

Digital Marketing Report

Impressions

How many ads were served:

163,530

Clicks

Times a user clicked on an ad

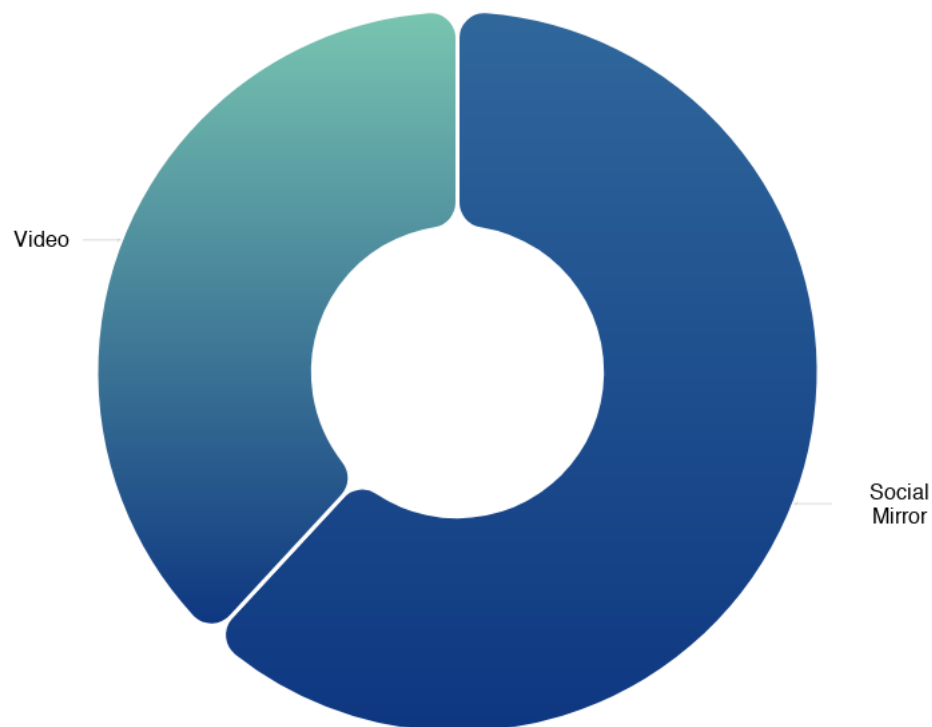
1,353

Click-Through Rate

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

0.83%

Your Product Breakout by Impressions



Total Engagement Rate

1.03%

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

X the National Average

11.82

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%)
Cornerstone Development - AI Social Mirror	45,985	604	1.31%	18.76
Cornerstone Development - Condo/Retirement Planning/Married Behavioral Social Mirror	45,905	273	0.59%	8.50
Cornerstone Development - Condo/Retirement Planning/Married Behavioral Video	28,143	338	1.20%	17.16
Cornerstone Development - AI Video	27,970	74	0.26%	3.78
Cornerstone Development - Retargeting Social Mirror	9,306	42	0.45%	6.45
Cornerstone Development - Retargeting Video	6,221	22	0.35%	5.05

