

Digital Marketing Report

Impressions

How many ads were served:

151,664

Clicks

Times a user clicked on an ad

196

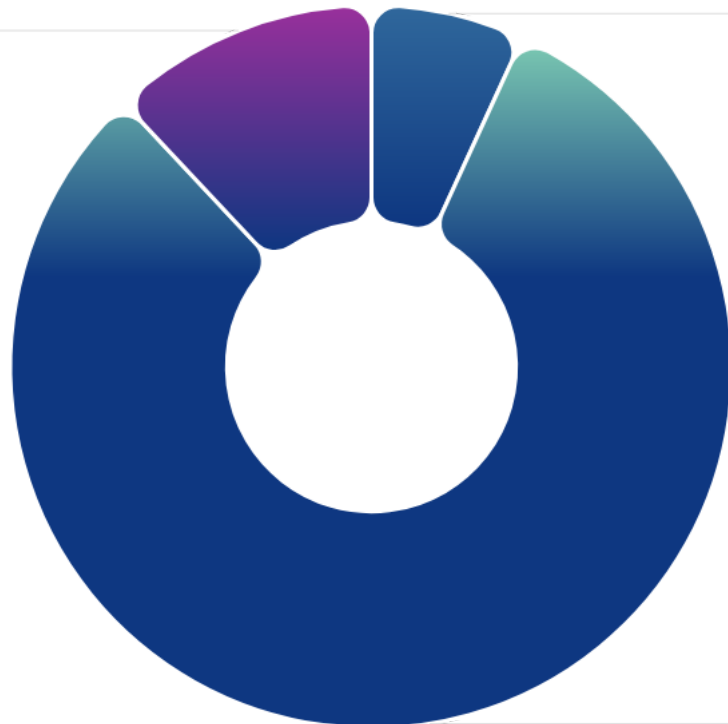
Click-Through Rate

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

0.16%

Your Product Breakout by Impressions

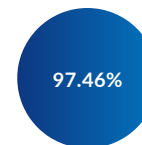
Social
Mirror CTV



CTV

Social
Mirror

CTV Completion Rate



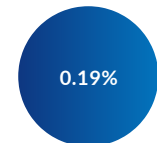
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



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

Total Engagement Rate



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

X the National Average



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%)
Visit Johnstown - AI Social Mirror	64,227	114	0.18%	2.54
Visit Johnstown - Tourism/Attractions/Outdoor Activities Social Mirror	43,223	47	0.11%	1.55
Visit Johnstown - Retargeting Social Mirror	15,603	35	0.22%	3.20
Visit Johnstown - AI Social Mirror CTV	8,496	7	0.08%	1.18
Visit Johnstown - Tourism/Attractions/Outdoor Activities Social Mirror CTV	7,691	7	0.09%	1.30
Visit Johnstown - AI CTV	4,304	0	0.00%	0.00
Visit Johnstown - Tourism/Attractions/Outdoor Activities CTV	4,064	1	0.02%	0.35
Visit Johnstown - Retargeting CTV	2,039	1	0.05%	0.70
Visit Johnstown - Retargeting Social Mirror CTV	2,017	0	0.00%	0.00

