

Digital Marketing Report

Impressions

How many ads were served:

128,481

Clicks

Times a user clicked on an ad

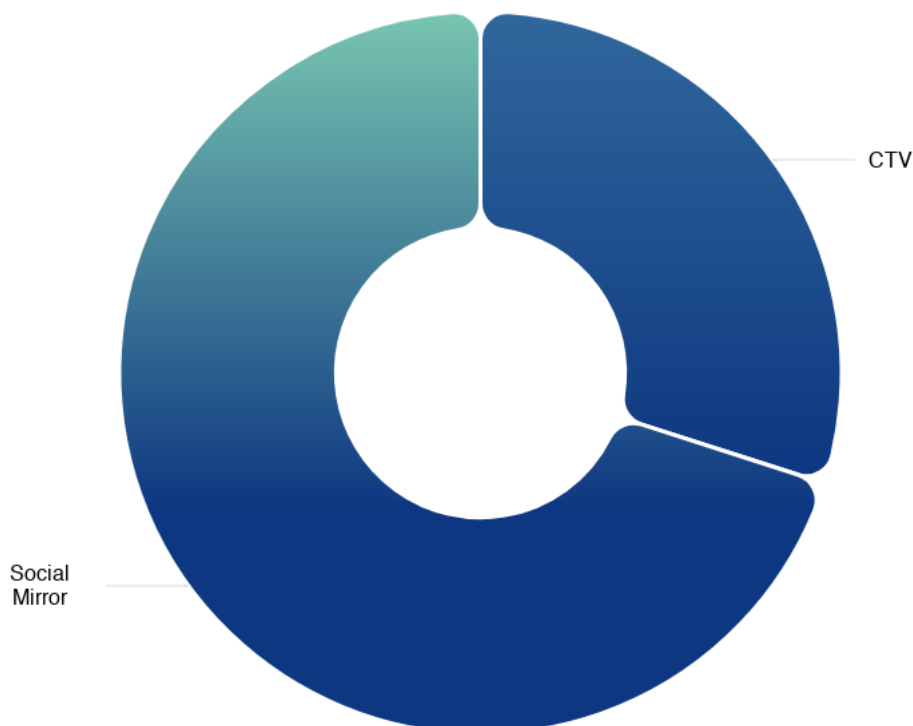
63

Click-Through Rate

(Clicks/Impressions) x 100

0.07%

Your Product Breakout by Impressions



CTV Completion Rate

82.76%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.08%

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

X the National Average

1.00

X the National Avg (.07%)

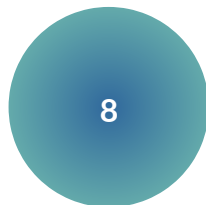
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cypress Basin Hospice - Home Health Care/Senior Care/Incontinence B2B Social Mirror	43,170	26	0.06%	0.86
Cypress Basin Hospice - Geo-Retargeting B2B Social Mirror	38,087	31	0.08%	1.16
Cypress Basin Hospice - AI B2B CTV	22,679	9	0.04%	0.57
Cypress Basin Hospice - Home Health Care/Senior Care/Incontinence B2B CTV	15,791	0	0.00%	0.00
Cypress Basin Hospice - Geo-Fencing B2B Social Mirror	8,754	6	0.07%	0.98