Social Mirror Click Conversions

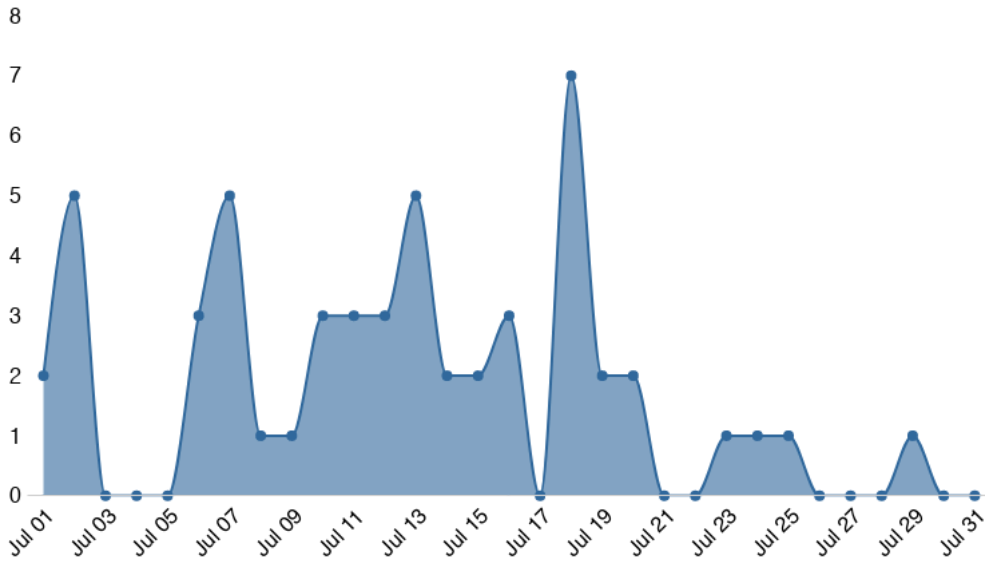


Times users clicked on an ad leading to your site and visited a page or completed an action

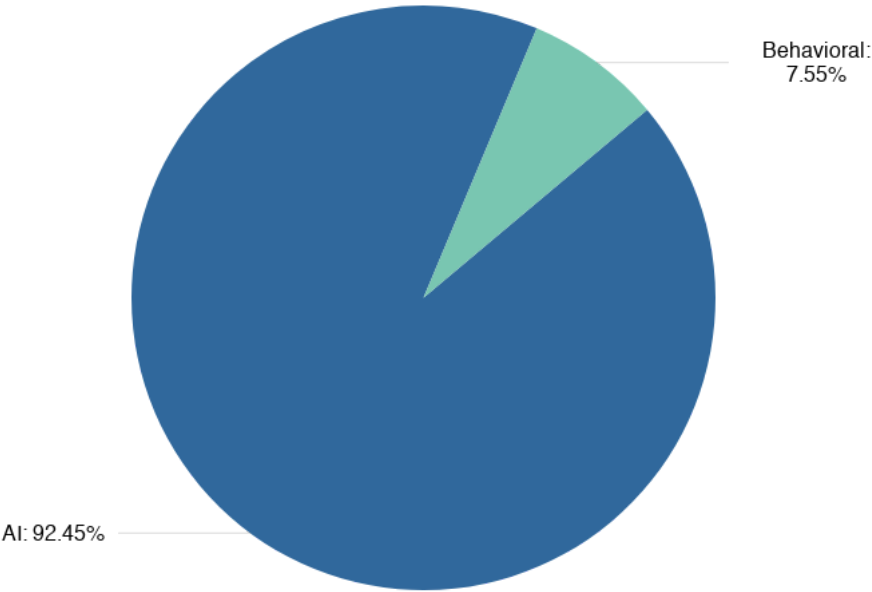
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Cornerstone Development Open Model Homes Page View	32
Cornerstone Development Communities Page View	15
Cornerstone Development Pewaukee Page View	2
Cornerstone Development River Hills Page View	2
Cornerstone Development Available Homes Page View	1
Cornerstone Development Waukesha Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

