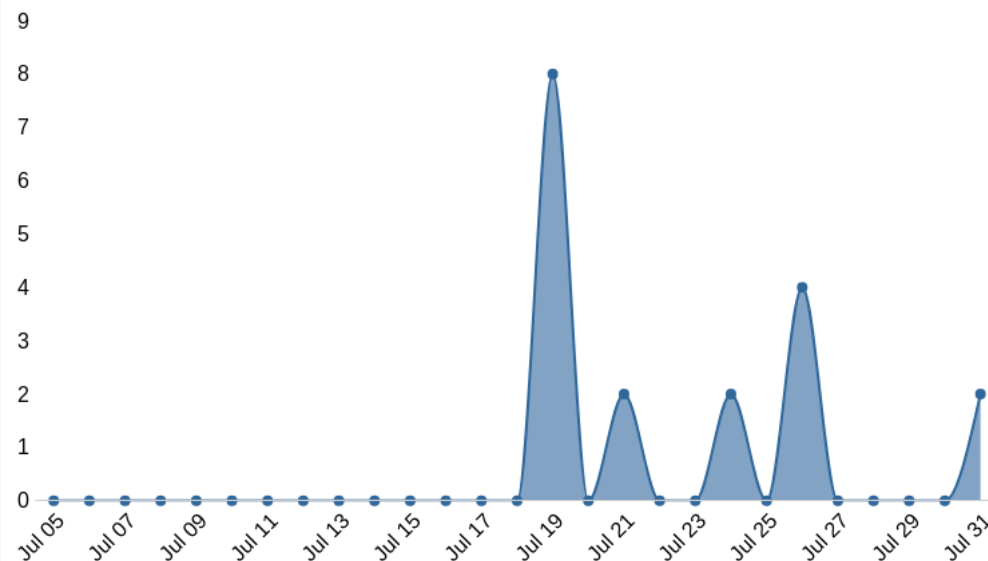
18

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

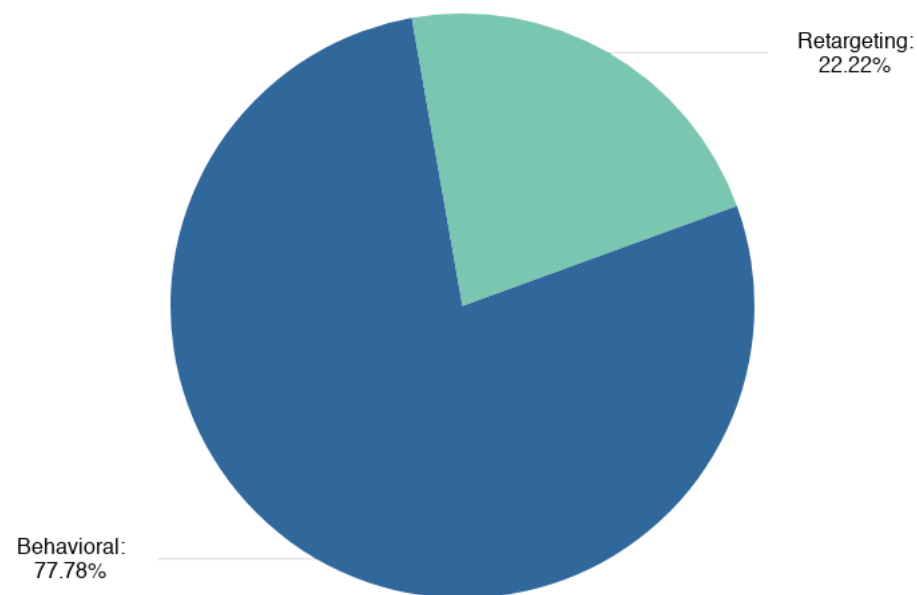
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wilson Farm Market Homepage Visits	10
Wilson Farm Market About Page View	4
Wilson Farm Market Deli Bakery Page View	2
Wilson Farm Market Our Products Page View	2

