



# Digital Marketing Report

## Impressions

How many ads were served:

101,636

## Clicks

Times a user clicked on an ad

204

## Click-Through Rate

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

0.20%

## Your Product Breakout by Impressions



Social  
Mirror

## CTV Completion Rate

7.04%

Percentage of users who watched the video from start  
to finish

## X the National Average

2.87

X the National Avg (.07%)

## Total Engagement Rate

0.25%

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

\*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%) |
|--------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| EIO Waste & Recycling Solutions Inc - AI Social Mirror                         | 75,473        | 178    | 0.24% | 3.37                      |
| EIO Waste & Recycling Solutions Inc - Recycling/Waste Management Social Mirror | 24,789        | 23     | 0.09% | 1.33                      |
| EIO Waste & Recycling Solutions Inc - Retargeting Social Mirror                | 1,374         | 3      | 0.22% | 3.12                      |



## Social Mirror Click Conversions

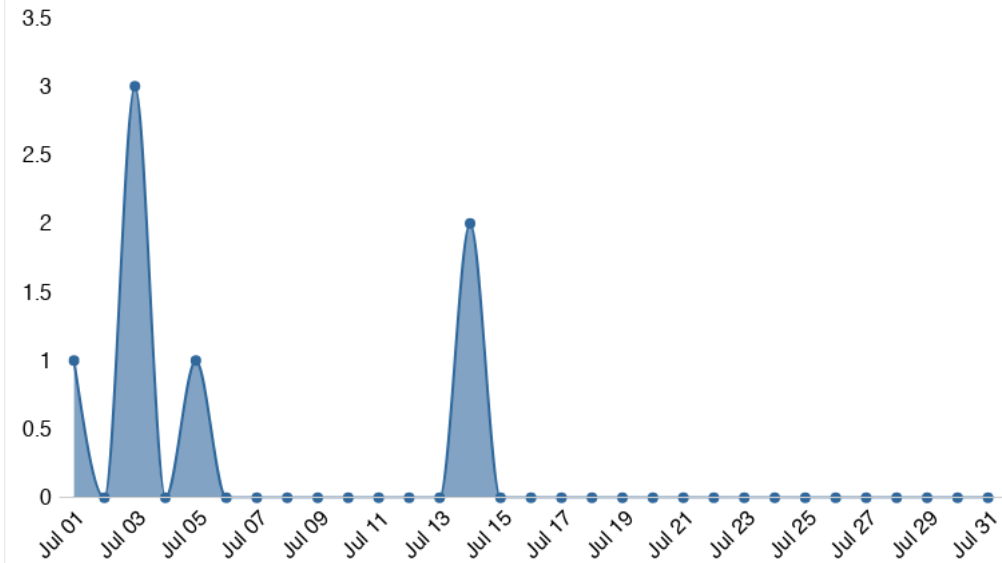


Times users clicked on an ad leading to your site and visited a page or completed an action

### Social Mirror Click Conversion Performance Breakout

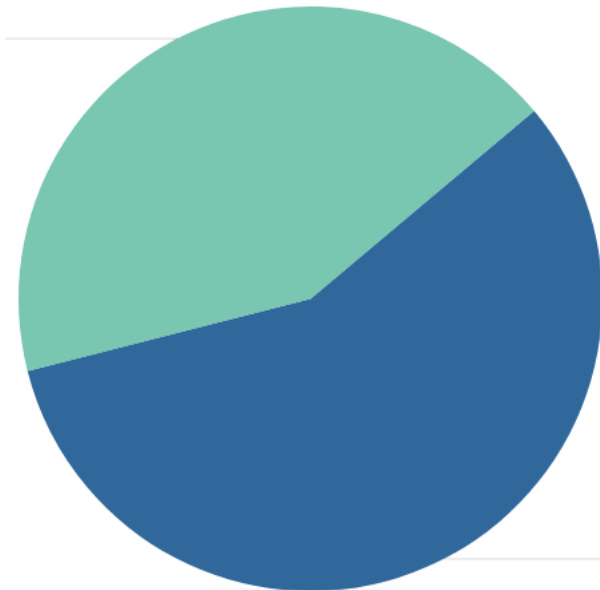
| Conversion Name                                                                     | Click Conversions ↓ |
|-------------------------------------------------------------------------------------|---------------------|
| EIO Waste & Recycling Solutions Inc Dumpster Rental Wilkes Barre Scranton Page View | 3                   |
| EIO Waste & Recycling Solutions Inc Trash Drop Off Page View                        | 3                   |
| EIO Waste & Recycling Solutions Inc Homeowners Association Page View                | 1                   |