Social Mirror View-through Conversions

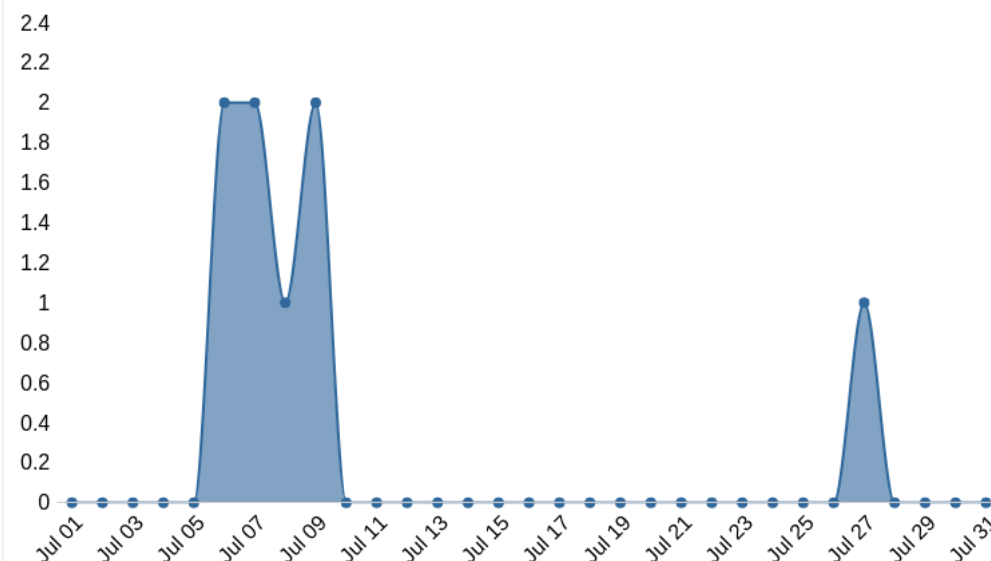


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

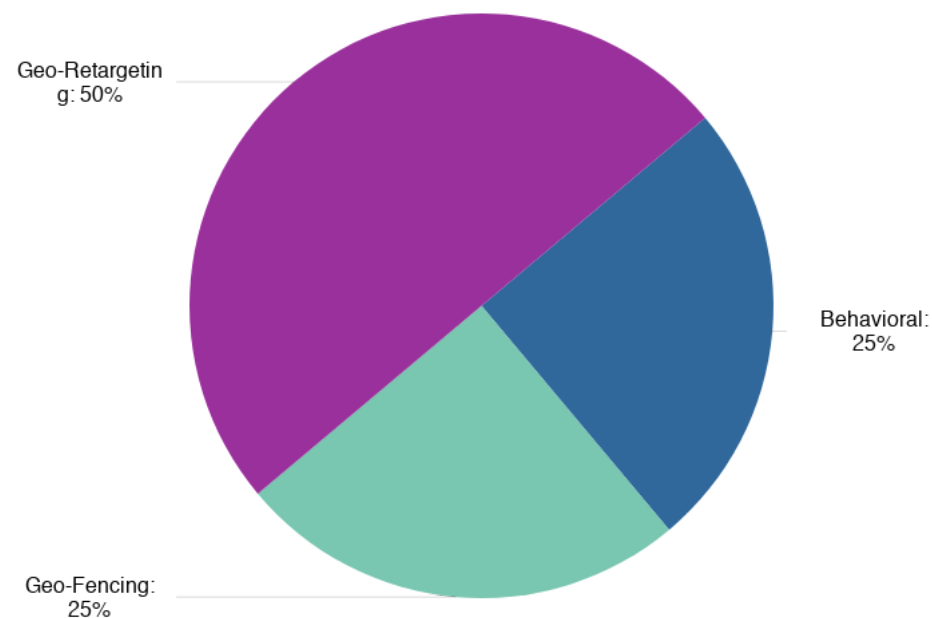
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Cypress Basin Hospice Homepage Visits	8

