

Digital Marketing Report

Impressions

How many ads were served:

500,480

Clicks

Times a user clicked on an ad

9,145

Click-Through Rate

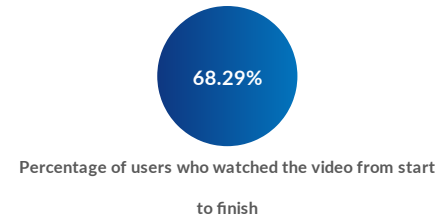
(Clicks/Impressions) x 100

2.81%

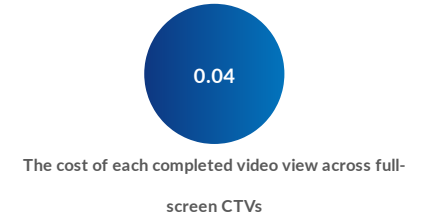
Your Product Breakout by Impressions



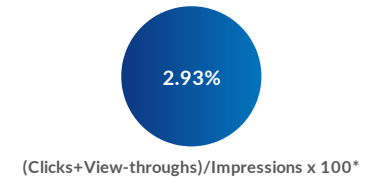
CTV Completion Rate



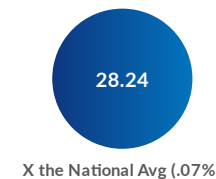
CTV Cost Per Completed View



Total Engagement Rate



X the National Average



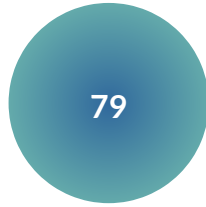
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mountain Ridge ATV Park - Off-Road Vehicles YouTube+	139,587	68	0.05%	0.70
Mountain Ridge ATV Park - ATVs/Dirt Bikes/Off-Roading Premium Facebook/Instagram	104,427	5,962	5.71%	81.56
Mountain Ridge ATV Park - ATV Owners/Dirt Bikes/Off-Roading Behavioral Social Mirror	70,583	292	0.41%	5.91
Mountain Ridge ATV Park - ATVs/#atvlifestyle/atvridding TikTok	67,700	722	1.07%	15.24
Mountain Ridge ATV Park - AI Social Mirror	58,096	1,409	2.43%	34.65
Mountain Ridge ATV Park - ATV Owners/Dirt Bikes/Off-Roading Behavioral Social Mirror CTV	16,993	8	0.05%	0.67
Mountain Ridge ATV Park - AI Social Mirror CTV	16,927	23	0.14%	1.94
Mountain Ridge ATV Park - Retargeting Social Mirror	16,280	40	0.25%	3.51
Mountain Ridge ATV Park - Retargeting Premium Facebook/Instagram	5,953	652	10.95%	156.46
Mountain Ridge ATV Park - Retargeting Social Mirror CTV	3,934	0	0.00%	0.00

Social Mirror Click Conversions

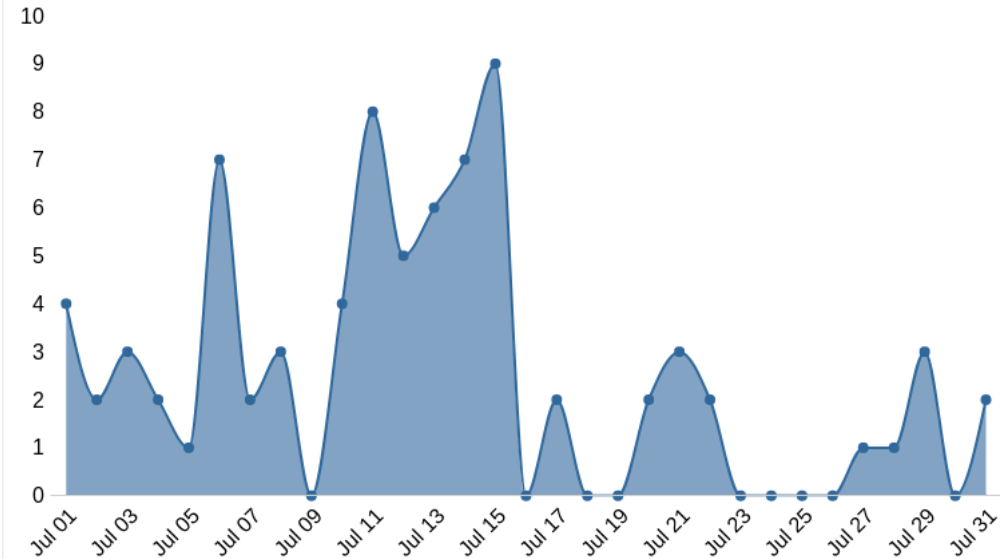


Times users clicked on an ad leading to your site and visited a page or completed an action

