

Digital Marketing Report

Impressions

How many ads were served:

854,735

Clicks

Times a user clicked on an ad

19,519

Click-Through Rate

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

0.39%

Your Product Breakout by Impressions



Events

35,451

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

84.09%

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

Total Engagement Rate

1.79%

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

X the National Average

5.58

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.

Spend Performance
Does not include management fee

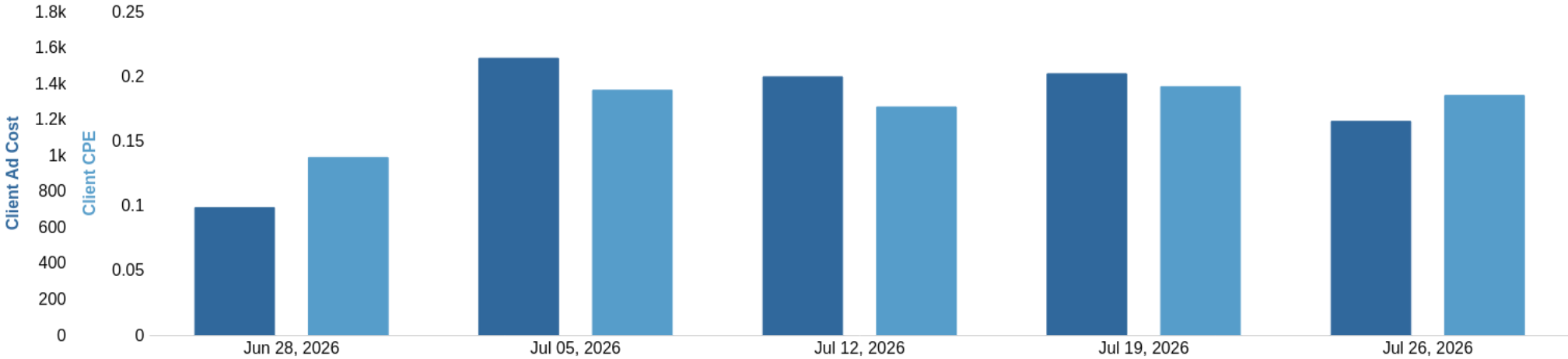
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
UVA Community Credit Union - Membership Drive - Venue Targeting DOOH Video	34,597

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
UVA Community Credit Union - Membership Drive - Bank Visitors/Financial Advisory Office Visitors Mobile	159,062	442	0.28%	3.97
UVA Community Credit Union - Membership Drive - Banking/Credit Union/Finance Facebook/Instagram Premium	155,219	1,817	1.17%	16.72
UVA Community Credit Union - Membership Drive - Banks/Credit Unions/Financial Services Behavioral Display	119,348	100	0.08%	1.20
UVA Community Credit Union - Membership Drive - Banks/Credit Unions/Financial Services Behavioral Social Mirror	90,142	48	0.05%	0.76
UVA Community Credit Union - Membership Drive - Keyword Social Mirror	67,235	52	0.08%	1.10
UVA Community Credit Union - Membership Drive - AI Display	51,630	171	0.33%	4.73
UVA Community Credit Union - Membership Drive - AI Social Mirror	43,782	54	0.12%	1.76
UVA Community Credit Union - Membership Drive - Site Retargeting Mobile	43,450	159	0.37%	5.23
UVA Community Credit Union - Membership Drive - Credit Union Membership Performance Max	42,156	16,345	38.77%	553.90
UVA Community Credit Union - Membership Drive - Keyword Display	29,700	54	0.18%	2.60
UVA Community Credit Union - Membership Drive - Retargeting Facebook/Instagram Premium	13,299	264	1.99%	28.36
UVA Community Credit Union - Membership Drive - Retargeting Display	2,868	10	0.35%	4.98
UVA Community Credit Union - Membership Drive - Retargeting Social Mirror	2,247	3	0.13%	1.91

Display Click Conversions

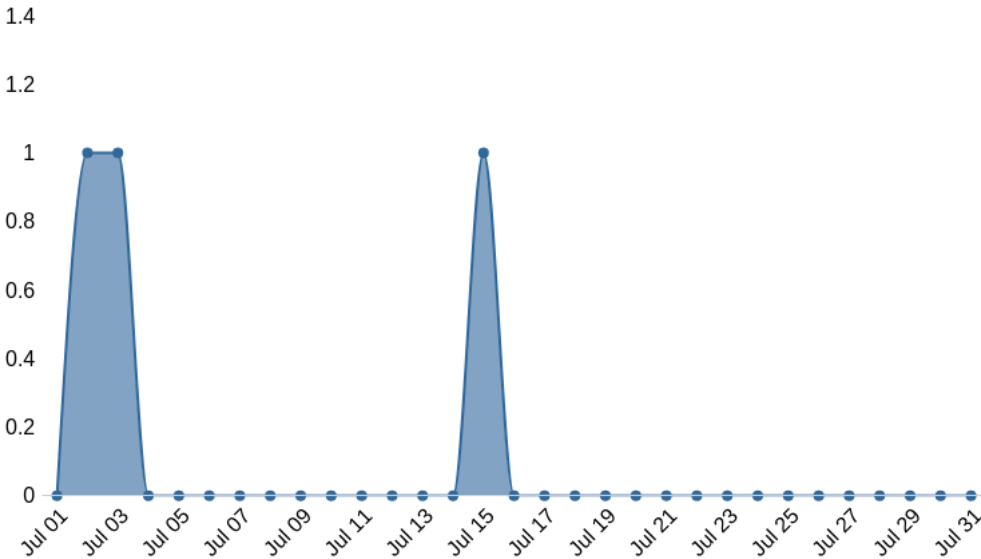


Times users clicked on an ad leading to your site and visited a page or completed an action

