

Digital Marketing Report

Impressions

How many ads were served:

1,087,028

Clicks

Times a user clicked on an ad

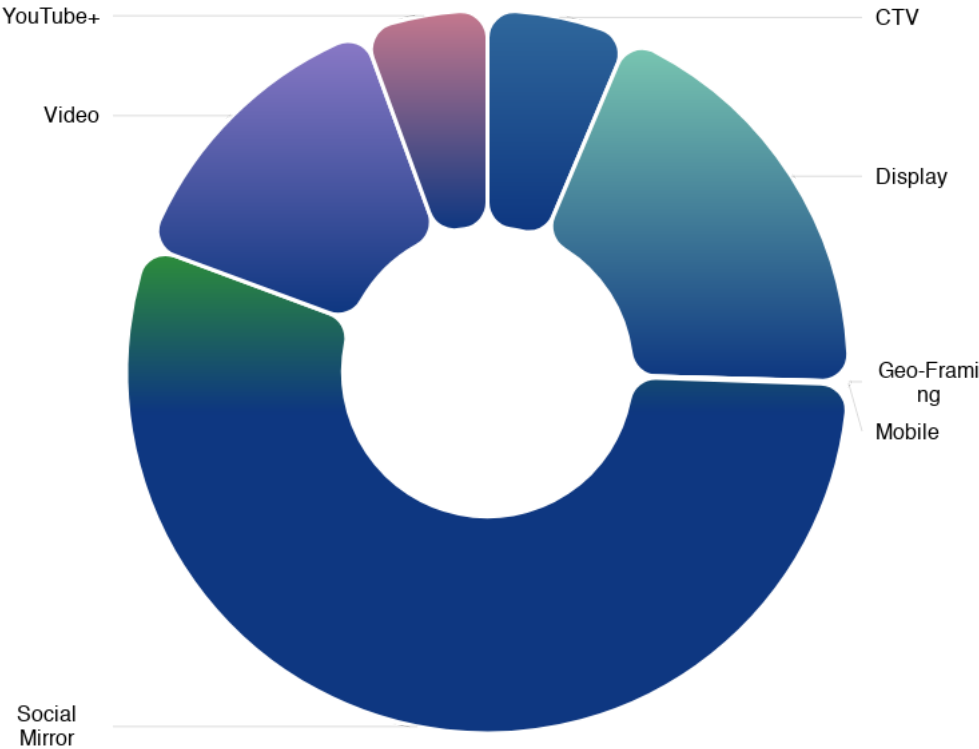
9,177

Click-Through Rate

(Clicks/Impressions) x 100

0.96%

Your Product Breakout by Impressions



CTV Completion Rate

59.49%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

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

Total Engagement Rate

0.98%

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

X the National Average

12.88

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.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Farmington - 133348 - AI Display	93,194	1,043	1.12%	15.99
Farmington - 132216 - HHI \$75K+/Travel/Golf Behavioral Social Mirror	85,767	266	0.31%	4.43
Farmington - 133348 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Display	82,907	530	0.64%	9.13
Farmington - 132218 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	74,207	114	0.15%	2.19
Farmington - 132218 - AI Social Mirror	73,939	440	0.60%	8.50
Farmington - 132216 - AI Social Mirror	72,694	1,298	1.79%	25.51
Farmington - 133350 - AI Social Mirror	61,897	237	0.38%	5.47
Farmington - 18-54/Travelers/Outdoor Enthusiasts YouTube+	59,789	14	0.02%	0.33
Farmington - 133350 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	55,210	107	0.19%	2.77
Farmington - 132390 - AI Social Mirror	37,721	791	2.10%	29.96
Farmington - 132390 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	37,718	265	0.70%	10.04
Farmington - 133348 - Retargeting Display	31,116	921	2.96%	42.28
Farmington - 132217 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	23,042	184	0.80%	11.41
Farmington - 132217 - AI Video	22,997	136	0.59%	8.45
Farmington - 133347 - AI Video	21,166	120	0.57%	8.10
Farmington - 133350 - Retargeting Social Mirror	20,731	459	2.21%	31.63
Farmington - 133347 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	17,642	58	0.33%	4.70
Farmington - 132687 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	15,603	75	0.48%	6.87

Farmington - 132218 - Retargeting Social Mirror	15,232	412	2.70%	38.64
Farmington - 132389 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	14,744	488	3.31%	47.28
Farmington - 132389 - AI Video	14,634	74	0.51%	7.22
Farmington - 133347 - Travelers/Outdoor Enthusiasts/National Parks Behavioral CTV	13,823	6	0.04%	0.62
Farmington - 132388- AI Social Mirror	12,660	186	1.47%	20.99
Farmington - 132388- Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	12,660	31	0.24%	3.50
Farmington - 132217- AI CTV	11,643	16	0.14%	1.96
Farmington - 132217- Travelers/Outdoor Enthusiasts/National Parks Behavioral CTV	11,581	8	0.07%	0.99
Farmington - 133347 - AI CTV	10,681	6	0.06%	0.80
Farmington - 132390 - Retargeting Social Mirror	8,401	252	3.00%	42.85
Farmington - 132687 - AI Social Mirror	8,182	107	1.31%	18.68
Farmington - 132217 - Retargeting Video	7,689	95	1.24%	17.65
Farmington - 132389 - AI CTV	7,409	10	0.13%	1.93
Farmington - 132389 - Travelers/Outdoor Enthusiasts/National Parks Behavioral CTV	7,375	8	0.11%	1.55
Farmington - 133347 - Retargeting Video	7,082	61	0.86%	12.30
Farmington - 132387 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	6,730	160	2.38%	33.96
Farmington - 132387 - AI Video	6,699	54	0.81%	11.52
Farmington - 132389 - Retargeting Video	4,906	54	1.10%	15.72
Farmington - 132387 - AI CTV	3,416	17	0.50%	7.11
Farmington - 132687 - Retargeting Social Mirror	3,362	93	2.77%	39.52
Farmington - 132387 - Travelers/Outdoor Enthusiasts/National Parks Behavioral CTV	3,348	15	0.45%	6.40
Farmington - 132388- Retargeting Social Mirror	2,823	32	1.13%	16.19
Farmington - 132387 - Retargeting Video	2,226	11	0.49%	7.06
Farmington - Geo-Fencing Event Mobile	1,288	9	0.70%	9.98