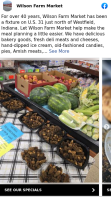
Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Wilson Farm Market_Social Mirror_6.15_For over 40 years	169,518	518	0.31%	4.37



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00006	Carousel	Click to View	12.67%	0.64%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00002	Carousel	Click to View	12.60%	0.68%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00007	Carousel	Click to View	12.53%	0.60%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00001	Carousel	Click to View	12.46%	0.63%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00004	Carousel	Click to View	12.46%	0.55%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00005	Carousel	Click to View	12.45%	0.59%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: V_00003	Carousel	Click to View	12.43%	0.63%
Wilson Farm Market_Social Mirror_6.15_For over 40 years	Variant: Original	Carousel	Click to View	12.39%	0.67%
Wilson Farm Market_Social Mirror_3.30_For over 40 years	Variant: Original	Carousel	Click to View	0.00%	0.00%
Wilson Farm Market_Social Mirror_3.30_For over 40 years	Variant: V_00011	Carousel	Click to View	0.00%	0.00%



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Wilson Farm Market_Wilson History 2022.mp4	54,720	87	0.16%	2.27

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Wilson Farm Market - AI Video	68.86%	61.72%	57.01%	44.07%
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral Video	64.61%	57.36%	52.58%	40.49%
Wilson Farm Market - Retargeting Video	58.93%	49.83%	42.26%	27.10%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Wilson Farm Market_Wilson History 2022.mp4	48,162	99.13%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral OTT	100.00%	99.71%	99.46%	99.28%
Wilson Farm Market - AI OTT	100.00%	99.60%	99.35%	99.01%
Wilson Farm Market - Retargeting OTT	100.00%	100.00%	100.00%	98.15%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Wilson Farm Market_AUGUST HOME GROWN.mp3	55,796	8	0.01%	0.20

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Wilson Farm Market - Retargeting Online Audio	97.09%	96.22%	95.24%	94.23%
Wilson Farm Market - Young Families/Foodies/Frequent Grocery Shoppers Behavioral Online Audio	95.71%	95.35%	95.08%	94.79%
Wilson Farm Market - AI Online Audio	86.12%	85.86%	85.64%	85.31%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	164,737	427	0.26%
Desktop	A personal computing device that remains stationary at one location.	69,099	161	0.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	59,521	7	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,688	25	0.17%
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.	11,785	1	0.01%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	3,742	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	553	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	18,300	0	0.00%
Apple	11,760	2	0.02%
Samsung	7,353	3	0.04%
Motorola	937	1	0.11%
Google	654	1	0.15%
Roku	258	0	0.00%
Amazon	144	0	0.00%
LG	51	0	0.00%
Huawei	36	0	0.00%
Xiaomi	20	0	0.00%

