

Digital Marketing Report

Impressions

How many ads were served:

156,071

Clicks

Times a user clicked on an ad

827

Click-Through Rate

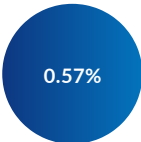
$(\text{Clicks} / \text{Impressions}) \times 100$

0.53%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

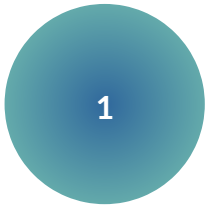
Social
Mirror

**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%)
Lava Hot Springs - Nampa + Utah Baby Boomers/Young Adults/Adventure Behavioral Social Mirror	51,883	496	0.96%	13.66
Lava Hot Springs - Nampa + Utah Keyword Social Mirror	46,798	117	0.25%	3.57
Lava Hot Springs - Twin Falls Keyword Social Mirror	28,895	80	0.28%	3.96
Lava Hot Springs - Twin Falls Baby Boomers/Young Adults/Adventure Behavioral Social Mirror	28,495	134	0.47%	6.72

Social Mirror Click Conversions

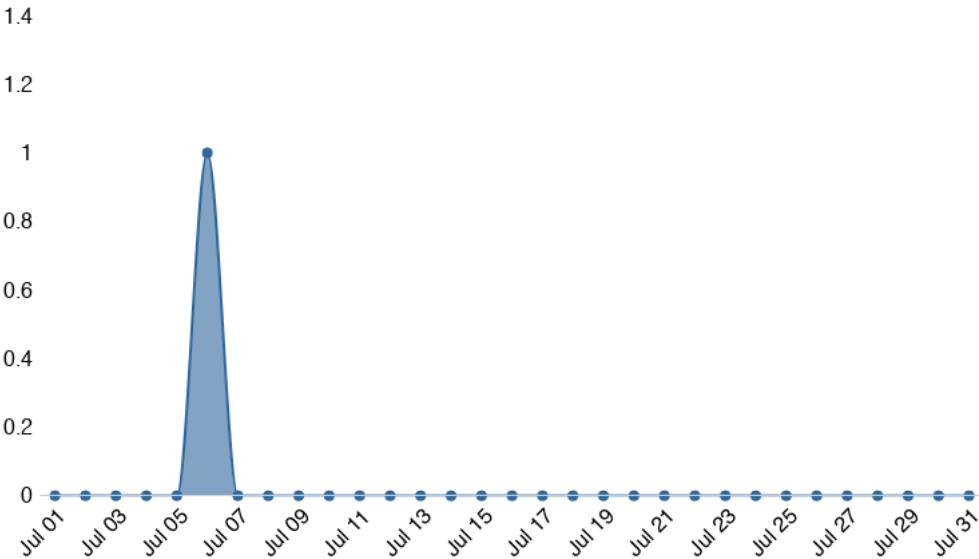


Times users clicked on an ad leading to your site and visited a page or completed an action

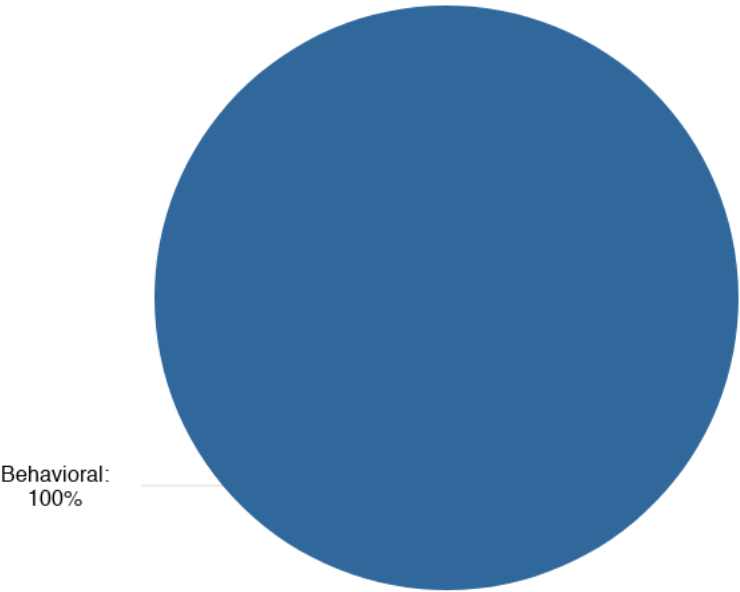
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lava Hot Springs Hot Pools Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

