

Digital Marketing Report

Impressions

How many ads were served:

161,809

Clicks

Times a user clicked on an ad

361

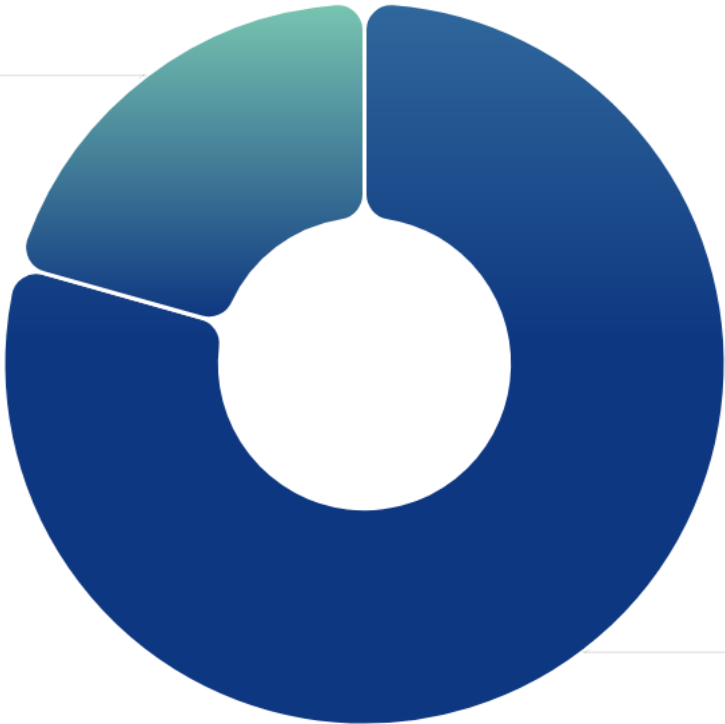
Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.22%

Your Product Breakout by Impressions

Social
Mirror



Mobile

Total Engagement Rate

0.25%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

3.19

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%)
Stellar Medical Aesthetics - Geo-Retargeting Mobile	83,548	100	0.12%	1.71
Stellar Medical Aesthetics - F25+/HHI \$50K+/Ulta Beauty Shoppers Mobile	35,768	70	0.20%	2.80
Stellar Medical Aesthetics - AI Social Mirror	33,086	139	0.42%	6.00
Stellar Medical Aesthetics - Geo-Fencing Mobile	5,231	33	0.63%	9.01
Stellar Medical Aesthetics - Site Retargeting Mobile	3,902	19	0.49%	6.96
Stellar Medical Aesthetics - Retargeting Social Mirror	143	0	0.00%	0.00
Stellar Medical Aesthetics - Mobile Cross Platform Social Mirror	131	0	0.00%	0.00

Social Mirror Click Conversions

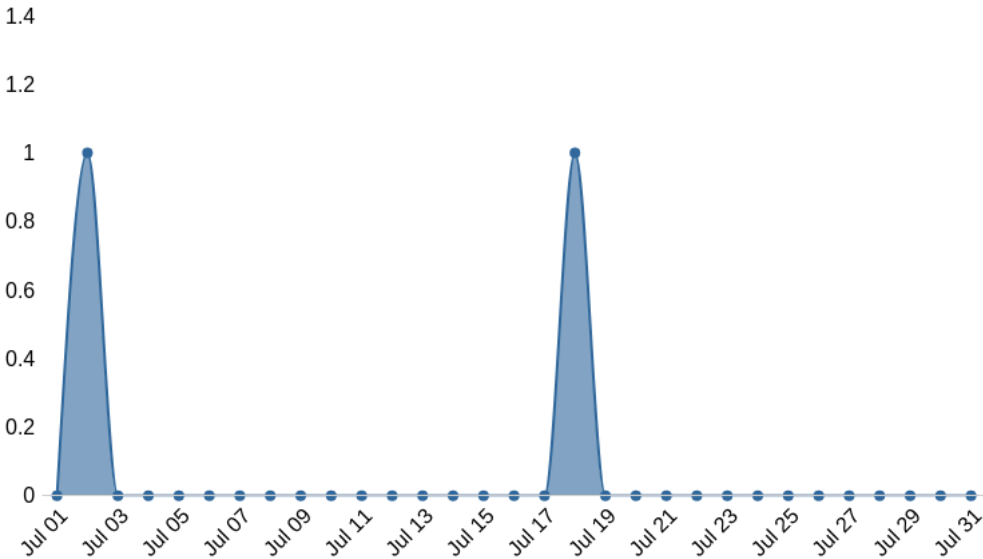


Times users clicked on an ad leading to your site and visited a page or completed an action

