

Digital Marketing Report

Impressions

How many ads were served:

34,901

Clicks

Times a user clicked on an ad

130

Click-Through Rate

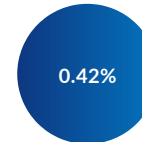
(Clicks/Impressions) x 100

0.37%

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

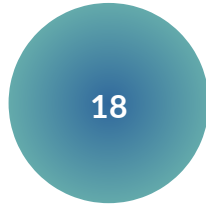
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Awaken Bakery - Keyword Social Mirror	14,923	31	0.21%	2.97
Awaken Bakery - Behavioral Social Mirror	10,933	60	0.55%	7.84
Awaken Bakery - AI Social Mirror	7,695	36	0.47%	6.68
Awaken Bakery - Site Retargeting Social Mirror	1,350	3	0.22%	3.17

Social Mirror View-through Conversions

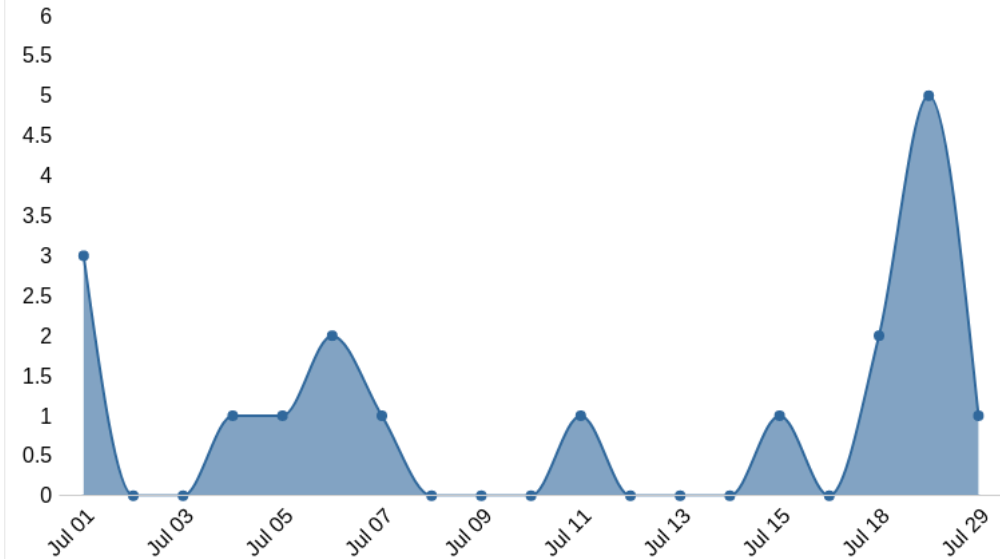


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

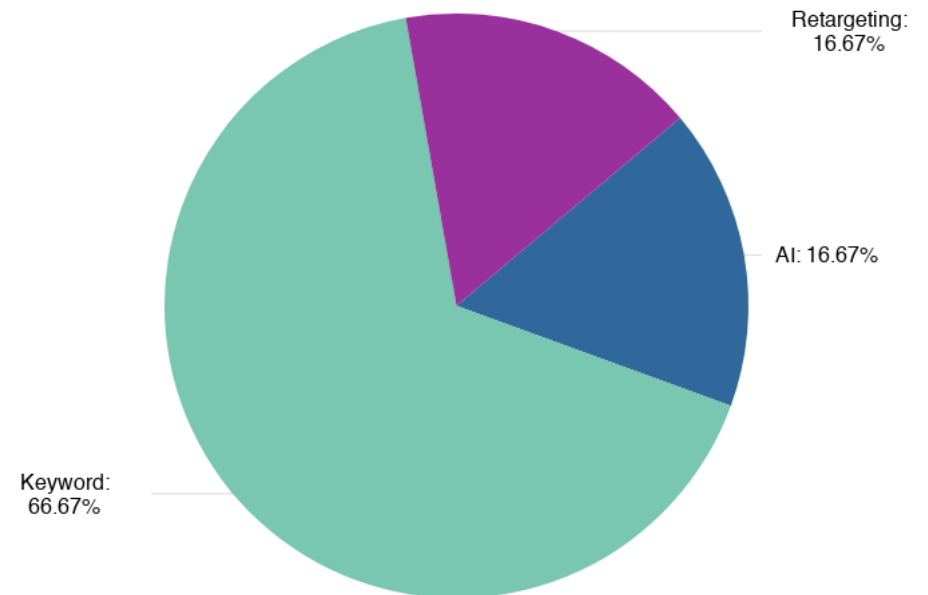
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Awaken Bakery Homepage Visits	15
Awaken Bakery Our Story Page View	2
Awaken Bakery Take and Bake Instructions 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%)
	Awaken Bakery_SM_You said you weren't hungry	15,760	64	0.41%	5.80
	Awaken Bakery_SM_Hot or iced coffee in hand	15,987	49	0.31%	4.38
Thumbnail not available	Awaken Bakery_SM_5.26.26_Safe food matters	3,154	17	0.54%	7.70