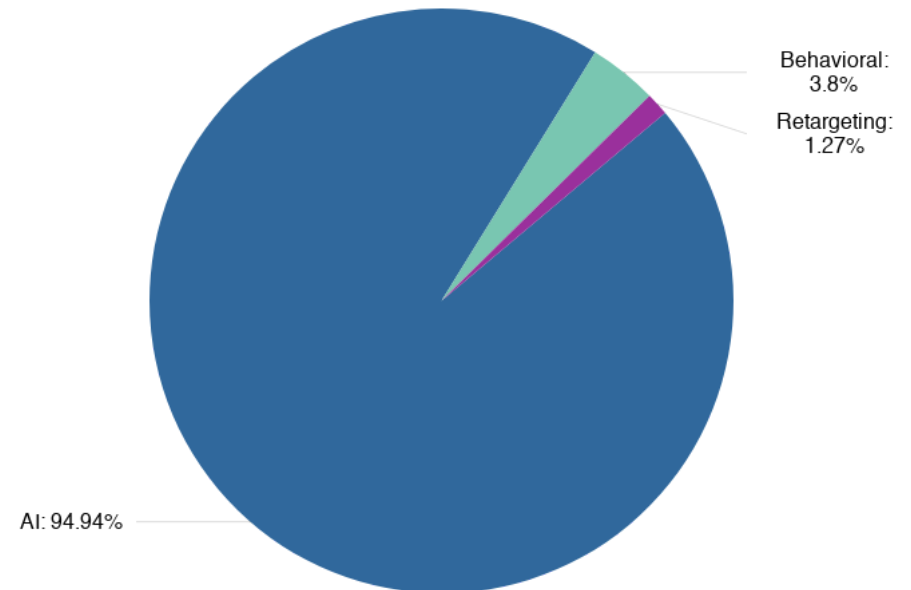
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Mountain Ridge ATV Park Camping Rates Page View	21
Mountain Ridge ATV Park Events Page View	17
Mountain Ridge ATV Park Rider Rates Page View	14
Mountain Ridge ATV Park Visitor Info Page View	7
Mountain Ridge ATV Park Attractions Page View	6
Mountain Ridge ATV Park Contact Page View	6
Mountain Ridge ATV Park Trails Page View	6
	1
Mountain Ridge ATV Park Night Rides Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

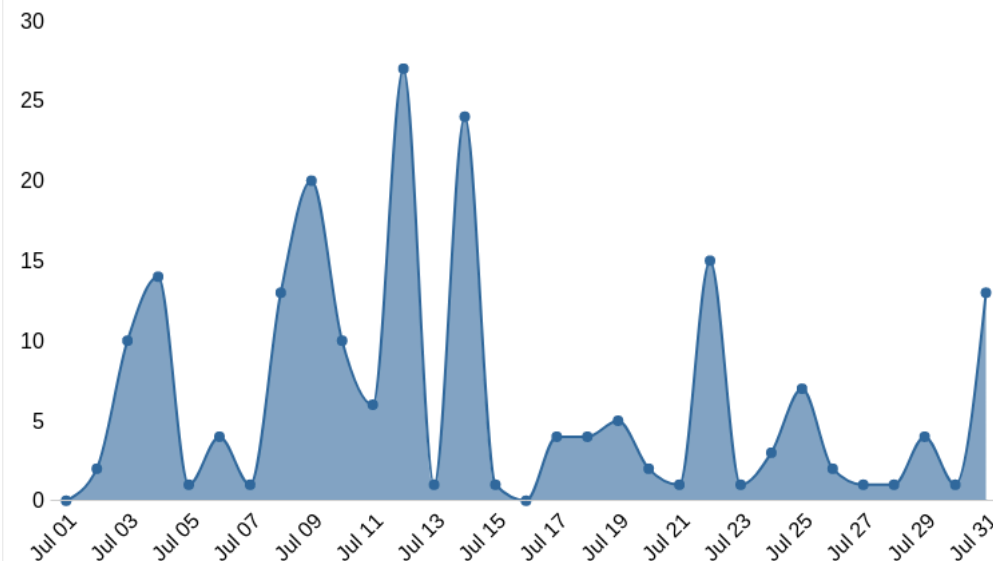
198

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

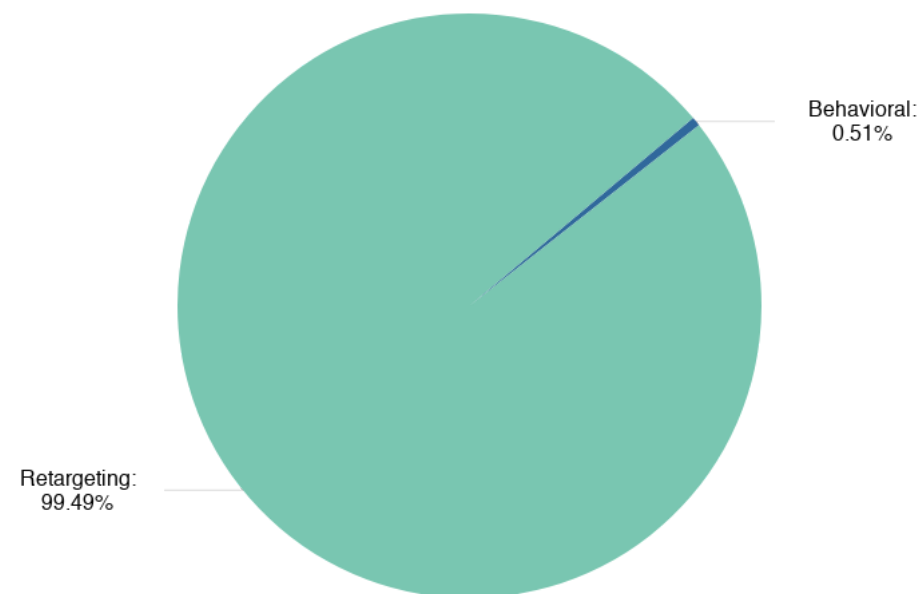
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mountain Ridge ATV Park Camping Rates Page View	60
Mountain Ridge ATV Park Trails Page View	31
Mountain Ridge ATV Park Rider Rates Page View	26
	23
Mountain Ridge ATV Park Visitor Info Page View	15
Mountain Ridge ATV Park Events Page View	13
Mountain Ridge ATV Park Night Rides Page View	13
Mountain Ridge ATV Park Attractions Page View	11
Mountain Ridge ATV Park Contact Page View	6

