

Digital Marketing Report

Impressions

How many ads were served:

130,596

Clicks

Times a user clicked on an ad

280

Click-Through Rate

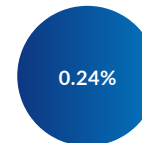
(Clicks/Impressions) x 100

0.21%

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

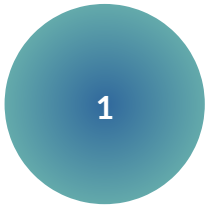
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Washington State College of Ohio - 17-45/Education Seekers/Continuing Education/Online Degree Seekers Social Mirror	110,146	214	0.19%	2.78
Washington State College of Ohio - Retargeting Social Mirror	12,610	41	0.33%	4.64
Washington State College of Ohio - Website Visitor ID Social Mirror	6,818	13	0.19%	2.72
Washington State College of Ohio - Retargeting Lookalike Social Mirror	1,022	12	1.17%	16.77

Social Mirror Click Conversions

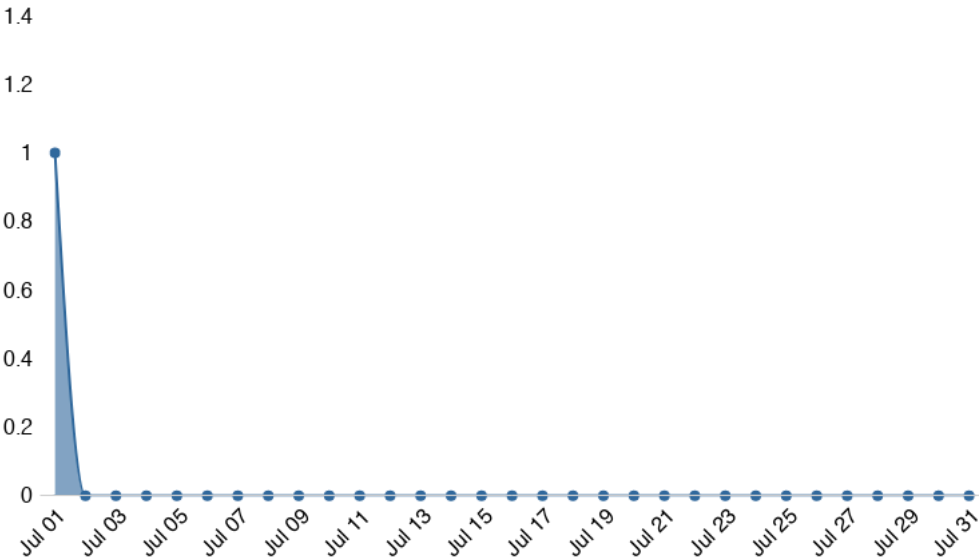


Times users clicked on an ad leading to your site and visited a page or completed an action

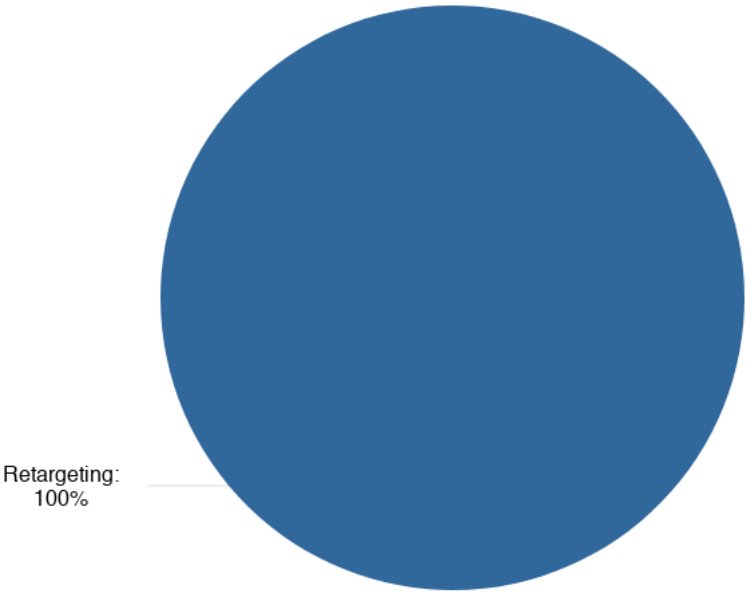
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Washington State College of Ohio Financial Aid Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

