



# Digital Marketing Report

## Impressions

How many ads were served:

89,590

## Clicks

Times a user clicked on an ad

136

## Click-Through Rate

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

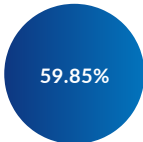
0.15%

## Your Product Breakout by Impressions



Social  
Mirror

## CTV Completion Rate



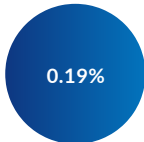
Percentage of users who watched the video from start  
to finish

## X the National Average



X the National Avg (.07%)

## Total Engagement Rate



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

\*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%) |
|------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Family Eyecare - Diabetes/Elder Care/Eyecare Social Mirror | 42,650        | 23     | 0.05% | 0.77                      |
| Family Eyecare - AI Social Mirror                          | 20,647        | 74     | 0.36% | 5.12                      |
| Family Eyecare - Geo-Retargeting Social Mirror             | 19,171        | 16     | 0.08% | 1.19                      |
| Family Eyecare - Retargeting Social Mirror                 | 7,003         | 23     | 0.33% | 4.69                      |
| Family Eyecare - Geo-Fencing Social Mirror                 | 119           | 0      | 0.00% | 0.00                      |



Social Mirror Click Conversions

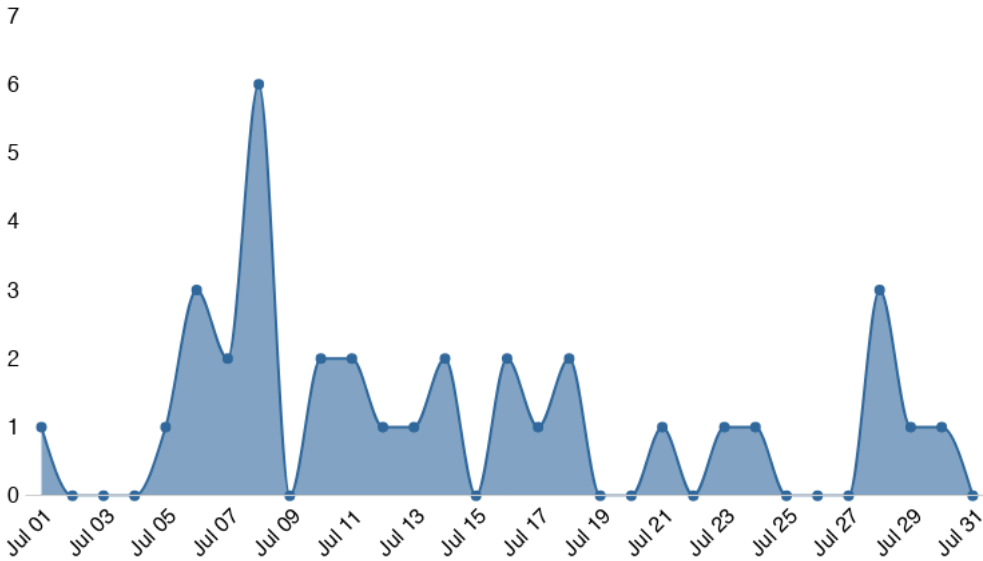


Times users clicked on an ad leading to your site and visited a page or completed an action

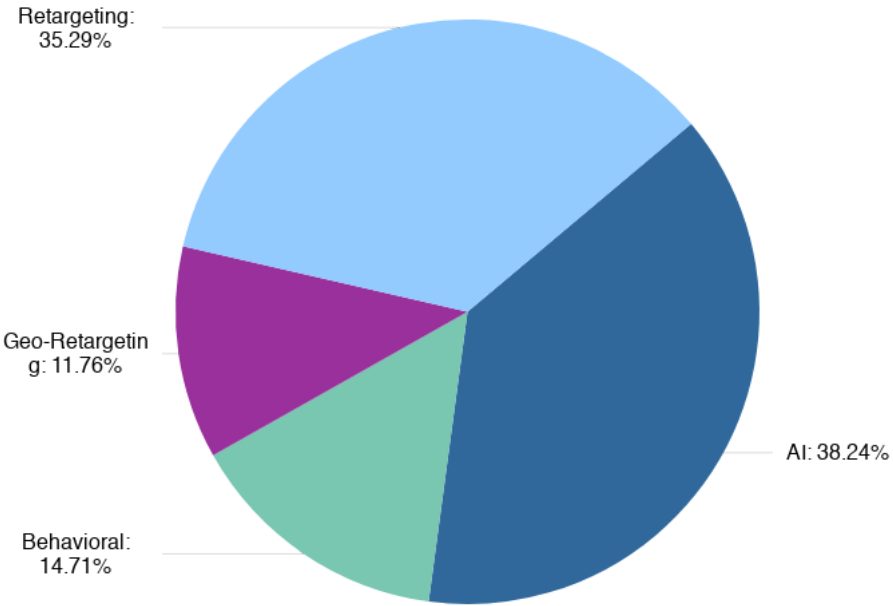
Social Mirror Click Conversion Performance Breakout