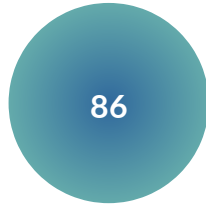
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

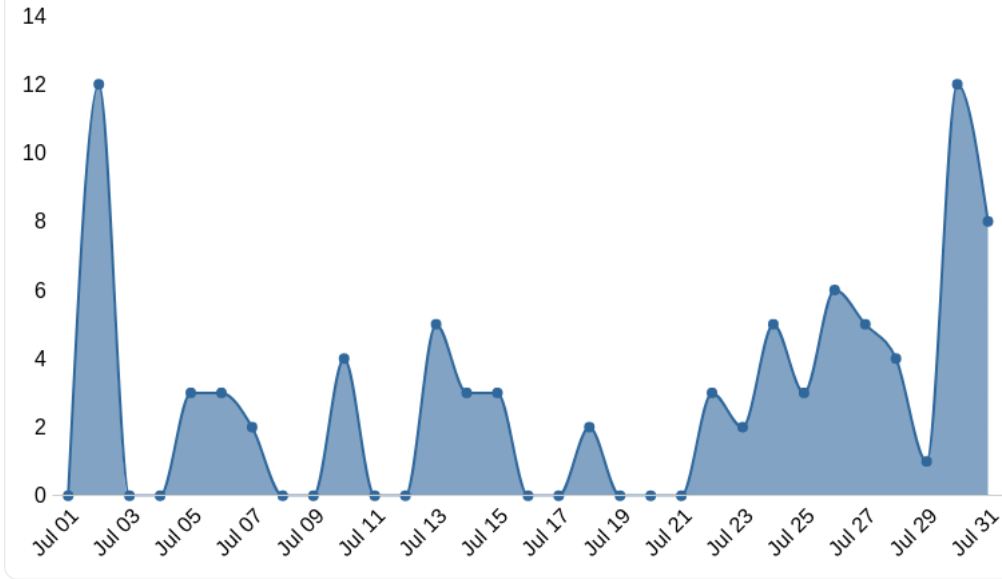


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mountain Ridge ATV Park Camping Rates Page View	35
Mountain Ridge ATV Park Rider Rates Page View	21
Mountain Ridge ATV Park Trails Page View	14
Mountain Ridge ATV Park Attractions Page View	4
Mountain Ridge ATV Park Events Page View	4
Mountain Ridge ATV Park Visitor Info Page View	4
Mountain Ridge ATV Park Night Rides Page View	3
Mountain Ridge ATV Park Contact Page View	1