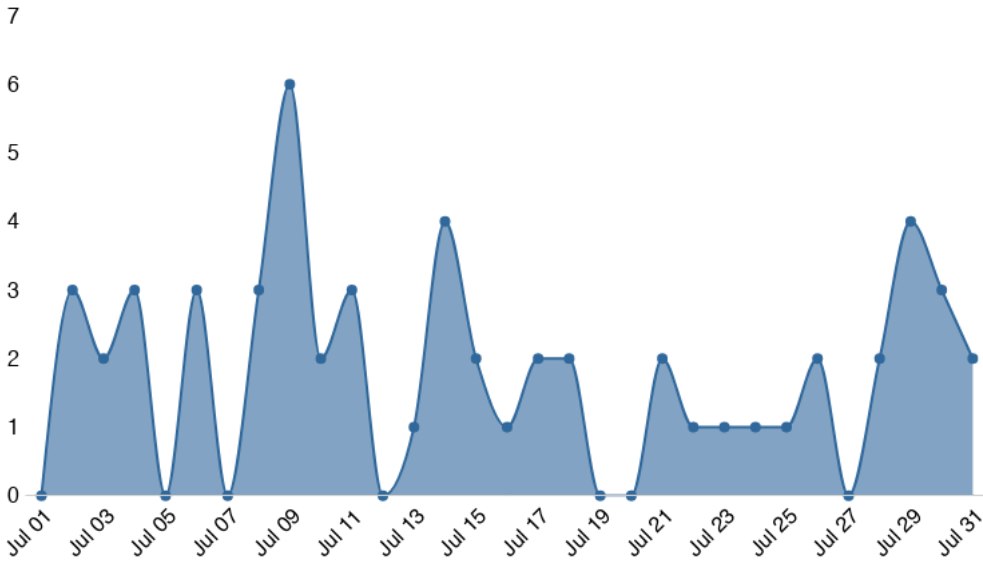


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

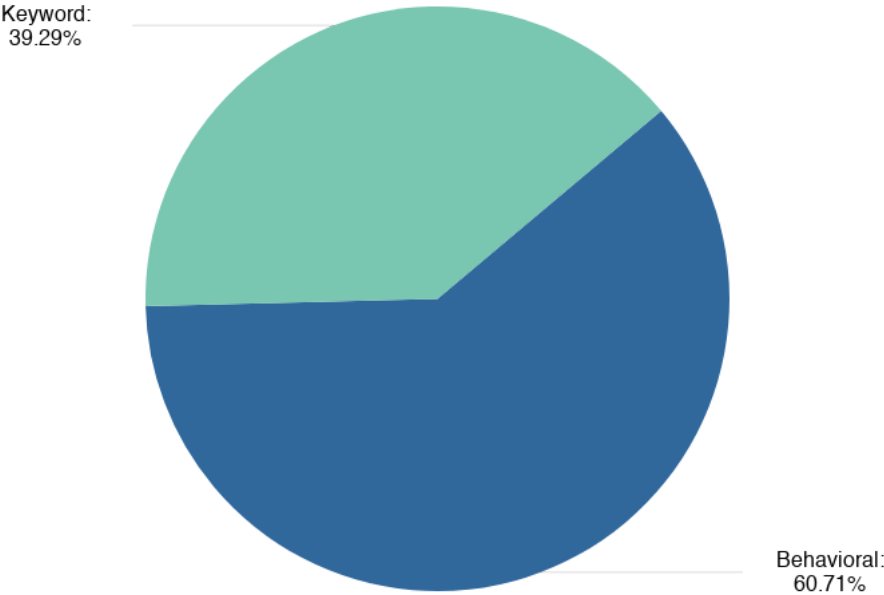
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Lava Hot Springs Homepage Visits	36
Lava Hot Springs Hot Pools Page View	20

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lava Hot Springs_Social Mirror_The giant OlympicSwimming Complex NOW OPEN	156,071	827	0.53%	7.57

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: Original	Carousel	Click to View	24.16%	1.56%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00003	Carousel	Click to View	17.80%	1.45%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00008	Carousel	Click to View	11.87%	1.61%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00006	Carousel	Click to View	11.30%	1.49%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00001	Carousel	Click to View	9.66%	1.46%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00002	Carousel	Click to View	8.12%	1.31%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00004	Carousel	Click to View	7.12%	1.71%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00007	Carousel	Click to View	6.53%	1.55%
Lava Hot Springs_Social Mirror_The giant Olympic Swimming Complex NOW OPEN	Variant: V_00005	Carousel	Click to View	3.44%	1.23%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	111,225	650	0.58%
Desktop	A personal computing device that remains stationary at one location.	30,159	148	0.49%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,687	29	0.20%

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.