| Conversion Name                                | Click Conversions ↓ |
|------------------------------------------------|---------------------|
| Family Eyecare About Us Page View              | 18                  |
| Family Eyecare Eye Health Management Page View | 15                  |
| Family Eyecare Call Today Click Conversion     | 1                   |

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

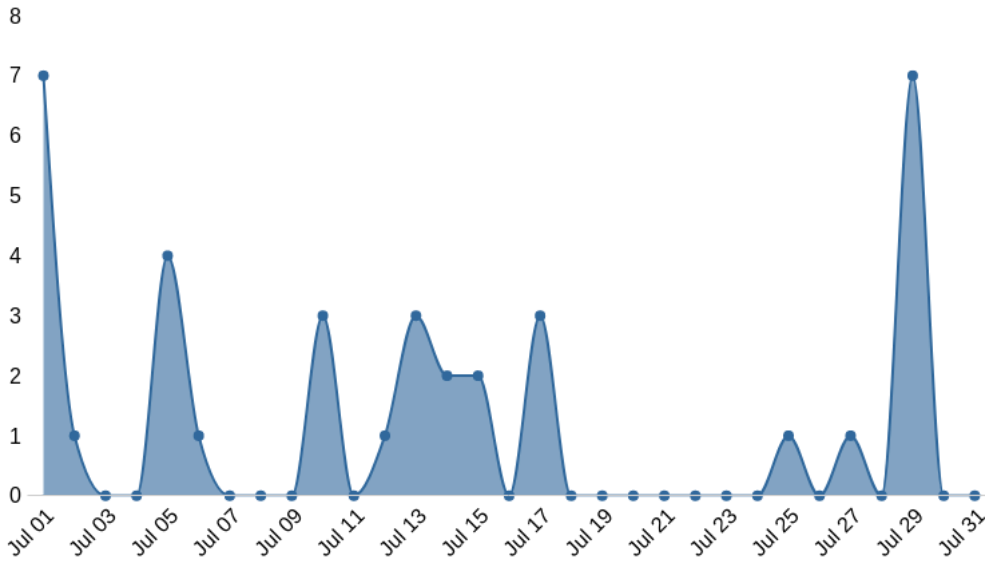


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

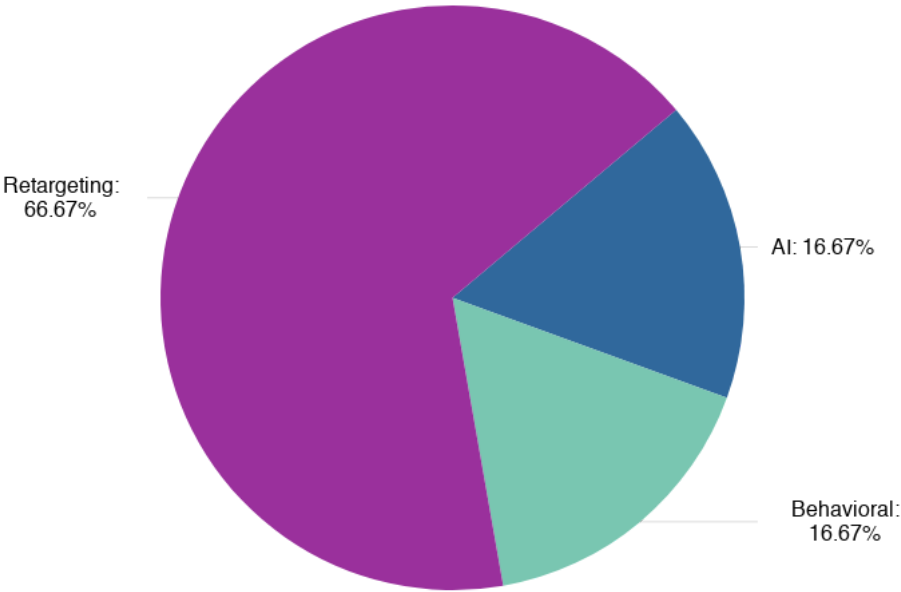
Social Mirror View-through Conversion Performance Breakout