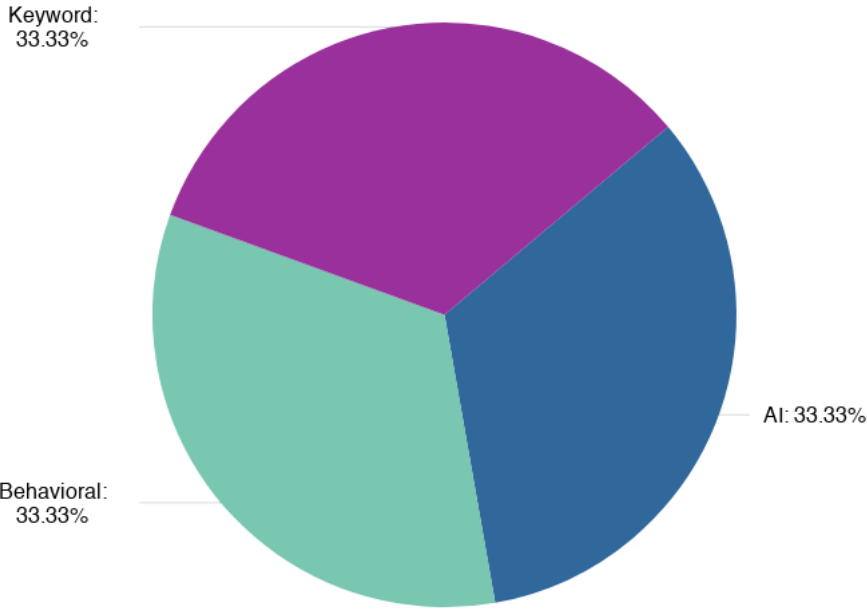
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
UVA Community Credit Union Membership Page View	2
UVA Community Credit Union Personal Membership Apply Click	1

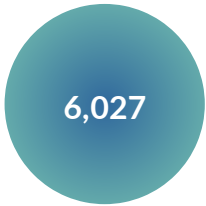
Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

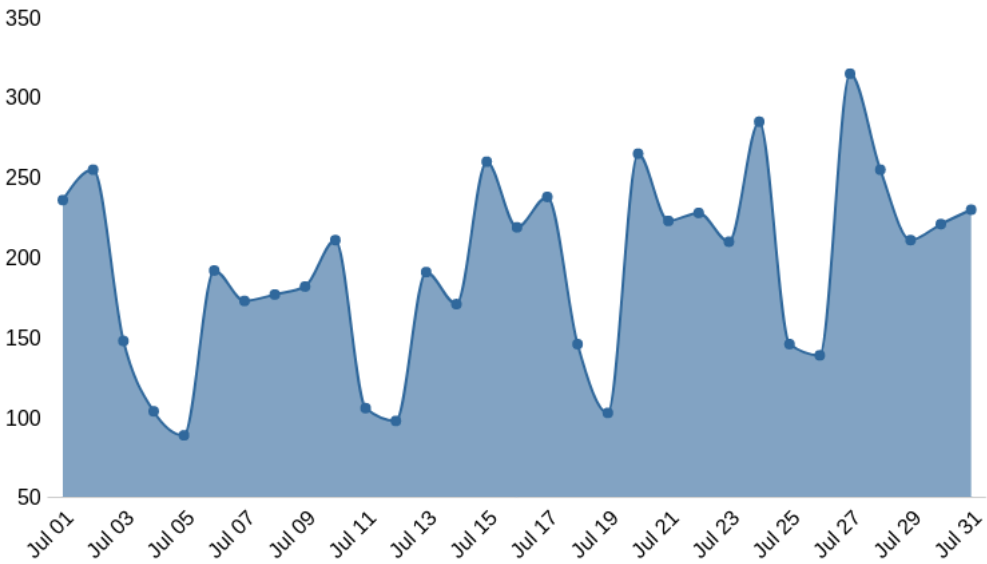


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

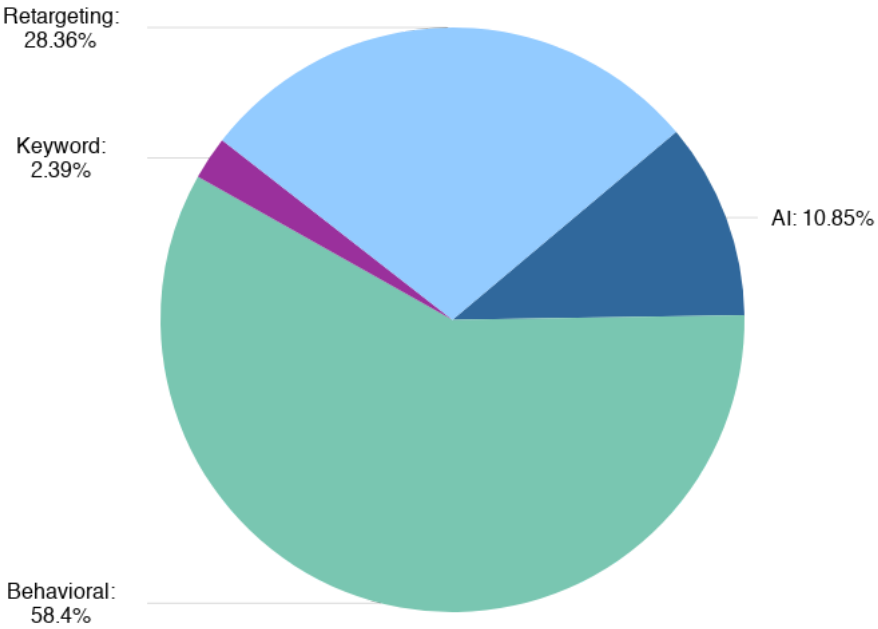
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
UVA Community Credit Union Homepage Visits	5,982
UVA Community Credit Union Membership Page View	33
UVA Community Credit Union Home Equity Apply Now Click	4
UVA Community Credit Union MaxSaver Apply Click	3
UVA Community Credit Union Personal Membership Apply Click	3
UVA Community Credit Union Careers Apply Now Click	2

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions

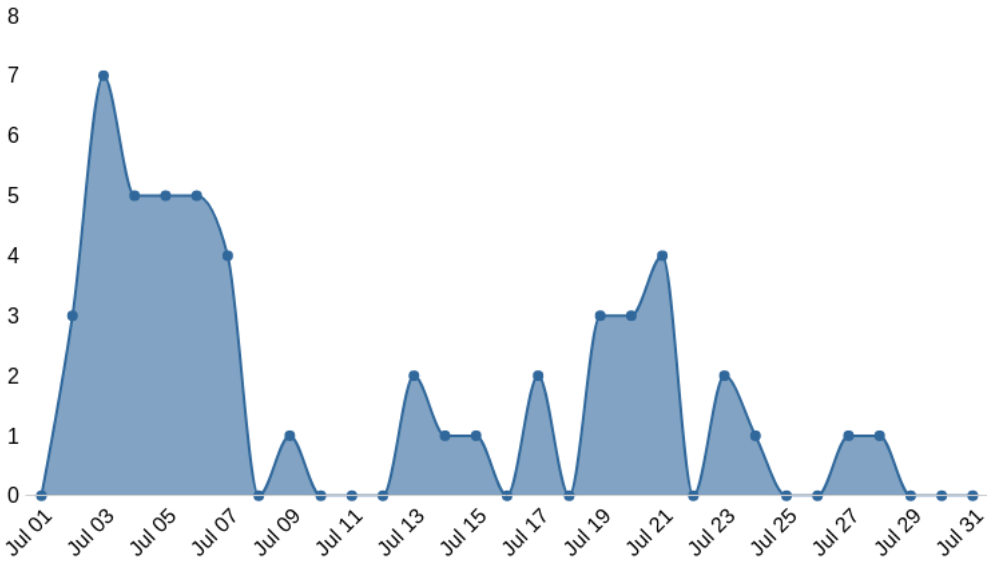


Times users clicked on an ad leading to your site and visited a page or completed an action

