

Digital Marketing Report

Impressions

How many ads were served:

68,260

Clicks

Times a user clicked on an ad

176

Click-Through Rate

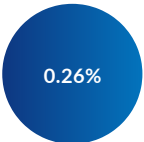
(Clicks/Impressions) x 100

0.26%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

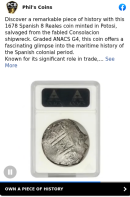
Social
Mirror

*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%)
Phil's Coins - Coins/Collectors Behavioral Social Mirror	26,000	55	0.21%	3.02
Phil's Coins - AI Social Mirror	23,150	108	0.47%	6.66
Phil's Coins - Keyword Social Mirror	19,110	13	0.07%	0.97

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Phil's Coins_4.10_Social Mirror_We are now purchasing Gold, silver and collectible coins	34,037	90	0.26%	3.78
	Phil's Coins_4.10_Social Mirror_Discover a remarkable piece of history	34,223	86	0.25%	3.59

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,764	100	0.24%
Desktop	A personal computing device that remains stationary at one location.	22,134	61	0.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,362	15	0.34%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,697	1	0.03%
foxnews.com	3,143	6	0.19%
tmz.com	2,948	0	0.00%
nypost.com	2,432	9	0.37%
kansas.com	2,221	2	0.09%
usatoday.com	1,017	4	0.39%
dailymail.com	803	7	0.87%
Fox News - Daily Breaking News	654	0	0.00%
washingtonpost.com	648	1	0.15%
mediotiempo.com	631	2	0.32%
hollywoodpq.com	628	7	1.11%
coinvaluechecker.com	615	0	0.00%
ign.com	556	0	0.00%
veryinformed.com	506	0	0.00%
lawandcrime.com	505	0	0.00%
outdoorrevival.com	451	0	0.00%
theguardian.com	417	2	0.48%
courttv.com	380	1	0.26%
KWCH 12 News	363	0	0.00%
buzzfeed.com	327	0	0.00%

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.