

Digital Marketing Report

Impressions

How many ads were served:

68,559

Clicks

Times a user clicked on an ad

295

Click-Through Rate

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

0.43%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate

0.48%

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

X the National Average

6.15

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%)
Dogwood Village Assisted Living - Seniors & Retirement/Elderly Parent in Household/Caregivers Behavioral Social Mirror	29,000	55	0.19%	2.71
Dogwood Village Assisted Living - AI Social Mirror	24,462	191	0.78%	11.15
Dogwood Village Assisted Living - Retargeting Social Mirror	15,097	49	0.32%	4.64

Social Mirror Click Conversions

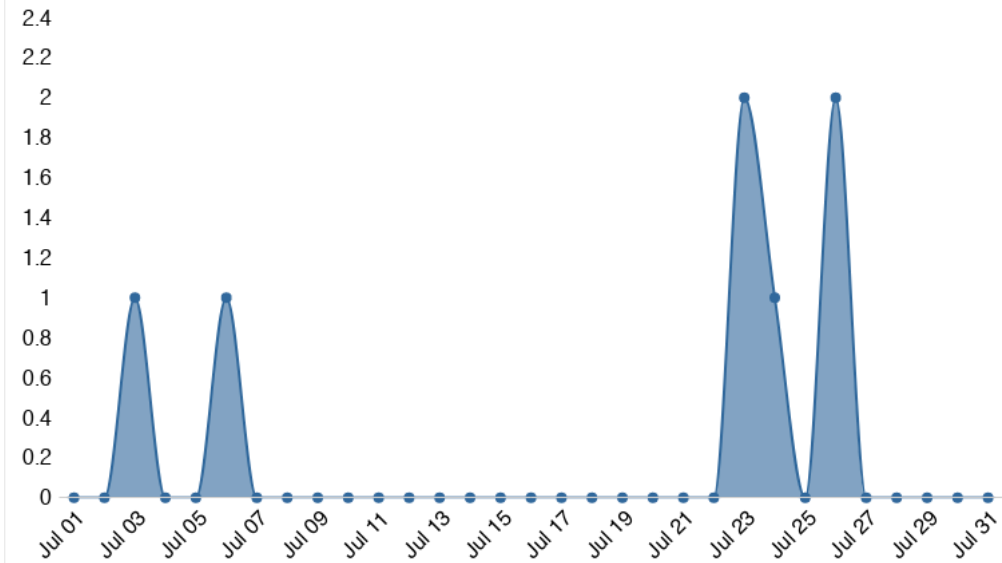


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

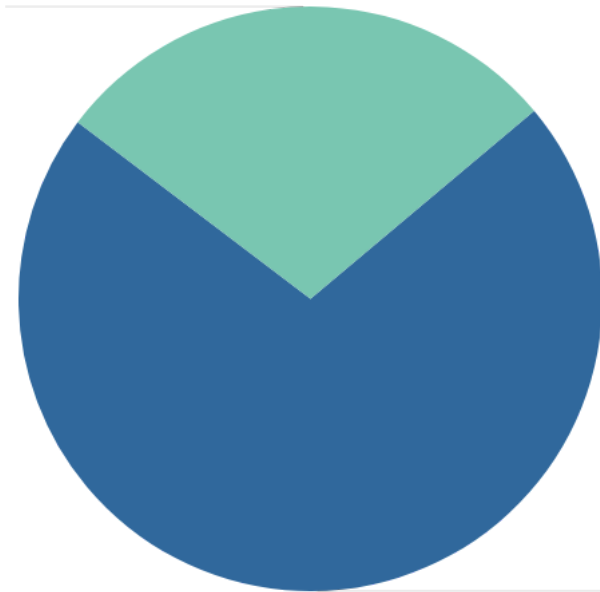
Conversion Name	Click Conversions ↓
Dogwood Village Assisted Living Contact Page View	3
Dogwood Village Assisted Living Long Term Care Page View	2
Dogwood Village Assisted Living Senior Living Page View	2

Social Mirror Click Conversions by Day



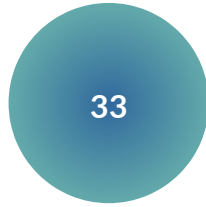
Top Social Mirror Click Conversions by Strategy