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

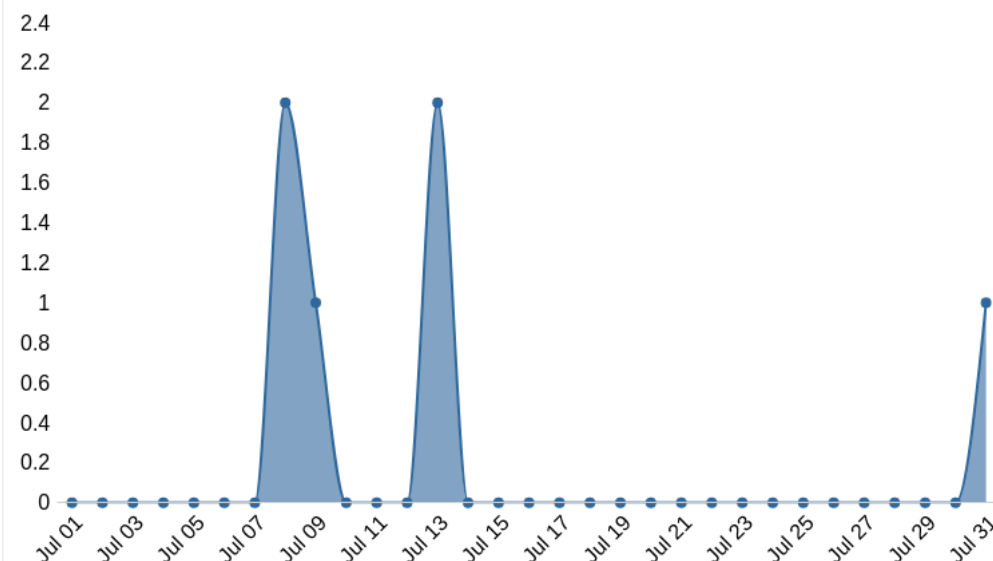


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

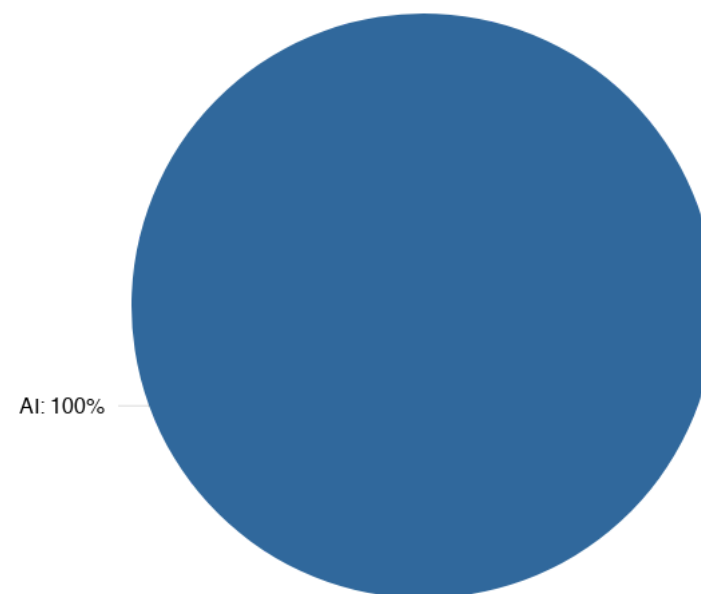
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Cypress Basin Hospice Homepage Visits	6

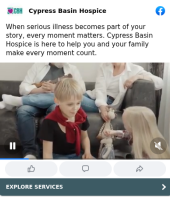
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	90,011	63	0.07%	1.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: Original	Video	Click to View	6.40%	0.17%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00015	Video	Click to View	6.35%	0.17%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00011	Video	Click to View	6.35%	0.24%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00008	Video	Click to View	6.32%	0.22%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00002	Video	Click to View	6.31%	0.22%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00009	Video	Click to View	6.30%	0.17%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00012	Video	Click to View	6.25%	0.16%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00004	Video	Click to View	6.23%	0.19%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00003	Video	Click to View	6.23%	0.23%
Cypress Basin Hospice_Social Mirror_When serious illness becomes part of your story, every moment matters.	Variant: V_00007	Video	Click to View	6.20%	0.14%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Cypress Basin Hospice_CB Hospice 2026 Video 1280x720.mp4	38,470	99.29%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Cypress Basin Hospice - Home Health Care/Senior Care/Incontinence B2B CTV	100.00%	99.77%	99.59%	99.49%
Cypress Basin Hospice - AI B2B CTV	100.00%	99.65%	99.38%	99.15%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	45,762	40	0.09%
Desktop	A personal computing device that remains stationary at one location.	41,730	18	0.04%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	21,758	7	0.03%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	16,712	2	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,519	5	0.20%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	10,692	0	0.00%
Pinterest	8,869	5	0.06%
ebay.com	4,731	1	0.02%
imdb.com	2,776	1	0.04%
x.com	1,994	3	0.15%
FOX 4 Dallas-Fort Worth: Weath	1,289	0	0.00%
zillow.com	1,286	0	0.00%
Pandora - Music & Podcasts	1,143	1	0.09%
foxnews.com	1,139	0	0.00%
biblegateway.com	888	0	0.00%
IMDb: Your guide to movies, TV shows, celebrities	780	0	0.00%
accuweather.com	738	0	0.00%
realtor.com	616	1	0.16%
screenrant.com	608	0	0.00%
jcpenny.com	579	1	0.17%
whenbuff.com	571	0	0.00%
KLTV First Alert Weather	549	0	0.00%
insp.com	544	0	0.00%
KSLA First Alert Weather	520	0	0.00%
aol.com	502	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	13,022	96.18%
	Vizio - Vizio WatchFree+	3,482	99.61%
	DIRECTV	936	99.32%
	Tubi - Free Movies & TV	713	98.62%
	DISH Anywhere	525	94.88%
	Pluto TV - Live TV and Movies	470	99.86%