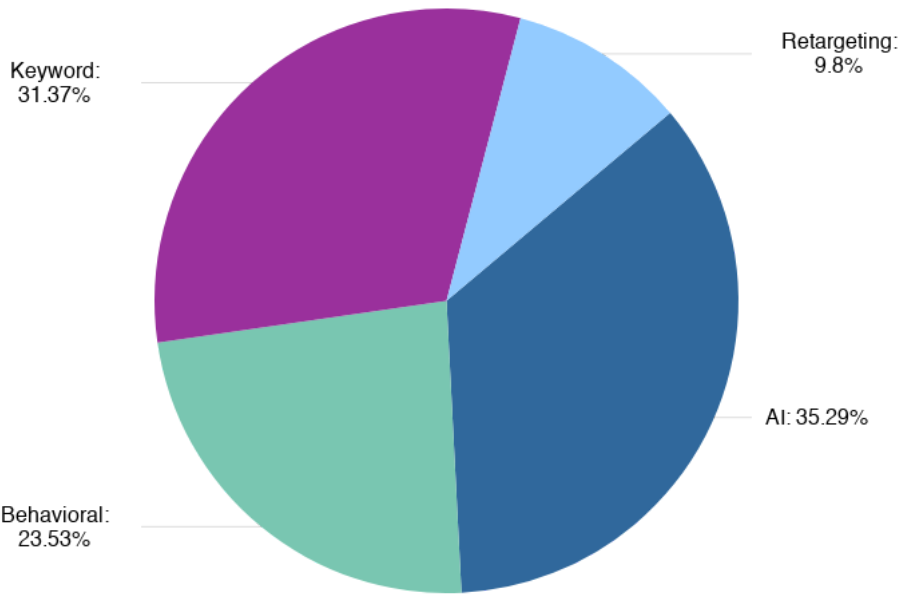
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
UVA Community Credit Union Membership Page View	47
UVA Community Credit Union Business Membership Apply Click	2
UVA Community Credit Union Personal Membership Apply Click	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

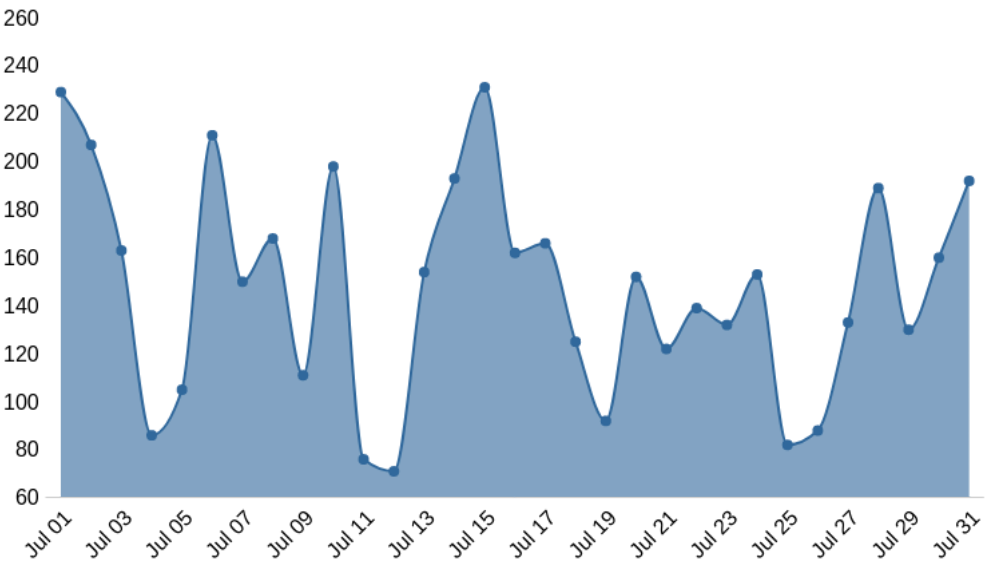
4,570

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

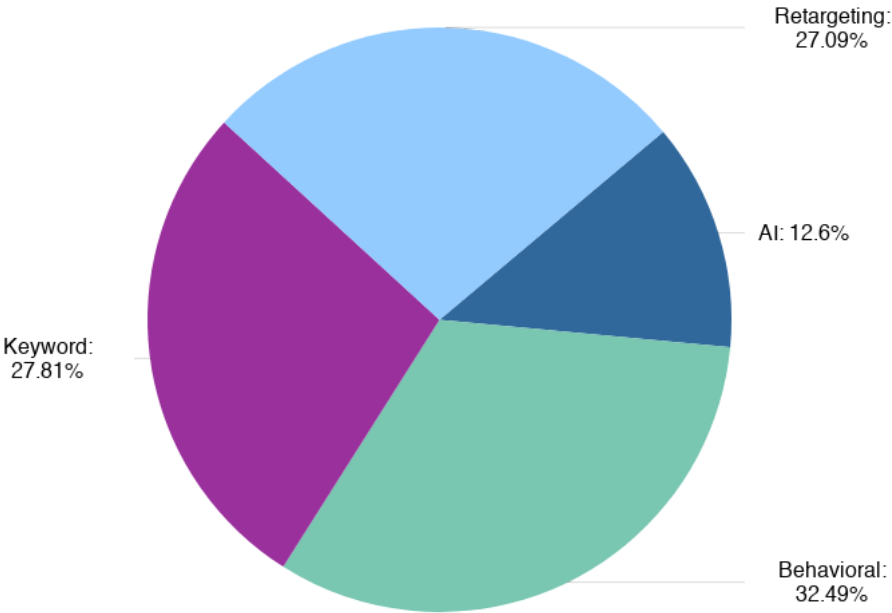
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
UVA Community Credit Union Homepage Visits	4,529
UVA Community Credit Union Membership Page View	28
UVA Community Credit Union Careers Apply Now Click	4
UVA Community Credit Union Home Equity Apply Now Click	4
UVA Community Credit Union Personal Membership Apply Click	4
	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