Farmington - 25-64/Travel/Outdoor Enthusiasts YouTube+	994	0	0.00%	0.00
Farmington - 132216 - Retargeting Social Mirror	49	0	0.00%	0.00
Farmington - Geo-Framing Display	12	0	0.00%	0.00
Farmington - 116377 - AI Social Mirror	10	0	0.00%	0.00
Farmington - 116374 - AI Display - 116374	7	0	0.00%	0.00
Farmington - 116377 - 25-64/Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	7	0	0.00%	0.00
Farmington - 130487 - AI Social Mirror	6	0	0.00%	0.00
Farmington - 124224 - AI Display	5	0	0.00%	0.00
Farmington - 124224 - 18-60/Travelers/Outdoor Enthusiasts/National Parks Behavioral Display	2	0	0.00%	0.00
Farmington - 124227 - 18-60/Travelers/Outdoor Enthusiasts/National Parks Behavioral Social Mirror	2	0	0.00%	0.00

Display Click Conversions

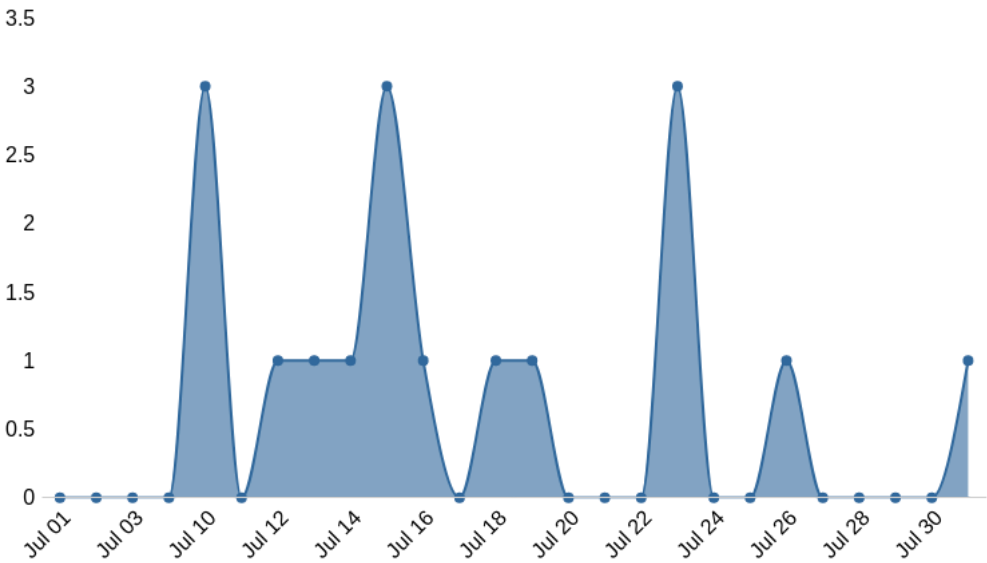


Times users clicked on an ad leading to your site and visited a page or completed an action

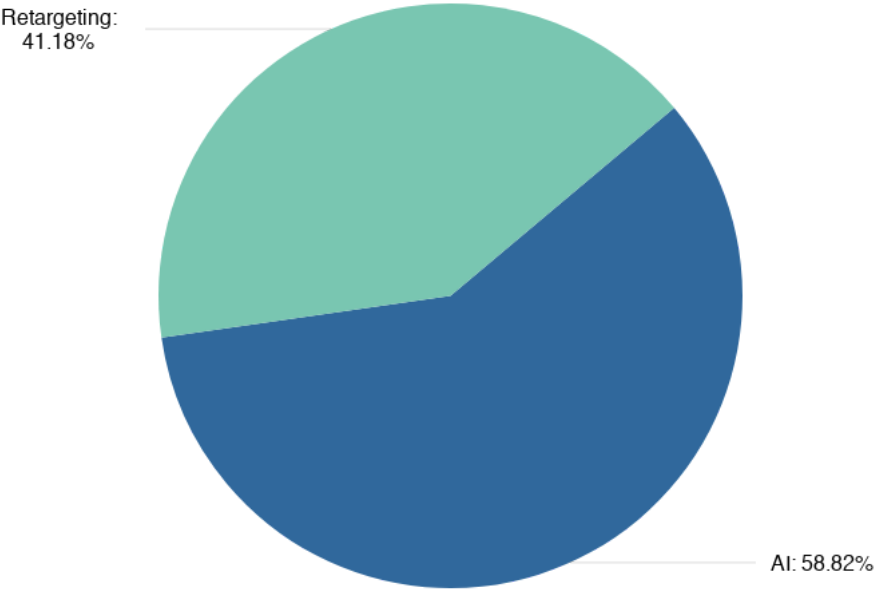
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Farmington Where To Shop Page View	6
Farmington Events Page View	5
Farmington Plan Your Trip Page View	2
Farmington Where To Dine Page View	2
Farmington Choose Your Journey Page View	1
Farmington Where To Stay Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