	Pluto TV	306	97.67%
	The Roku Channel	207	95.84%
	Tubi - Movies & TV Shows	193	98.19%
	Fawesome	93	100.00%

Google Analytics 4 Performance

253	119	83	69.75%	100	6	107	1.19
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS	SESSIONS PER USER
1:30:19							
TOTAL USER ENGAGEMENT							

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

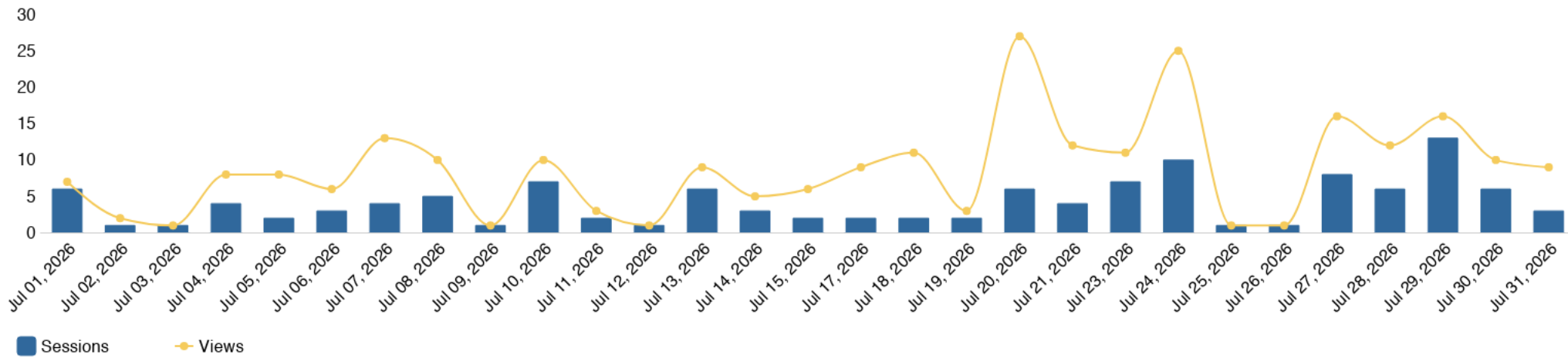
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