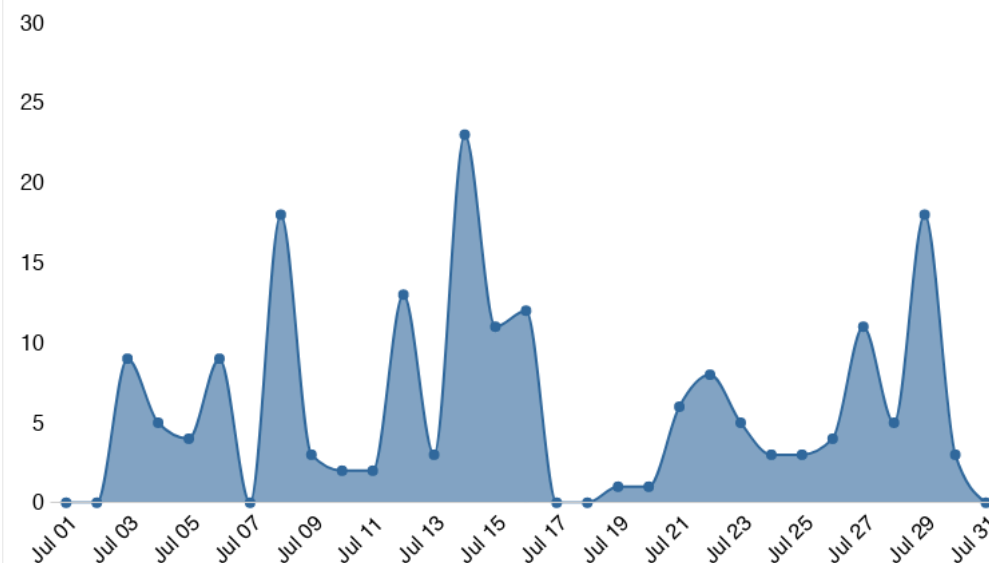
182

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

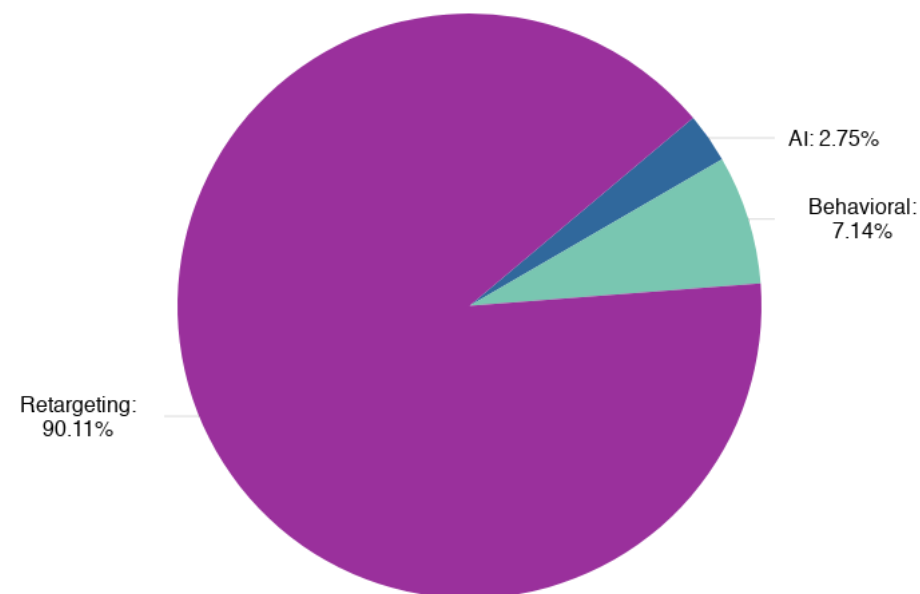
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Cornerstone Development Pewaukee Page View	30
Cornerstone Development Aspen Overlook Page View	26
Cornerstone Development North Prairie Page View	23
Cornerstone Development Homepage Visits	22
Cornerstone Development Menomonee Falls Page View	22
Cornerstone Development Waukesha Page View	17
Cornerstone Development Grafton Page View	15
Cornerstone Development Available Homes Page View	8
Cornerstone Development Communities Page View	7
Cornerstone Development Open Model Homes Page View	7
Cornerstone Development River Hills Page View	5