| Conversion Name                                      | View-through Conversions ↓ |
|------------------------------------------------------|----------------------------|
| Family Eyecare Homepage Visits                       | 20                         |
| Family Eyecare Eye Health Management Page View       | 8                          |
| Family Eyecare About Us Page View                    | 6                          |
| Family Eyecare Eyewear Page View                     | 1                          |
| Family Eyecare Schedule Appointment Click Conversion | 1                          |

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%) |
|-------------------------|------------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|                         | Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | 28,655      | 50       | 0.17% | 2.49                      |
|                         | Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | 28,214      | 41       | 0.15% | 2.08                      |
| Thumbnail not available | Family Eyecare_Social Mirror_FB_6.5_We're here to help                                   | 29,426      | 39       | 0.13% | 1.89                      |
|                         | Family Eyecare_6.1.26_Social Mirror_FEC Social Mirror (2).gif                            | 1,700       | 4        | 0.24% | 3.36                      |
|                         | Family Eyecare_6.1.26_Social Mirror_Your vision deserves expert care.                    | 1,595       | 2        | 0.13% | 1.79                      |

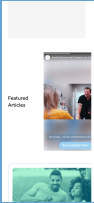


Social Mirror Creative AI Performance

| Creative                                                                                 |                  |                 | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
|------------------------------------------------------------------------------------------|------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                                            | Variant Name     | Creative Format |                               |                                  |       |
| Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | Variant: V_00010 | Photo           | <a href="#">Click to View</a> | 4.38%                            | 3.42% |
| Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | Variant: V_00003 | Photo           | <a href="#">Click to View</a> | 4.24%                            | 2.54% |
| Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | Variant: V_00002 | Story           | <a href="#">Click to View</a> | 4.20%                            | 2.77% |
| Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | Variant: V_00010 | Story           | <a href="#">Click to View</a> | 4.16%                            | 2.67% |
| Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | Variant: V_00006 | Story           | <a href="#">Click to View</a> | 4.11%                            | 2.82% |
| Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | Variant: V_00001 | Photo           | <a href="#">Click to View</a> | 4.08%                            | 2.60% |
| Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | Variant: V_00002 | Photo           | <a href="#">Click to View</a> | 4.06%                            | 2.99% |
| Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | Variant: V_00012 | Story           | <a href="#">Click to View</a> | 3.92%                            | 2.70% |
| Family Eyecare_7.2.26_Social Mirror_Story Ad                                             | Variant: V_00007 | Story           | <a href="#">Click to View</a> | 3.78%                            | 2.72% |
| Family Eyecare_7.2.26_Social Mirror_Personalized and comprehensive eye care for all ages | Variant: V_00007 | Photo           | <a href="#">Click to View</a> | 3.54%                            | 3.56% |



Social Mirror Ad Screenshots

| Family Eyecare_7.2.26_Social Mirror_Story Ad |                                                                                     |
|----------------------------------------------|-------------------------------------------------------------------------------------|
| Screenshot Urls                              |  |



BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 63401    | 6,589         | 12     | 0.18% | 2.60                      |
| 62301    | 6,520         | 14     | 0.21% | 3.07                      |
| 65265    | 4,740         | 9      | 0.19% | 2.71                      |
| 61455    | 4,132         | 6      | 0.15% | 2.07                      |
| 52627    | 2,969         | 6      | 0.20% | 2.89                      |
| 62305    | 2,966         | 5      | 0.17% | 2.41                      |
| 52632    | 2,917         | 4      | 0.14% | 1.96                      |
| 63552    | 2,353         | 5      | 0.21% | 3.04                      |
| 63353    | 1,563         | 5      | 0.32% | 4.57                      |
| 62363    | 1,492         | 3      | 0.20% | 2.87                      |
| 63334    | 1,400         | 2      | 0.14% | 2.04                      |
| 62618    | 1,067         | 0      | 0.00% | 0.00                      |
| 62321    | 912           | 0      | 0.00% | 0.00                      |
| 87120    | 872           | 2      | 0.23% | 3.28                      |
| 63456    | 867           | 0      | 0.00% | 0.00                      |
| 87114    | 863           | 0      | 0.00% | 0.00                      |
| 63461    | 857           | 3      | 0.35% | 5.00                      |
| 87109    | 847           | 0      | 0.00% | 0.00                      |
| 62324    | 834           | 0      | 0.00% | 0.00                      |
| 87121    | 811           | 0      | 0.00% | 0.00                      |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 54,871        | 47     | 0.09% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 31,744        | 83     | 0.26% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 2,974         | 6      | 0.20% |