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	24,750	93	0.38%
Desktop	A personal computing device that remains stationary at one location.	6,940	28	0.40%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,211	9	0.28%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	1,691	0	0.00%
foxnews.com	503	1	0.20%
The Scoop	491	1	0.20%
iHeartRadio: Radio, Podcasts & Music On Demand	330	13	3.94%
homestratosphere.com	305	0	0.00%
nypost.com	274	3	1.09%
arcamax.com	215	8	3.72%
rezepty.com	194	0	0.00%
crispcrumbs.com	170	1	0.59%
recipesbycynthia.com	169	0	0.00%
brezzamistica.info	164	0	0.00%
BuzzFeed - Quiz, Trivia & News	157	1	0.64%
hilltoprecipes.com	154	0	0.00%
iHeart: #1 for Radio, Podcasts	143	0	0.00%
timecardcalculator.net	142	0	0.00%
usatoday.com	136	1	0.74%
hometalk.com	131	0	0.00%
luxedreamer.com	115	0	0.00%
aol.com	106	0	0.00%
themirror.com	104	7	6.73%

Google Analytics 4 Performance

5,780	2,777	1,173	42.24%	2,172	1,858	2,405
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.28	23:00:27			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

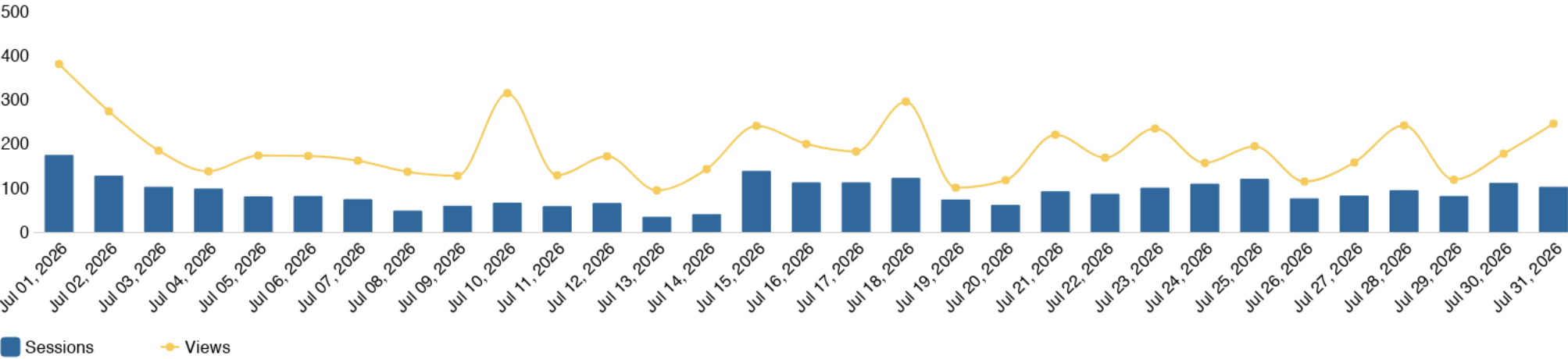
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



