

Digital Marketing Report

Impressions

How many ads were served:

7,073

Clicks

Times a user clicked on an ad

34

Click-Through Rate

(Clicks/Impressions) x 100

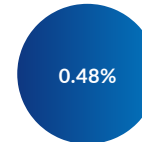
0.48%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



0.48%

(Clicks+View-throughs)/Impressions x 100*

X the National Average



6.87

X the National Avg (.07%)

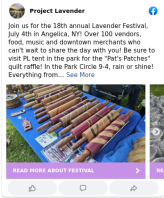
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Project Lavender - AI Social Mirror	3,578	21	0.59%	8.38
Project Lavender - Festival Goers/Campers Social Mirror	2,107	7	0.33%	4.75
Project Lavender - Keyword Social Mirror	1,388	6	0.43%	6.18

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Project Lavender_6.2_Carousel	2,131	13	0.61%	8.71
	Project Lavender_6.2_Video	2,378	12	0.50%	7.21
Thumbnail not available	Project Lavender_6.2_Static	2,564	9	0.35%	5.01

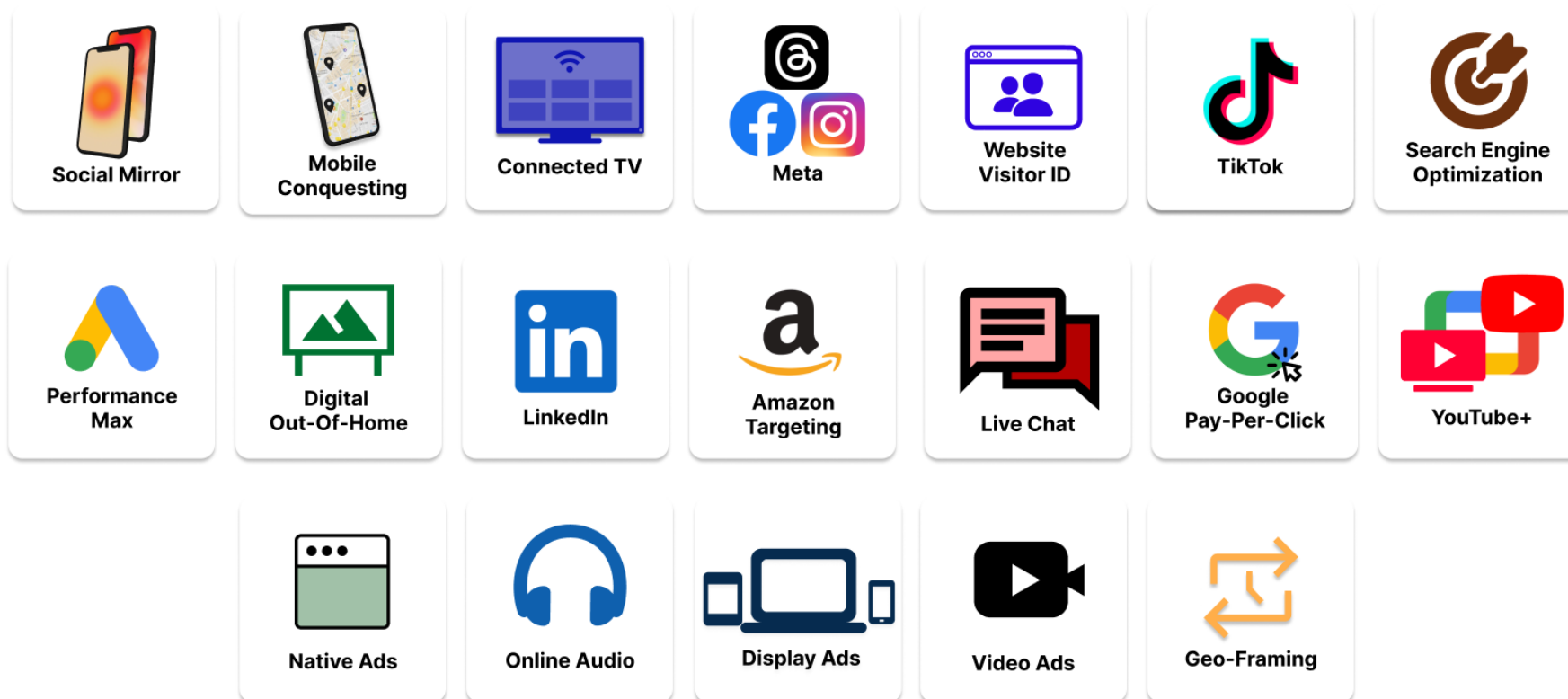
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	5,144	23	0.45%
Desktop	A personal computing device that remains stationary at one location.	1,156	10	0.87%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	773	1	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
BuzzFeed - Quiz, Trivia & News	539	0	0.00%
Weather - The Weather Channel	367	0	0.00%
wkbw.com	245	0	0.00%
Bandsintown Concerts	125	0	0.00%
brezzamistica.info	125	0	0.00%
otcmarkets.com	103	0	0.00%
theplanetd.com	91	0	0.00%
tmz.com	79	0	0.00%
newdaystory.com	78	0	0.00%
ebaumsworld.com	69	0	0.00%
wordfeud-helper.com	65	0	0.00%
cableuser.com	63	3	4.76%
cgpacalculation.com	61	1	1.64%
readfullstory.vip	56	0	0.00%
smallhometours.com	54	0	0.00%
13 WHAM News	49	0	0.00%
Timehop - Memories Then & Now	47	2	4.26%
healthygem.com	46	0	0.00%
News 8 WROC	46	0	0.00%
blackpaperdrawing.com	38	0	0.00%

All available products in our *toolbox*.



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