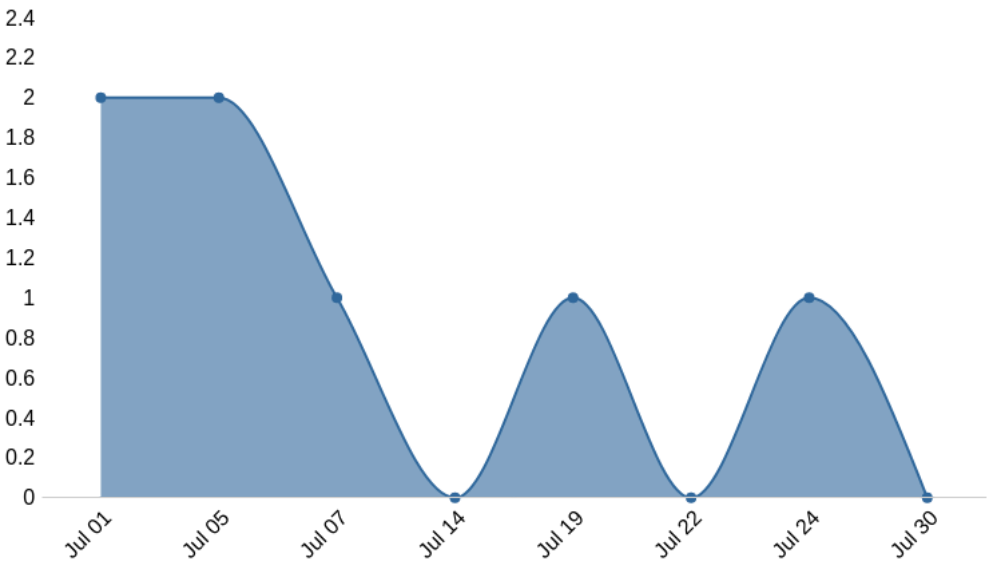


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

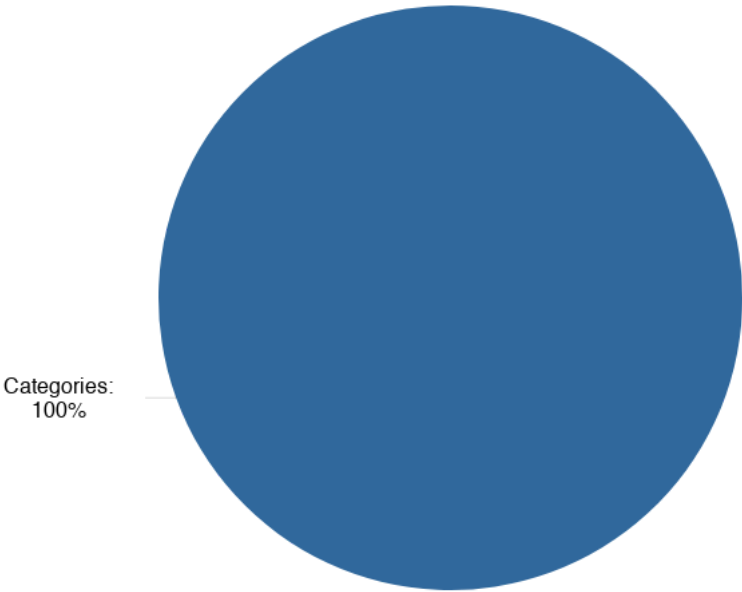
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
UVA Community Credit Union Homepage Visits	7

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Click Conversions

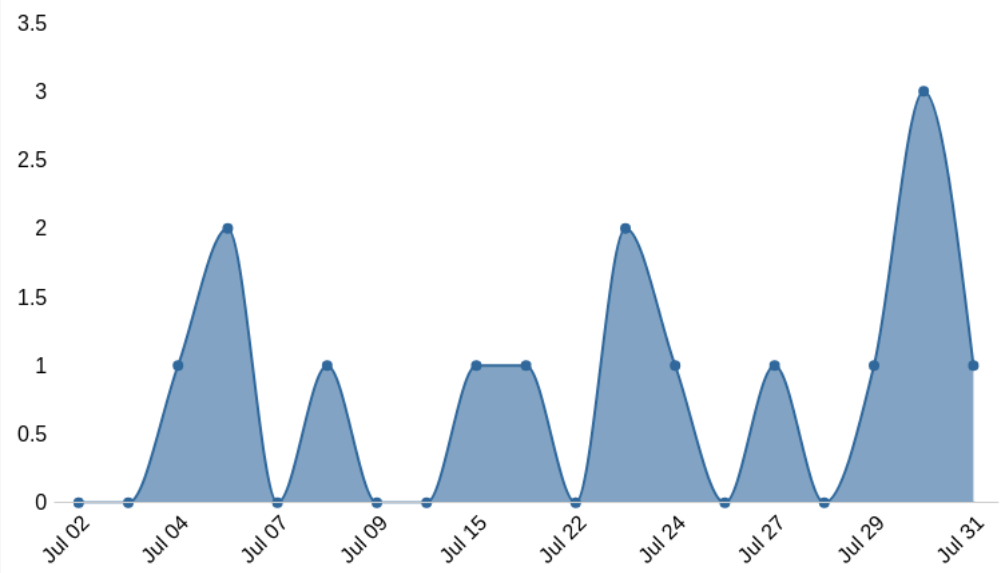


Times users clicked on an ad leading to your site and visited a page or completed an action

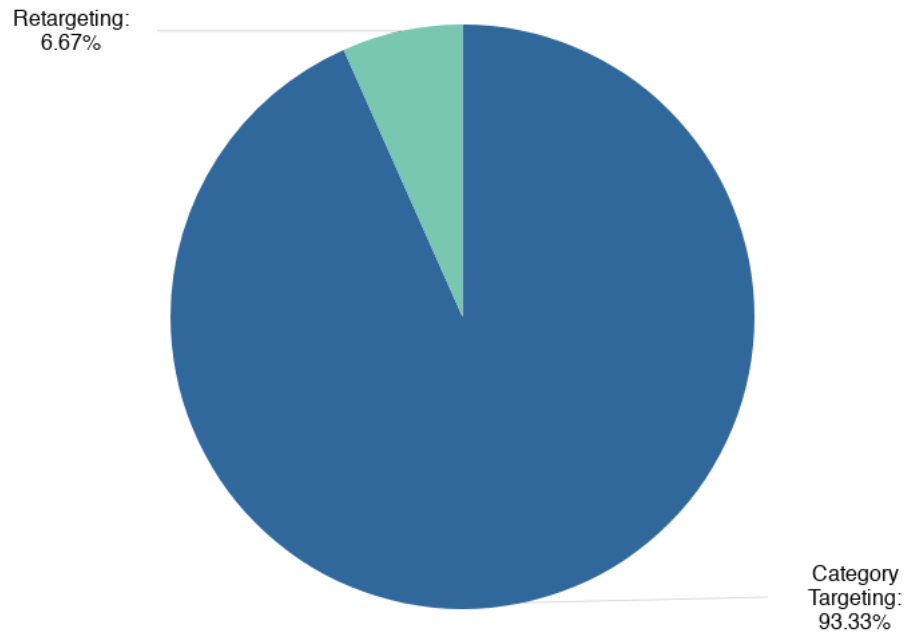
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
UVA Credit Union Personal Membership Click	5
UVA Credit Union Membership Page View	3
UVA Credit Union Market Accounts Page View	2
UVA Harrisonburg Opening Trust Will Page View	2
UVA Credit Union Business Membership Click	1
UVA Credit Union Auto Loans Page View	1
UVA Credit Union Personal Loans Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