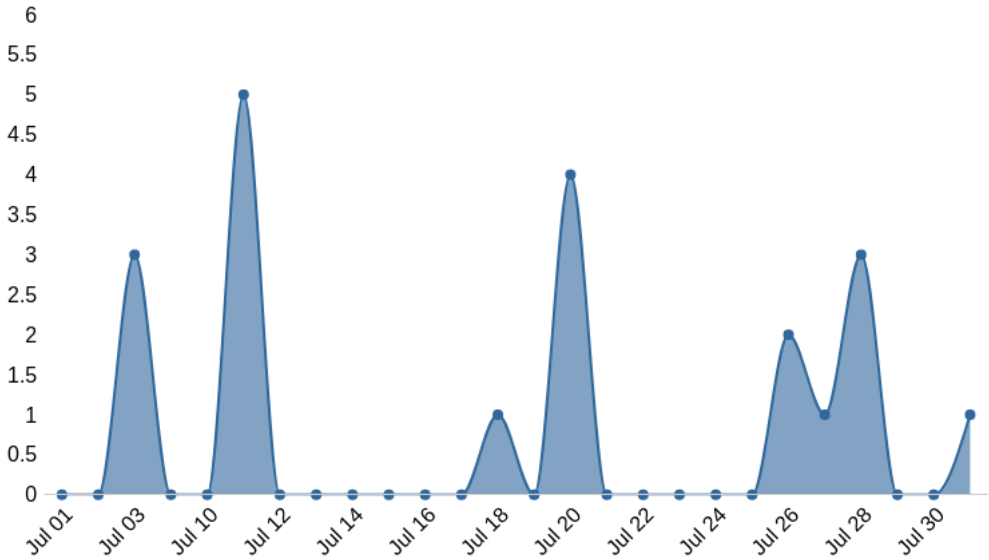


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

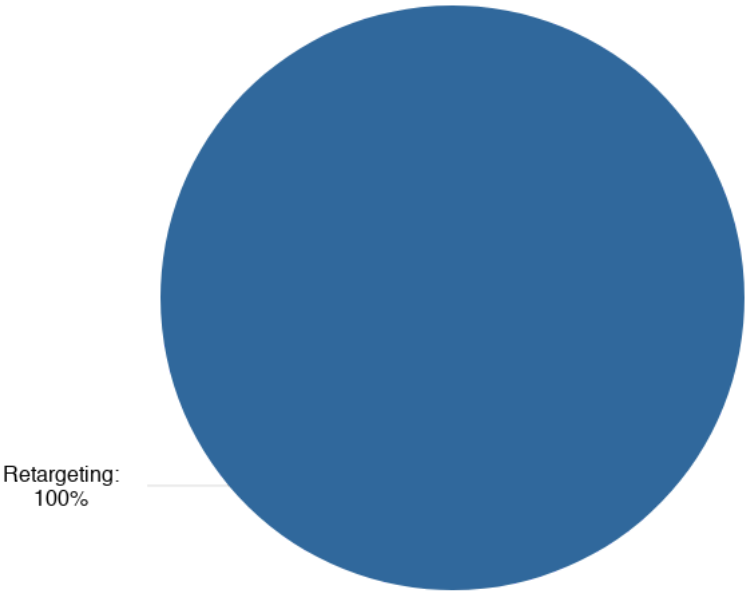
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Farmington Events Page View	19
Farmington Homepage Visits	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions

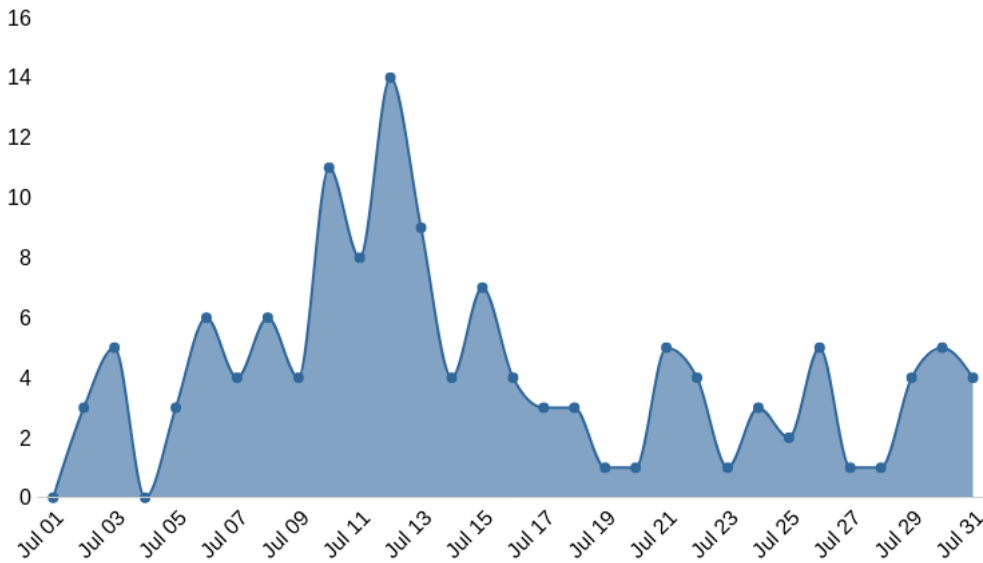


Times users clicked on an ad leading to your site and visited a page or completed an action

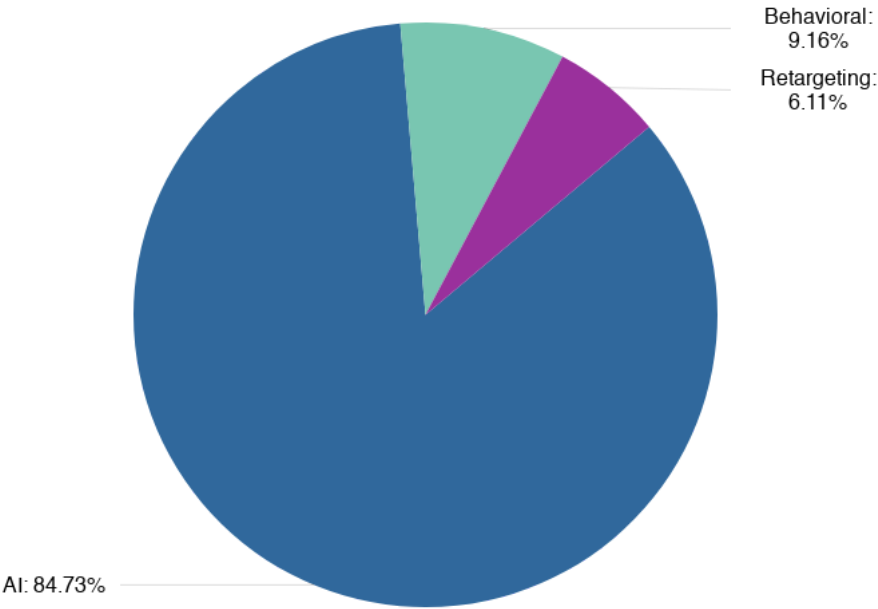
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Farmington Where To Shop Page View	42
Farmington Choose Your Journey Page View	29
Farmington Events Page View	26
Farmington Where To Stay Page View	15
Farmington Plan Your Trip Page View	13
Farmington Where To Dine Page View	6