## Social Mirror Click Conversions by Day



## Top Social Mirror Click Conversions by Strategy

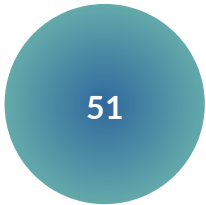
Retargeting:  
42.86%



AI: 57.14%



Social Mirror View-through Conversions

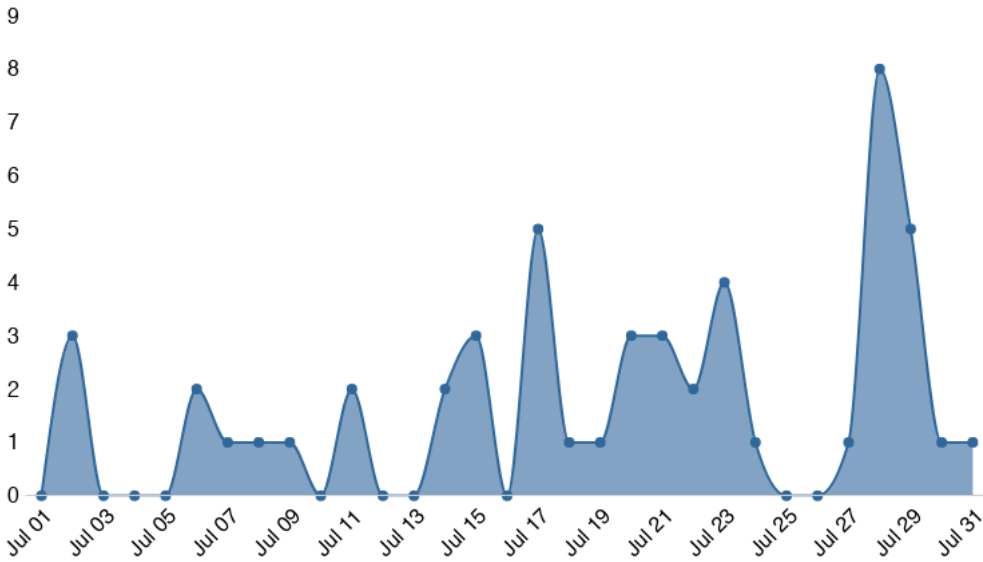


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

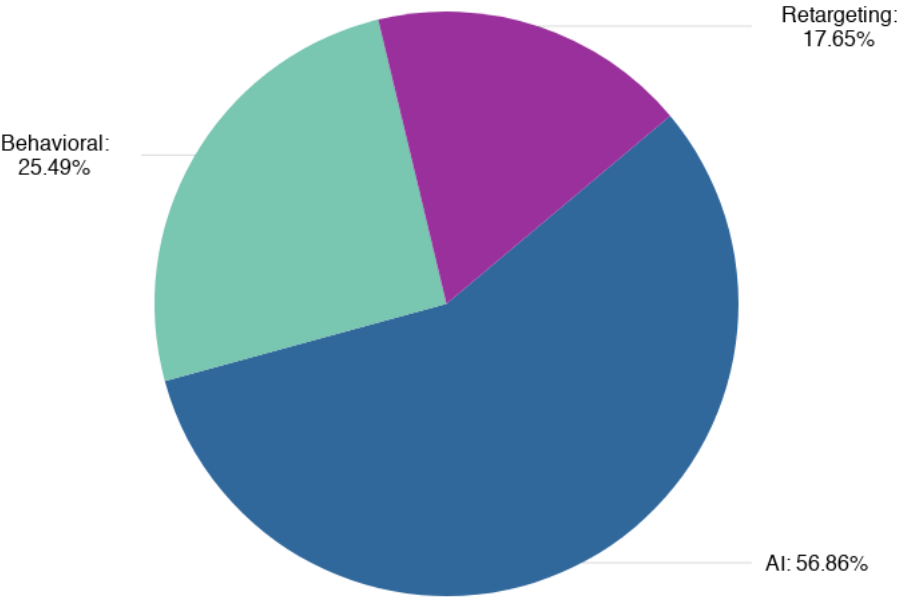
Social Mirror View-through Conversion Performance Breakout