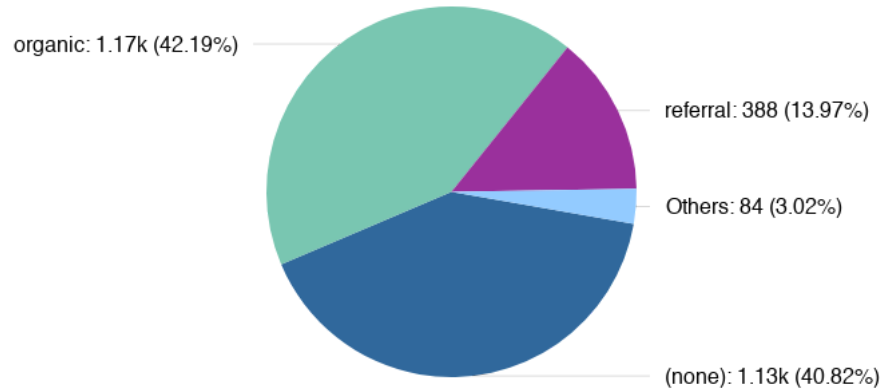
Google Analytics 4 Performance by Day



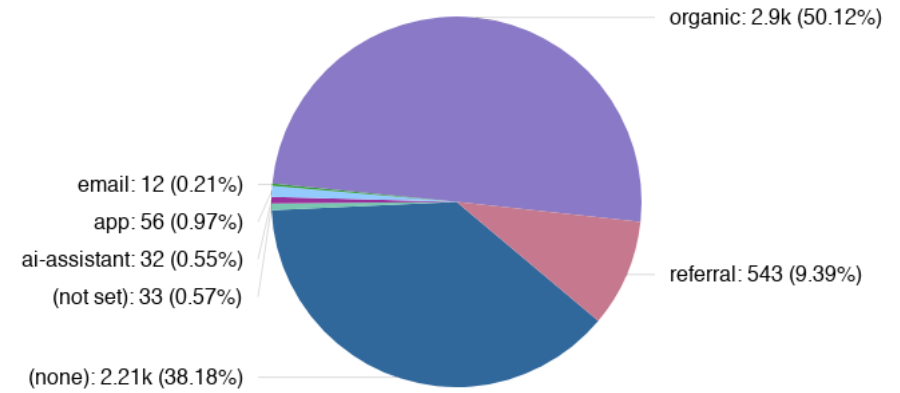
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,777	5,780	23:00:27	2.08	42.24%
Awaken Bakery	2,777	5,780	23:00:27	2.08	42.24%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

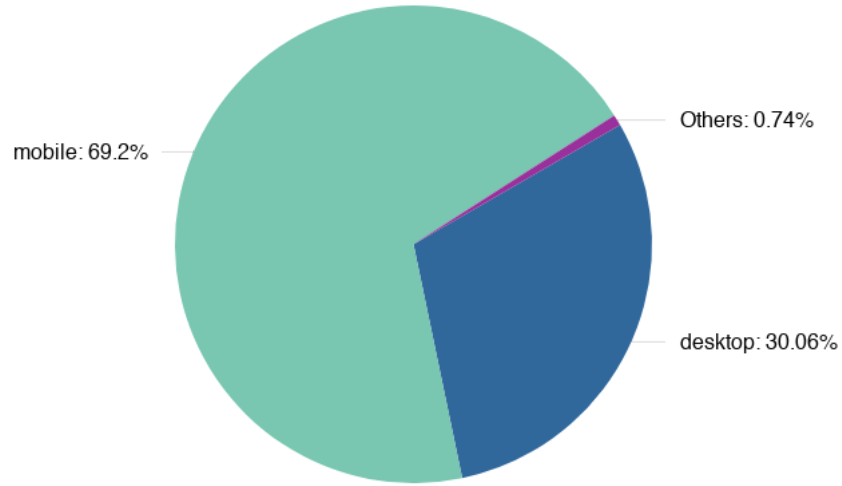


Grid contains more rows, but they have been clipped.

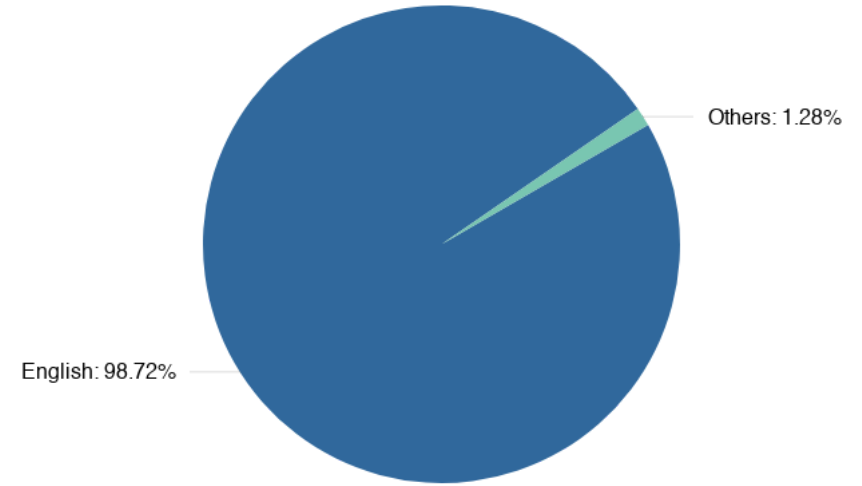
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	16,492
page_view	5,780
session_start	2,758
user_engagement	2,547
first_visit	1,858
view_item_list	1,226
scroll	1,206
view_item	590
click	213
add_to_cart	134
begin_checkout	86
purchase	22
add_payment_info	20