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

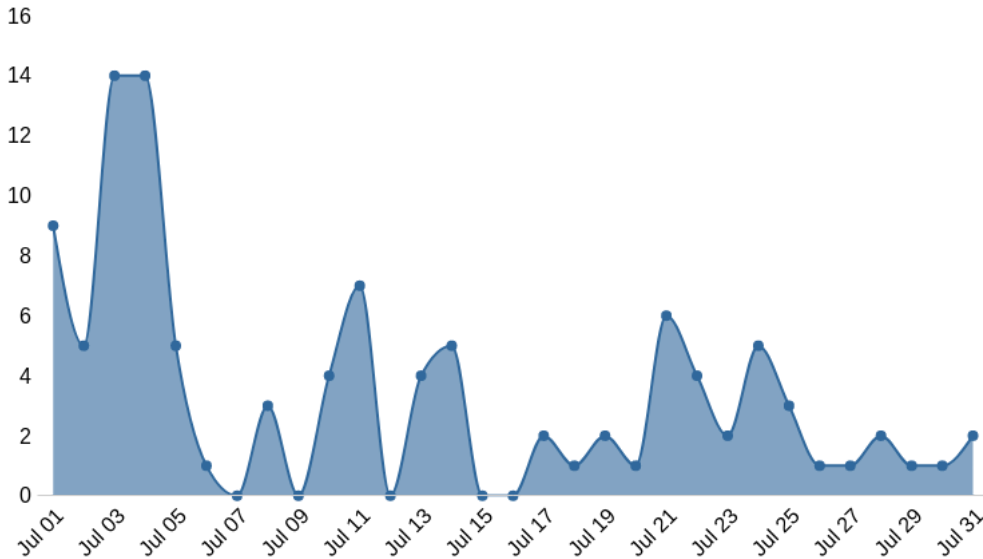


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

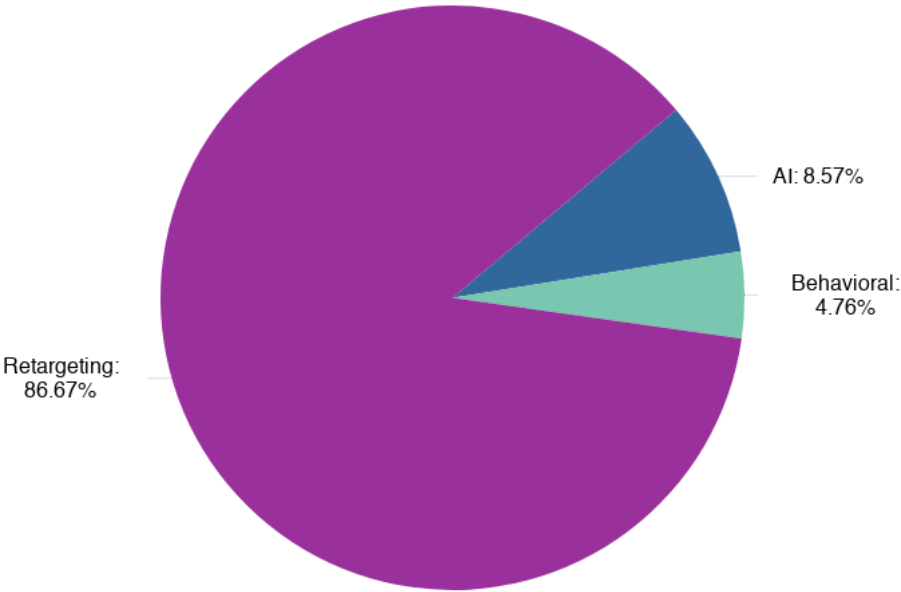
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Farmington Events Page View	82
Farmington Homepage Visits	18
Farmington Where To Dine Page View	3
Farmington Where To Shop Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

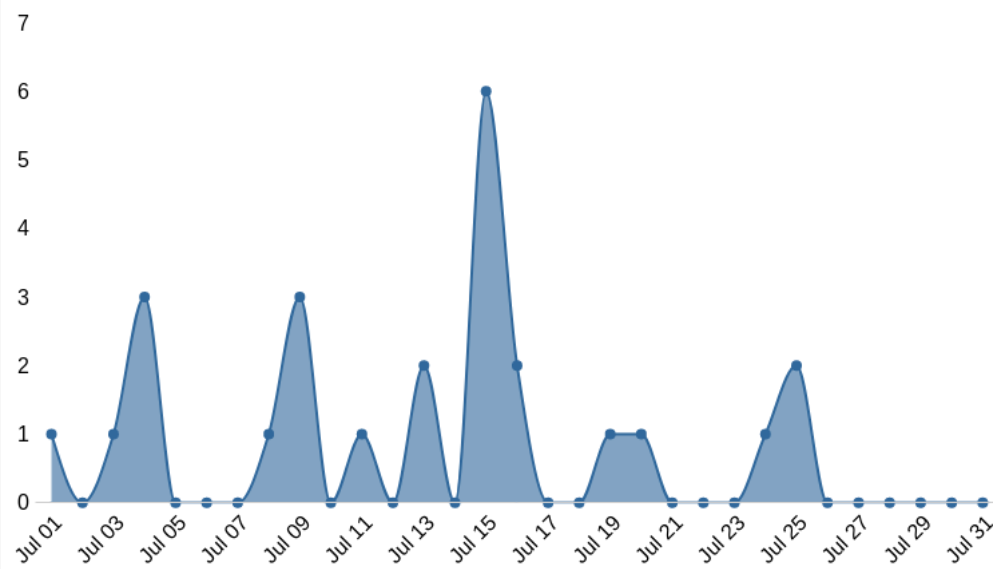


Times users clicked on an ad leading to your site and visited a page or completed an action

