

Digital Marketing Report

Impressions

How many ads were served:

145,368

Clicks

Times a user clicked on an ad

394

Click-Through Rate

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

0.27%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

10.27%

Percentage of users who watched the video from start
to finish

X the National Average

3.87

X the National Avg (.07%)

Total Engagement Rate

0.27%

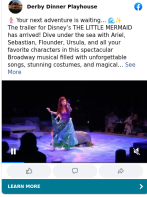
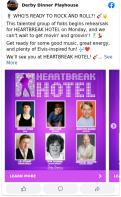
$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

*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.

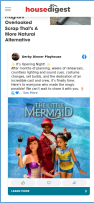
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Derby Dinner Playhouse - Live Theatre/Performance Arts/Musical Theater Behavioral Social Mirror	60,595	184	0.30%	4.34
Derby Dinner Playhouse - AI Social Mirror	60,590	125	0.21%	2.95
Derby Dinner Playhouse - Keyword Social Mirror	24,183	85	0.35%	5.02

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Derby Dinner Playhouse_Social Mirror_7.7_Your next adventure	56,263	133	0.24%	3.38
Thumbnail not available	Derby Dinner Playhouse_Social Mirror_7.7_It's Opening Night	37,934	96	0.25%	3.62
	Derby Dinner Playhouse_Social Mirror_7.23_WHO'S READY TO ROCK AND ROLL?!	20,312	68	0.33%	4.78
Thumbnail not available	Derby Dinner Playhouse_Social Mirror_7.1_We know why	8,254	40	0.48%	6.92
	Derby Dinner Playhouse_Social Mirror_6.24_Make a splash	11,112	23	0.21%	2.96
Thumbnail not available	Derby Dinner Playhouse_Social Mirror_7.1_Day 2	8,134	23	0.28%	4.04
Thumbnail not available	Derby Dinner Playhouse_Social Mirror_6.24_Shell-ebrating	1,656	6	0.36%	5.18
Thumbnail not available	Derby Dinner Playhouse_Social Mirror_6.24_The Little Mermaid	1,703	5	0.29%	4.19

Social Mirror Ad Screenshots

	Derby Dinner Playhouse_Social Mirror_7.1_We know why	Derby Dinner Playhouse_Social Mirror_7.7_It's Opening Night
Screenshot Urls	 A screenshot of a social media post from the account @JESSICA_HUBERT. The post is titled "We know why" and features a photo of a woman in a white shirt and red tie, standing in a room that appears to be a playhouse or rehearsal space. The text of the post discusses the play and mentions "Derby Dinner Playhouse".	 A screenshot of a social media post from the account @houseoftheater. The post is titled "It's Opening Night" and features a photo of a group of people, including a man in a red shirt and a woman in a yellow shirt, standing in front of a backdrop that says "THE MERMAID". The text of the post discusses the play and mentions "Derby Dinner Playhouse".

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	84,805	274	0.32%
Desktop	A personal computing device that remains stationary at one location.	48,355	94	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,208	26	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	10,523	10	0.10%
The Scoop	5,650	19	0.34%
nypost.com	3,277	4	0.12%
arcamax.com	3,206	6	0.19%
usatoday.com	2,487	2	0.08%
ddpcshares.com	2,154	5	0.23%
themirror.com	1,933	9	0.47%
T-Mobile Play	1,905	0	0.00%
tmz.com	1,547	3	0.19%
themompack.com	1,023	2	0.20%
aol.com	1,011	0	0.00%
accuweather.com	947	0	0.00%
randomwordgenerator.com	890	0	0.00%
realclearpolitics.com	826	1	0.12%
abcnews.com	804	3	0.37%
worthly.com	804	2	0.25%
wlky.com	760	1	0.13%
newsandtribune.com	654	0	0.00%
dailymail.com	643	2	0.31%
huffpost.com	633	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.