782

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

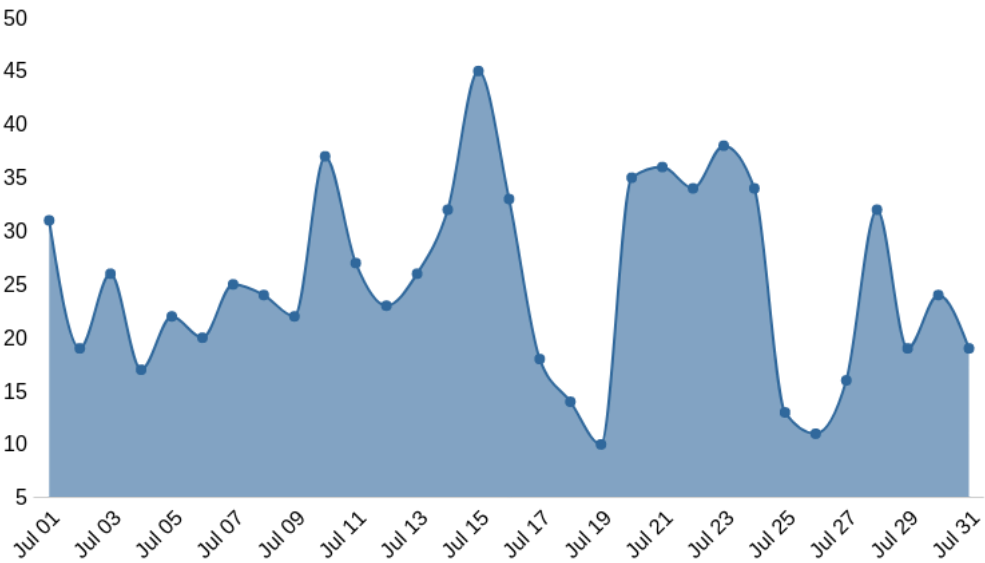
Meta View-Through Conversion Performance

Conversion Name

View-Through Conversions ↓

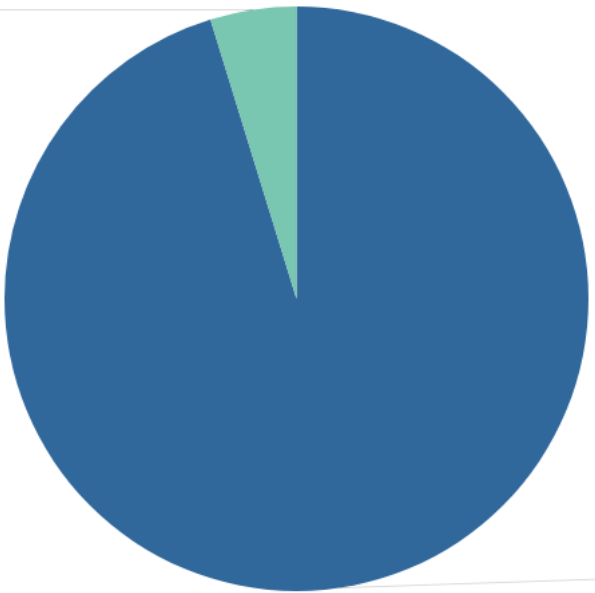
UVA Community Credit Union Homepage Visits	761
UVA Harrisonburg Opening Member Rewards Page View	4
UVA Credit Union Market Accounts Page View	3
UVA Credit Union Membership Page View	3
UVA Community Credit Union Credit Cards Page View	2
UVA Credit Union Home Equity Page View	2
UVA Credit Union Business Membership Click	1
UVA Credit Union Auto Loans Page View	1
UVA Credit Union Personal Loans Page View	1
UVA Credit Union Personal Membership Click	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

Retargeting:
4.76%



Category
Targeting:
95.24%

Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

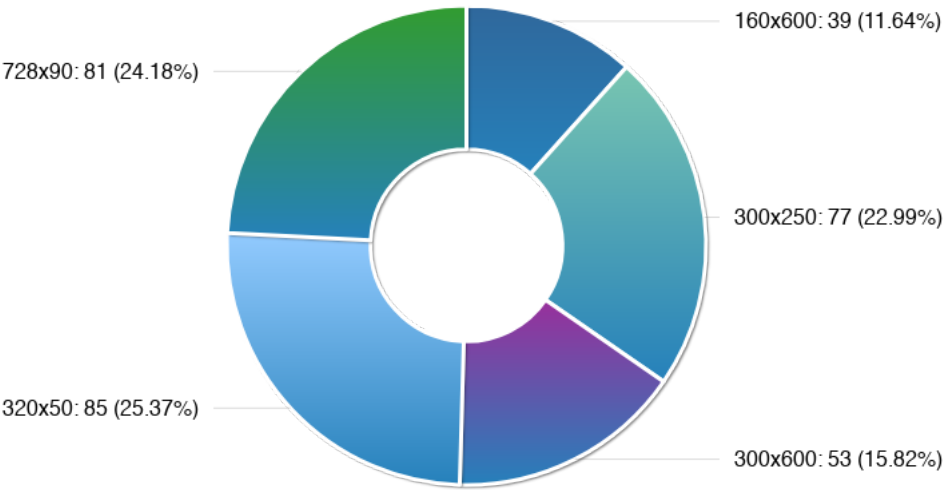


The total number of people who shared your ad, giving your campaign free impressions