| Conversion Name                                                                     | View-through Conversions ↓ |
|-------------------------------------------------------------------------------------|----------------------------|
| EIO Waste & Recycling Solutions Inc Homepage Visits                                 | 31                         |
| EIO Waste & Recycling Solutions Inc Trash Drop Off Page View                        | 10                         |
| EIO Waste & Recycling Solutions Inc Dumpster Rental Wilkes Barre Scranton Page View | 7                          |
| EIO Waste & Recycling Solutions Inc FAQs Page View                                  | 3                          |

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                           | EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | 53,550      | 117      | 0.22% | 3.12                      |
|  | EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | 48,086      | 87       | 0.18% | 2.58                      |



Social Mirror Creative AI Performance

| Creative                                                     |                   |                 | Preview Link                  | Percentage Served ↓ | CTR   |
|--------------------------------------------------------------|-------------------|-----------------|-------------------------------|---------------------|-------|
| Creative Name                                                | Variant Name      | Creative Format |                               |                     |       |
| EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | Variant: Original | Video           | <a href="#">Click to View</a> | 7.47%               | 0.47% |
| EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | Variant: V_00013  | Video           | <a href="#">Click to View</a> | 5.74%               | 0.55% |
| EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | Variant: V_00005  | Video           | <a href="#">Click to View</a> | 4.53%               | 0.31% |
| EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | Variant: V_00004  | Video           | <a href="#">Click to View</a> | 4.19%               | 0.58% |
| EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | Variant: V_00005  | Photo           | <a href="#">Click to View</a> | 3.35%               | 0.62% |
| EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | Variant: V_00001  | Photo           | <a href="#">Click to View</a> | 3.34%               | 0.63% |
| EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | Variant: V_00002  | Photo           | <a href="#">Click to View</a> | 3.29%               | 0.53% |
| EIO Waste & Recycling Solutions_4.28_Refresh Your Space!     | Variant: V_00007  | Video           | <a href="#">Click to View</a> | 3.28%               | 0.64% |
| EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | Variant: V_00014  | Photo           | <a href="#">Click to View</a> | 3.27%               | 0.11% |
| EIO Waste & Recycling Solutions_4.28_Happy Friday, everyone! | Variant: V_00015  | Photo           | <a href="#">Click to View</a> | 3.27%               | 0.43% |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 66,768        | 142    | 0.21% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 24,920        | 44     | 0.18% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 9,948         | 18     | 0.18% |



## Site and App Performance

| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| foxnews.com                                    | 5,508         | 5      | 0.09% |
| nypost.com                                     | 4,409         | 9      | 0.20% |
| huffpost.com                                   | 2,291         | 3      | 0.13% |
| buzzfeed.com                                   | 2,122         | 1      | 0.05% |
| msn.com                                        | 2,069         | 0      | 0.00% |
| tmz.com                                        | 2,063         | 2      | 0.10% |
| nytimes.com                                    | 1,633         | 0      | 0.00% |
| accuweather.com                                | 1,598         | 0      | 0.00% |
| huntingpa.com                                  | 1,450         | 4      | 0.28% |
| dailymail.com                                  | 1,361         | 3      | 0.22% |
| aol.com                                        | 1,237         | 1      | 0.08% |
| washingtonpost.com                             | 1,135         | 0      | 0.00% |
| Fox News - Daily Breaking News                 | 1,114         | 0      | 0.00% |
| theguardian.com                                | 1,084         | 2      | 0.18% |
| Timehop - Memories Then & Now                  | 1,070         | 2      | 0.19% |
| EYEWITNESS NEWS WBRE, WYOU                     | 1,005         | 0      | 0.00% |
| hollywoodpq.com                                | 886           | 5      | 0.56% |
| WeatherBug – Weather Forecast                  | 840           | 0      | 0.00% |
| tumblr.com                                     | 761           | 0      | 0.00% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 688           | 2      | 0.29% |





# 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



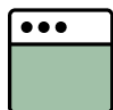
Live Chat



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.