Site and App Performance

| Name                                              | Impressions ↓ | Clicks | CTR   |
|---------------------------------------------------|---------------|--------|-------|
| msn.com                                           | 21,990        | 1      | 0.00% |
| aol.com                                           | 5,720         | 0      | 0.00% |
| imdb.com                                          | 3,013         | 4      | 0.13% |
| zillow.com                                        | 2,051         | 0      | 0.00% |
| foxnews.com                                       | 1,413         | 3      | 0.21% |
| ebay.com                                          | 896           | 0      | 0.00% |
| biblegateway.com                                  | 724           | 0      | 0.00% |
| huffpost.com                                      | 533           | 2      | 0.38% |
| jcpenny.com                                       | 498           | 0      | 0.00% |
| IMDb: Your guide to movies, TV shows, celebrities | 434           | 0      | 0.00% |
| WeatherBug – Weather Forecast                     | 425           | 0      | 0.00% |
| arcamax.com                                       | 401           | 2      | 0.50% |
| Weather by WeatherBug                             | 345           | 0      | 0.00% |
| spacedaily.com                                    | 335           | 0      | 0.00% |
| merriam-webster.com                               | 307           | 2      | 0.65% |
| lakemchenryscanner.com                            | 301           | 2      | 0.66% |
| accuweather.com                                   | 293           | 1      | 0.34% |
| last.fm                                           | 290           | 0      | 0.00% |
| themirror.com                                     | 289           | 4      | 1.38% |
| legacy.com                                        | 278           | 0      | 0.00% |



Google Analytics 4 Performance

|       |          |                   |                       |              |           |             |
|-------|----------|-------------------|-----------------------|--------------|-----------|-------------|
| 1,961 | 1,614    | 338               | 20.94%                | 1,510        | 1,446     | 1,548       |
| VIEWS | SESSIONS | ENGAGED SESSIONS  | ENGAGEMENT RATE       | ACTIVE USERS | NEW USERS | TOTAL USERS |
|       |          | 1.07              | 4:40:18               |              |           |             |
|       |          | SESSIONS PER USER | 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.

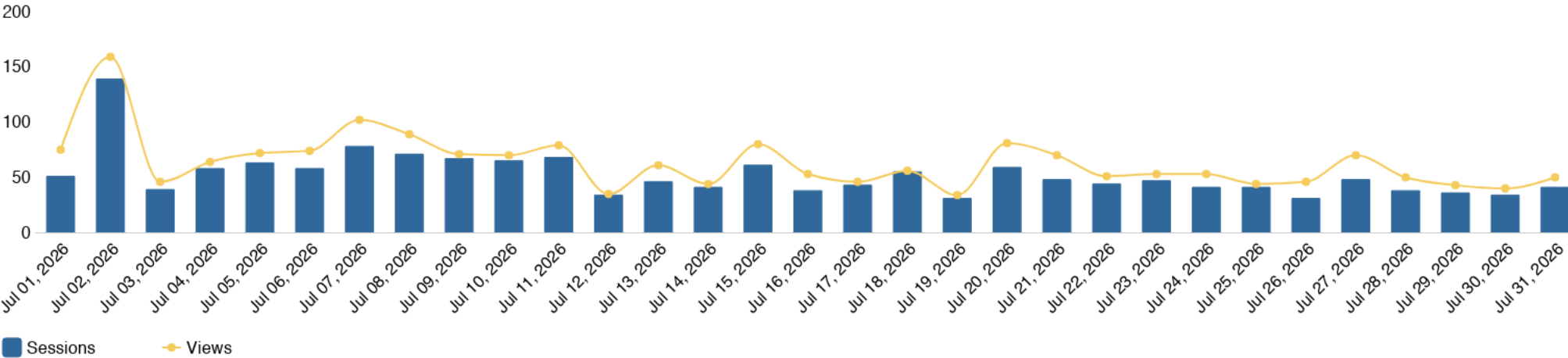
**Total Users:** The number of unique user IDs that triggered any events.

