

Digital Marketing Report

Impressions

How many ads were served:

55,460

Clicks

Times a user clicked on an ad

20

Click-Through Rate

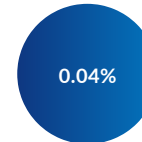
(Clicks/Impressions) x 100

0.04%

Your Product Breakout by Impressions



Total Engagement Rate



0.04%

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

X the National Average



0.52

X the National Avg (.07%)

Social
Mirror

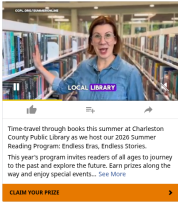
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Charleston County Public Library - Readers/Parents Behavioral Social Mirror	33,432	11	0.03%	0.47
Charleston County Public Library - AI Social Mirror	22,028	9	0.04%	0.58

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Charleston County Public Library_Social Mirror_IG_5.12_Registration is open	13,599	7	0.05%	0.74
	Charleston County Public Library_Social Mirror_IG_5.12_Explore Endless Eras	13,860	6	0.04%	0.62
	Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	13,807	6	0.04%	0.62
Thumbnail not available	Charleston County Public Library_Social Mirror_5.12_FB_Registration is open	14,194	1	0.01%	0.10



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Charleston County Public Library_Social Mirror_IG_5.12_Explore Endless Eras	Variant: Original	Video	Click to View	7.45%	0.21%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: Original	Video	Click to View	2.89%	0.16%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: V_00004	Video	Click to View	2.76%	0.11%
Charleston County Public Library_Social Mirror_IG_5.12_Explore Endless Eras	Variant: V_00011	Video	Click to View	2.56%	0.12%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: V_00003	Video	Click to View	2.35%	0.33%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: V_00010	Video	Click to View	2.12%	0.29%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: V_00015	Video	Click to View	2.02%	0.08%
Charleston County Public Library_Social Mirror_YT_5.12_Time-travel through books	Variant: V_00012	Video	Click to View	1.97%	0.32%
Charleston County Public Library_Social Mirror_IG_5.12_Explore Endless Eras	Variant: V_00012	Video	Click to View	1.73%	0.36%
Charleston County Public Library_Social Mirror_5.12_FB_Registration is open	Variant: V_00012	Photo	Click to View	1.68%	0.19%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	35,018	10	0.03%
Mobile	A portable electronic device that can connect to the internet.	18,484	7	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,958	3	0.15%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	12,023	1	0.01%
msn.com	5,392	1	0.02%
Pinterest	3,052	0	0.00%
pinterest.com	945	0	0.00%
utterlypositive.com	783	0	0.00%
mexicantrain.com	607	1	0.16%
foxnews.com	605	1	0.17%
mahjong4friends.com	548	1	0.18%
wellfitinsider.com	516	0	0.00%
creativeramblingsblog.com	497	0	0.00%
apnews.com	458	0	0.00%
themirror.com	434	3	0.69%
postandcourier.com	407	1	0.25%
WCSC Live 5 News	379	0	0.00%
usatoday.com	340	0	0.00%
icy-veins.com	326	0	0.00%
tigernet.com	271	0	0.00%
thegandmkitchen.com	239	0	0.00%
oldhousesusa.com	234	0	0.00%
nypost.com	225	1	0.44%

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



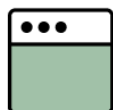
Live Chat



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.