Social Mirror CTV View-through Conversions by Day



YouTube+ View-Through Conversions

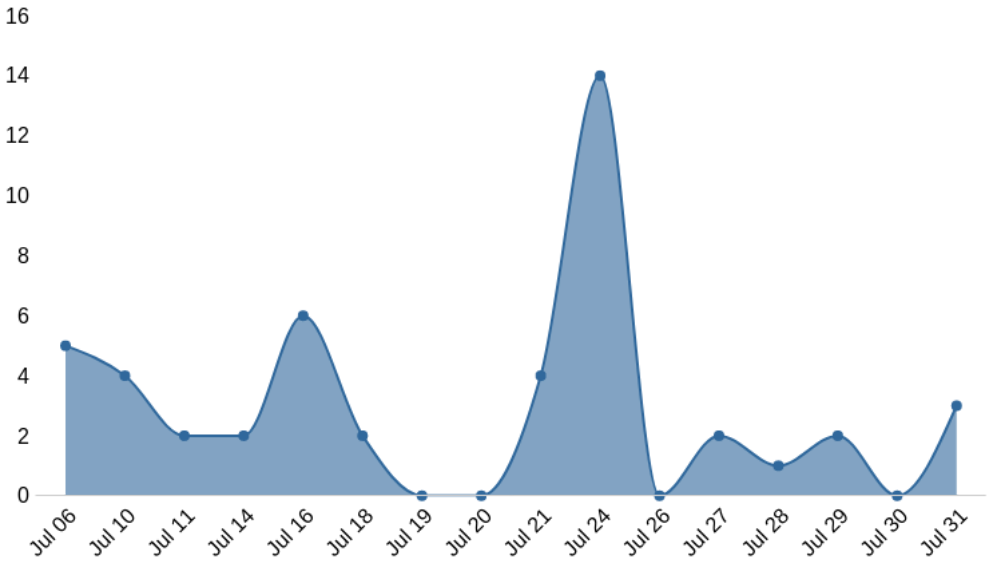


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

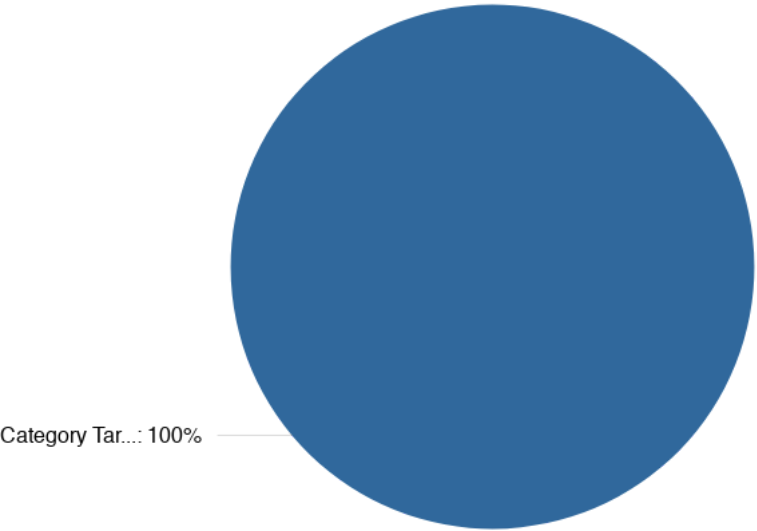
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Mountain Ridge ATV Park Camping Rates Page View	18
Mountain Ridge ATV Park Rider Rates Page View	17
Mountain Ridge ATV Park Visitor Info Page View	5
Mountain Ridge ATV Park Attractions Page View	3
Mountain Ridge ATV Park Night Rides Page View	3
Mountain Ridge ATV Park Contact Page View	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Meta Click Conversions



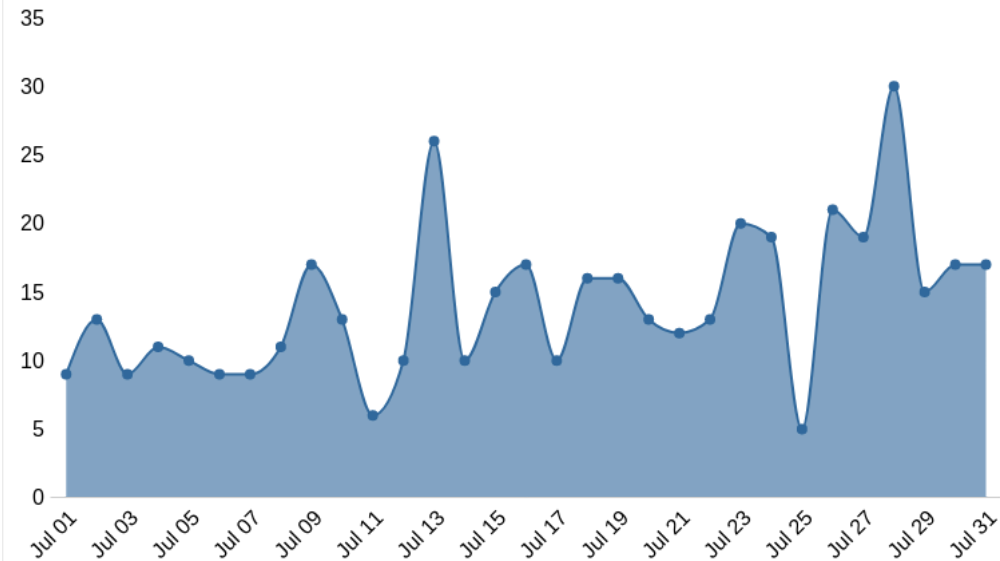
438

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

Meta Click Conversion Performance

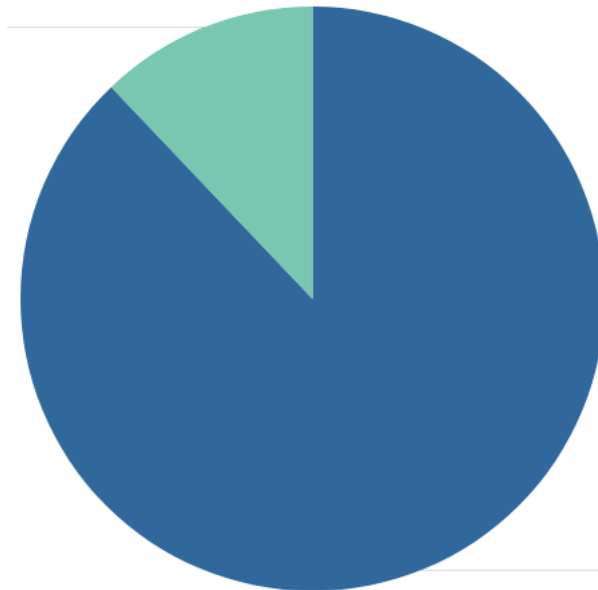
Conversion Name	Click Conversions ↓
Mountain Ridge ATV Park Rider Rates Page View	223
Mountain Ridge ATV Park Camping Rates Page View	72
Mountain Ridge ATV Park Trails Page View	49
Mountain Ridge ATV Park Visitor Info Page View	47
Mountain Ridge ATV Park Contact Page View	18
Mountain Ridge ATV Park Lodging & Attractions Page	17
Mountain Ridge ATV Park Events Page View	11
Mountain Ridge ATV Park Night Rides Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
12.1%