Social Mirror View-through Conversions

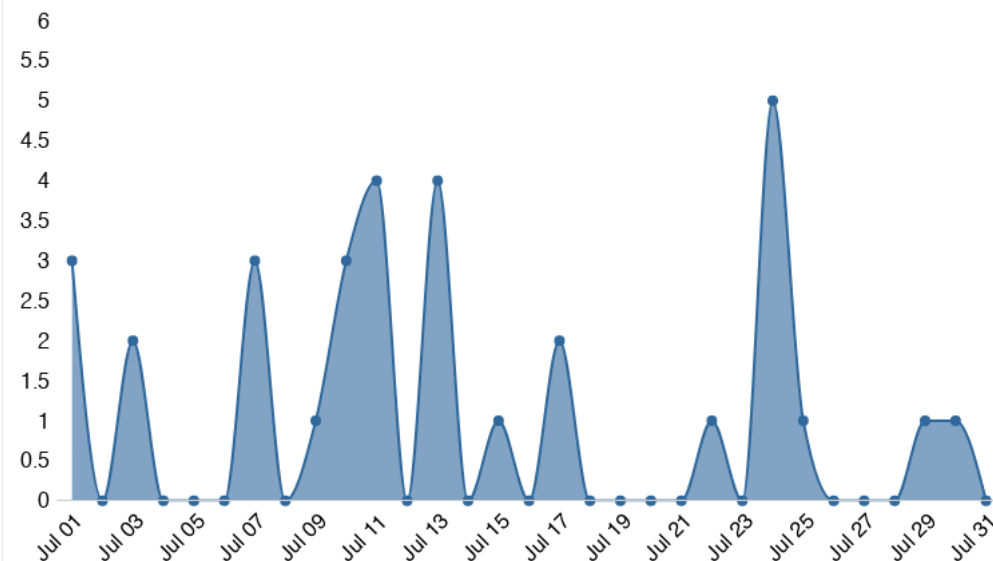
32

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

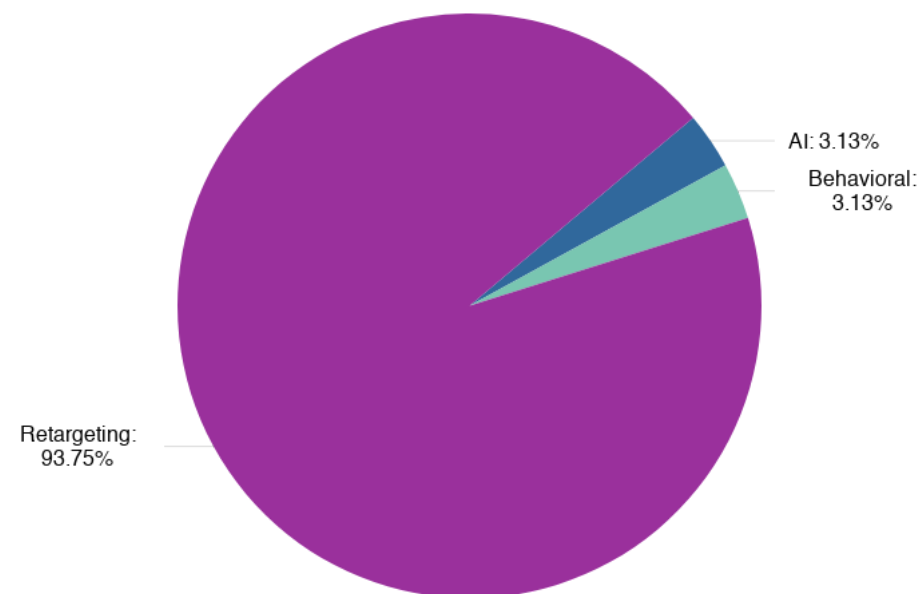
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Visit Johnstown Homepage Visits	15
Visit Johnstown Events Page View	10
Visit Johnstown Visitors Guide Page View	5
Visit Johnstown Plan Page View	2

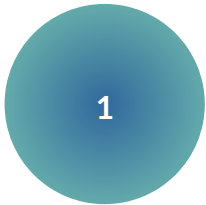
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

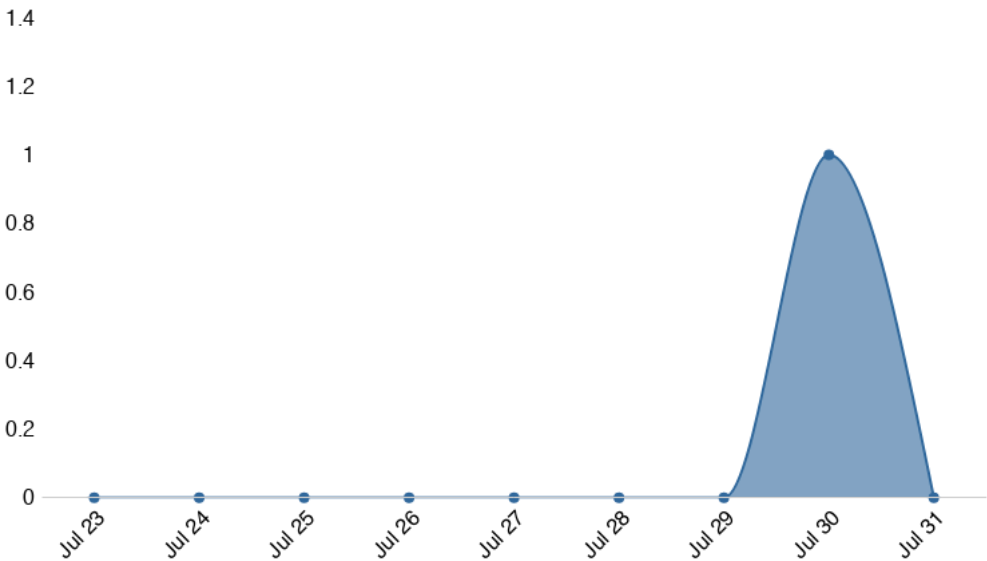


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

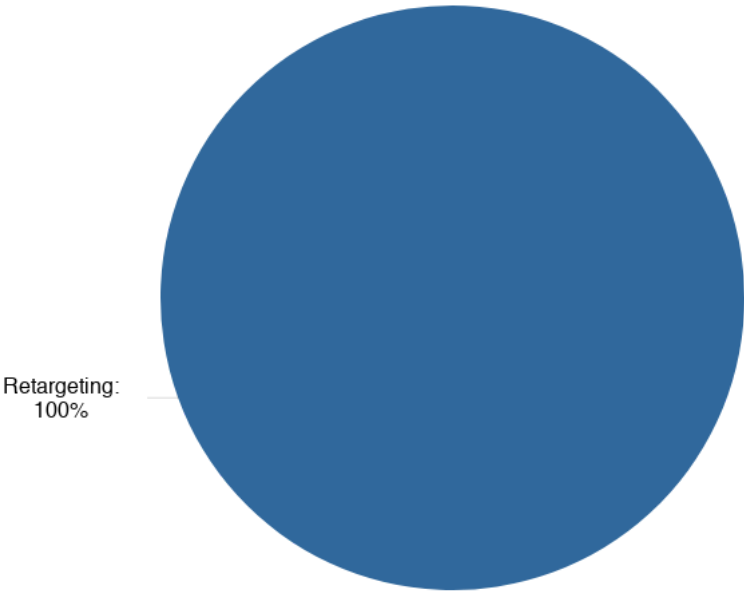
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Visit Johnstown Homepage Visits	1