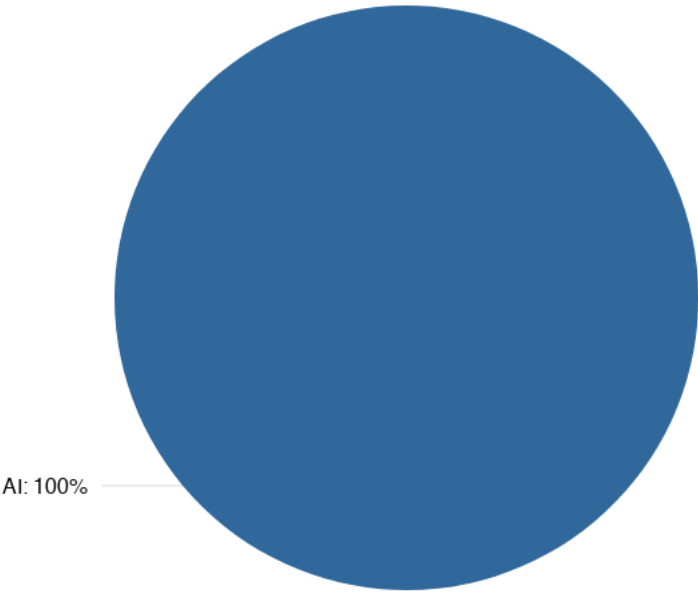
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Stellar Medical Aesthetics Email Click Conversion	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

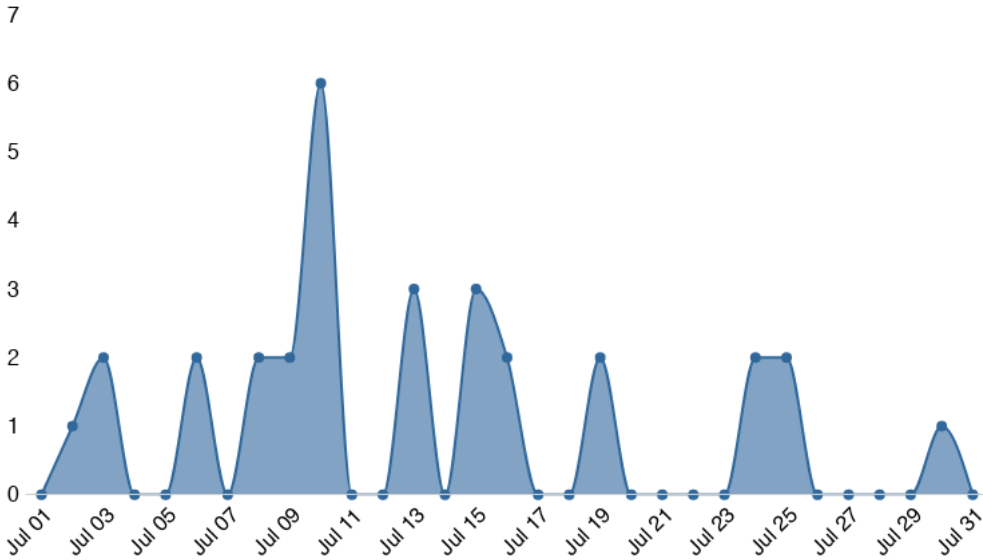


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

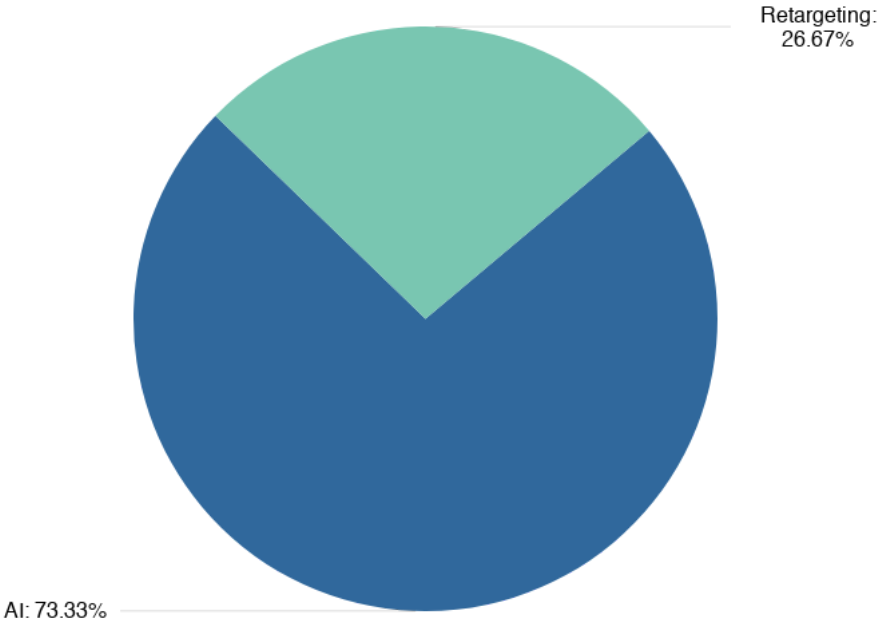
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Stellar Medical Aesthetics Homepage Visits	30