Category
Targeting:
87.9%

Meta View-Through Conversions

162

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

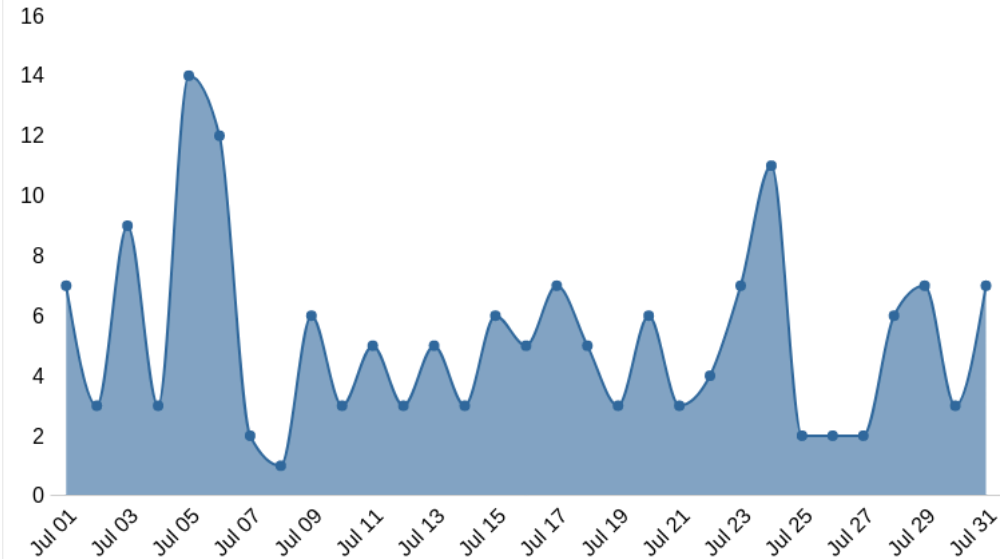
Meta View-Through Conversion Performance

Conversion Name

[View-Through Conversions](#) ↓

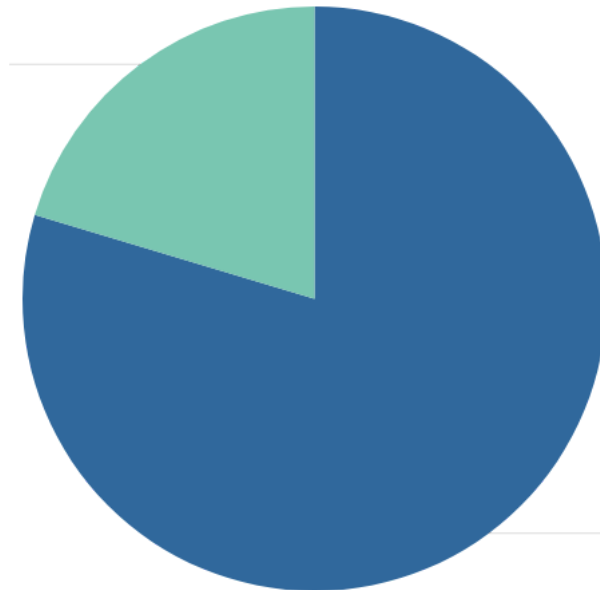
Mountain Ridge ATV Park Rider Rates Page View	48
Mountain Ridge ATV Park Camping Rates Page View	40
Mountain Ridge ATV Park Trails Page View	39
Mountain Ridge ATV Park Events Page View	13
Mountain Ridge ATV Park Visitor Info Page View	13
Mountain Ridge ATV Park Night Rides Page View	5
Mountain Ridge ATV Park Contact Page View	2
Mountain Ridge ATV Park Lodging & Attractions Page	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

Retargeting:
20.37%



Category
Targeting:
79.63%

Meta Post Engagements

27,277

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

Meta Post Comments

14

The total number of comments your ads received

Meta Post Reactions

260

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

Meta Post Shares

71

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

TikTok Likes

29

The number of likes your video creative received

TikTok Comments

1

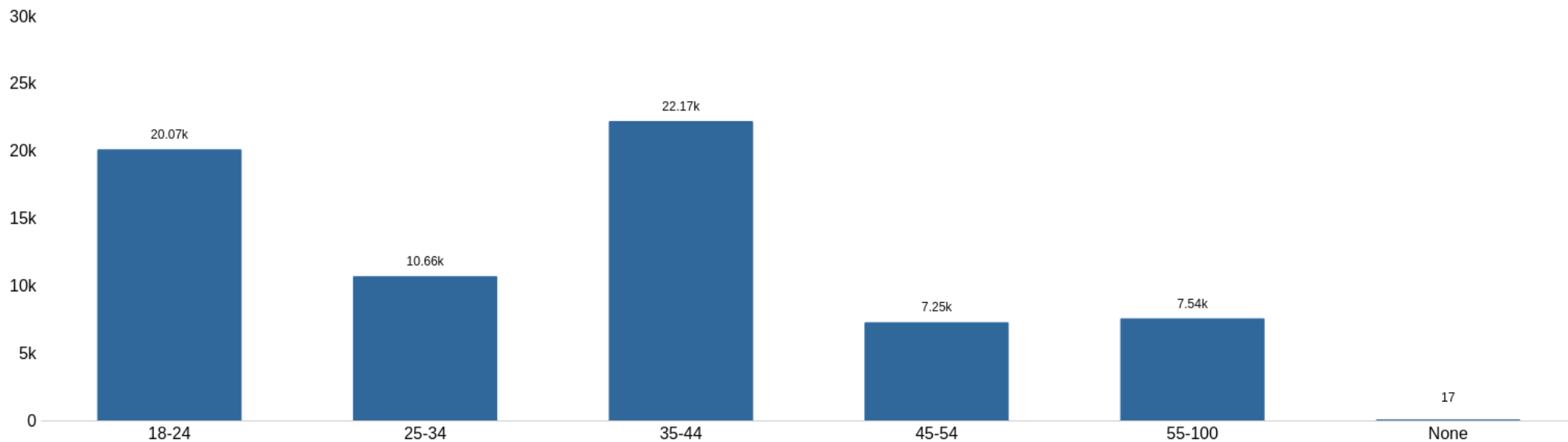
The number of comments your video creative received