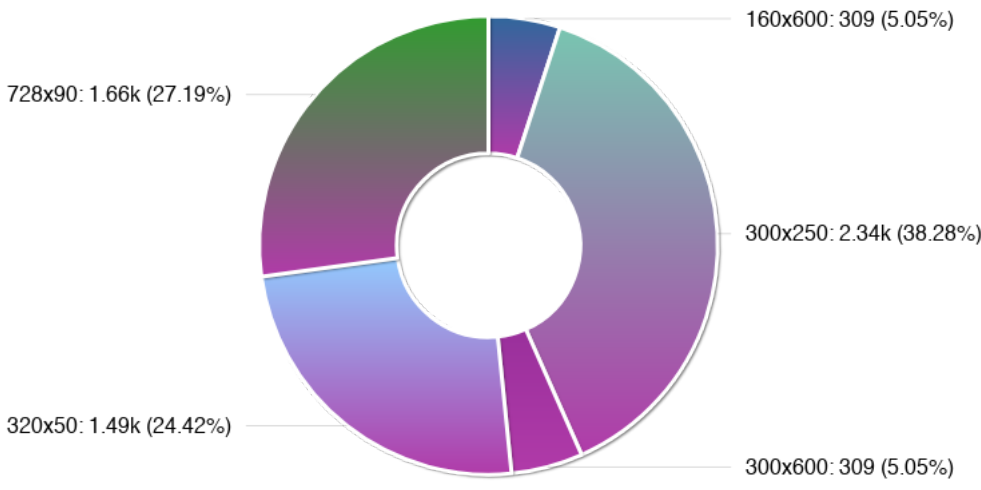
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	UVA Community Credit Union - Membership Drive_UVACCU-0249 Membership Digital Ads Phase2_320x50.png_320x50	62,718	85	0.14%	1.94
Thumbnail not available	UVA Community Credit Union - Membership Drive_UVACCU-0249 Membership Digital Ads Phase2_728x90.png_728x90	49,729	81	0.16%	2.33
	UVA Community Credit Union - Membership Drive_UVACCU-0249 Membership Digital Ads Phase2_300x250.png_300x250	70,859	77	0.11%	1.55
	UVA Community Credit Union - Membership Drive_UVACCU-0249 Membership Digital Ads Phase2_300x600.png_300x600	12,177	53	0.44%	6.22
	UVA Community Credit Union - Membership Drive_UVACCU-0249 Membership Digital Ads Phase2_160x600.png_160x600	8,063	39	0.48%	6.91

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	203,406	157	0.08%	1.10

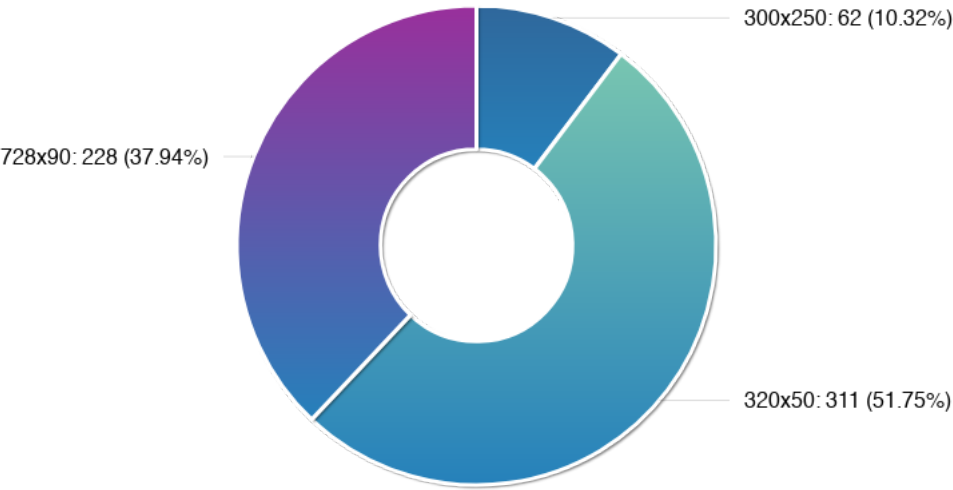
Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00013	Photo	Click to View	8.89%	0.26%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00007	Photo	Click to View	8.82%	0.20%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00012	Photo	Click to View	8.20%	0.23%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00008	Photo	Click to View	7.91%	0.23%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00014	Photo	Click to View	7.90%	0.22%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00005	Photo	Click to View	7.54%	0.23%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00009	Photo	Click to View	6.99%	0.22%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00015	Photo	Click to View	6.93%	0.26%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00002	Photo	Click to View	6.42%	0.20%
UVA Community Credit Union - Membership Drive_Social Mirror_It's never been easier to join	Variant: V_00011	Photo	Click to View	5.18%	0.18%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	UVA Community Credit Union - Membership Drive_UVACCU-0216 Membership Digital Ads 320x50_final.png	136,977	311	0.23%	3.24
	UVA Community Credit Union - Membership Drive_UVACCU-0216-Membership-Digital-Ads-728x90_final.gif	57,346	228	0.40%	5.68
	UVA Community Credit Union - Membership Drive_UVACCU-0216-Membership-Digital-Ads-300x250_final.gif	8,189	62	0.76%	10.82

Mobile Conquesting Click Performance by Ad Size



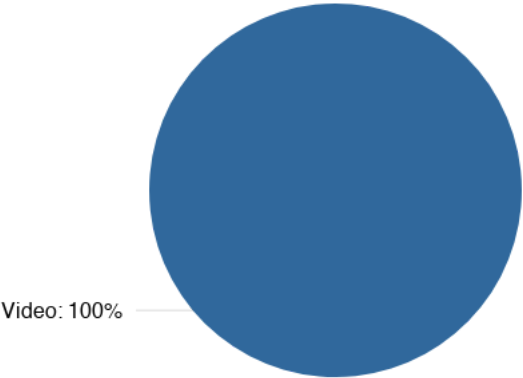
Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
UVA Community Credit Union - Membership Drive_UVA Membership Companion Banner.png	168,518	2,081	1.23%	17.64

