

Digital Marketing Report

Impressions

How many ads were served:

259,354

Clicks

Times a user clicked on an ad

653

Click-Through Rate

(Clicks/Impressions) x 100

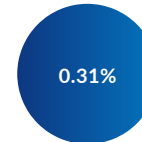
0.25%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%)
ESUMC - Parents/Christianity/Faith Behavioral Social Mirror	111,629	83	0.07%	1.06
ESUMC - AI Social Mirror	63,965	282	0.44%	6.30
ESUMC - Keyword Social Mirror	40,323	170	0.42%	6.02
ESUMC - Geo-Retargeting Social Mirror	30,470	86	0.28%	4.03
ESUMC - Retargeting Social Mirror	12,954	32	0.25%	3.53
ESUMC - Geo-Fencing Social Mirror	13	0	0.00%	0.00

Social Mirror Click Conversions



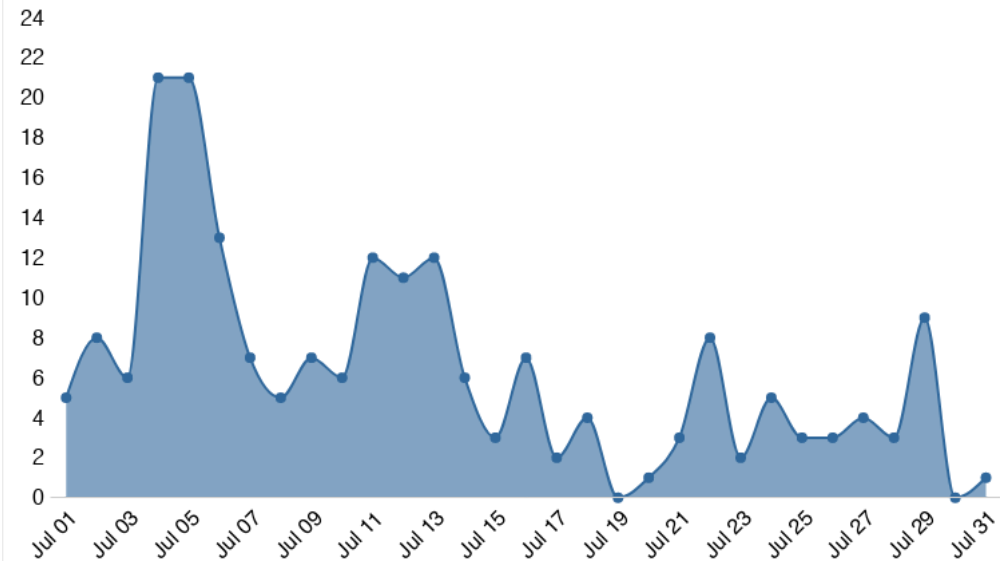
198

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

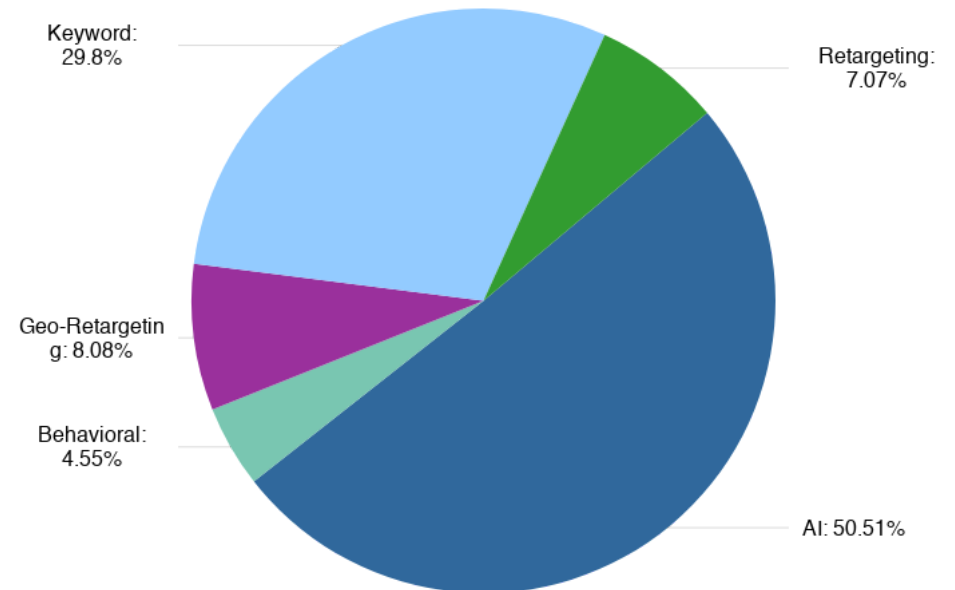
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
ESUMC New Page View	194
ESUMC Livestream Page View	2
ESUMC Staff Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