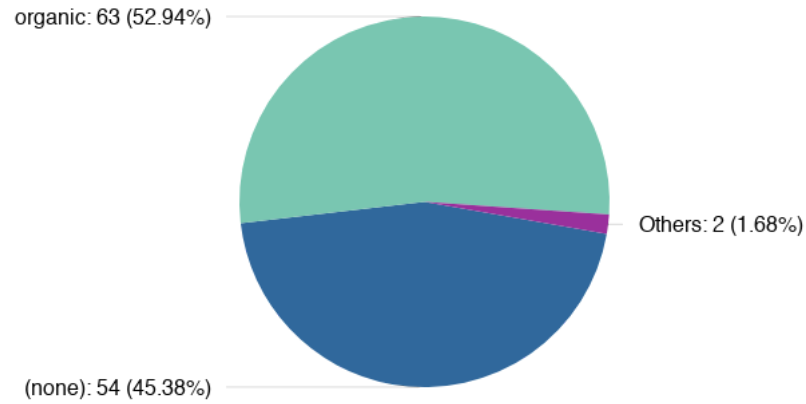
Google Analytics 4 Performance by Day



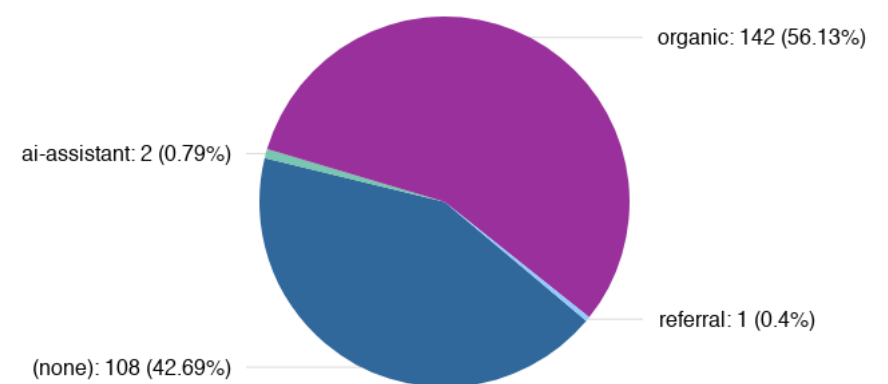
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	119	253	1:30:19	2.13	69.75%
Cypress Basin Hospice	119	253	01:30:19	2.13	69.75%

Google Analytics 4 Sessions by Medium



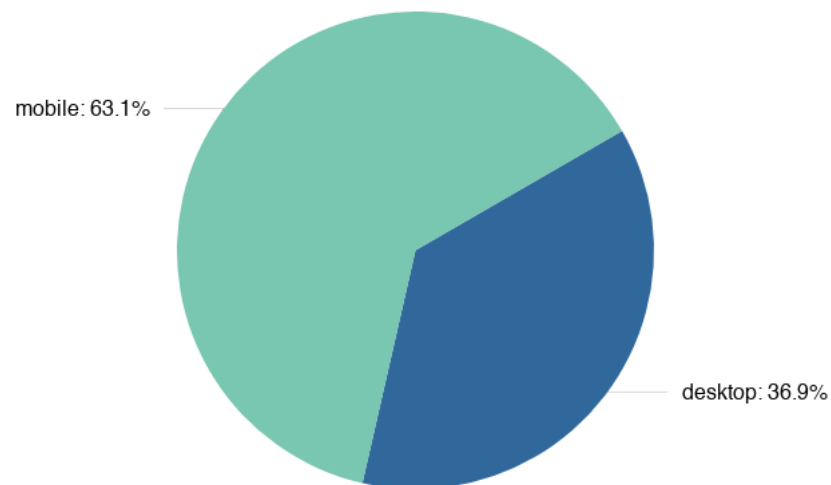
Google Analytics 4 Page Views by Medium



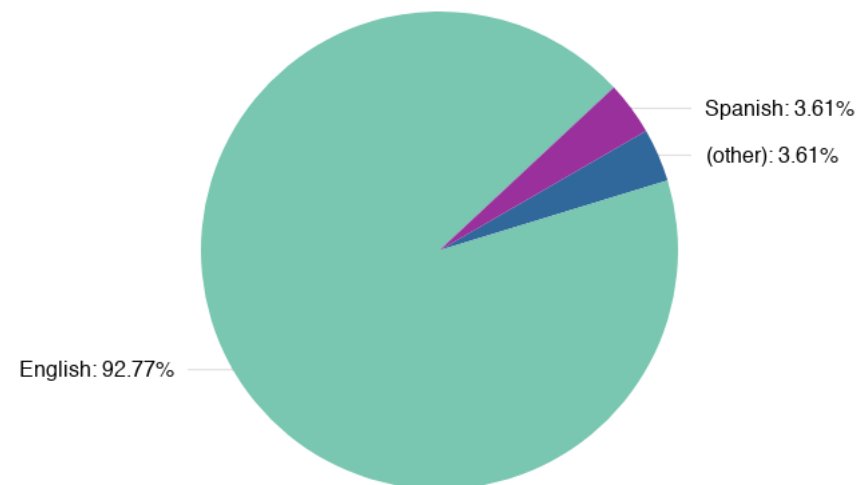
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	797
user_engagement	286
page_view	253
session_start	119
scroll	87
click	37
first_visit	6
file_download	4
form_start	3
form_submit	2

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	120	253	84	70.00%	1:30:19
Safari	53	108	29	54.72%	00:30:25
Chrome	50	105	41	82.00%	00:49:44
Firefox	11	18	8	72.73%	00:01:03
Edge	5	15	5	100.00%	00:05:05
Android Webview	1	7	1	100.00%	00:04:02

