

Digital Marketing Report

Impressions

How many ads were served:

63,822

Clicks

Times a user clicked on an ad

1,059

Click-Through Rate

(Clicks/Impressions) x 100

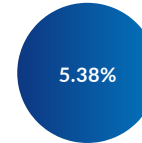
1.66%

Your Product Breakout by Impressions



Social
Mirror

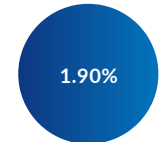
CTV Completion Rate



5.38%

Percentage of users who watched the video from start
to finish

Total Engagement Rate



1.90%

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

X the National Average



23.70

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%)
Bloomsburg Theatre Ensemble - AI Social Mirror	19,601	903	4.61%	65.81
Bloomsburg Theatre Ensemble - Childrens Literature/Families/Toddlers Behavioral Social Mirror	19,503	69	0.35%	5.05
Bloomsburg Theatre Ensemble - Keyword Social Mirror	13,762	35	0.25%	3.63
Bloomsburg Theatre Ensemble - Geo-Retargeting Social Mirror	5,530	40	0.72%	10.33
Bloomsburg Theatre Ensemble - Retargeting Social Mirror	2,789	12	0.43%	6.15
Bloomsburg Theatre Ensemble - Geo-Fencing Social Mirror	2,637	0	0.00%	0.00