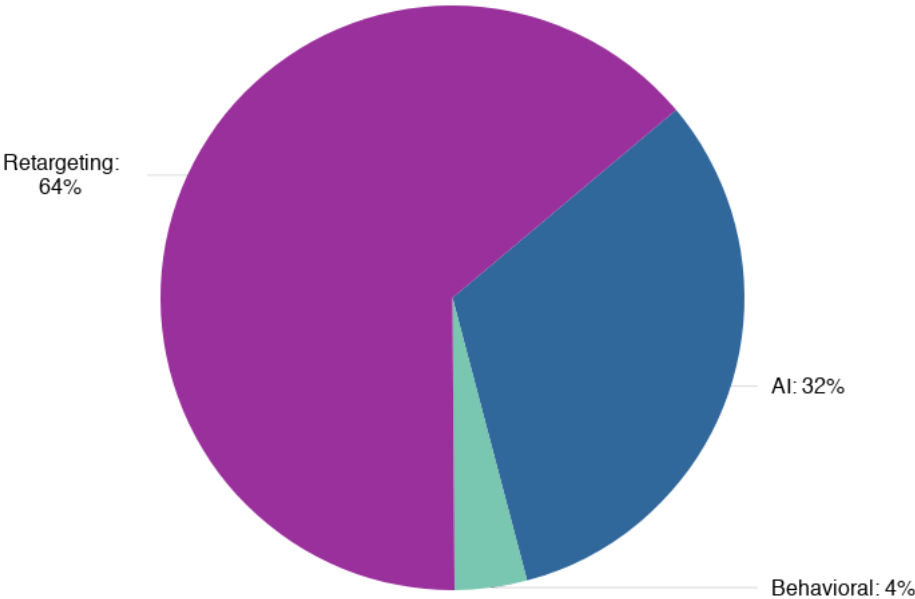
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Farmington Events Page View	11
Farmington Choose Your Journey Page View	5
Farmington Plan Your Trip Page View	5
Farmington Where To Dine Page View	3
Farmington Where To Shop Page View	1

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

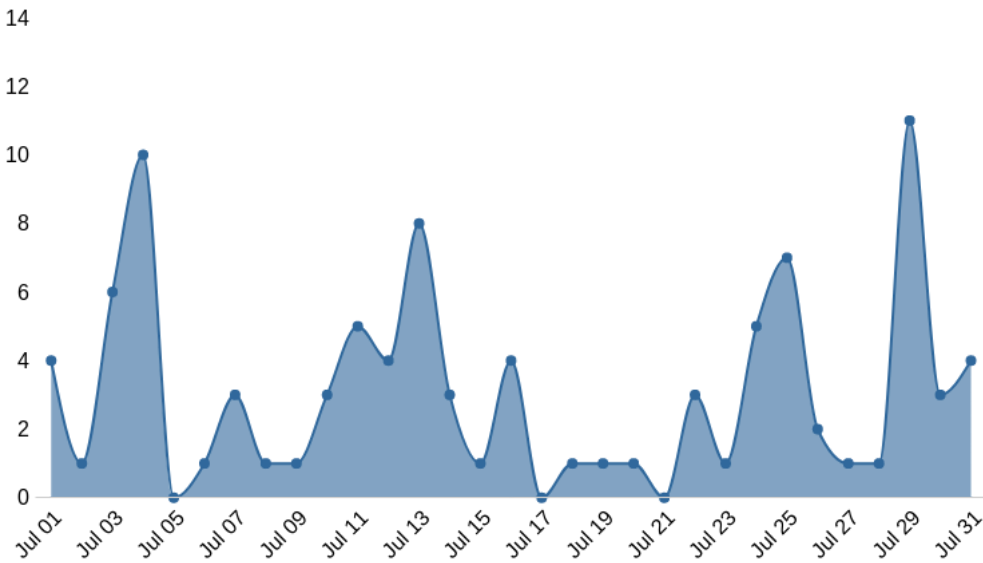


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

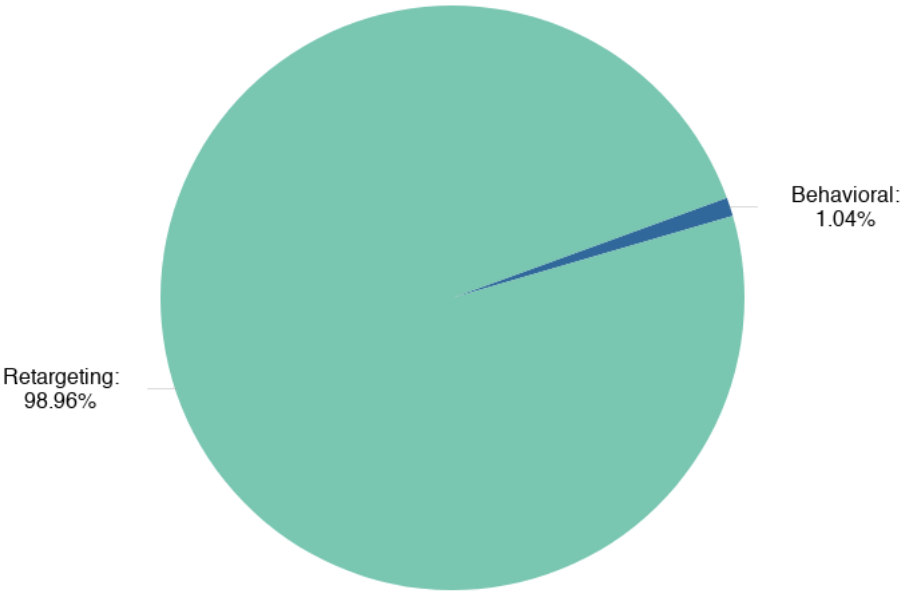
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Farmington Events Page View	69
Farmington Homepage Visits	26
Farmington Where To Dine Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