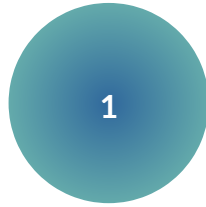
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

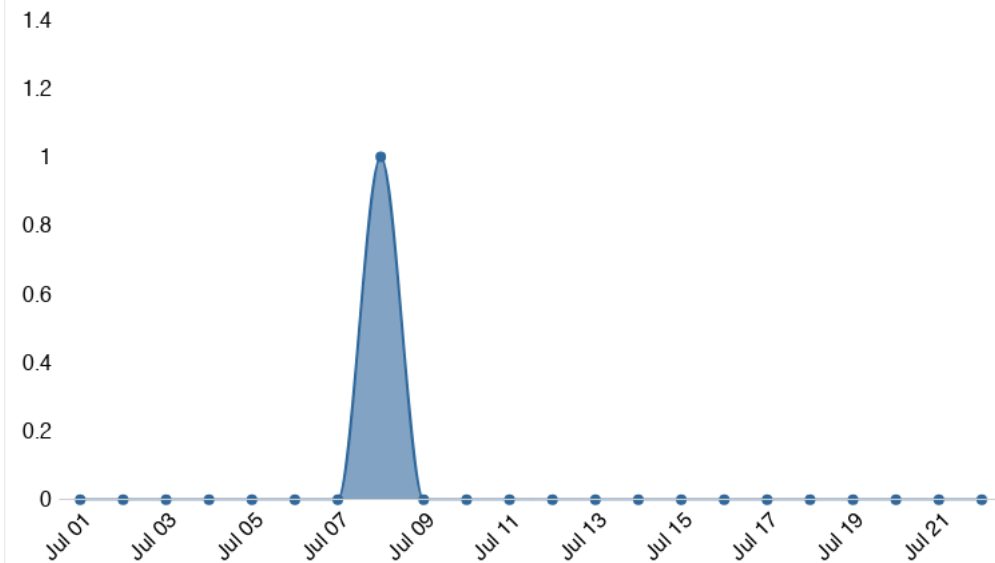


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Visit Johnstown Homepage Visits	1

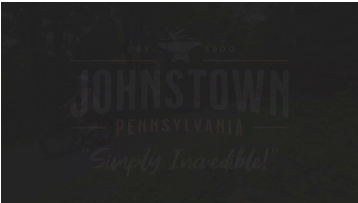
Social Mirror CTV View-through Conversions by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Visit Johnstown_SM_6.1.26_The Johnstown region is YOUR destination	123,053	196	0.16%	2.28

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Visit Johnstown_7.22.26_Visit Johnstown Trails Spot 2026 (1).mp4	10,407	99.25%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Visit Johnstown - Tourism/Attractions/Outdoor Activities CTV	100.00%	99.68%	99.56%	99.38%
Visit Johnstown - AI CTV	100.00%	99.72%	99.35%	99.28%
Visit Johnstown - Retargeting CTV	100.00%	99.75%	99.56%	98.92%

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Visit Johnstown_SM CTV_5.1.26_Find your next adventure	18,204	98.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	66,407	40	0.06%
Mobile	A portable electronic device that can connect to the internet.	52,796	147	0.28%
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.	15,447	12	0.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	13,164	4	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,850	9	0.23%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	34,655	12	0.03%
foxnews.com	4,149	17	0.41%
realtor.com	2,039	0	0.00%
aol.com	1,855	1	0.05%
Pinterest	1,779	1	0.06%
imdb.com	949	1	0.11%
ebay.com	934	0	0.00%
washingtonpost.com	904	0	0.00%
accuweather.com	844	3	0.36%
Weather by WeatherBug	823	2	0.24%
Podcast Player	779	0	0.00%
espn.com	777	0	0.00%
wjactv.com	712	2	0.28%
shopgoodwill.com	665	0	0.00%
dailymail.com	663	0	0.00%
biblegateway.com	661	1	0.15%
nypost.com	652	3	0.46%
WeatherBug – Weather Forecast	635	0	0.00%
hsn.com	620	0	0.00%
statecollege.com	611	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,497	97.69%
	Vizio - Vizio WatchFree+	2,220	99.11%
	Telly - The Truly Smart TV	1,463	94.00%
	The Roku Channel	768	99.10%
	DirecTV	658	99.68%
	Tubi - Free Movies & TV	550	99.08%

	Tubi - Movies & TV Shows	483	99.87%
	Vizio Channel	410	95.79%
	Xfinity TV - Pluto TV	242	95.38%
	The CW	231	98.75%

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.