

Digital Marketing Report

Impressions

How many ads were served:

24

Total Engagement Rate

79.17%

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

Your Product Breakout by Impressions



Social
Mirror

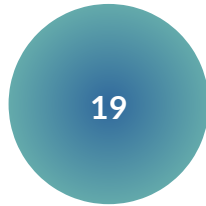
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Vitality House LLC - Keyword Social Mirror	17	0	0.00%	0.00
The Vitality House LLC - AI Social Mirror	7	0	0.00%	0.00

Social Mirror View-through Conversions

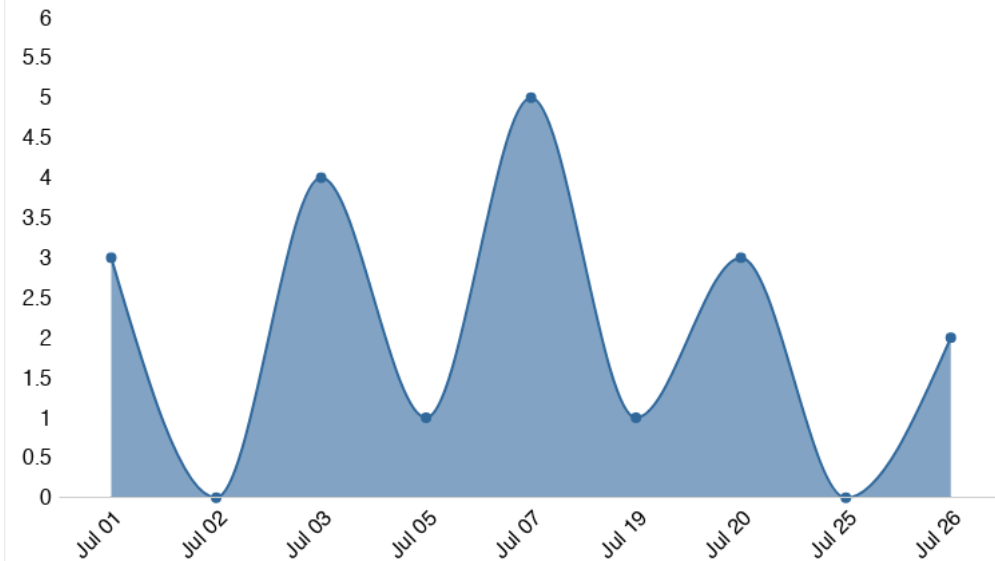


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

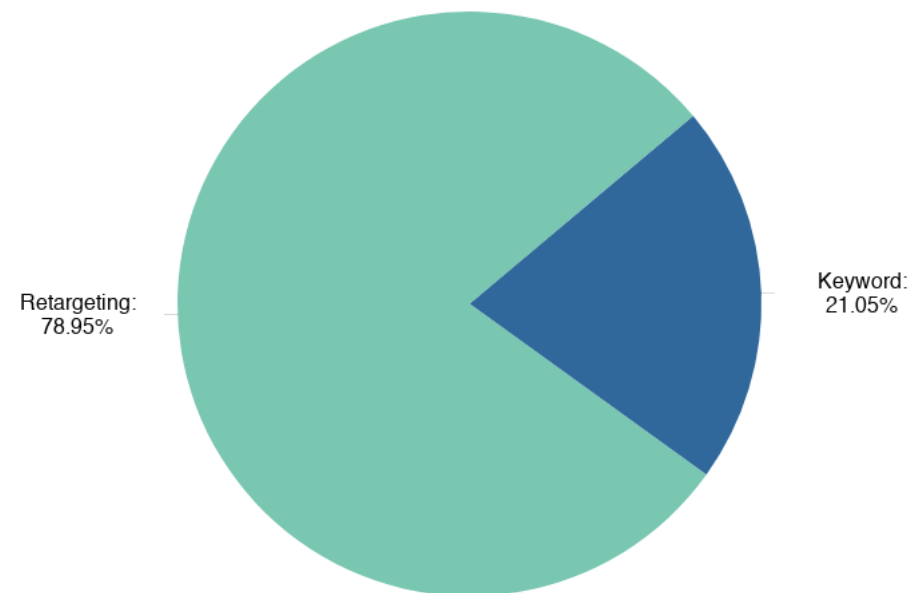
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
The Vitality House LLC Homepage Visits	11
The Vitality House LLC Weight Loss Therapy Page View	5
The Vitality House LLC Reviews Page View	2
The Vitality House LLC Injectables Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

