

Digital Marketing Report

Impressions

How many ads were served:

41,723

Clicks

Times a user clicked on an ad

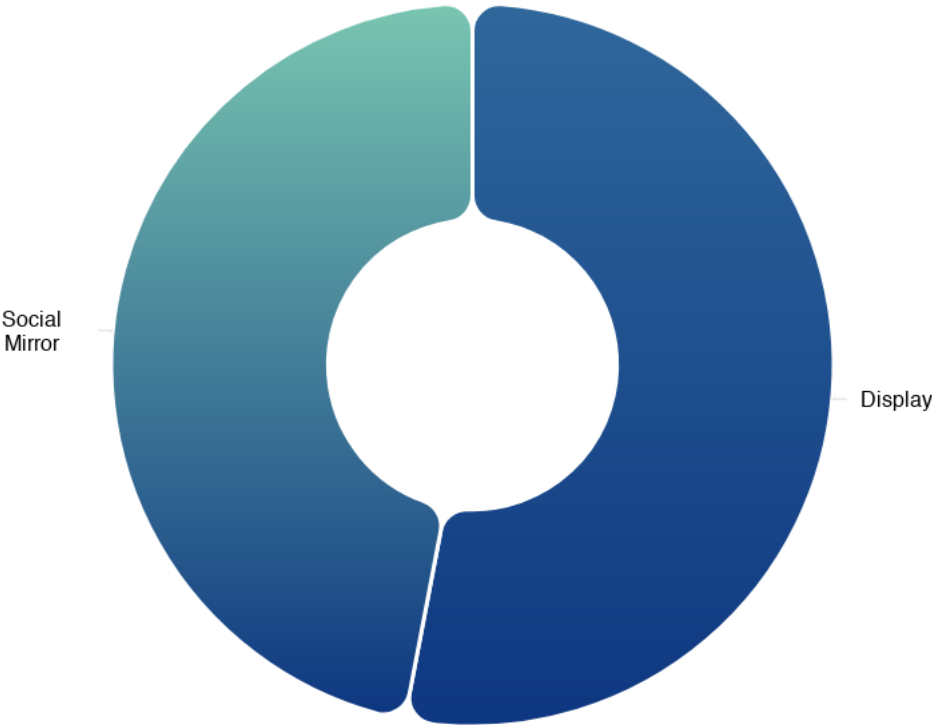
827

Click-Through Rate

(Clicks/Impressions) x 100

1.98%

Your Product Breakout by Impressions



CTV Completion Rate

39.44%

Percentage of users who watched the video from start to finish

Total Engagement Rate

1.98%

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

X the National Average

28.32

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.

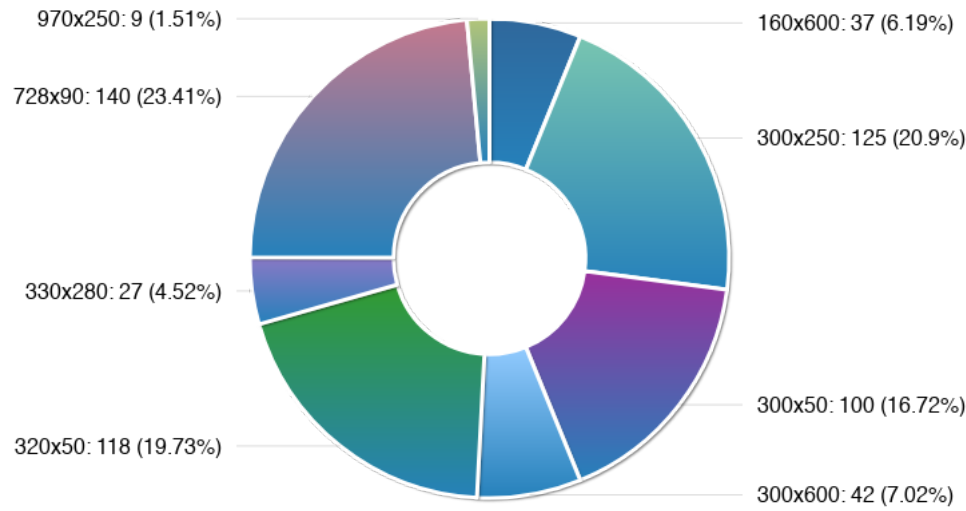
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Santa Fe County - AI Display - 134110	22,112	596	2.70%	38.51
Santa Fe County - AI Social Mirror - 134111	19,593	229	1.17%	16.70
Santa Fe County - Travel/Culinary Experience/Adventure Seekers Behavioral Nov - June Social Mirror	9	0	0.00%	0.00
Santa Fe County - AI Nov - June Display	7	0	0.00%	0.00
Santa Fe County - AI Nov - June Social Mirror	2	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Santa Fe County_003274 SFC GTL Digital_Biking_300x50	2,682	46	1.72%	24.50
	Santa Fe County_003274 SFC GTL Digital_Hoop_300x50	2,020	45	2.23%	31.82
Thumbnail not available	Santa Fe County_001151 SFC Golondrinas2 Digital_320x50	1,427	39	2.73%	39.04
	Santa Fe County_SFC Spa Couple Digital_728x90	1,348	36	2.67%	38.15
	Santa Fe County_003274 SFC GTL Digital_Hoop_300x250	753	35	4.65%	66.40
	Santa Fe County_003274 SFC GTL Digital_Hoop_728x90	1,635	34	2.08%	29.71
	Santa Fe County_001151 SFC Golondrinas2 Digital_728x90	1,368	31	2.27%	32.37
	Santa Fe County_002394 SFC HoopDancer25 Digital_320x50	1,782	31	1.74%	24.85
	Santa Fe County_003274 SFC GTL Digital_Biking_728x90	1,510	30	1.99%	28.38
	Santa Fe County_SFC Spa Couple Digital_300x250	781	29	3.71%	53.05