Social Mirror View-through Conversions

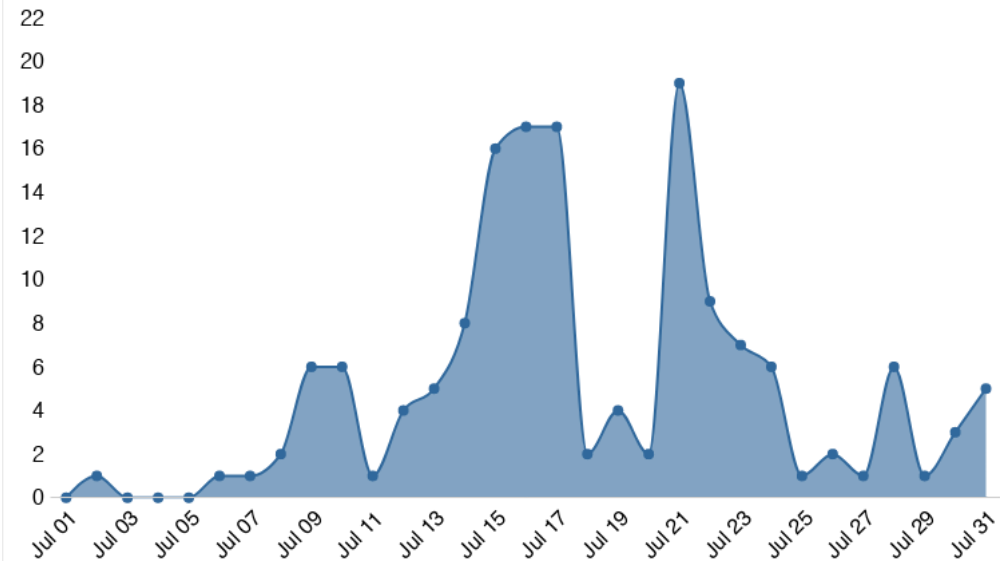
153

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

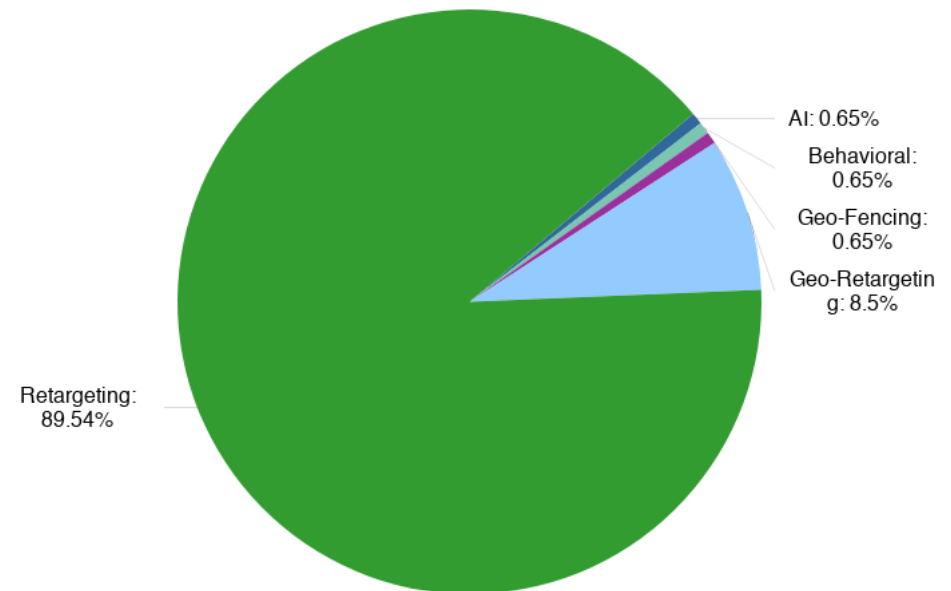
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bloomsburg Theatre Ensemble Homepage Visits	128
Bloomsburg Theatre Ensemble Ensemble Page View	15
Bloomsburg Theatre Ensemble Our Season Page View	7
Bloomsburg Theatre Ensemble Events Page View	3

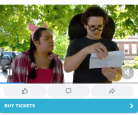
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_Elephant & Piggie	13,567	278	2.05%	29.27
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer	13,413	228	1.70%	24.28
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	13,212	204	1.54%	22.06
	Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	12,193	182	1.49%	21.32
	Bloomsburg Theatre Ensemble_Social Mirror_Before Elephant & Piggie's We're in a Play	11,437	167	1.46%	20.86

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer	Variant: Original	Video	Click to View	14.99%	5.44%
Bloomsburg Theatre Ensemble_Social Mirror_Before "Elephant & Piggie\'s We\'re in a Play"	Variant: V_00003	Photo	Click to View	11.18%	2.51%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	Variant: V_00008	Video	Click to View	5.04%	7.00%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_#ElephantandPiggie FB Reel	Variant: V_00004	Video	Click to View	4.73%	4.65%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00010	Video	Click to View	4.39%	6.18%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00005	Video	Click to View	3.48%	4.54%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00004	Video	Click to View	2.63%	4.13%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_RVSP to the cutest party of the summer	Variant: V_00001	Video	Click to View	1.79%	7.31%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_Elephant & Piggie	Variant: V_00005	Video	Click to View	1.46%	5.46%
Bloomsburg Theatre Ensemble_7.6_Social Mirror_IG_Elephant & Piggie	Variant: V_00007	Video	Click to View	1.41%	7.01%



Social Mirror Ad Screenshots

	Bloomsburg Theatre Ensemble_7.6_Social Mirror_FB_RVSP to the cutest party of the summer
Screenshot Urls	 A screenshot of a Facebook post from the Bloomsburg Theatre Ensemble. The post includes a photo of two people, a text description, and a blue button that says "RSVP Now". The post is from a page named "Bloomsburg Theatre Ensemble" and has several likes and comments.

