

Digital Marketing Report

Impressions

How many ads were served:

125,365

Clicks

Times a user clicked on an ad

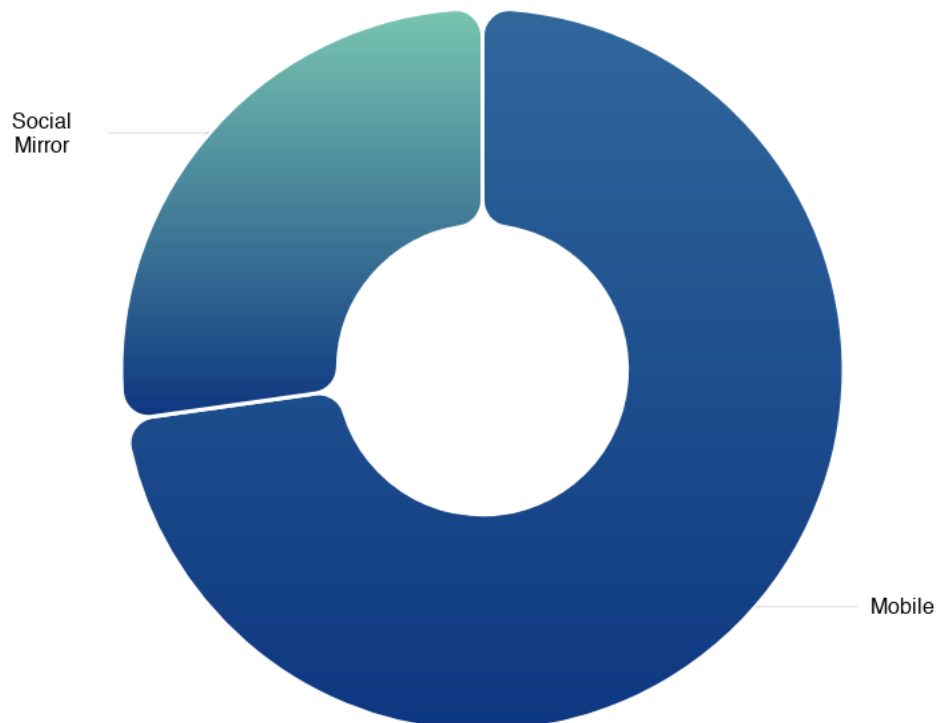
229

Click-Through Rate

(Clicks/Impressions) x 100

0.18%

Your Product Breakout by Impressions



CTV Completion Rate

55.09%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.19%

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

X the National Average

2.61

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%)
Kerr Agency - Insurance/Car Enthusiasts Mobile	49,119	37	0.08%	1.08
Kerr Agency - Geo-Retargeting Mobile	41,808	18	0.04%	0.62
Kerr Agency - AI Social Mirror	32,931	171	0.52%	7.42
Kerr Agency - Mobile Cross Platform Social Mirror	1,221	2	0.16%	2.34
Kerr Agency - Geo-Fencing Mobile	286	1	0.35%	5.00