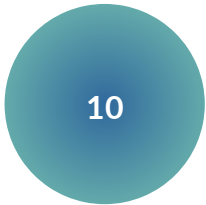
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

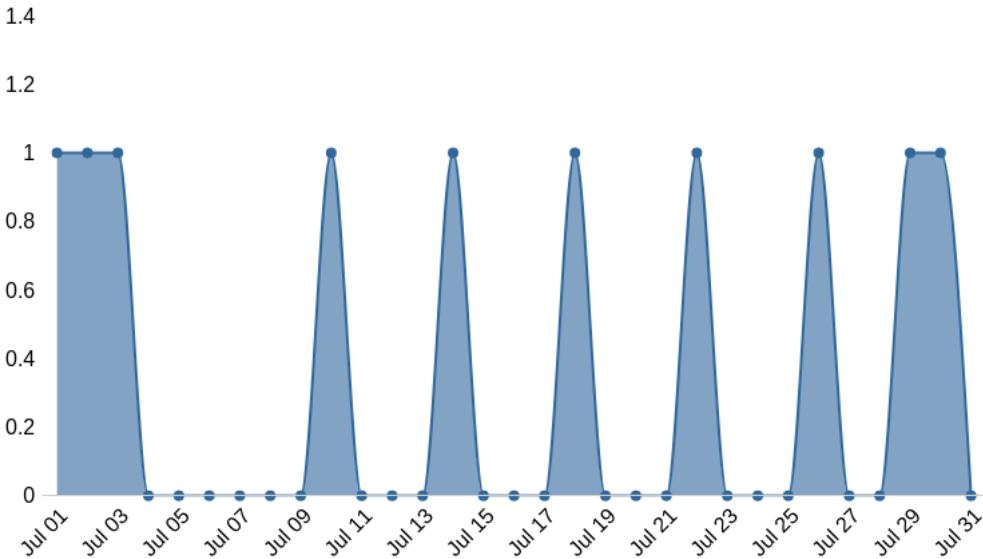


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

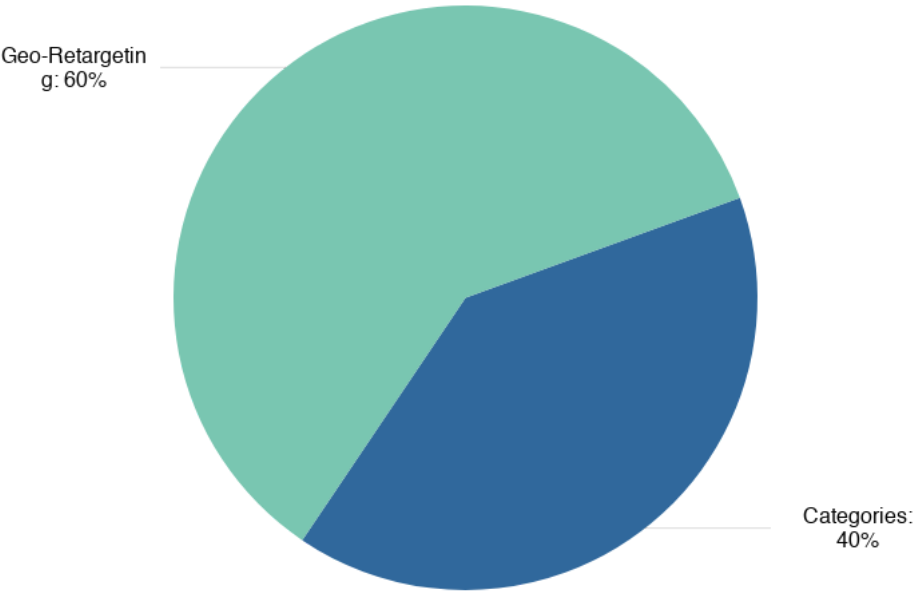
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Stellar Medical Aesthetics Homepage Visits	10

