



Digital Marketing Report

Impressions

How many ads were served:

476,024

Clicks

Times a user clicked on an ad

13,175

Click-Through Rate

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

2.86%

Your Product Breakout by Impressions



CTV Completion Rate

98.19%

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

2.86%

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

X the National Average

40.88

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.



LinkedIn Spend Performance

Does not include management fee

LinkedIn Ad Cost

Amount spent on the campaign

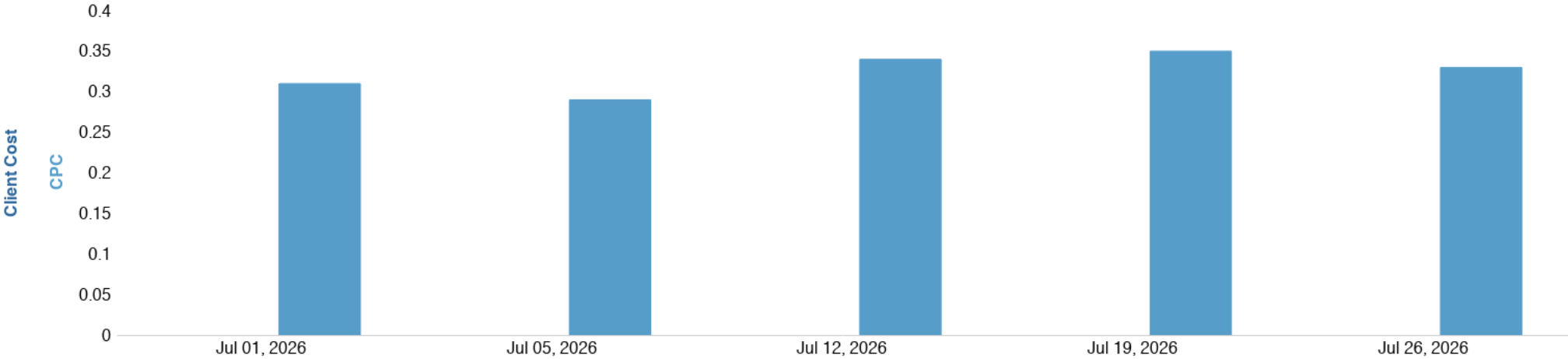
1,854.80

LinkedIn Cost-Per-Click

Cost/Clicks

0.32

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Blessing Health System - Recruitment - Nurse/Nursing/Healthcare Services LinkedIn Premium	137,337	5,771	4.20%	60.03
Blessing Health System - Recruitment TikTok	107,455	1,152	1.07%	15.32
Blessing Health System - Recruitment - Nurses/Job Seekers Mobile	89,094	291	0.33%	4.67
Blessing Health System - Recruitment - Nursing/Healthcare Professionals/Surgeons B2B Video	31,433	1,875	5.97%	85.22
Blessing Health System - Recruitment - Geo-Retargeting B2B Social Mirror	22,686	51	0.22%	3.21
Blessing Health System - Recruitment - Nursing/Healthcare Professionals/Surgeons B2B Social Mirror	22,647	752	3.32%	47.44
Blessing Health System - Recruitment - AI B2B Social Mirror	22,549	3,229	14.32%	204.57
Blessing Health System - Recruitment - Geo-Fencing B2B Social Mirror	15,844	8	0.05%	0.72
Blessing Health System - Recruitment - Nursing/Healthcare Professionals/Surgeons B2B CTV	15,610	13	0.08%	1.19
Blessing Health System - Recruitment - Geo-Retargeting Mobile	7,571	27	0.36%	5.09
Blessing Health System - Recruitment - Geo-Fencing Mobile	3,798	19	0.50%	7.15



TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

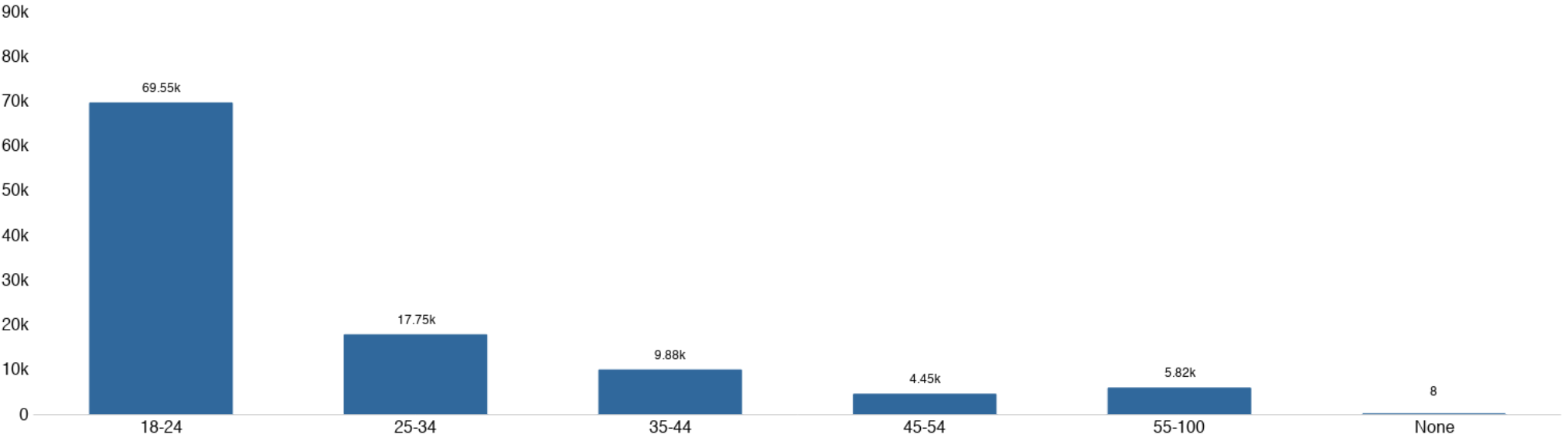
TikTok Profile Visits



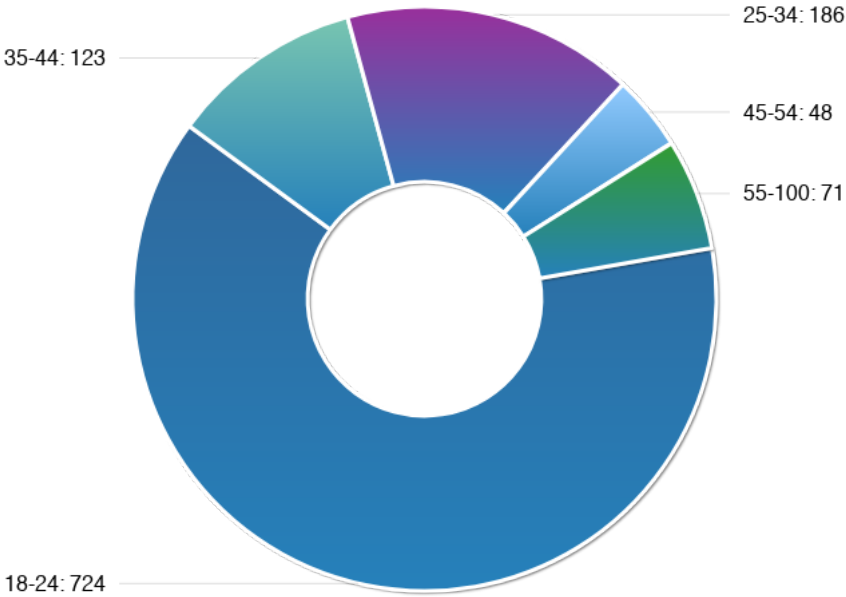
The number of profile visits the ad drove



Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Blessing Health System - Recruitment_1.13.26_Social Mirror_Blessing Hospital is hiring Certified Nursing Assistants (CNAs)	46,468	2,210	4.76%	67.94
	Blessing Health System - Recruitment_7.20.26_Social Mirror_Explore Blessing	15,962	1,244	7.79%	111.34
Thumbnail not available	Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	21,296	586	2.75%	39.31