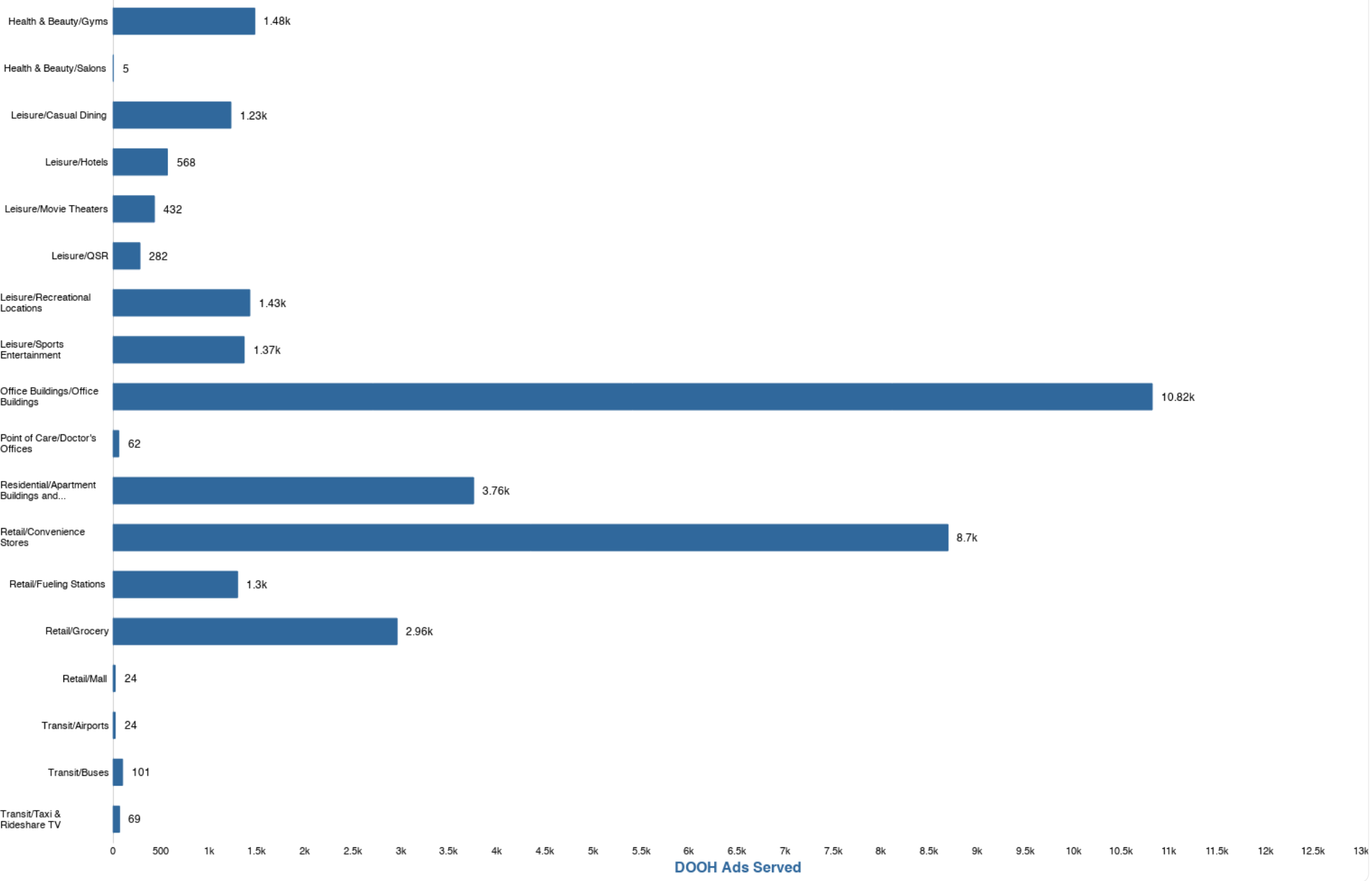
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
UVA CCU Membership 30 pt1 (1).mp4	UVA Community Credit Union - Membership Drive - Venue Targeting DOOH Video	17,471
UVA CCU Membership 30 pt2.mp4	UVA Community Credit Union - Membership Drive - Venue Targeting DOOH Video	17,126
Total		34,597

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
22701	7,326
22902	5,834
22903	3,486
22801	2,293
20155	1,871
20186	1,789
22841	1,704
24477	1,631
22802	1,602
22901	1,148

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	316,179	2,230	0.71%
Desktop	A personal computing device that remains stationary at one location.	229,929	203	0.09%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	34,597	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	28,975	128	0.44%
Unknown	---	387	12	3.10%

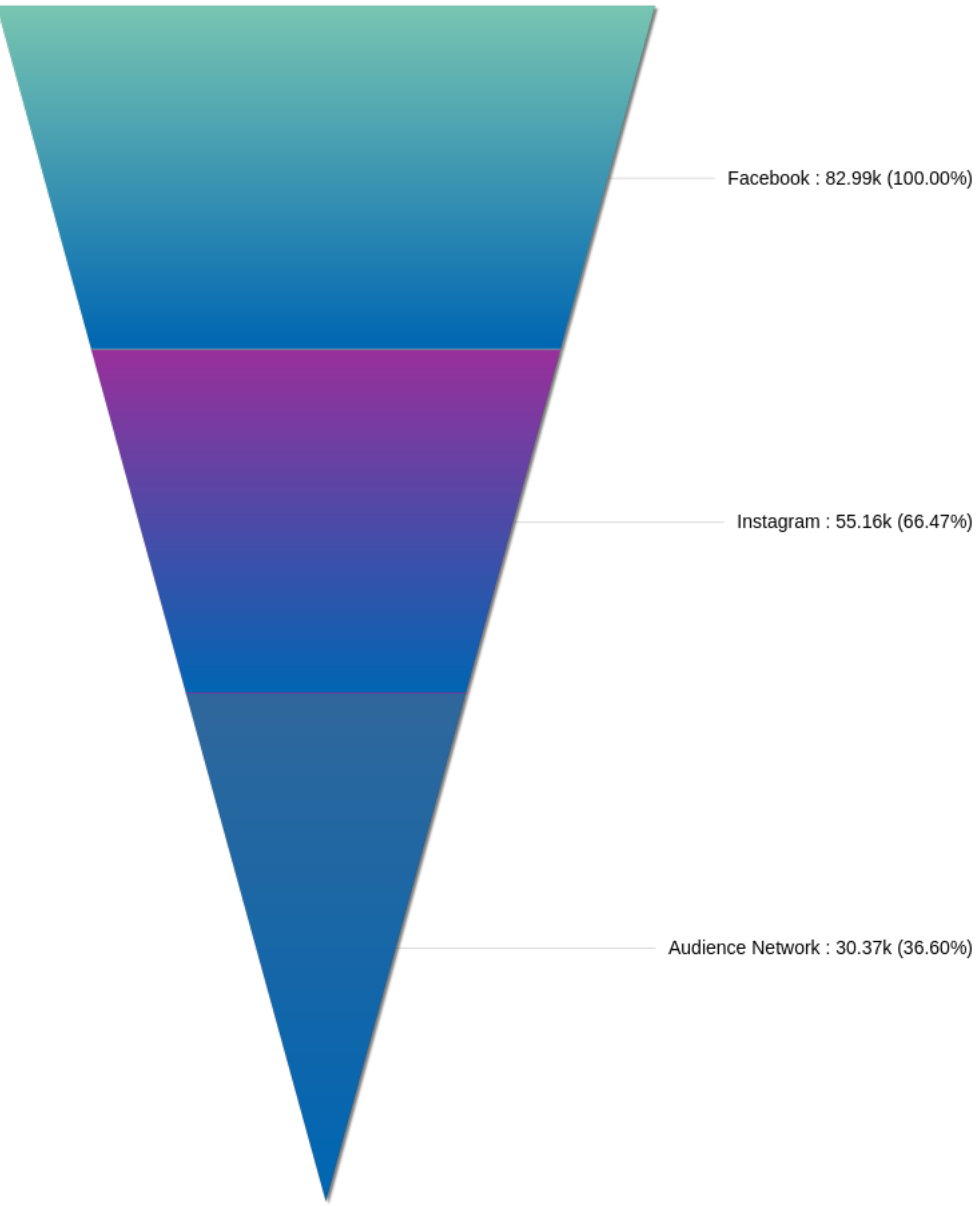
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	48,075	1	0.00%
aol.com	26,614	0	0.00%
realtor.com	18,456	8	0.04%
imdb.com	14,547	1	0.01%
taiv-us.com	8,014	0	0.00%
clark.com	4,232	1	0.02%
screenverse.com	3,700	0	0.00%
arcamax.com	3,374	13	0.39%
wric.com	3,193	5	0.16%
zillow.com	2,580	0	0.00%
thehill.com	2,460	0	0.00%
pursuant-health---walmart.com	2,105	0	0.00%
usatoday.com	1,966	3	0.15%
stocktwits.com	1,880	2	0.11%
cozi.com	1,847	0	0.00%
x.com	1,837	0	0.00%
oilprice.com	1,777	8	0.45%
nypost.com	1,720	11	0.64%
ebay.com	1,672	0	0.00%
atmosphere.com	1,634	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	63,949	1,070	1.67%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	53,381	530	0.99%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	30,374	141	0.46%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	11,709	256	2.19%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	5,923	35	0.59%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	940	21	2.23%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	921	8	0.87%
Instagram Stories	Your ads appear in people's Stories on Instagram.	855	16	1.87%
Facebook Stories	Your ads appear in people's Stories on Facebook.	414	4	0.97%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	51	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