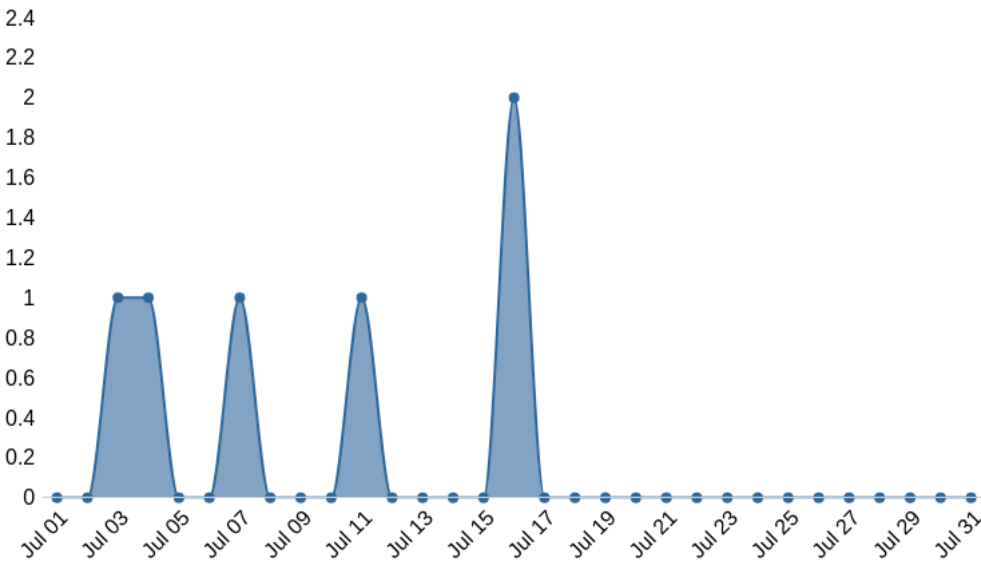


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

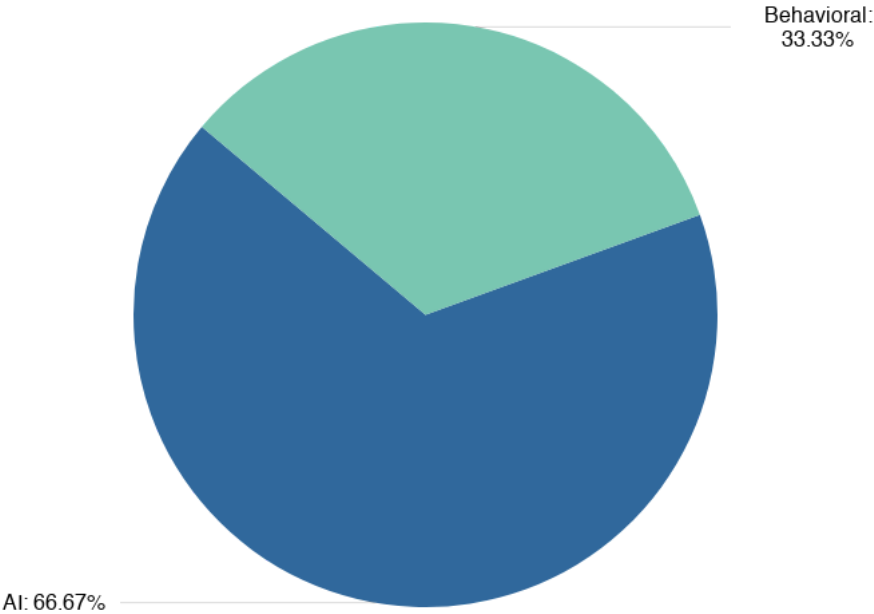
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Farmington Events Page View	5
Farmington Homepage Visits	1

CTV View-through Conversions by Day



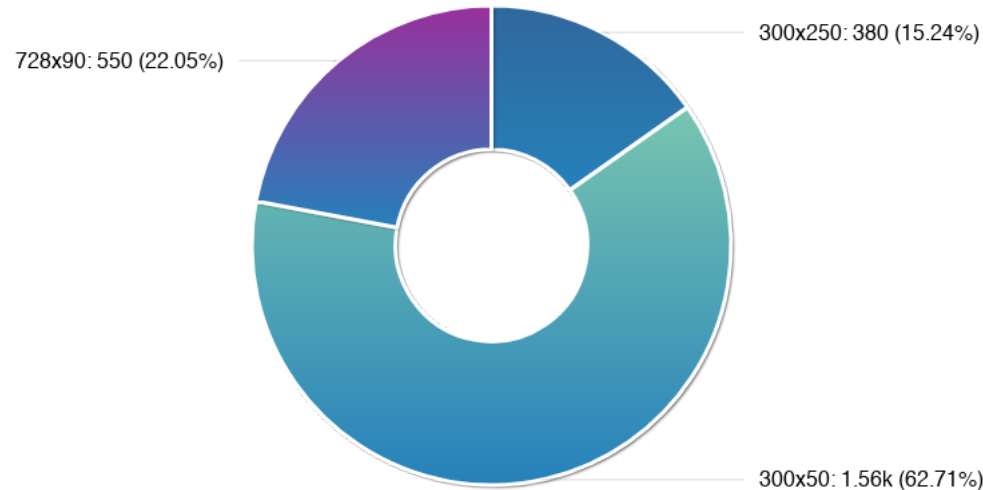
Top CTV View-through Conversions by Strategy