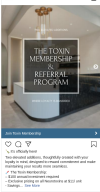
Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	16,374	72	0.44%	6.28
Thumbnail not available	Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	15,117	63	0.42%	5.95
	Stellar Medical Aesthetics_Social Mirror_It's officially here!	1,123	3	0.27%	3.82
Thumbnail not available	Stellar Medical Aesthetics_SM_6.2_Your summer skin starts here	746	1	0.13%	1.91

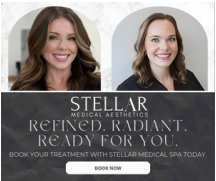
Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Variant: V_00001	Carousel	Click to View	4.85%	2.50%
Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	Variant: V_00012	Carousel	Click to View	4.74%	3.72%
Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Variant: V_00014	Carousel	Click to View	3.98%	2.51%
Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Variant: V_00009	Carousel	Click to View	3.74%	2.59%
Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Variant: V_00012	Carousel	Click to View	3.34%	3.00%
Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	Variant: V_00008	Carousel	Click to View	3.31%	2.93%
Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	Variant: V_00013	Carousel	Click to View	3.30%	2.85%
Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	Variant: Original	Carousel	Click to View	3.25%	2.99%
Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Variant: V_00004	Carousel	Click to View	3.19%	2.85%
Stellar Medical Aesthetics_SM_7.2_Meet the team behind your best skin	Variant: V_00003	Carousel	Click to View	3.17%	3.25%

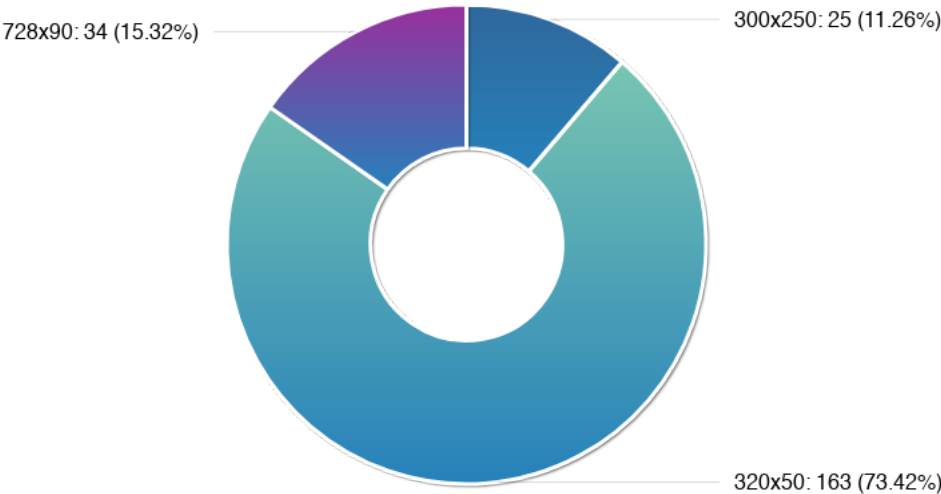
Social Mirror Ad Screenshots

	Stellar Medical Aesthetics_SM_7.2_Your most confident summer starts here	Stellar Medical Aesthetics_SM_7.27_Upgrade your routine
Screenshot Urls		

