

Digital Marketing Report

**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.*

Social Mirror View-through Conversions

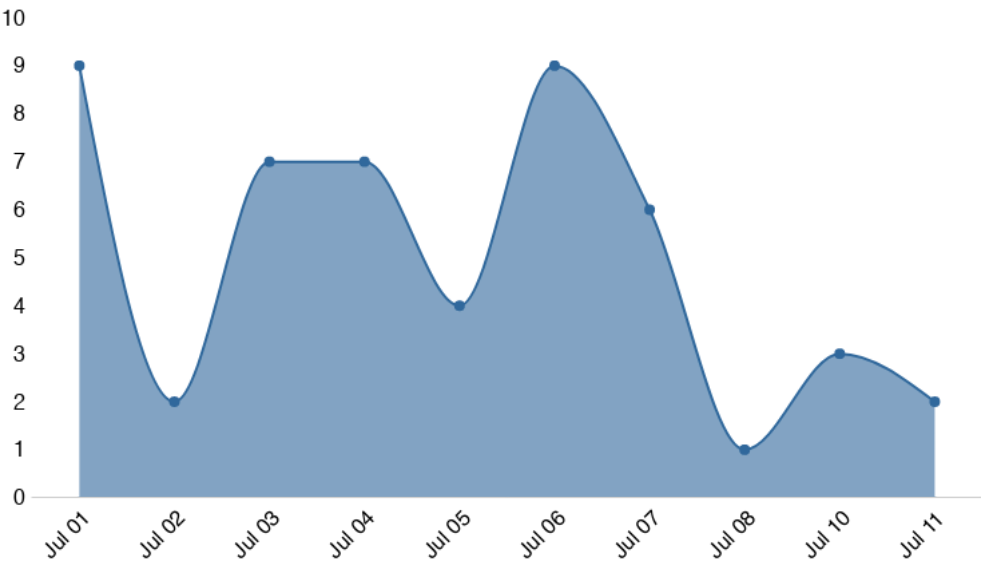


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

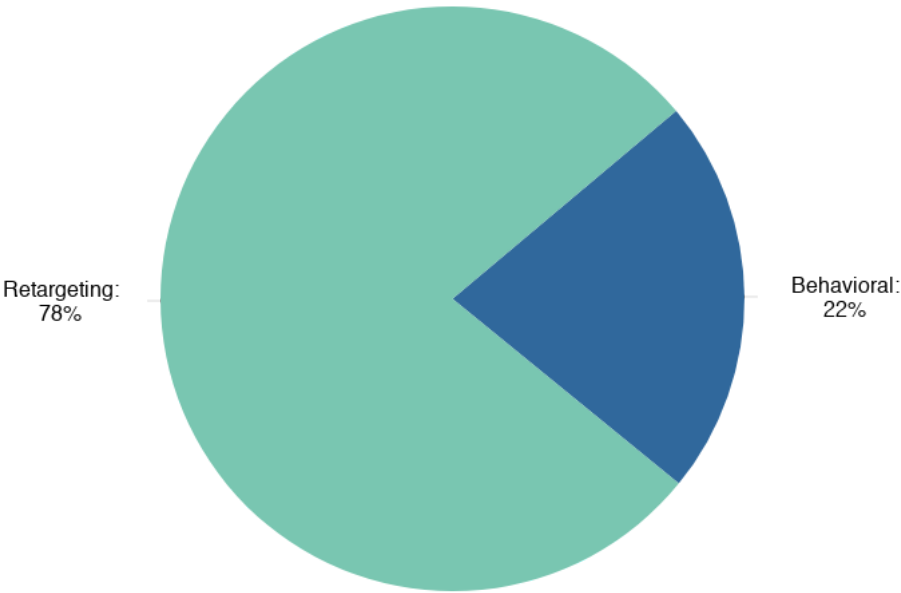
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Tates Rents Locations/Hours Page View	19
Tates Rents Rentals Page View	16
Tates Rents Homepage Visits	6
Tates Rents Lawn Garden Page View	5
Tates Rents Contact Us Page View	1
Tates Rents Earth Moving Page View	1
Tates Rents Material Handling Page View	1
Tates Rents Safety Training Page View	1

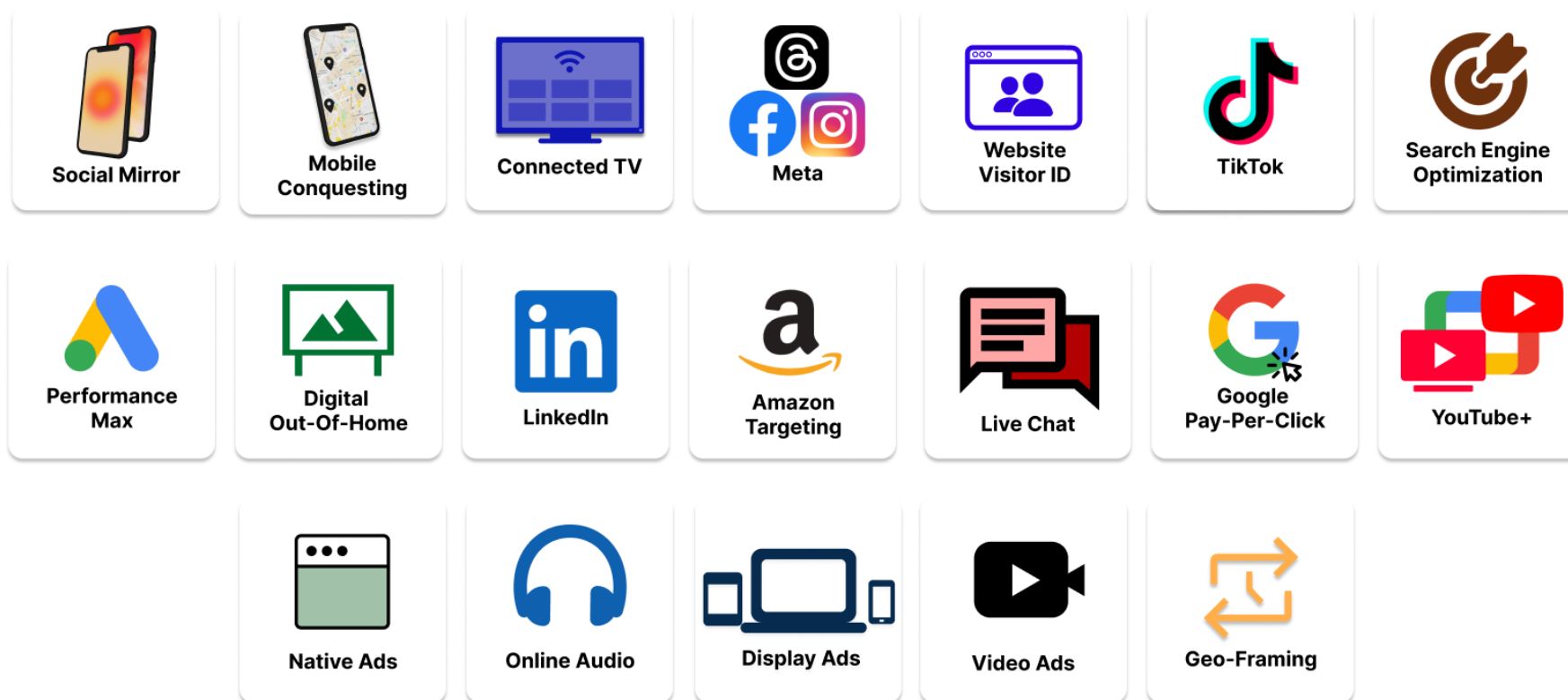
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.