Social Mirror Click Conversions

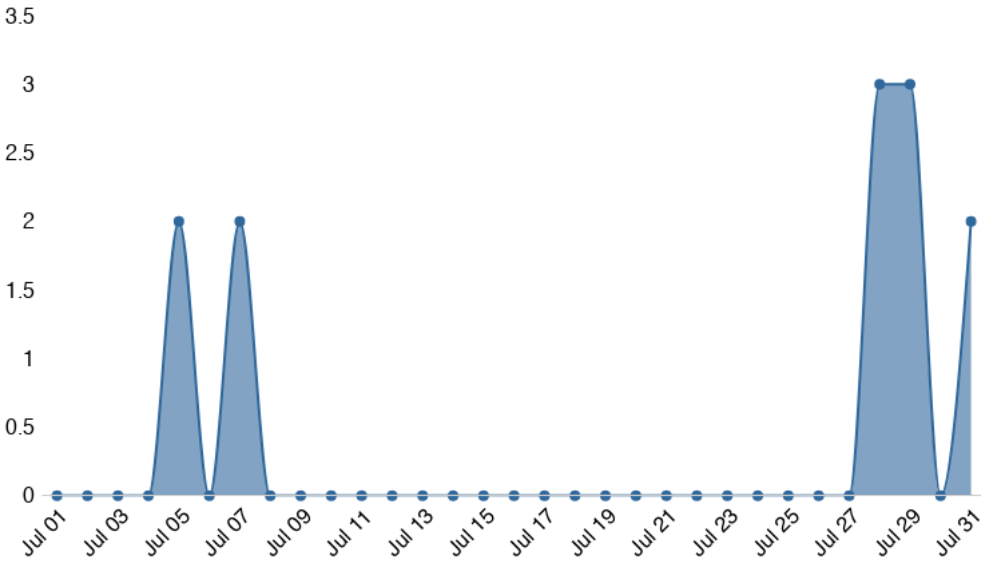


Times users clicked on an ad leading to your site and visited a page or completed an action

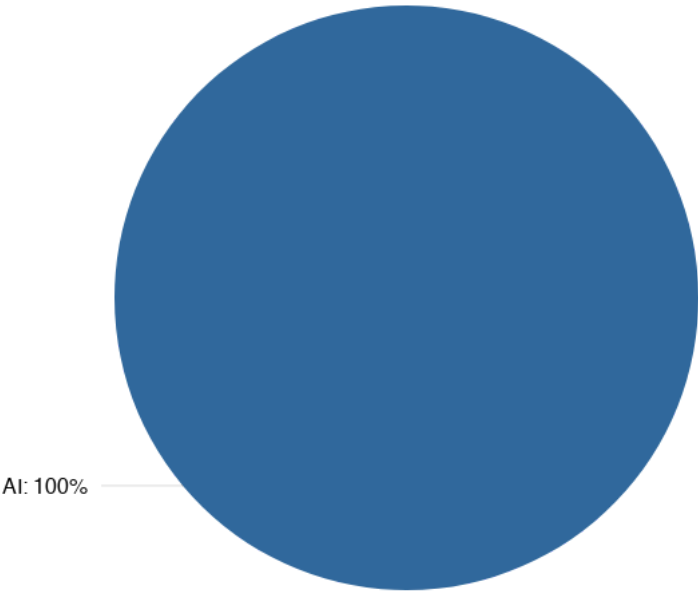
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Kerr Agency Contact FormPage View	7
Kerr Agency About UsPage View	2
Kerr Agency ReviewsPage View	2
Kerr Agency Insurance ServicesPage View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Mobile Conquesting View-through Conversions