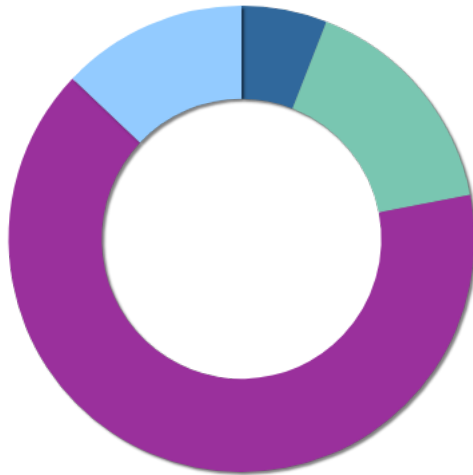
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	186
/	64
/employment/	14
/about-us/management-team/	13
/about-us/board-of-directors/	12
/about-us/thrift-stores/	11
/hospice-care/	9
/about-us/family-satisfaction/	8
/contact/	8
/get-involved/donate/	8
/about-us/medical-directors/	7

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		121	253	85	70.25%	1:30:19
Dallas	Texas	42	82	24	57.14%	00:20:27
Mount Pleasant	Texas	10	34	9	90.00%	00:23:40
(not set)	Tamil Nadu	8	8	2	25.00%	00:00:58
Edmonds	Washington	6	12	4	66.67%	00:00:46
Dublin	County Dublin	3	3	3	100.00%	00:00:13
Hyderabad	Telangana	3	8	2	66.67%	00:02:19
(not set)	Texas	2	10	2	100.00%	00:02:40
Canton	Texas	2	4	2	100.00%	00:00:44
Houston	Texas	2	6	1	50.00%	00:02:11
Los Angeles	California	2	4	2	100.00%	00:02:37
Mount Vernon	Texas	2	4	2	100.00%	00:00:47
Phoenix	Arizona	2	3	1	50.00%	00:02:12
Plano	Texas	2	5	1	50.00%	00:01:38
Sulphur Springs	Texas	2	3	2	100.00%	00:00:47
(not set)	(not set)	1	8	1	100.00%	00:00:43

How customers search for your business on Google



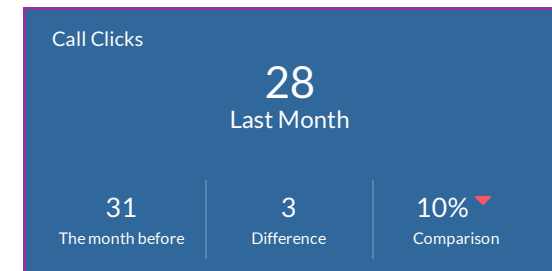
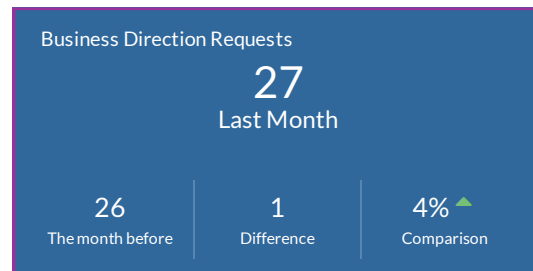
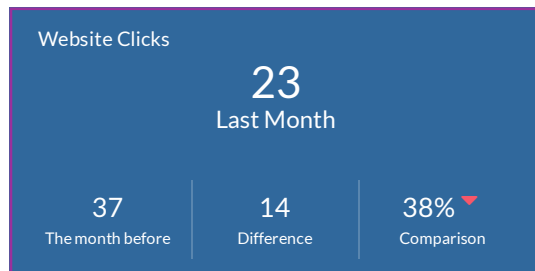
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