**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

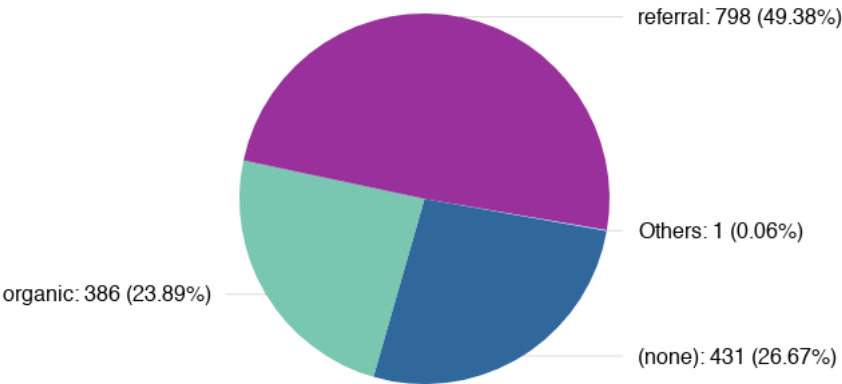


Google Analytics 4 Account Performance

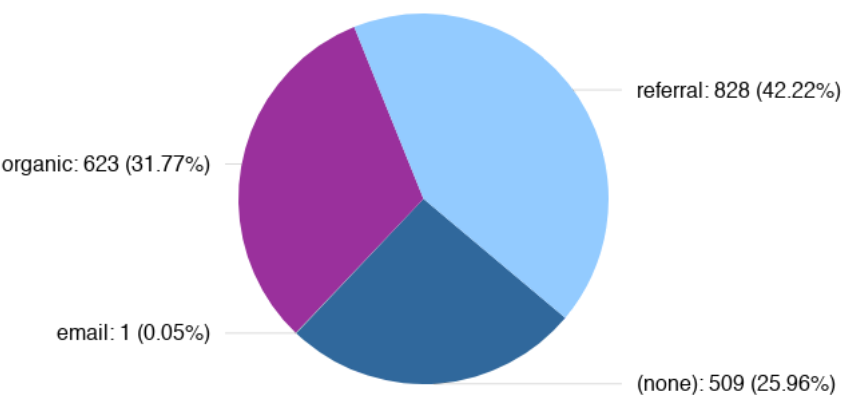
| <a href="#">Analytics Account Name</a> ↑ | Sessions | Views | Total User Engagement | Pages / Session | Engagement rate |
|------------------------------------------|----------|-------|-----------------------|-----------------|-----------------|
| Total                                    | 1,614    | 1,961 | 4:40:18               | 1.22            | 20.94%          |
| VWM / Rethink Sites                      | 1,614    | 1,961 | 04:40:18              | 1.22            | 20.94%          |