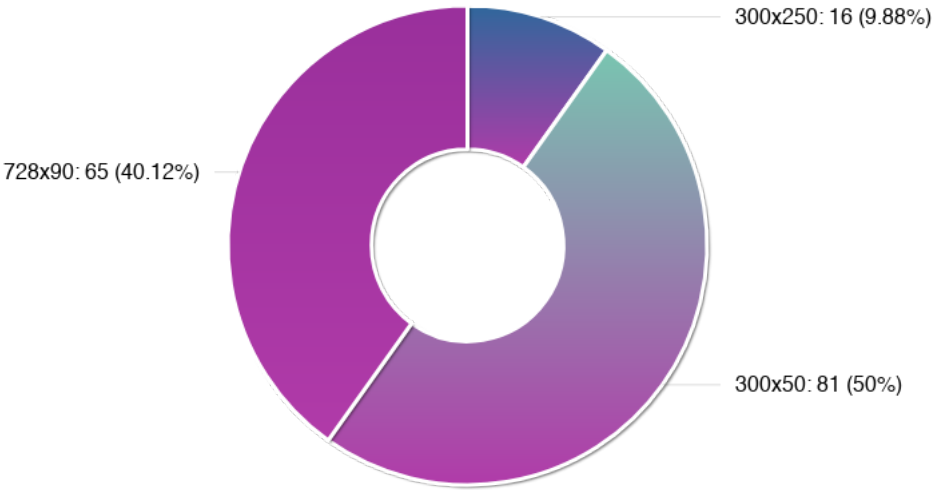
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
 Encounter	Farmington_PYCE Fall 320x50.gif	68,902	830	1.20%	17.21
 Encounter	Farmington_PYCE Fall 320x50 V2.gif_300x50	76,381	734	0.96%	13.73
 Encoun	Farmington_PYCE Fall 728x90.gif	26,454	362	1.37%	19.55
Thumbnail not available	Farmington_PYCE Fall 300x250.gif_300x250	7,124	214	3.00%	42.91
 Encoun	Farmington_PYCE Fall 728x90 V2.gif_728x90	19,699	188	0.95%	13.63
 Encounter	Farmington_PYCE Fall 300x250.gif	8,660	166	1.92%	27.38
Thumbnail not available	Farmington_300x250_Flights.gif_300x250	6	0	0.00%	0.00
	Farmington_320x50_Flights.gif_320x50	1	0	0.00%	0.00
 Encounter	Farmington_PYCE Fall 320x250 V2.gif_300x250	1	0	0.00%	0.00
 Encounter	Farmington_PYCE Fall 320x50.gif_300x50	2	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Farmington_Social Mirror_6.8_Discover Farmington, NM	141,072	1,213	0.86%	12.28
Thumbnail not available	Farmington_Social Mirror_6.8_IG_From high-desert trails	133,319	987	0.74%	10.58
	Farmington_Social Mirror_6.8_FB_From high-desert trails	90,337	812	0.90%	12.84
	Farmington_Social Mirror_6.8_Family fun meets fairway views	39,821	590	1.48%	21.17
	Farmington_Social Mirror_6.8_FB_Tee off amidst stunning scenery	31,660	332	1.05%	14.98
Thumbnail not available	Farmington_Social Mirror_Ready to escape the everyday grind? Treat yourself	48,472	314	0.65%	9.25
Thumbnail not available	Farmington_Social	20,870	227	0.72%	10.17

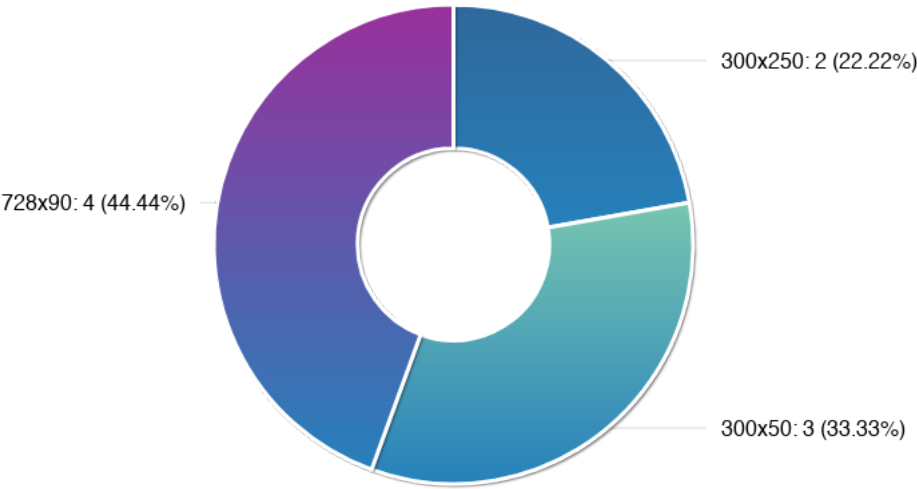
Social Mirror Ad Screenshots

	Farmington_Social Mirror_7.21_IG_Looking for a golf trip
Screenshot Urls	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
 Encounter	PYCE Fall 728x90.gif	494	4	0.81%	11.57
 Encounter	PYCE Fall 320x50.gif	445	3	0.67%	9.63
 Encounter	PYCE Fall 300x250.gif	349	2	0.57%	8.19

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	Farmington_6.16_LA_F PYCE One of a Kind.mp4	15,233	389	2.55%	36.48
Thumbnail not available	Farmington_6.8_360 degrees of adventure.mp4	30,532	254	0.83%	11.88
	Farmington_6.16_LA_360 degrees of adventure.mp4	19,051	227	1.19%	17.02
	Farmington_6.8_F PYCE One of a Kind.mp4	23,196	161	0.69%	9.92
	Farmington_7.1_360 degrees of adventure.mp4	23,985	127	0.53%	7.56

Grid contains more rows, but they have been clipped.