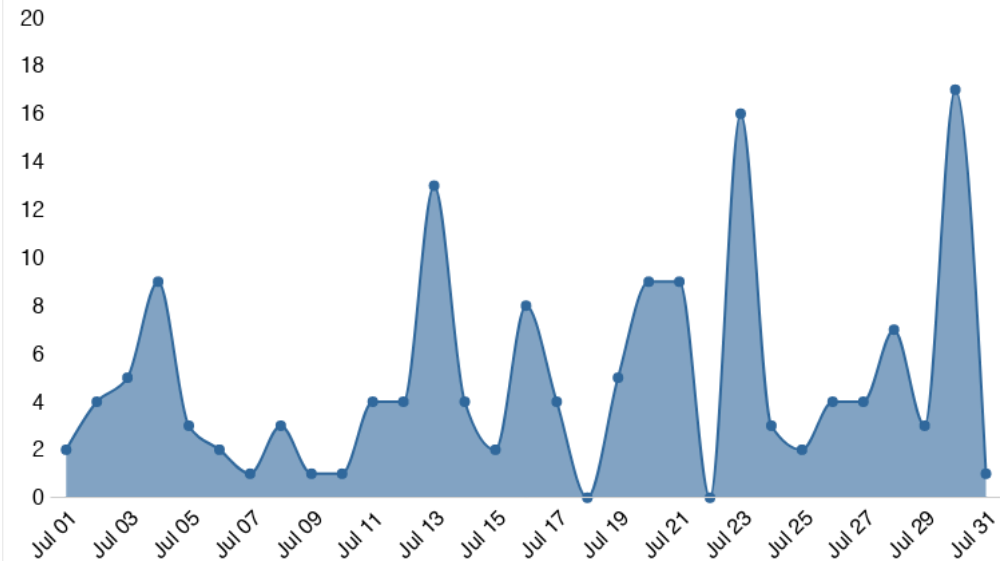


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

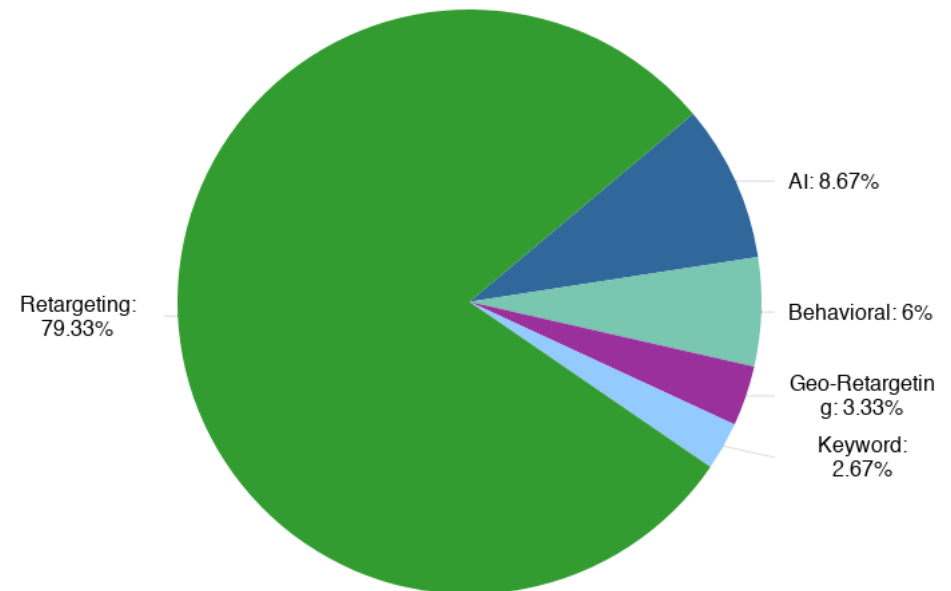
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
ESUMC Homepage Visits	102
ESUMC New Page View	23
ESUMC Staff Page View	13
ESUMC Livestream Page View	7
ESUMC Gathering Page View	2
ESUMC Podcasts Page View	1
ESUMC Sanctuary Page View	1
ESUMC Vision Mission Values Page View	1

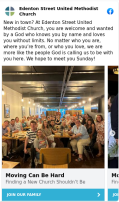
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	ESUMC_Social Mirror_6.23.26_New Movers_300x250	205,977	456	0.22%	3.16
	ESUMC_Social Mirror_6.23.26_New Movers_300x600	53,377	197	0.37%	5.27

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	142,977	503	0.35%
Desktop	A personal computing device that remains stationary at one location.	103,787	132	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,590	18	0.14%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	15,540	9	0.06%
nypost.com	10,908	9	0.08%
aol.com	5,831	1	0.02%
tmz.com	5,695	3	0.05%
huffpost.com	5,398	16	0.30%
theguardian.com	4,027	3	0.07%
zengm.com	3,477	0	0.00%
buzzfeed.com	3,404	9	0.26%
msn.com	2,651	1	0.04%
courttv.com	2,577	3	0.12%
biblegateway.com	2,447	0	0.00%
foxnews.com	2,128	8	0.38%
Weather - The Weather Channel	2,039	3	0.15%
heraldsun.com	1,947	3	0.15%
primetimer.com	1,765	0	0.00%
lawandcrime.com	1,707	5	0.29%
wordscramble.eu	1,557	0	0.00%
accuweather.com	1,441	4	0.28%
merriam-webster.com	1,430	1	0.07%
apnews.com	1,417	5	0.35%

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.