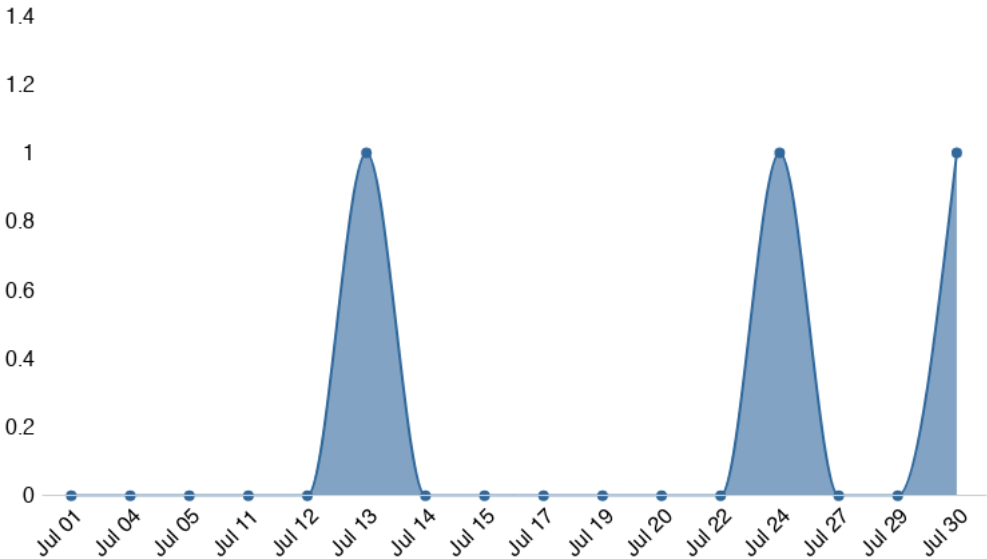


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

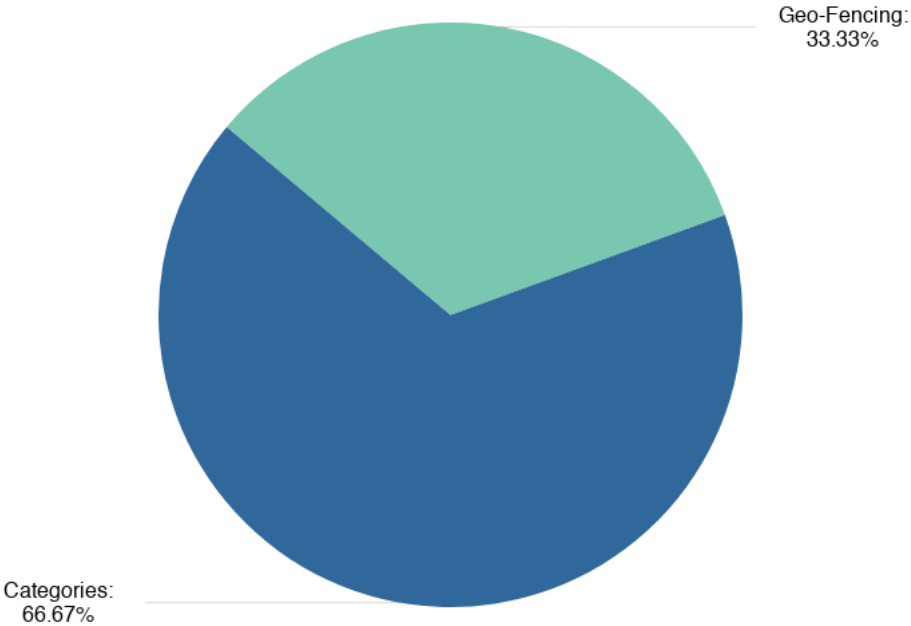
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Kerr Agency Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Kerr Agency_4.27_Take some time this month	34,152	173	0.51%	7.24

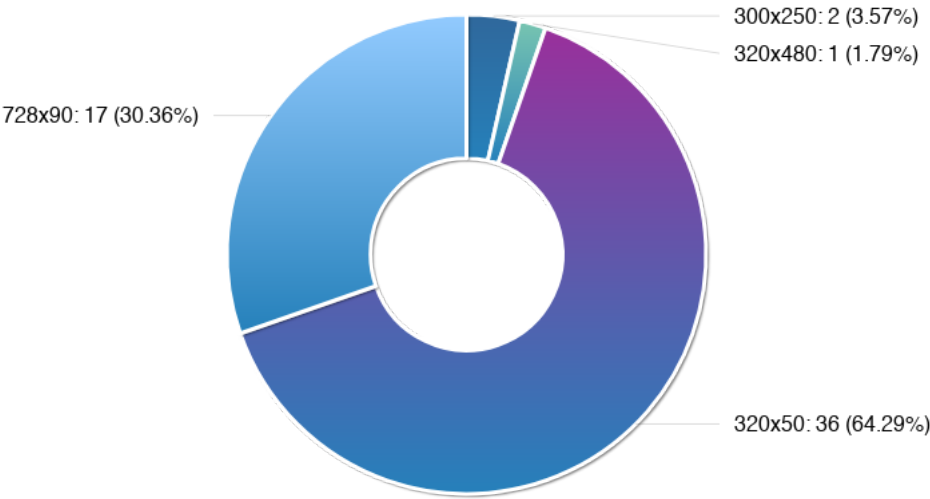
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
The Kerr Agency_4.27_ Take some time this month	Variant: V_00009	Video	Click to View	7.04%	0.98%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00014	Video	Click to View	6.79%	1.02%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00015	Video	Click to View	6.55%	0.70%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00012	Video	Click to View	6.52%	1.94%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00003	Video	Click to View	6.42%	1.79%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00004	Video	Click to View	6.37%	0.72%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00011	Video	Click to View	6.31%	0.36%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00010	Video	Click to View	6.25%	2.02%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00002	Video	Click to View	6.23%	1.66%
The Kerr Agency_4.27_ Take some time this month	Variant: V_00007	Video	Click to View	6.19%	1.11%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kerr Agency_KerrAgency_320x50.png	80,122	36	0.04%	0.64
	Kerr Agency_KerrAgency_728x90.png	6,255	17	0.27%	3.88
	Kerr Agency_KerrAgency_300x250.png	4,769	2	0.04%	0.60
	Kerr Agency_KerrAgency_320x480.png	67	1	1.49%	21.32