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

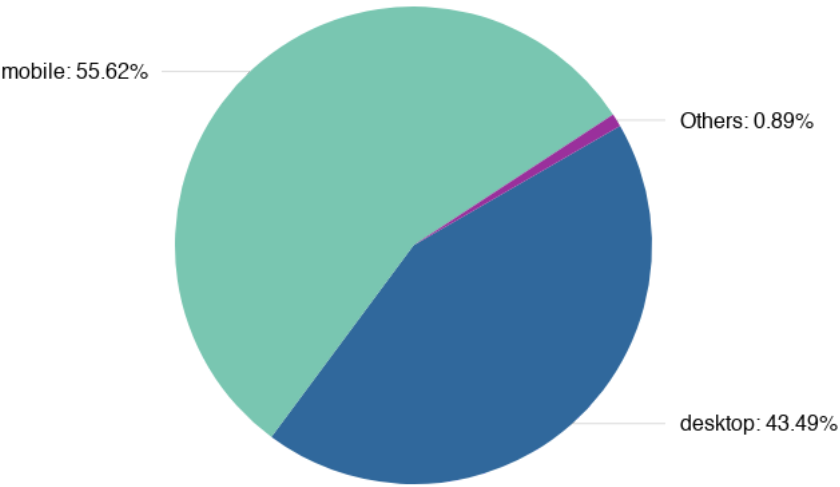


Google Analytics 4 Event Performance

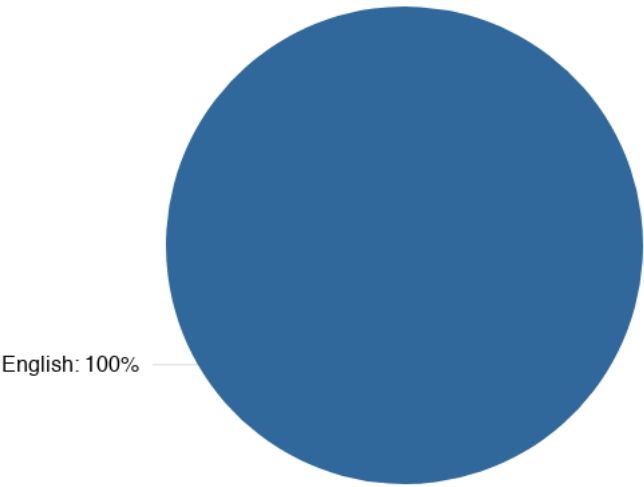
| Event name      | Event count <a href="#">↓</a> |
|-----------------|-------------------------------|
| Total           | 5,972                         |
| page_view       | 1,961                         |
| session_start   | 1,615                         |
| first_visit     | 1,446                         |
| user_engagement | 628                           |
| scroll          | 215                           |
| click           | 103                           |
| file_download   | 4                             |



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           | 1,617      | 1,961 | 338              | 20.90%          | 4:40:18               |
| Chrome          | 850        | 1,004 | 166              | 19.53%          | 02:11:46              |
| Safari          | 460        | 600   | 118              | 25.65%          | 01:26:29              |
| Android Webview | 108        | 114   | 3                | 2.78%           | 00:02:28              |
| Edge            | 92         | 123   | 33               | 35.87%          | 00:51:34              |
| Firefox         | 48         | 53    | 10               | 20.83%          | 00:03:50              |



Google Analytics 4 Page Path Performance

| Page path                                     | Engaged sessions ↓ |
|-----------------------------------------------|--------------------|
| Total                                         | 577                |
| /                                             | 272                |
| /about-us/                                    | 96                 |
| /contact-us/                                  | 57                 |
| /services/eye-health-management/              | 41                 |
| /pay-bill/                                    | 27                 |
| /eye-wear/                                    | 25                 |
| /forms/                                       | 11                 |
| /services/other-services/                     | 8                  |
| /blog/                                        | 6                  |
| /tomato-glasses-stylish-durable-kid-approved/ | 6                  |



Google Analytics 4 Performance by Geo

| City             | Region     | Sessions ↓ | Views | Engaged sessions | Engagement rate | Total User Engagement |
|------------------|------------|------------|-------|------------------|-----------------|-----------------------|
| Total            |            | 1,653      | 1,961 | 371              | 22.44%          | 4:40:18               |
| New York         | New York   | 135        | 144   | 7                | 5.19%           | 00:05:56              |
| (not set)        | (not set)  | 131        | 131   | 3                | 2.29%           | 00:00:40              |
| Quincy           | Illinois   | 114        | 198   | 71               | 62.28%          | 01:23:16              |
| (not set)        | New York   | 94         | 94    | 0                | 0.00%           | 00:00:00              |
| Chicago          | Illinois   | 84         | 92    | 15               | 17.86%          | 00:11:11              |
| Boardman         | Oregon     | 66         | 66    | 0                | 0.00%           | 00:00:07              |
| Las Vegas Valley | Nevada     | 57         | 57    | 0                | 0.00%           | 00:00:16              |
| Singapore        | (not set)  | 35         | 34    | 5                | 14.29%          | 00:03:48              |
| (not set)        | (not set)  | 27         | 27    | 0                | 0.00%           | 00:00:09              |
| St. Louis        | Missouri   | 27         | 37    | 12               | 44.44%          | 00:06:37              |
| (not set)        | Missouri   | 23         | 45    | 15               | 65.22%          | 00:16:51              |
| Miami            | Florida    | 17         | 17    | 1                | 5.88%           | 00:00:05              |
| San Antonio      | Texas      | 15         | 15    | 2                | 13.33%          | 00:00:11              |
| Piscataway       | New Jersey | 14         | 14    | 0                | 0.00%           | 00:00:00              |
| (not set)        | California | 13         | 13    | 0                | 0.00%           | 00:00:03              |



**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



# 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.