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Farmington - 132387 - Retargeting Video	87.83%	83.96%	81.13%	78.66%
Farmington - 132217 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	85.10%	76.13%	71.27%	66.25%
Farmington - 132389 - Retargeting Video	84.20%	79.09%	75.66%	71.79%
Farmington - 132387 - Travelers/Outdoor Enthusiasts/National Parks Behavioral Video	83.28%	76.14%	68.63%	56.26%

Video Ad Screenshots

	Farmington_7.1_360 degrees of adventure.mp4
Screenshot Urls	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Farmington_7.1_360 degrees of adventure.mp4	16,778	98.96%
Thumbnail not available	Farmington_6.8_360 degrees of adventure.mp4	13,932	98.93%
	Farmington_6.16_LA_360 degrees of adventure.mp4	9,525	98.87%
	Farmington_6.16_Seattle_360 degrees of adventure.mp4	4,192	98.76%
	Farmington_6.8_F PYCE One of a Kind.mp4	9,292	98.07%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Farmington - 132387 - AI CTV	100.00%	99.74%	99.47%	99.18%
Farmington - 133347 - AI CTV	100.00%	99.61%	99.44%	98.96%
Farmington - 132389 - AI CTV	100.00%	99.61%	99.20%	98.86%
Farmington - 132217- Travelers/Outdoor Enthusiasts/National Parks Behavioral CTV	100.00%	99.53%	99.01%	98.62%
Farmington - 132217- AI CTV	100.00%	99.47%	99.14%	98.55%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Farmington_YouTube_Jpg Banner_Plan Your Chance Encounter	20,486	6	93.59%	0.04
Farmington_YouTube_Gif Banner_Plan Your Chance Encounter	18,967	2	93.41%	0.04
Farmington_360 Degrees of Adventure	14,436	4	93.47%	0.04
Farmington_5.6.26_360 Degrees of Adventure	5,899	2	91.21%	0.04
Farmington_YouTube_Fly Farmington New Mexico	994	0	96.67%	0.04

Grid contains more rows, but they have been clipped.

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Farmington_YouTube_Fly Farmington New Mexico	98.29%	97.38%	96.88%	96.67%
Farmington_360 Degrees of Adventure	95.49%	94.41%	93.78%	93.47%
Farmington_YouTube_Jpg Banner_Plan Your Chance Encounter	95.27%	94.36%	93.89%	93.59%
Farmington_YouTube_Gif Banner_Plan Your Chance Encounter	95.04%	94.12%	93.67%	93.41%
Farmington_5.6.26_360 Degrees of Adventure	93.38%	92.11%	91.52%	91.21%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	721 Santa Fe Dr	Denver	CO	80204			1,288	9	0.70%

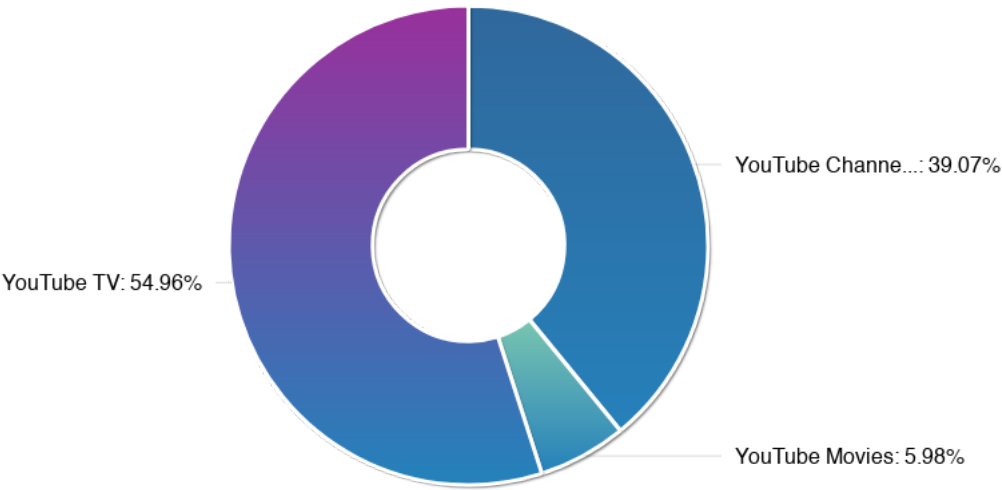
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	610,698	4,866	0.80%
Desktop	A personal computing device that remains stationary at one location.	291,905	4,039	1.38%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	93,023	29	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	55,456	252	0.45%
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.	34,657	68	0.20%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	98,564	892	0.90%
nypost.com	34,678	43	0.12%
tmz.com	20,976	20	0.10%
msn.com	17,029	242	1.42%
T-Mobile Play	12,099	307	2.54%
dailymail.com	9,451	42	0.44%
arcamax.com	8,685	28	0.32%
lawandcrime.com	8,258	2	0.02%
cheddar.tv	7,604	1	0.01%
foxnews.com	7,387	8	0.11%
digitalmarketingfc.com	7,275	63	0.87%
theguardian.com	6,857	6	0.09%
usatoday.com	6,450	31	0.48%
realclearpolitics.com	5,641	3	0.05%
ultimate-guitar.com	4,988	5	0.10%
newson6.com	4,438	0	0.00%
diario.mx	4,294	1	0.02%
buzzfeed.com	4,204	8	0.19%
the-sun.com	3,887	14	0.36%
courttv.com	3,824	11	0.29%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	448	0	0.00%
Joe Bart Games	347	0	0.00%
CaseOh	309	0	0.00%
Midwest Safety	307	0	0.00%
Joe Bartolozzi	287	0	0.00%
GFAM	261	0	0.00%
Sam and Colby	204	0	0.00%
SML	203	0	0.00%
Kai Cenat Live	168	0	0.00%
ABC News	164	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	4,511
(YouTube TV) ESPN	866
(YouTube TV) CNN	744
(YouTube TV) MS NOW	667
(YouTube TV) CNBC	518
(YouTube TV) FOX Business	332
(YouTube TV) Investigation Discovery	294
(YouTube TV) TV Land	94
(YouTube TV) FOX Sports	87
(YouTube TV) Hallmark TV	80

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	10,527	98.65%
		Vizio - Vizio WatchFree+	3,831	97.80%
		DirecTV	3,613	97.81%
		Tubi - Free Movies & TV	846	91.09%
		Pluto TV - Live TV and Movies	549	96.50%
		Dailymotion: Explore and watch videos	461	96.51%

	Philo TV	432	97.82%
	CBS News - Live Breaking News	266	99.31%
	Tubi - Movies & TV Shows	200	90.03%
	Plex: Stream Movies & TV	190	100.00%

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.