TikTok Profile Visits

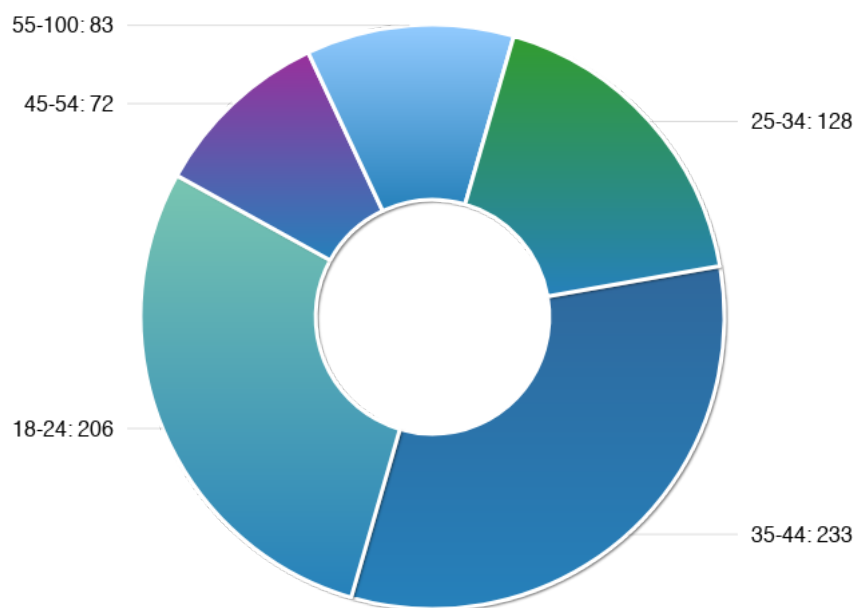
599

The number of profile visits the ad drove

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender

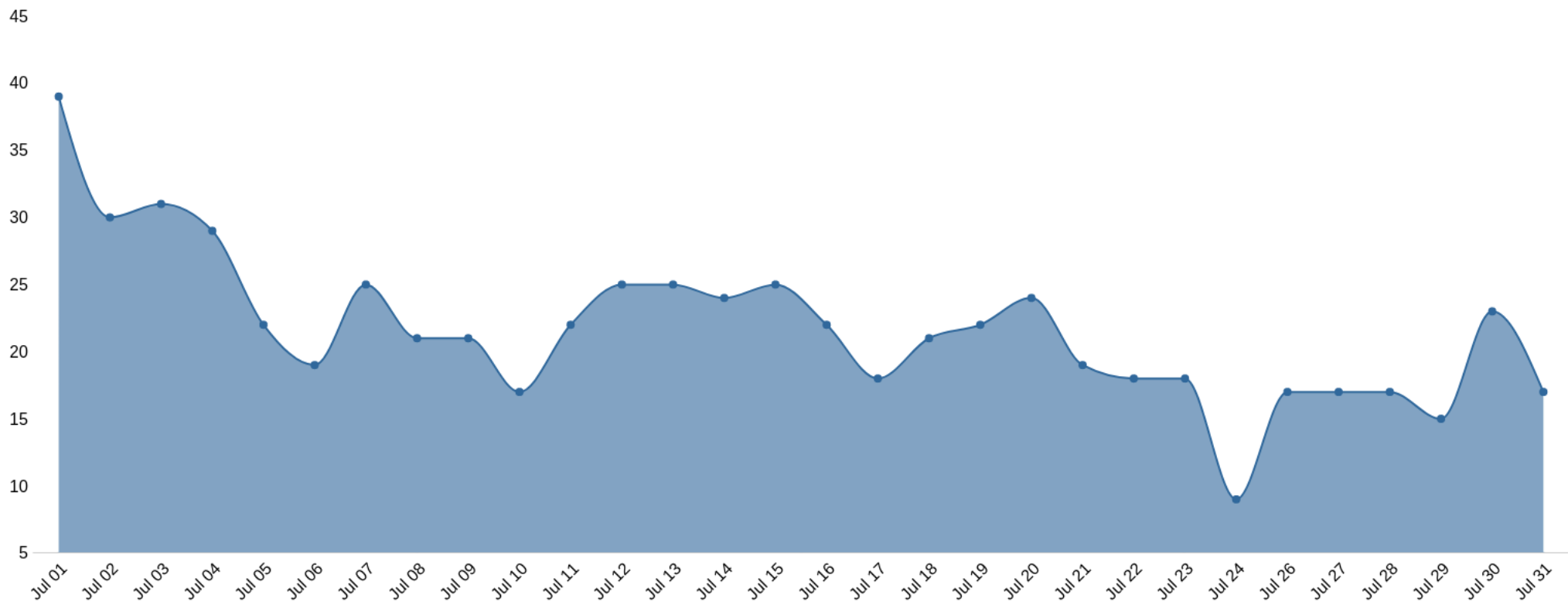


QR Code Scan Performance

652

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	72,009	1,074	1.49%	21.31
	Mountain Ridge ATV Park_SM_6.22.26_Carousel_THIS ISN'T JUST RIDING	72,950	667	0.91%	13.06