Retargeting:
28.57%



AI: 71.43%

Social Mirror View-through Conversions

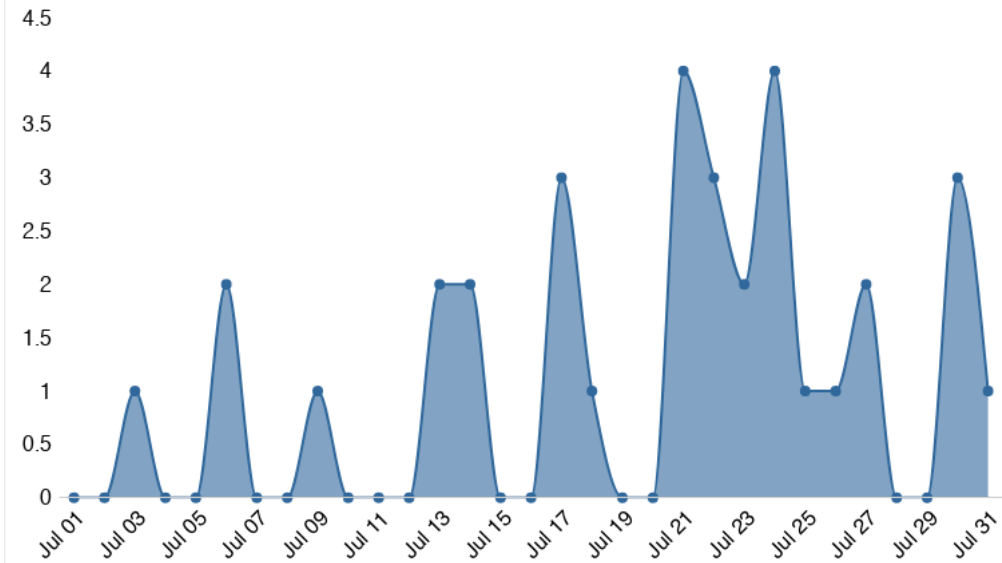


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

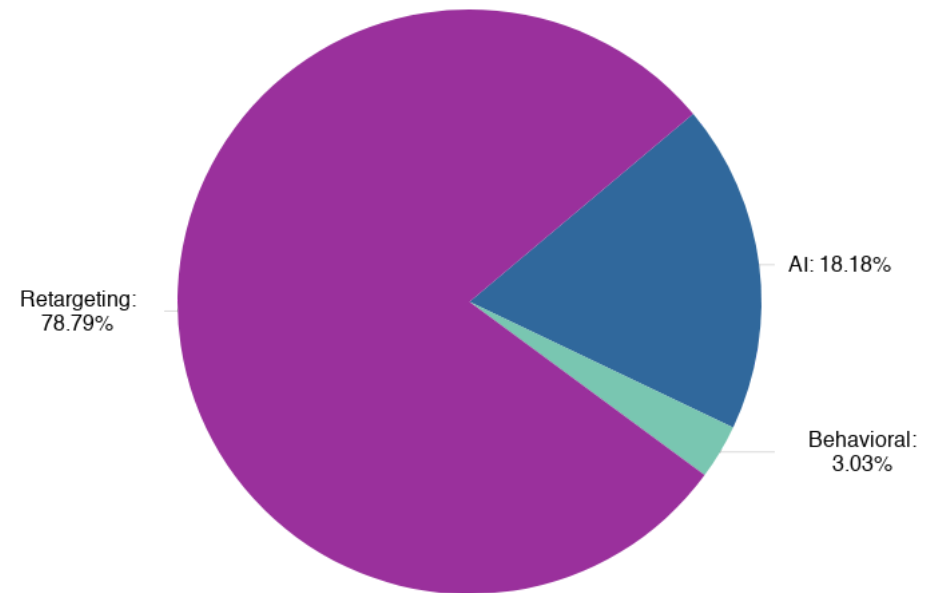
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Dogwood Village Assisted Living Homepage Visits	31
Dogwood Village Assisted Living Contact Page View	2

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	Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	68,559	295	0.43%	6.15

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00008	Carousel	Click to View	14.88%	0.64%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00010	Carousel	Click to View	11.16%	0.81%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00011	Carousel	Click to View	8.51%	1.05%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00001	Carousel	Click to View	7.98%	0.65%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00003	Carousel	Click to View	6.32%	0.54%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00006	Carousel	Click to View	6.00%	1.09%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00002	Carousel	Click to View	5.52%	0.85%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00013	Carousel	Click to View	4.99%	0.84%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00007	Carousel	Click to View	4.94%	0.73%
Dogwood Village Assisted Living_Social Mirror_Life at Dogwood Village	Variant: V_00015	Carousel	Click to View	4.76%	0.88%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	38,433	232	0.60%
Desktop	A personal computing device that remains stationary at one location.	26,798	56	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,328	7	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	11,495	65	0.57%
msn.com	8,466	3	0.04%
nypost.com	3,430	6	0.17%
tmz.com	1,515	4	0.26%
Weather - The Weather Channel	962	0	0.00%
windstream.net	801	0	0.00%
WeatherBug – Weather Forecast	639	1	0.16%
dailymail.com	611	3	0.49%
ebay.com	593	0	0.00%
lawandcrime.com	551	2	0.36%
theguardian.com	541	2	0.37%
Weather by WeatherBug	480	0	0.00%
brezzamistica.info	470	0	0.00%
aol.com	448	0	0.00%
timecardcalculator.net	432	0	0.00%
Podcast Player	399	1	0.25%
realtor.com	393	0	0.00%
shopgoodwill.com	369	2	0.54%
accuweather.com	360	2	0.56%
huffpost.com	303	5	1.65%

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.