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Ellwood Group	600 Commercial Ave	Ellwood City	PA	16117			119	0	0.00%
Beth Hazel	324 2nd st	Ellwood City	PA	16117			25	0	0.00%
Ron Lewis Kia	301 7th Ave	Beaver Falls	PA	15010			23	0	0.00%
McDanel Advanced Ceramics	510 9th Ave	Beaver Falls	PA	15010			17	0	0.00%
Holy Trinity Lutheran	1098 3rd St	Beaver	PA	15009			16	0	0.00%
McElwain Chevrolet	911 Lawrence Ave	Ellwood City	PA	16117			12	0	0.00%
Blair Strip Steel	1209 Butler Ave	New Castle	PA	16101			10	0	0.00%
Thomas McConnell Nationwide	1214 Butler Ave	New Castle	PA	16101			8	0	0.00%
ModWash (New Castle)	2521 Wilmington Rd	New Castle	PA	16105			8	0	0.00%
Stephanie Sye-Farmers	455 3rd St	Beaver	PA	15009			8	0	0.00%
Nappleton	1000 Lawrence Ave	Ellwood City	PA	16117			6	0	0.00%
Melissa Crepp	231 6th St	Ellwood City	PA	16117			6	0	0.00%
Beaver Valley Auto	750 Route 19	Monaca	PA	15061			5	1	20.00%
UPMC Jameson	1211 Wilmington Ave	New Castle	PA	16105			4	0	0.00%
Park Presbyterian Church	275 Commerce St	Beaver	PA	15009			4	0	0.00%
McElwain Motors	901 Lawrence Ave	Ellwood City	PA	16117			3	0	0.00%
Snowy White Car Wash	145 Portersville Rd	Ellwood City	PA	16117			2	0	0.00%
Preston Motors	1500 Wilmington Rd	New Castle	PA	16105			2	0	0.00%
Stoelzle Glass Group	400 9th St	Monaca	PA	15061			2	0	0.00%
Holy Spirit Parish (St. Vitus)	910 S Mercer St	New Castle	PA	16101			2	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	22,475	130	0.58%
Desktop	A personal computing device that remains stationary at one location.	9,248	39	0.42%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,429	4	0.16%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	2,548	4	0.16%
arcamax.com	1,272	5	0.39%
T-Mobile Play	1,222	0	0.00%
imdb.com	888	1	0.11%
nypost.com	709	4	0.56%
hollywoodpq.com	607	1	0.16%
themirror.com	571	1	0.18%
usatoday.com	422	2	0.47%
msn.com	415	0	0.00%
tmz.com	236	0	0.00%
abcnews.com	235	0	0.00%
brezzamistica.info	219	0	0.00%
armstrongmywire.com	213	0	0.00%
buzzfeed.com	191	0	0.00%
worthy.com	186	0	0.00%
dailymail.com	181	2	1.10%
lawandcrime.com	179	0	0.00%
foxnews.com	174	0	0.00%
aol.com	170	0	0.00%
realclearpolitics.com	169	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.