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

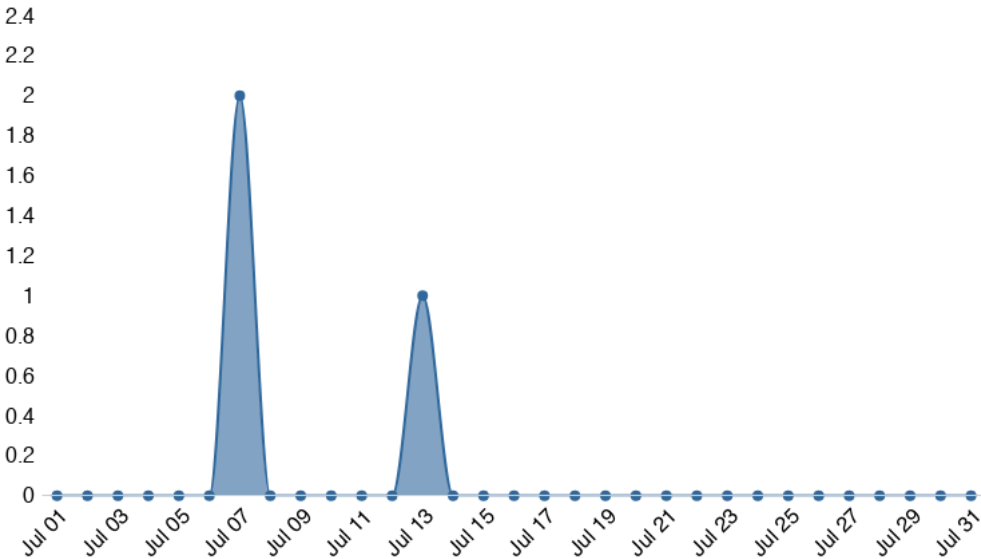


Times users clicked on an ad leading to your site and visited a page or completed an action

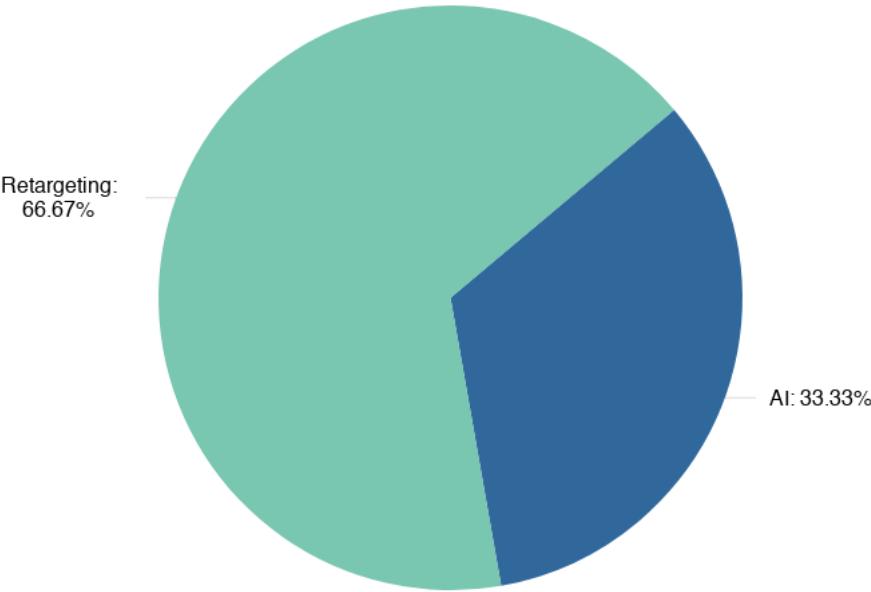
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Cornerstone Development Aspen Overlook Page View	1
Cornerstone Development Open Model Homes Page View	1
Cornerstone Development Waukesha Page View	1