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Blessing Health System - Recruitment_1.13.26_Social Mirror_Blessing Hospital is hiring Certified Nursing Assistants (CNAs)	Variant: V_00004	Photo	Click to View	66.20%	7.48%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00012	Photo	Click to View	16.74%	5.30%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00003	Photo	Click to View	4.08%	4.89%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00006	Photo	Click to View	2.39%	4.31%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00004	Photo	Click to View	1.58%	4.62%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00013	Photo	Click to View	1.45%	4.37%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00010	Photo	Click to View	1.42%	4.91%
Blessing Health System - Recruitment_11.12.25_Social Mirror_Looking for a company that invests in YOU?	Variant: V_00015	Photo	Click to View	1.16%	5.31%

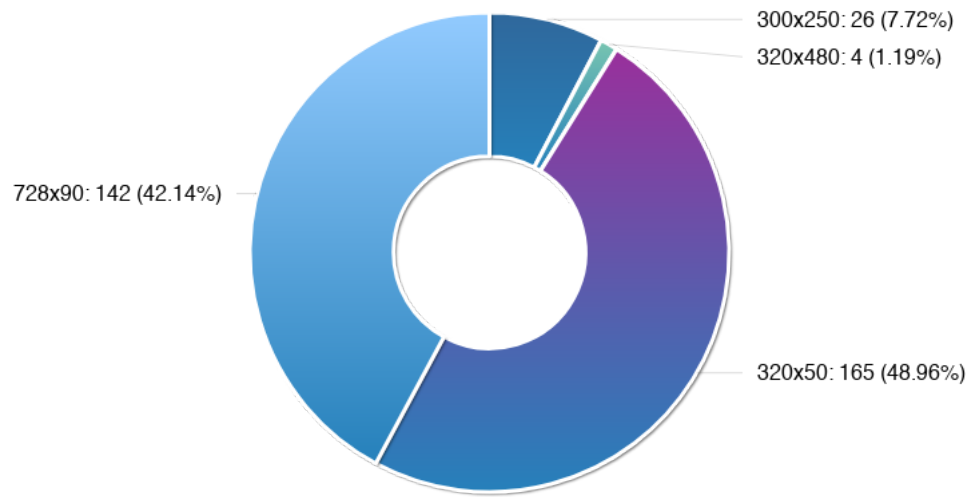


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Blessing Health System - Recruitment_3.10.26_1.png	66,982	165	0.25%	3.52
	Blessing Health System - Recruitment_3.10.26_3.png	29,952	142	0.47%	6.77
	Blessing Health System - Recruitment_3.10.26_2.png	3,261	26	0.80%	11.39
	Blessing Health System - Recruitment_3.10.26_4.png	268	4	1.49%	21.32



Mobile Conquesting Click Performance by Ad Size





Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Blessing Health System - Recruitment_9.12.25_Blessing HR Recruit Promo 0925.mp4	31,433	1,875	5.97%	85.22

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Blessing Health System - Recruitment - Nursing/Healthcare Professionals/Surgeons B2B Video	68.66%	54.07%	47.48%	38.61%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Blessing Health System - Recruitment_9.12.25_Blessing HR Recruit Promo 0925.mp4	15,610	98.19%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Blessing Health System - Recruitment - Nursing/Healthcare Professionals/Surgeons B2B CTV	100.00%	99.35%	98.94%	98.19%



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Blessing Health System - Recruitment_2.12.26_Blessing Health TikTok 15 2026 v2.mp4	105,250	1,129	1.07%	15.32
Blessing Health System - Recruitment_HR Recruit Promo	2,205	23	1.04%	14.90