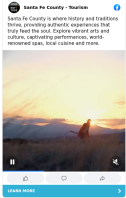
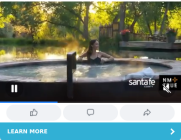
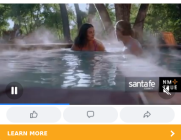
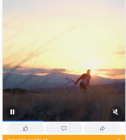
Display Click Performance by Ad Size



Display Ad Screenshots

	Santa Fe County_001151 SFC Golondrinas2 Digital_320x50
Screenshot	

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Santa Fe County_Social Mirror_Santa Fe County is where history and traditions thrive	10,812	123	1.14%	16.25
	Santa Fe County_Social Mirror_Good for the body and soul	8,781	106	1.21%	17.25
	Santa Fe County_SM_11.5.25_Good for the body and soul	5	0	0.00%	0.00
	Santa Fe County_SM_11.5.25_is where history and traditions thrive	6	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Santa Fe County_SM_11.5.25_is where history and traditions thrive	Variant: V_00003	Video	Click to View	9.52%	6.94%
Santa Fe County_SM_11.5.25_Good for the body and soul	Variant: V_00014	Video	Click to View	7.54%	3.51%
Santa Fe County_SM_11.5.25_is where history and traditions thrive	Variant: V_00011	Video	Click to View	6.61%	8.00%
Santa Fe County_SM_11.5.25_Good for the body and soul	Variant: V_00013	Video	Click to View	6.61%	18.00%
Santa Fe County_SM_11.5.25_Good for the body and soul	Variant: V_00002	Video	Click to View	4.50%	5.88%
Santa Fe County_SM_11.5.25_Good for the body and soul	Variant: V_00015	Video	Click to View	4.10%	9.68%
Santa Fe County_SM_11.5.25_is where history and traditions thrive	Variant: V_00015	Video	Click to View	3.84%	34.48%
Santa Fe County_SM_11.5.25_Good for the body and soul	Variant: V_00010	Video	Click to View	3.57%	3.70%
Santa Fe County_SM_11.5.25_is where history and traditions thrive	Variant: V_00010	Video	Click to View	3.44%	3.85%
Santa Fe County_SM_11.5.25_is where history and traditions thrive	Variant: V_00004	Video	Click to View	3.31%	16.00%

Social Mirror Ad Screenshots

	Santa Fe County_Social Mirror_Good for the body and soul
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	21,344	434	2.03%
Desktop	A personal computing device that remains stationary at one location.	16,172	352	2.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,207	41	0.97%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
digitalmarketingfc.com	2,230	25	1.12%
spotify.com	1,283	1	0.08%
The Scoop	945	2	0.21%
tmz.com	812	7	0.86%
nypost.com	761	12	1.58%
huffpost.com	475	7	1.47%
diario.mx	382	4	1.05%
T-Mobile Play	374	9	2.41%
pcbottleneckcalculator.io	356	6	1.69%
lawandcrime.com	347	4	1.15%
lideresformandolideres.es	325	4	1.23%
buzzfeed.com	273	4	1.47%
apnews.com	248	10	4.03%
foxnews.com	246	0	0.00%
accuweather.com	171	0	0.00%
aol.com	142	0	0.00%
realclearpolitics.com	133	1	0.75%
last.fm	131	0	0.00%
fragrantica.com	126	5	3.97%
braceletbook.com	120	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.