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	2,816	5,780	1,211	43.00%	23:00:27
Safari	1,507	3,043	691	45.85%	12:03:03
Chrome	1,046	2,338	420	40.15%	09:12:14
Android Webview	78	91	4	5.13%	00:03:35
Edge	66	137	37	56.06%	00:57:27
Firefox	51	82	25	49.02%	00:28:25



Google Analytics 4 Page Path Performance

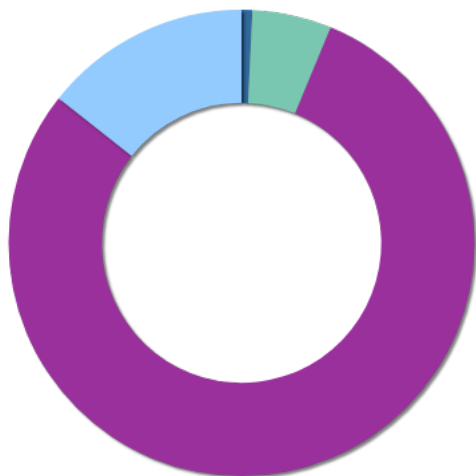
Page path	Engaged sessions ↓
Total	3,614
/	1,007
/products/Cakes-c173203268	205
/products/Take-N-Bake-c145467252	139
/take-and-bake-instructions/	127
/products/Cupcakes-c173203270	119
/products/Bread-c145465505	109
/products/Nationwide-Shipping-c200230531	89
/take-and-bake-instructions/how-to-bake-our-gluten-free-cinnamon-rolls/	80
/products/Donuts-c146094558	78
/products/cart	73



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,892	5,780	1,282	44.33%	23:00:27
Chicago	Illinois	268	630	144	53.73%	02:24:29
Bowling Green	Kentucky	236	488	139	58.90%	02:27:09
(not set)	(not set)	192	193	4	2.08%	00:01:00
Birmingham	Alabama	189	368	89	47.09%	01:15:23
Singapore	(not set)	159	159	4	2.52%	00:00:29
Indianapolis	Indiana	103	173	48	46.60%	00:36:05
(not set)	(not set)	101	215	53	52.48%	00:57:38
Atlanta	Georgia	97	216	53	54.64%	01:10:10
(not set)	Illinois	63	96	38	60.32%	00:22:01
(not set)	New York	52	53	10	19.23%	00:02:44
Louisville	Kentucky	52	124	33	63.46%	00:24:30
Dallas	Texas	48	64	21	43.75%	00:16:41
Nashville	Tennessee	48	119	31	64.58%	00:46:08
Ashburn	Virginia	43	83	15	34.88%	00:13:41
Los Angeles	California	40	72	16	40.00%	00:29:28

How customers search for your business on Google



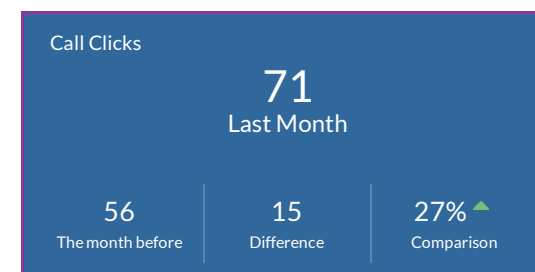
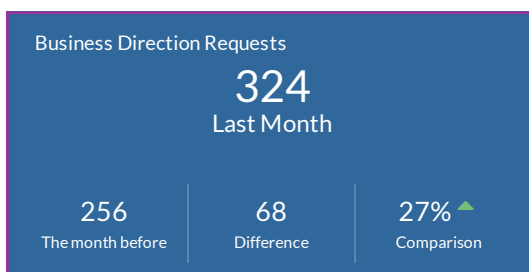
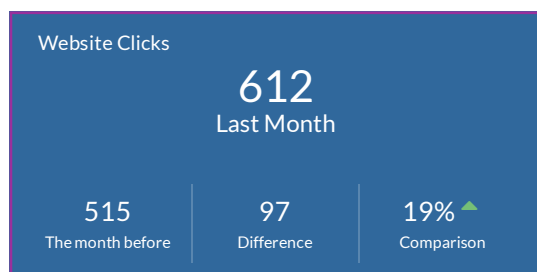
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