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	411 Central Methodist Square	Fayette	MO	65248			842	4	0.48%
	1263 Lincoln Dr	Carbondale	IL	62901			720	5	0.69%
	230 Jesse Hall	Columbia	MO	65211			551	1	0.18%
	701 College Rd	Lebanon	IL	62254			340	3	0.88%
	1 University Cir	Macomb	IL	61455			283	0	0.00%
	800 E Carpenter St	Springfield	IL	62769			233	1	0.43%
	701 N 1st Street	Springfield	IL	62781			186	2	1.08%
	4500 McMasters Ave	Hannibal	MO	63401			122	0	0.00%
	1025 S 6th St	Springfield	IL	62703			101	2	1.98%
	1200 E Broadway	Columbia	MO	65215			98	0	0.00%
	1 Hairpin Dr	Edwardsville	IL	62026			75	0	0.00%
	1800 College Ave	Quincy	IL	62301			59	0	0.00%
	407 S White St	Mt Pleasant	IA	52641			46	0	0.00%
	100 E Normal Ave	Kirksville	MO	63501			35	1	2.86%
	2500 Carlyle Ave	Belleville	IL	62221			32	0	0.00%
	1 College Hill	Canton	MO	63435			20	0	0.00%
	11333 Big Bend Rd	Kirkwood	MO	63122			18	0	0.00%
	238 S Congress St	Rushville	IL	62681			12	0	0.00%
	330 Vermont St	Quincy	IL	62301			10	0	0.00%
	525 E Grant St	Macomb	IL	61455			7	0	0.00%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62901	14,520	10	0.07%	0.98
63129	7,862	2,995	38.09%	544.21
62704	2,776	516	18.59%	265.54
65203	2,042	26	1.27%	18.19
61455	1,878	2	0.11%	1.52
62221	1,695	6	0.35%	5.06
62220	1,472	6	0.41%	5.82
62226	1,423	17	1.19%	17.07
63368	1,356	8	0.59%	8.43
63136	965	38	3.94%	56.25
63301	859	19	2.21%	31.60
63111	843	294	34.88%	498.22
61265	816	35	4.29%	61.27
52302	805	8	0.99%	14.20
63103	797	238	29.86%	426.60
63376	759	15	1.98%	28.23
63123	750	26	3.47%	49.52
52632	732	0	0.00%	0.00
63010	692	9	1.30%	18.58
63026	686	18	2.62%	37.48



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	157,592	2,710	1.72%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	33,152	3,618	10.91%
Desktop	A personal computing device that remains stationary at one location.	31,862	739	2.32%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	9,308	10	0.11%
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.	6,302	3	0.05%

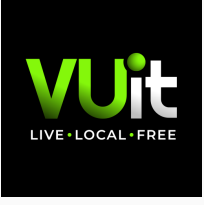


Site and App Performance

Name	Impressions ↓	Clicks	CTR
Podcast Player	2,168	0	0.00%
Fox News - Daily Breaking News	1,439	1	0.07%
BeReal. Your friends for real.	1,291	78	6.04%
lawandcrime.com	1,114	1	0.09%
dawindycity.com	1,040	763	73.37%
realclearpolitics.com	979	0	0.00%
Weather - The Weather Channel	897	2	0.22%
biblegateway.com	736	1	0.14%
foxnews.com	684	2	0.29%
hollywoodpq.com	684	2	0.29%
themirror.com	655	4	0.61%
bonsaimary.com	584	0	0.00%
baseball-reference.com	567	2	0.35%
networknewslive.com	545	29	5.32%
reuters.com	536	3	0.56%
nypost.com	531	12	2.26%
ultimate-guitar.com	439	8	1.82%
wildfreinds.website	425	31	7.29%
apnews.com	401	3	0.75%
themompack.com	399	0	0.00%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions ↓	Completion Rate
		SAMSUNG TV PLUS	2,845	98.39%
		Telly - The Truly Smart TV	2,144	99.68%
		Vizio - Vizio WatchFree+	1,016	99.88%
		DIRECTV	154	99.51%
		Pluto TV - Live TV and Movies	90	96.10%
		VUit	74	100.00%
		KCRG News	69	94.29%



Amazon Fire TV

Tubi - Movies & TV Shows

The CW

48

24

22

100.00%

0.00%

100.00%



LinkedIn Cost per Line Item

Campaign Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Blessing Health System - Recruitment - Nurse/Nursing/Healthcare Services LinkedIn Premium	137,337	5,771	4.20%	1,854.80	0.32
Total	137,337	5,771	4.20%	1,854.80	0.32

Client Cost: Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee.



LinkedIn Creative Performance

Creative Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Ad_10_19Nov2025	102,332	5,126	5.01%	1,668.12	0.33
Blessing Health System - Recruitment_5.22.26_RNFA/STFA Now Hiring	35,005	645	1.84%	186.68	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.