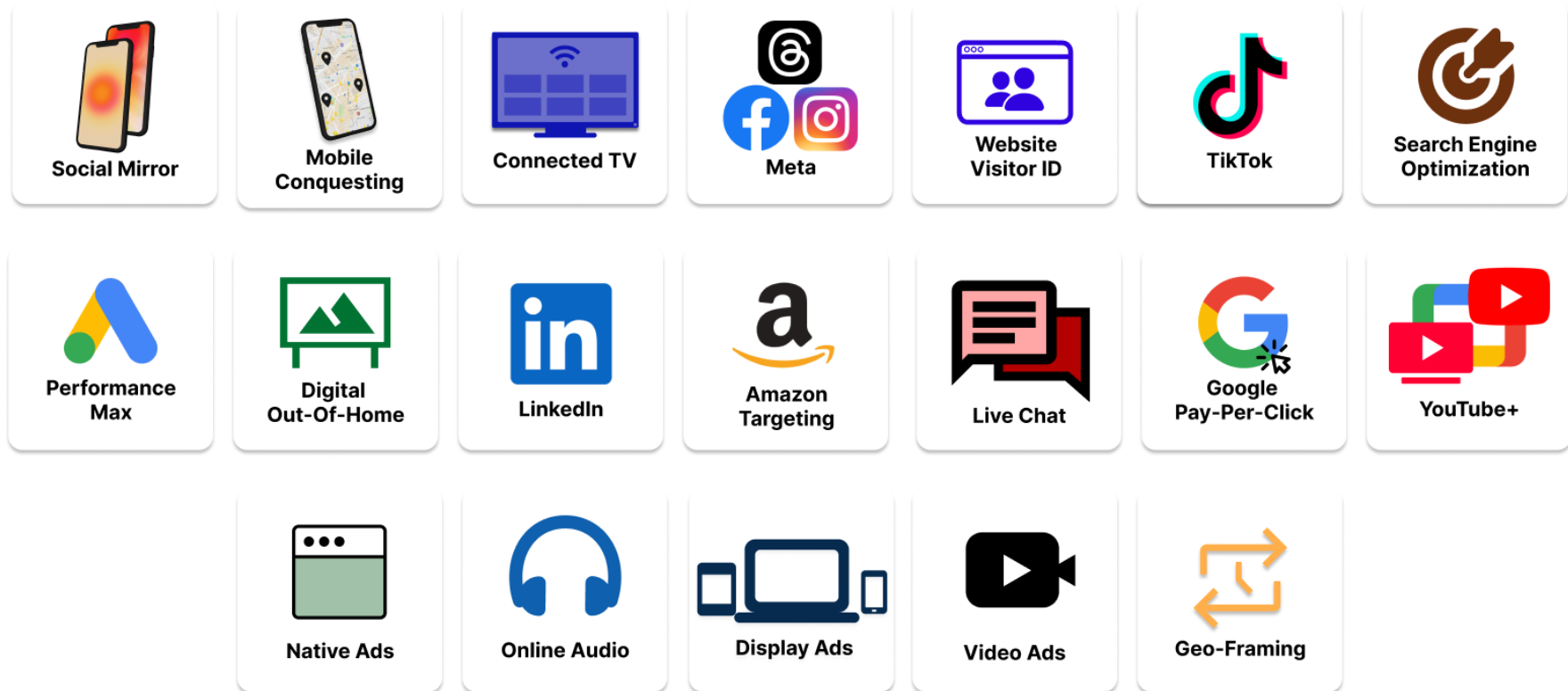
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	The Vitality House LLC_Social Mirror_Experience the luxury of our Diamond Glow facial	10	0	0.00%	0.00
	The Vitality House LLC_Social Mirror_New Year, New You?	4	0	0.00%	0.00
	The Vitality House LLC_Social Mirror_Our Ultimate Duo Treatment	10	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	12	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	10	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	0	0.00%

All available products in our *toolbox*.



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