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	Variant: V_00012	Video	Click to View	12.36%	3.41%
Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	Variant: V_00008	Video	Click to View	7.23%	2.76%
Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	Variant: V_00001	Video	Click to View	6.07%	3.78%
Mountain Ridge ATV Park_SM_6.22.26_Carousel_THIS ISN'T JUST RIDING	Variant: V_00002	Carousel	Click to View	5.42%	2.18%
Mountain Ridge ATV Park_SM_6.22.26_Carousel_THIS ISN'T JUST RIDING	Variant: V_00008	Carousel	Click to View	4.80%	2.03%
Mountain Ridge ATV Park_SM_6.22.26_Carousel_THIS ISN'T JUST RIDING	Variant: V_00005	Carousel	Click to View	4.52%	1.71%
Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	Variant: V_00011	Video	Click to View	4.47%	4.09%
Mountain Ridge ATV Park_SM_6.22.26_Carousel_THIS ISN'T JUST RIDING	Variant: V_00010	Carousel	Click to View	4.19%	1.62%
Mountain Ridge ATV Park_SM_6.22.26_Reel_THIS ISN'T JUST RIDING	Variant: V_00010	Video	Click to View	3.51%	2.02%



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Mountain Ridge ATV Park_Social Mirror CTV_Gear up for adrenaline-packed trails	37,854	98.36%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Mountain Ridge ATV Park_YT_5.21.26_Visit Mountain Ridge ATV Park	139,586	68	91.30%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Mountain Ridge ATV Park_YT_5.21.26_Visit Mountain Ridge ATV Park	93.10%	92.13%	91.64%	91.30%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Mountain Ridge ATV Park_6.17.26_Mountain Ridge ATV Trails Reel_RD1 (2) (1).mp4	68,988	5,970	8.65%	123.62
Mountain Ridge ATV Park_5.1.26_Carousel	41,392	644	1.56%	22.23

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Mountain Ridge ATV Park	Mountain Ridge ATV Park_5.1.26_Carousel	625
1: Mountain Ridge ATV Park	Mountain Ridge ATV Park_5.1.26_Carousel	3
2: Mountain Ridge ATV Park	Mountain Ridge ATV Park_5.1.26_Carousel	1
3: Mountain Ridge ATV Park	Mountain Ridge ATV Park_5.1.26_Carousel	1
4: Mountain Ridge ATV Park	Mountain Ridge ATV Park_5.1.26_Carousel	1



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mountain Ridge ATV Park_6.16.26_Conquer the Trails	67,700	722	1.07%	15.24

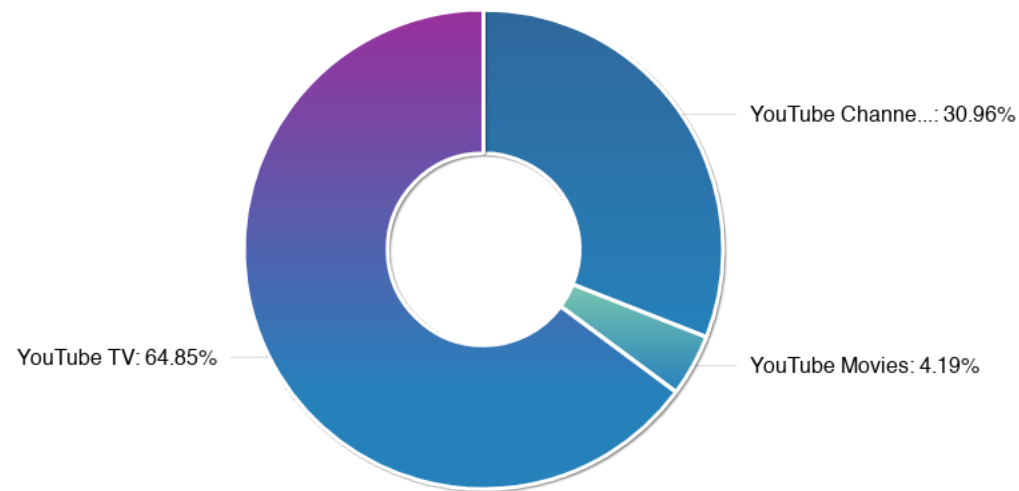
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	252,317	8,153	3.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	157,190	80	0.05%
Desktop	A personal computing device that remains stationary at one location.	49,600	416	0.84%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	21,982	463	2.11%
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.	19,004	19	0.10%
Unknown	---	380	45	11.84%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	9,178	31	0.34%
T-Mobile Play	6,103	0	0.00%
msn.com	5,084	1	0.02%
Podcast Player	4,670	1	0.02%
nypost.com	3,971	9	0.23%
tmz.com	2,364	3	0.13%
foxnews.com	2,051	19	0.93%
dailymail.com	1,551	6	0.39%
lawandcrime.com	1,510	0	0.00%
hollywoodpq.com	1,319	42	3.18%
usatoday.com	1,140	7	0.61%
mediotiempo.com	1,012	2	0.20%
amazingstory.us	988	1	0.10%
huntingpa.com	869	3	0.35%
wildfreinds.website	806	18	2.23%
imdb.com	786	1	0.13%
courttv.com	723	0	0.00%
chatsonic.pro	714	8	1.12%
wordfm.com	680	0	0.00%
rapidtables.com	665	1	0.15%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	1,365	0	0.00%
Midwest Safety	1,027	0	0.00%
LiveNOW from FOX	600	0	0.00%
ABC News	595	1	0.17%
GLIV	552	1	0.18%
Noticias Telemundo	511	1	0.20%
Joe Bart Games	497	1	0.20%
Fox News	453	2	0.44%
Pop The Balloon	436	0	0.00%
SML	433	1	0.23%