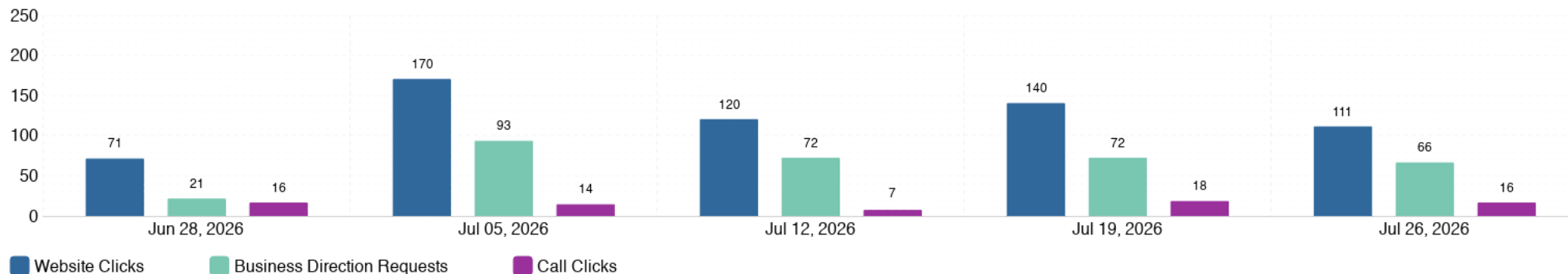
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

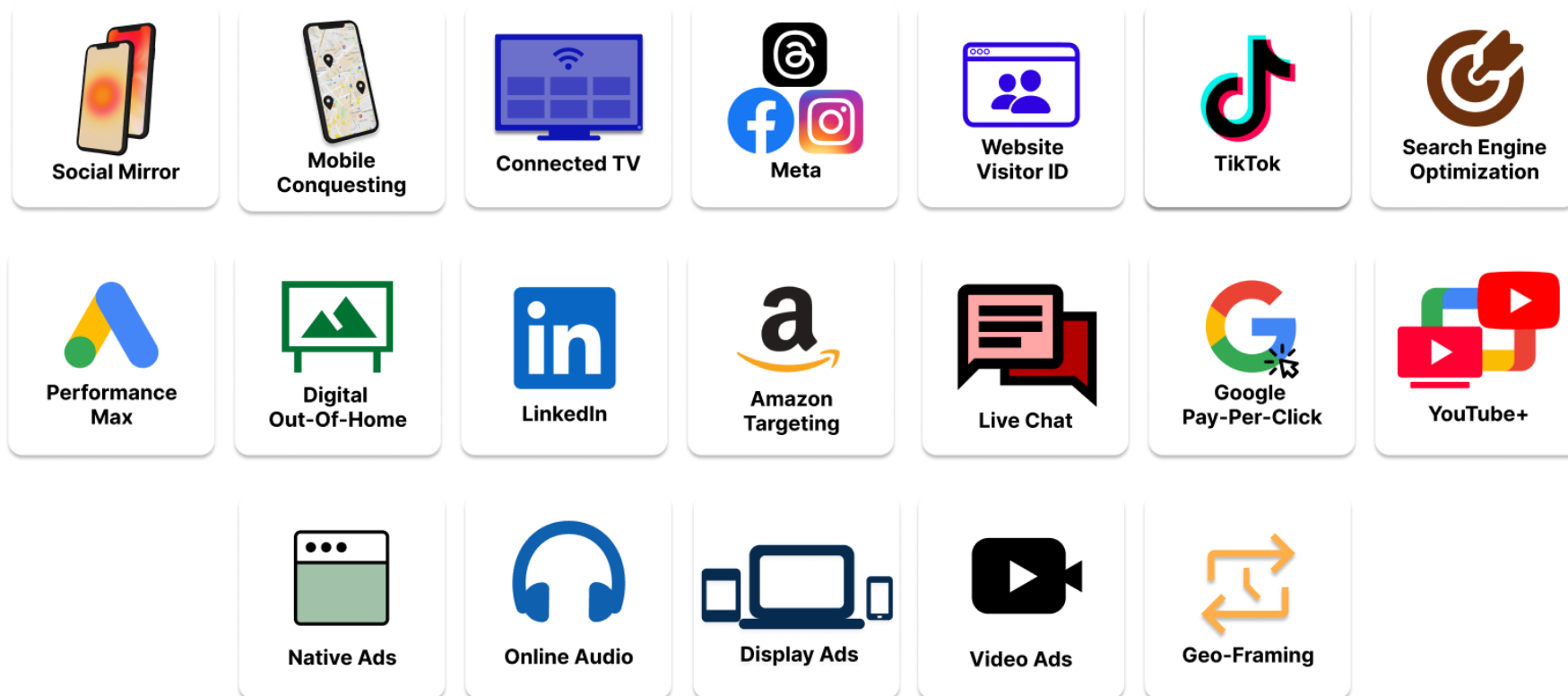
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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