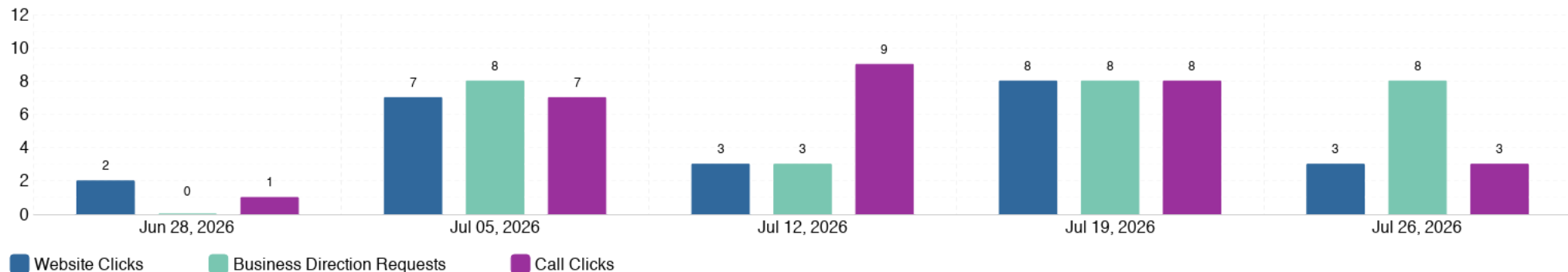
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

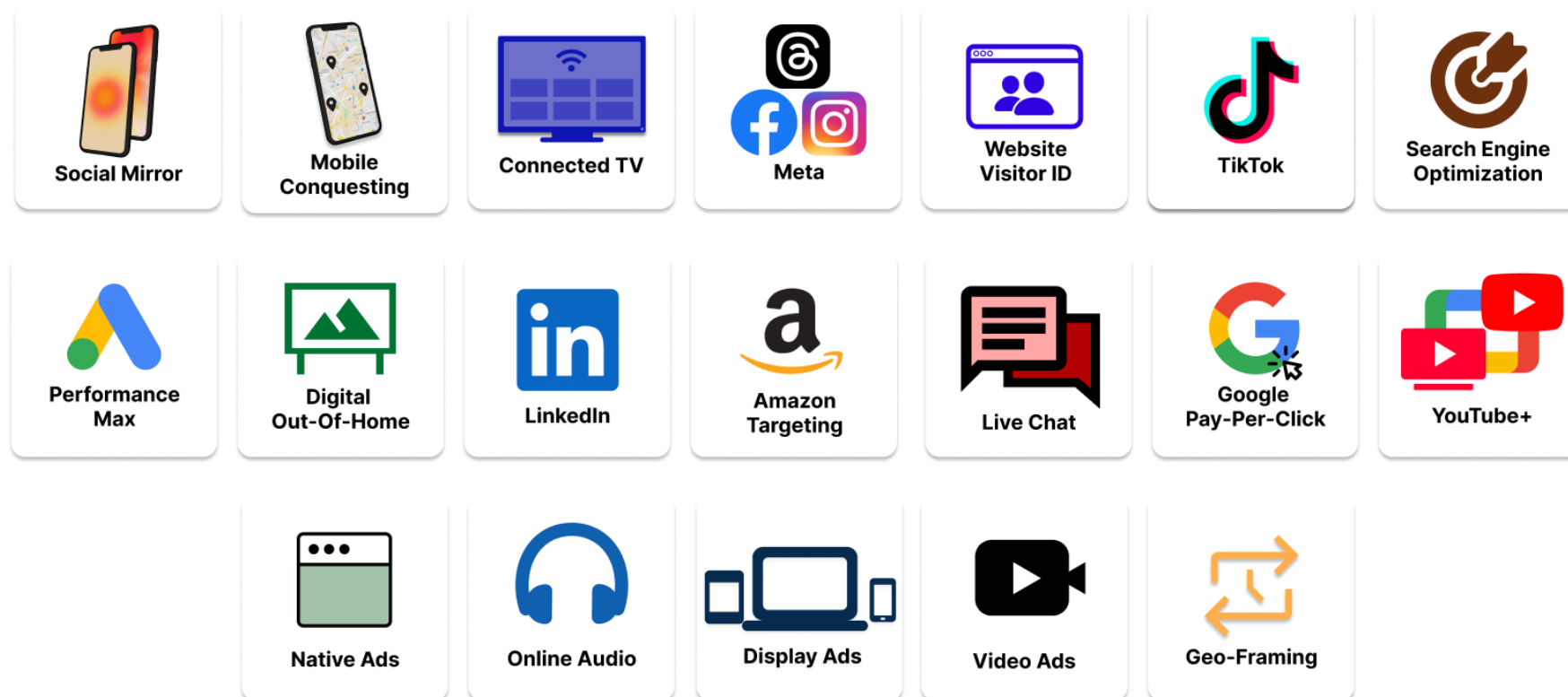
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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