Site and App Performance

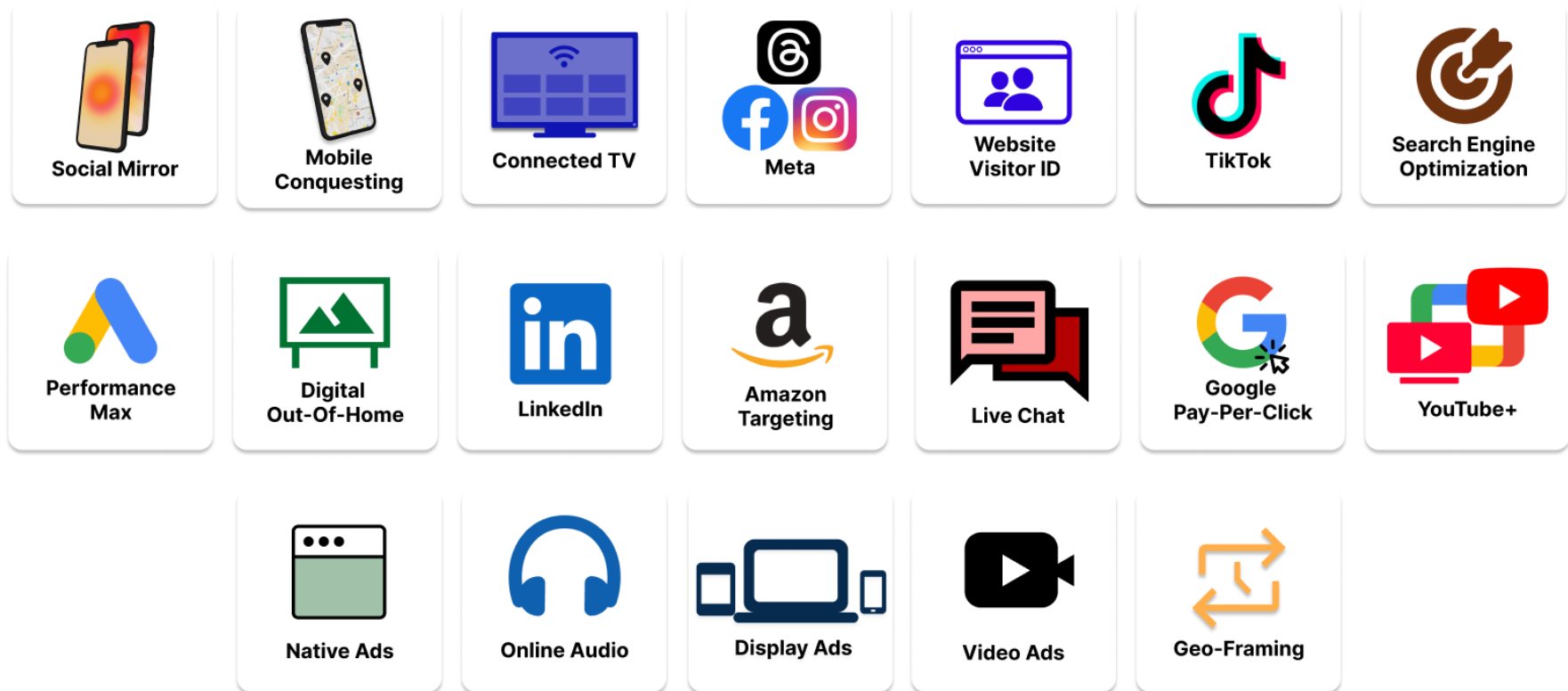
Name	Impressions ↓	Clicks	CTR
foxnews.com	13,583	90	0.66%
Spotify: Play music & podcasts	7,052	5	0.07%
nypost.com	6,656	17	0.26%
Spotify - Music and Podcasts	6,331	2	0.03%
msn.com	4,958	5	0.10%
Pinterest	4,386	1	0.02%
aol.com	3,854	2	0.05%
tumblr.com	3,551	1	0.03%
Podcast Player	3,191	1	0.03%
wthr.com	3,093	2	0.06%
Podcast Player - Castbox	2,859	0	0.00%
tmz.com	2,738	11	0.40%
Fox News - Daily Breaking News	2,503	0	0.00%
huffpost.com	2,466	9	0.36%
biblegateway.com	2,185	2	0.09%
Weather - The Weather Channel	2,167	2	0.09%
IndyStar	2,154	7	0.32%
dailymail.com	1,903	13	0.68%
theguardian.com	1,890	5	0.26%
accuweather.com	1,768	3	0.17%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	21,441	99.60%
	SAMSUNG TV PLUS	2,680	98.10%
	Vizio - Vizio WatchFree+	717	99.80%
	Pluto TV - Live TV and Movies	234	98.66%
	Pluto TV	224	97.63%
	WDRB+	170	100.00%

		DIRECTV	113	99.50%
		Tubi - Movies & TV Shows	82	100.00%
		Amazon Fire TV	65	97.78%
		U-verse	63	100.00%

All available products in our *toolbox*.



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