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

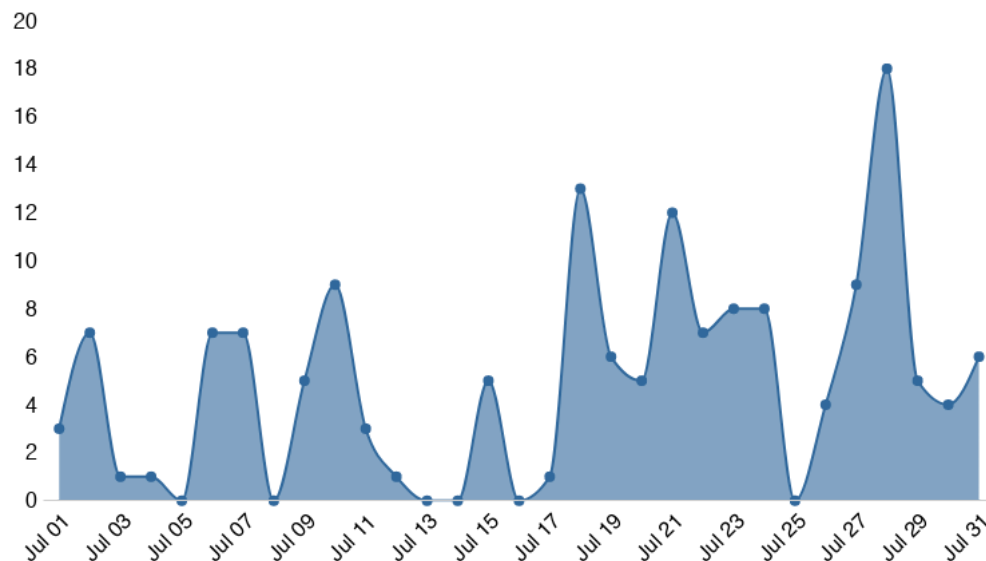
155

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

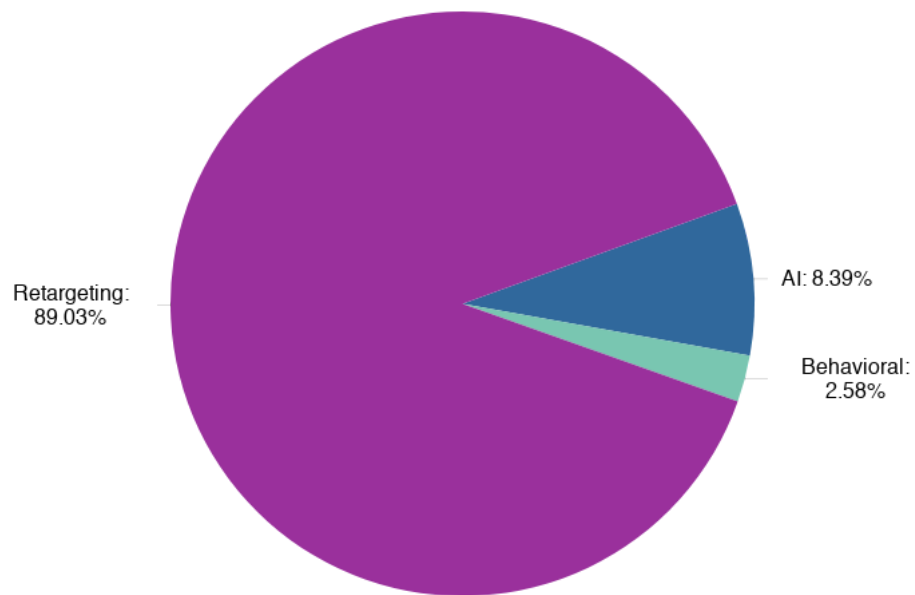
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Cornerstone Development Homepage Visits	33
Cornerstone Development Pewaukee Page View	22
Cornerstone Development North Prairie Page View	17
Cornerstone Development Menomonee Falls Page View	16
Cornerstone Development Grafton Page View	15
Cornerstone Development Aspen Overlook Page View	14
Cornerstone Development Waukesha Page View	12
Cornerstone Development Open Model Homes Page View	9
Cornerstone Development River Hills Page View	9
Cornerstone Development Available Homes Page View	4
Cornerstone Development Communities Page View	4

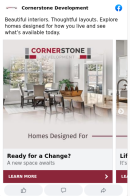
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cornerstone Development_Social Mirror_Explore Cornerstone communities across southeastern Wisconsin	78,000	677	0.87%	12.40
	Cornerstone Development_Social Mirror_Beautiful interiors. Thoughtful layouts	22,733	231	1.02%	14.52
	Cornerstone Development_Social Mirror_New prairie-inspired upper/lower condominiums	463	11	2.38%	33.94

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Cornerstone Development_27699 - Move-in Ready Homes - 2026.mp4	32,199	227	0.70%	10.07
Thumbnail not available	Cornerstone Development_27403 - Community-Lifestyle - 2026.mp4	30,135	207	0.69%	9.81

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Cornerstone Development - Retargeting Video	69.10%	53.06%	43.34%	36.43%
Cornerstone Development - AI Video	62.31%	52.17%	45.43%	39.49%
Cornerstone Development - Condo/Retirement Planning/Married Behavioral Video	57.43%	41.46%	31.54%	25.77%