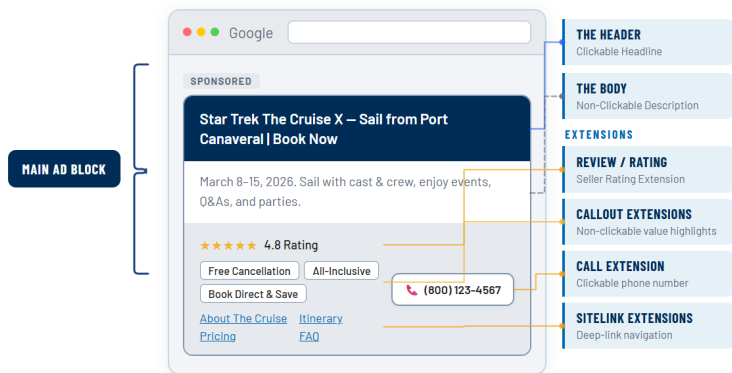
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

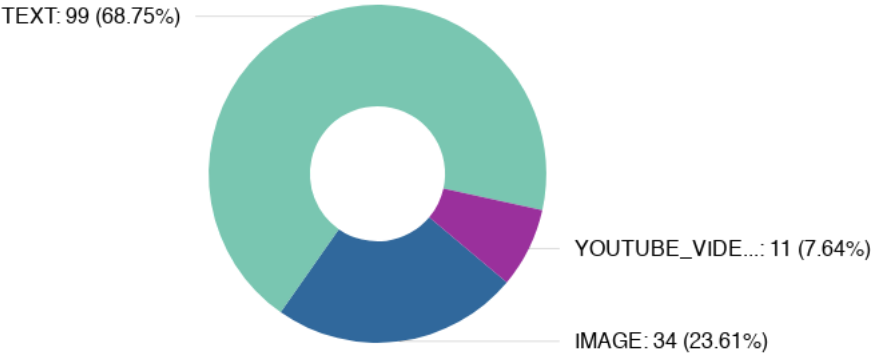
Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
UVA Community Credit Union - Membership Drive - Credit Union Membership Performance Max	Albemarle County credit union,bank with fewer fees,become a UVA Credit Union member,best credit union in Central Virginia,best local bank alternative,better banking near me,Central Virginia banking,Charlottesville credit union,Checking / Savings Driven Membership,community banking Central Virginia,Core Membership Intent,credit union benefits,Credit Union Benefits / Switching,credit union checking account,credit union membership Virginia,credit union near me,credit union savings account,credit union vs bank,Culpeper credit union,financial institution near me,Fluvanna County credit union,free checking account Virginia,Greene County credit union,Harrisonburg credit union,high yield savings Virginia,join UVA Community Credit Union,Local / Geographic Intent,local bank Charlottesville,local banking Virginia,local checking account,local credit union near me,Louisa County credit union,lower fee banking,Lynchburg credit union,member owned credit union,money market account Virginia,not for profit banking Virginia,open checking account near me,open savings account near me,open UVA Credit Union account,Orange County credit union,personal banking near me,savings account Virginia,Staunton credit union,switch banks Virginia,switch to a credit union,UVA Community Credit Union membership,Virginia community	6,325.31	0.18	42,156	35,451	84.09%

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Creative Type by Quantity

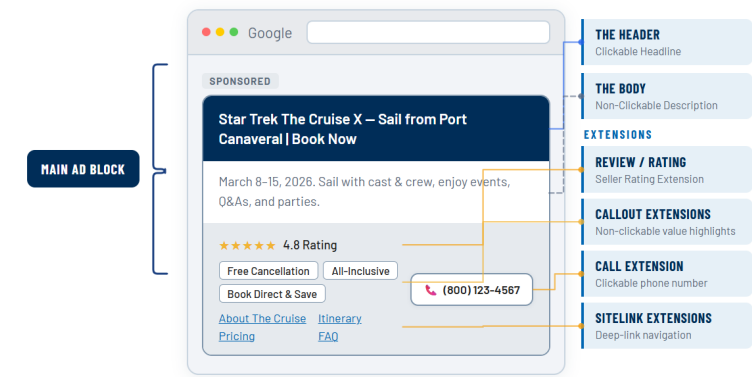


Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

144

Number of Creative Assets

Currently Running



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

*This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.
Location Extensions are not currently available to be shown.*

"Phone calls" are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.