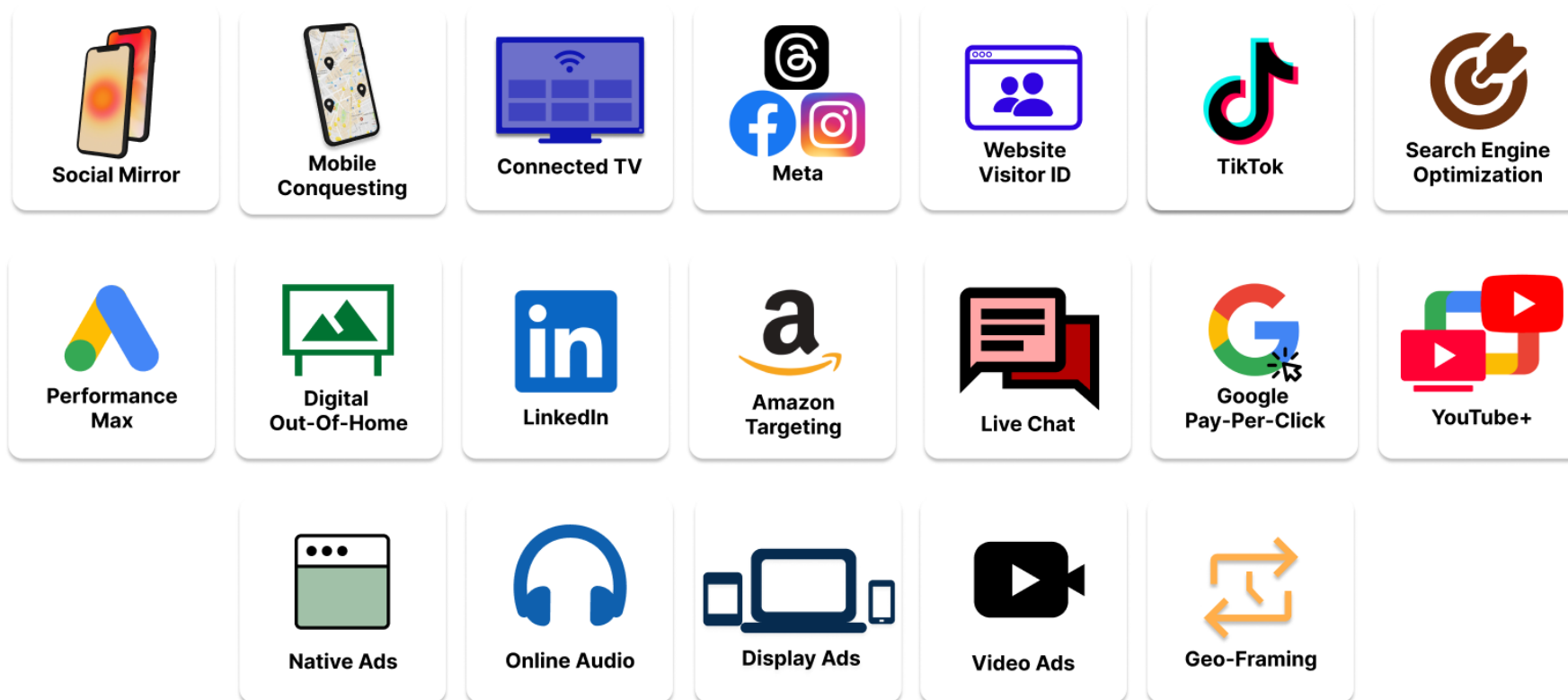
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	38,710	952	2.46%
Desktop	A personal computing device that remains stationary at one location.	20,795	91	0.44%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,317	16	0.37%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	2,829	1	0.04%
tmz.com	2,306	2	0.09%
foxnews.com	2,152	4	0.19%
nypost.com	1,363	12	0.88%
lawandcrime.com	767	1	0.13%
huffpost.com	653	8	1.23%
hollywoodpq.com	456	5	1.10%
americanoceans.org	454	0	0.00%
apnews.com	351	4	1.14%
huntingpa.com	344	0	0.00%
buzzliftnow.site	326	0	0.00%
Podcast Player	299	0	0.00%
craftingjeannie.com	294	0	0.00%
hometalk.com	284	1	0.35%
aol.com	276	0	0.00%
brezzamistica.info	267	0	0.00%
screenrant.com	261	0	0.00%
Fox News - Daily Breaking News	257	0	0.00%
ultimate-guitar.com	233	4	1.72%
courttv.com	217	1	0.46%

All available products in our *toolbox*.



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