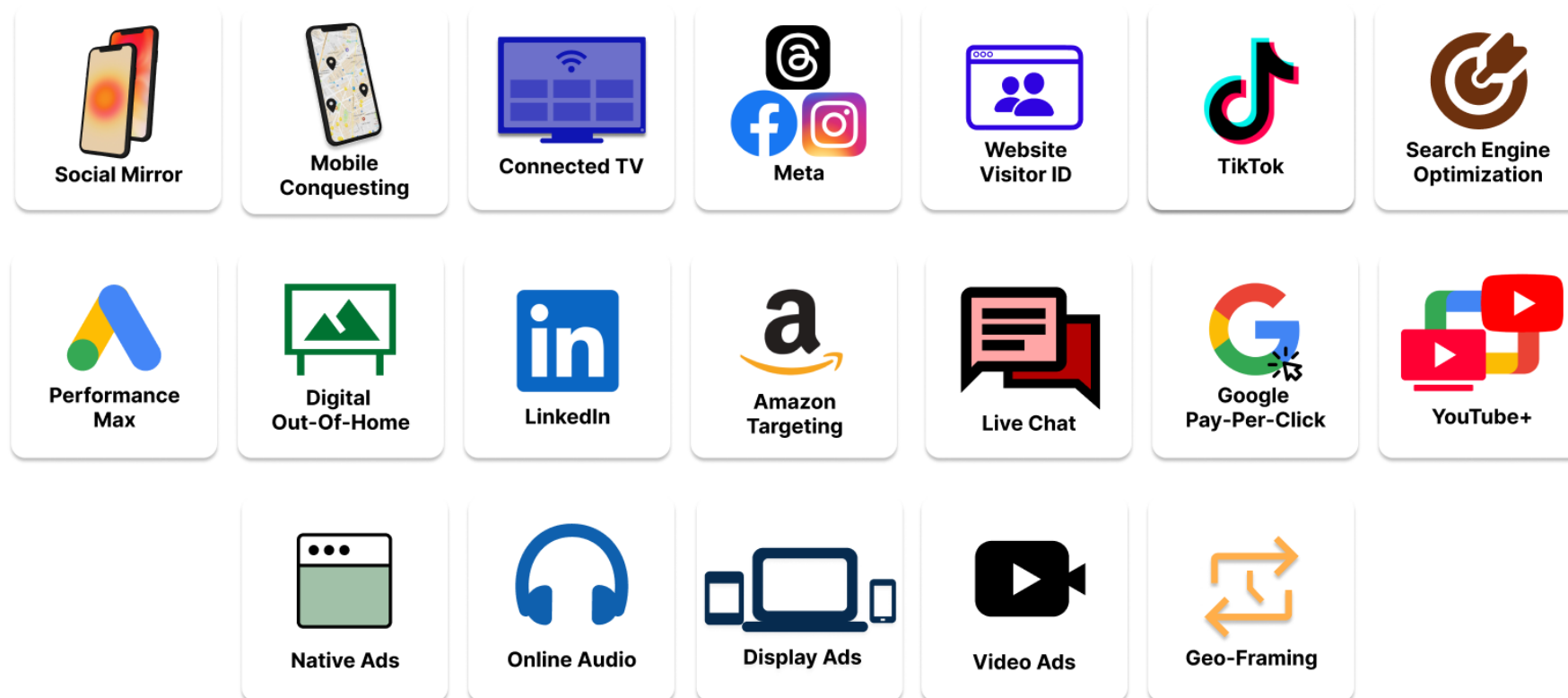
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	100,838	1,033	1.02%
Desktop	A personal computing device that remains stationary at one location.	51,283	280	0.55%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,409	40	0.35%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	8,672	171	1.97%
nypost.com	5,606	13	0.23%
tmz.com	4,686	81	1.73%
msn.com	3,939	0	0.00%
huffpost.com	2,702	4	0.15%
hollywoodpq.com	2,337	24	1.03%
Viber - Safe Chats And Calls	1,899	5	0.26%
lawandcrime.com	1,812	1	0.06%
dailymail.com	1,750	20	1.14%
abcnews.com	1,690	1	0.06%
courttv.com	1,574	3	0.19%
reuters.com	1,385	3	0.22%
economylens.com	1,286	0	0.00%
theguardian.com	1,153	4	0.35%
tmj4.com	1,142	2	0.18%
newrepublic.com	1,139	1	0.09%
buzzfeed.com	1,132	2	0.18%
rapidtables.com	898	2	0.22%
wildfreinds.website	763	4	0.52%
arcamax.com	609	4	0.66%

All available products in our *toolbox*.



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