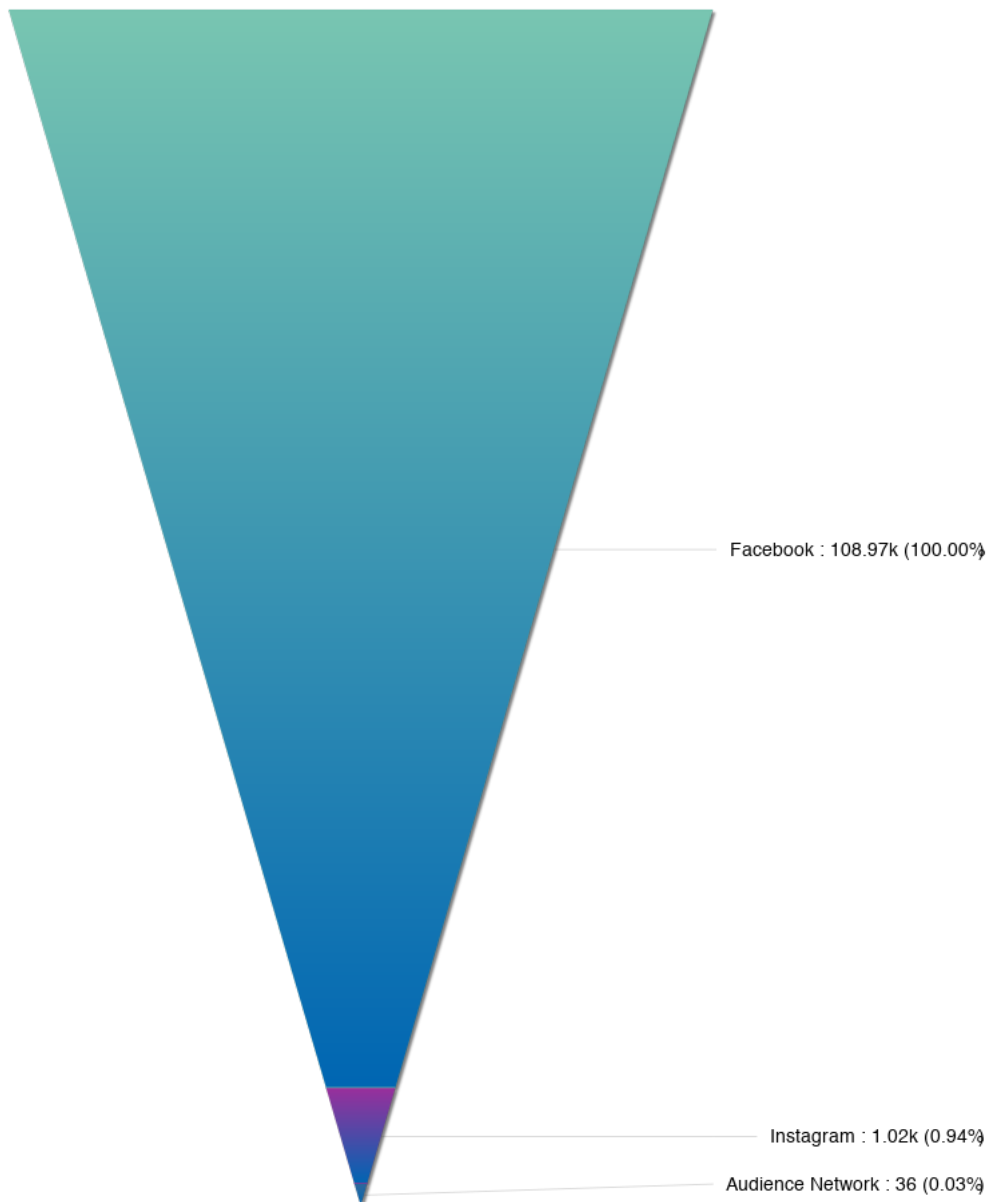
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	18,982
(YouTube TV) MS NOW	5,099
(YouTube TV) CNN	3,047
(YouTube TV) ESPN	1,444
(YouTube TV) Hallmark TV	1,001
(YouTube TV) Investigation Discovery	857
(YouTube TV) CNBC	833
(YouTube TV) GREAT	617
(YouTube TV) TV Land	609
(YouTube TV) FOX Business	588

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	62,114	5,699	9.18%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	42,568	752	1.77%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,805	62	2.21%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	794	20	2.52%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	740	23	3.11%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	598	7	1.17%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	207	9	4.35%
Facebook Notification	Your ads appear within a user's notifications feed.	174	15	8.62%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	115	15	13.04%
Facebook Stories	Your ads appear in people's Stories on Facebook.	88	5	5.68%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	8,702	92.46%
	The Roku Channel	1,779	96.16%
	Tubi - Free Movies & TV	1,217	96.89%
	Vizio - Vizio WatchFree+	1,199	99.37%
	Telly - The Truly Smart TV	1,003	99.02%
	Tubi - Movies & TV Shows	887	97.62%

	Xfinity TV - Tubi	710	92.96%
	DIRECTV	643	99.27%
	Vizio Channel	422	98.91%
	Philo TV	414	98.77%

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.