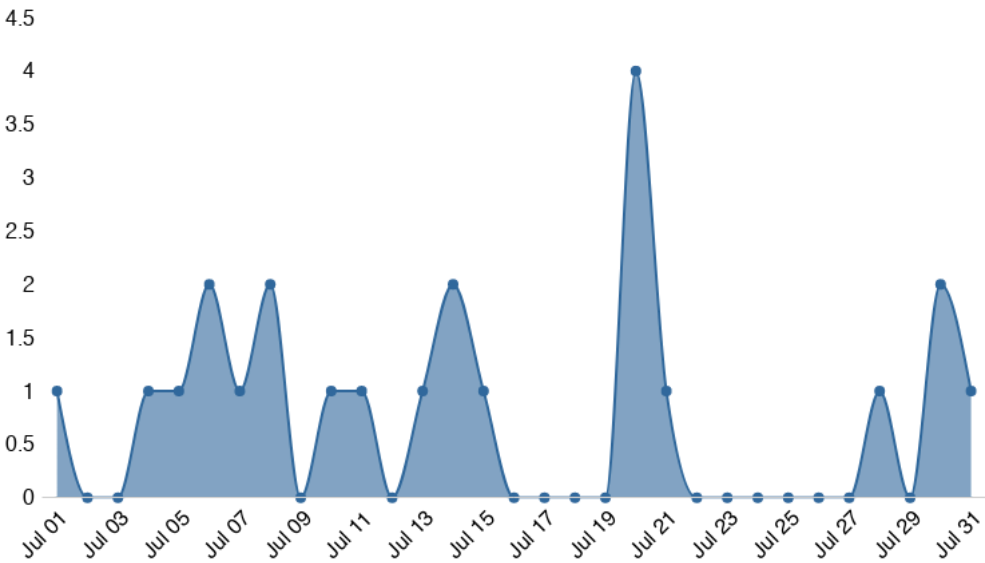


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

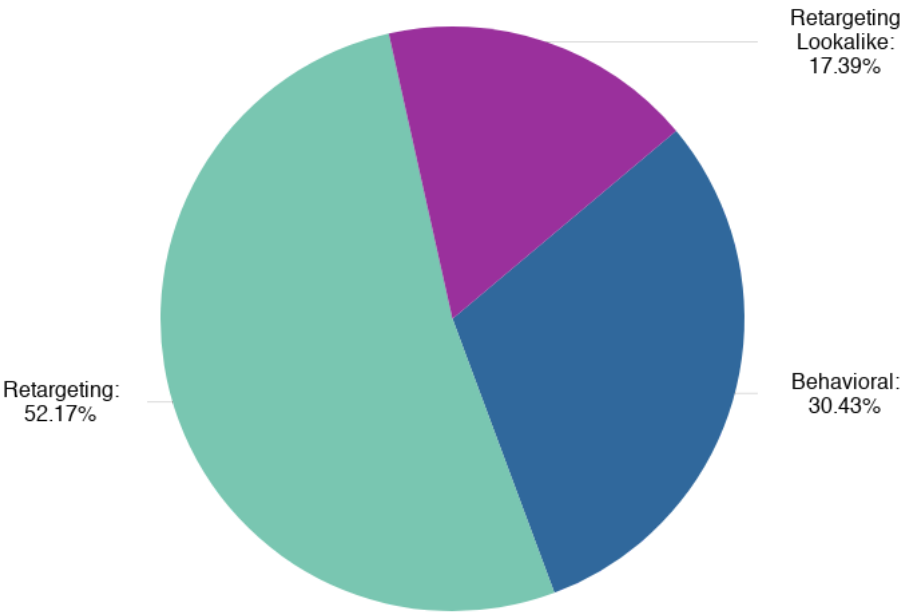
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Washington State College of Ohio Course Catalog Page View	10
Washington State College of Ohio Admissions Page View	7
Washington State College of Ohio Apply Click	3
Washington State College of Ohio Financial Aid Page View	2
Washington State College of Ohio Download Catalog Click	1

Social Mirror View-through Conversions by Day

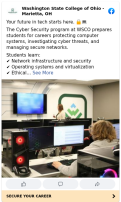


Top Social Mirror View-through Conversions by Strategy



Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Washington State College of Ohio_SM_7.22.26_Your future in tech starts here	15,617	49	0.31%	4.48
Thumbnail not available	Washington State College of Ohio_SM_7.8.26_Your path to a science career starts here	23,036	48	0.21%	2.98
	Washington State College of Ohio_SM_7.22.26_Every great career starts somewhere	12,612	47	0.37%	5.32
	Washington State College of Ohio_SM_7.22.26_The path to your law enforcement career	12,141	45	0.37%	5.29
	Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	25,699	43	0.17%	2.39
	Washington State College of Ohio_SM_7.8.26_Manufacturing needs skilled workers	21,580	35	0.16%	2.32

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Washington State College of Ohio_SM_7.22.26_Your future in tech starts here	Variant: V_00009	Photo	Click to View	2.24%	3.81%
Washington State College of Ohio_SM_7.22.26_Your future in tech starts here	Variant: V_00015	Photo	Click to View	2.22%	2.80%
Washington State College of Ohio_SM_7.8.26_Manufacturing needs skilled workers	Variant: V_00011	Photo	Click to View	2.07%	1.52%
Washington State College of Ohio_SM_7.8.26_Your path to a science career starts here	Variant: V_00005	Photo	Click to View	2.00%	1.69%
Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	Variant: Original	Photo	Click to View	1.86%	1.94%
Washington State College of Ohio_SM_7.8.26_Your path to a science career starts here	Variant: V_00003	Photo	Click to View	1.85%	1.49%
Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	Variant: V_00009	Photo	Click to View	1.64%	0.94%
Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	Variant: V_00003	Photo	Click to View	1.62%	1.75%
Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	Variant: V_00014	Photo	Click to View	1.50%	1.43%
Washington State College of Ohio_SM_7.8.26_Chemical processing keeps industries moving	Variant: V_00013	Photo	Click to View	1.39%	1.93%



