

Digital Marketing Report

Impressions

How many ads were served:

70,700

Clicks

Times a user clicked on an ad

92

Click-Through Rate

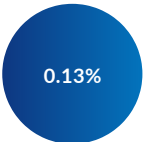
(Clicks/Impressions) x 100

0.13%

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%)
Shuckums Oyster Pub & Seafood Grill - Keyword Social Mirror	70,607	92	0.13%	1.86
Shuckums Oyster Pub & Seafood Grill - Geo-Fencing Social Mirror	93	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Shuckums_Social Mirror_The weather is warming up	35,559	51	0.14%	2.05
	Shuckums_Social Mirror_There is nothing better	35,141	41	0.12%	1.67

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Shuckums_Social Mirror_The weather is warming up	Variant: V_00010	Photo	Click to View	5.96%	0.45%
Shuckums_Social Mirror_The weather is warming up	Variant: V_00003	Photo	Click to View	4.80%	0.49%
Shuckums_Social Mirror_The weather is warming up	Variant: V_00009	Photo	Click to View	4.79%	0.49%
Shuckums_Social Mirror_The weather is warming up	Variant: V_00015	Photo	Click to View	4.49%	0.53%
Shuckums_Social Mirror_There is nothing better	Variant: V_00005	Photo	Click to View	4.29%	0.83%
Shuckums_Social Mirror_There is nothing better	Variant: V_00002	Photo	Click to View	3.99%	0.78%
Shuckums_Social Mirror_The weather is warming up	Variant: V_00007	Photo	Click to View	3.82%	0.58%
Shuckums_Social Mirror_There is nothing better	Variant: V_00010	Photo	Click to View	3.63%	0.24%
Shuckums_Social Mirror_There is nothing better	Variant: Original	Photo	Click to View	3.29%	0.49%
Shuckums_Social Mirror_There is nothing better	Variant: V_00009	Photo	Click to View	3.25%	0.68%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	52,809	63	0.12%
Desktop	A personal computing device that remains stationary at one location.	12,964	23	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,927	6	0.12%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
americanoceans.org	7,428	2	0.03%
humbletrail.com.au	1,842	0	0.00%
msn.com	1,667	2	0.12%
accuweather.com	1,565	1	0.06%
everafterinthewoods.com	1,481	1	0.07%
mypanhandle.com	1,481	1	0.07%
uncoveringflorida.com	1,386	1	0.07%
thetouristchecklist.com	890	0	0.00%
foxnews.com	764	0	0.00%
recentlybooked.com	737	1	0.14%
protectpit.com	649	0	0.00%
taketotn.com	623	0	0.00%
usatoday.com	594	1	0.17%
athleticlift.com	586	1	0.17%
shoppingnetworkhub.com	564	0	0.00%
tableofamily.com	559	0	0.00%
worthy.com	533	1	0.19%
nypost.com	506	3	0.59%
colemanconcierge.com	479	0	0.00%
cryptostreetledger.com	447	2	0.45%

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.