Social Mirror Ad Screenshots

	Washington State College of Ohio_SM_7.22.26_The path to your law enforcement career	Washington State College of Ohio_SM_7.8.26_Your path to a science career starts here
Screenshot Urls		

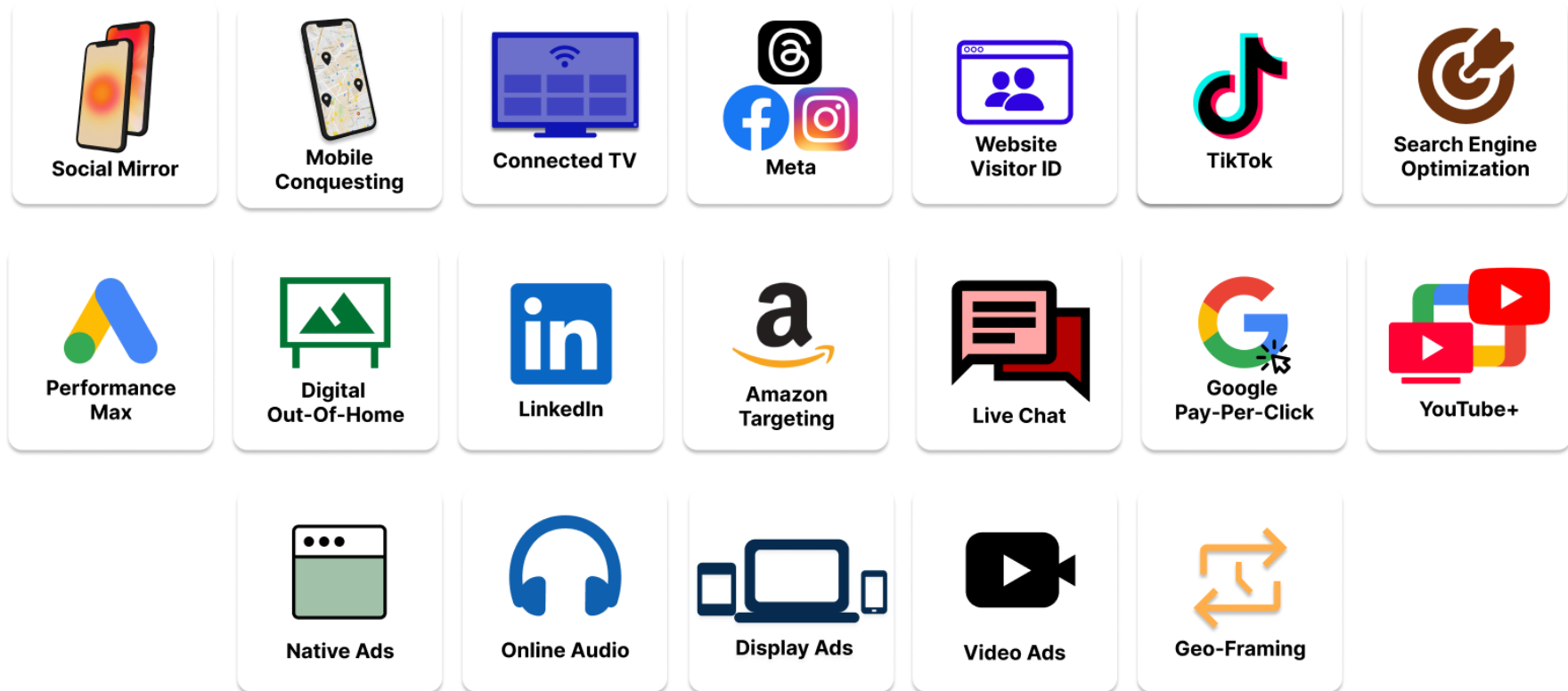
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	81,394	177	0.22%
Desktop	A personal computing device that remains stationary at one location.	41,498	86	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,704	17	0.22%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	12,370	22	0.18%
washingtonpost.com	5,810	2	0.03%
msn.com	4,752	0	0.00%
nypost.com	2,304	8	0.35%
Fox News - Daily Breaking News	2,068	0	0.00%
shopgoodwill.com	1,836	5	0.27%
tmz.com	1,743	4	0.23%
iHeartRadio: Radio, Podcasts & Music On Demand	1,455	2	0.14%
tumblr.com	1,228	0	0.00%
theguardian.com	1,156	3	0.26%
biblegateway.com	1,081	2	0.19%
baseball-reference.com	900	4	0.44%
Weather - The Weather Channel	871	2	0.23%
meetme.com	829	1	0.12%
dailymail.com	826	0	0.00%
huffpost.com	777	4	0.51%
letterboxd.com	777	0	0.00%
hollywoodpq.com	769	7	0.91%
ebay.com	745	0	0.00%
Podcast Player	717	7	0.98%

All available products in our *toolbox*.



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