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Stellar Medical Aesthetics_Scroller	39,296	61	0.16%	2.22
	STELLAR_INJECTORS_MC320X50.gif	38,923	57	0.15%	2.09
	Stellar Medical Aesthetics_STELLAR_RRR_MC320X50.gif	38,787	45	0.12%	1.66
	STELLAR_INJECTORS_MC300X250.gif	3,209	16	0.50%	7.12
	Stellar Medical Aesthetics_STELLAR_RRR_MC300X250.gif	2,964	9	0.30%	4.34
	STELLAR_INJECTORS_MC728X90.gif	2,619	20	0.76%	10.91
	Stellar Medical Aesthetics_STELLAR_RRR_MC728X90.gif	2,609	14	0.54%	7.67
	STELLAR_INJECTORS_MC320X480.gif	23	0	0.00%	0.00
	Stellar Medical Aesthetics_STELLAR_RRR_MC320X480.gif	22	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Neighborhood Barre Farragut	11672 Parkside Dr	Knoxville	TN	37934			5,171	32	0.62%
Cosmetic Dentistry of Knoxville	6001 Walden Dr #1	Knoxville	TN	37919			17	0	0.00%
Burn Boot Camp	11530 Kingston Pike	Knoxville	TN	37934			10	1	10.00%
Old City Athletic Club	124 W Jackson Ave	Knoxville	TN	37902			6	0	0.00%
HOTWORX UT	2467 Univedrsity Commons Way	Knoxville	TN	37919			6	0	0.00%
HOTWORX FC	2605 Adair Dr #101	Knoxville	TN	37918			4	0	0.00%
Holston Hills Country Club	5200 Holston Hills Rd	Knoxville	TN	37914			4	0	0.00%
Vow'd Knoxville	11 Market Square	Knoxville	TN	37902			3	0	0.00%
Core Change	4614 Kingston Pike	Knoxville	TN	37919			3	0	0.00%
Dermatology Associates of Knoxville-Dowell Springs	1450 Dowell Spring Blvd Ste 210	Knoxville	TN	37909			2	0	0.00%
Lillian Ruth Bride	102 W Summit Hill Dr SW	Knoxville	TN	37902			1	0	0.00%
One Nation Spin & Sculpt	11416 Kingston Pike A	Farragut	TN	37934			1	0	0.00%
HOTWORX Cedar Bluff	130 N Cedar Bluff Rd	Knoxville	TN	37923			1	0	0.00%
Current Cycle	215 Brookview Centre Way #106	Knoxville	TN	37919			1	0	0.00%
Sun Tan Clty	240 Morrell Rd	Knoxville	TN	37919			1	0	0.00%
Glo Tanning	7240 Kingston Pike #156	Knoxville	TN	37919			1	0	0.00%
Gettysvue Country Club	9317 Linksvue Dr	Knoxville	TN	37922			1	0	0.00%
Obligato	4626 Kingston Pike	Knoxville	TN	37919			0	0	-

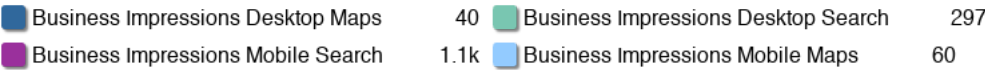
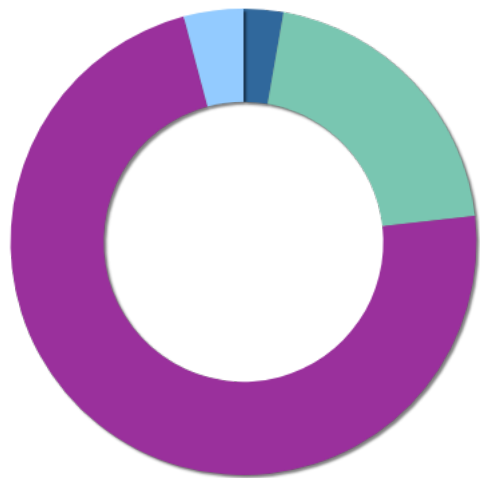
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	17,437	58	0.33%
Mobile	A portable electronic device that can connect to the internet.	14,311	77	0.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,612	4	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	5,031	3	0.06%
arcamax.com	744	6	0.81%
milb.com	389	0	0.00%
WeatherBug – Weather Forecast	321	0	0.00%
sheshinestories.com	305	1	0.33%
T-Mobile Play	257	0	0.00%
biblicalpathway.com	256	0	0.00%
zillow.com	226	0	0.00%
wbir.com	199	0	0.00%
aol.com	192	0	0.00%
nypost.com	191	4	2.09%
kindnessstorieshub.com	187	0	0.00%
lovewhatmatters.com	174	1	0.57%
foxnews.com	138	0	0.00%
genius.com	135	0	0.00%
wrestlezone.com	133	0	0.00%
usatoday.com	132	1	0.76%
knoxnews.com	129	1	0.78%
bonsaimary.com	120	0	0.00%
accuweather.com	117	0	0.00%

How customers search for your business on Google



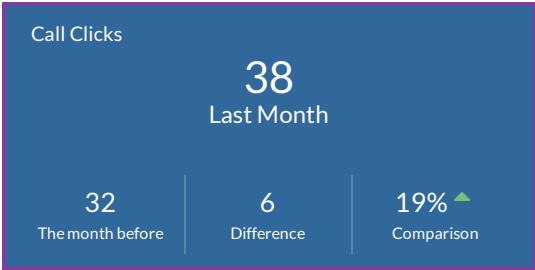
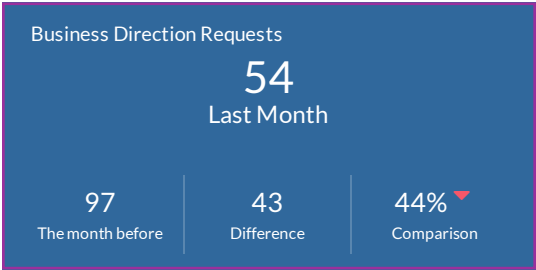
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

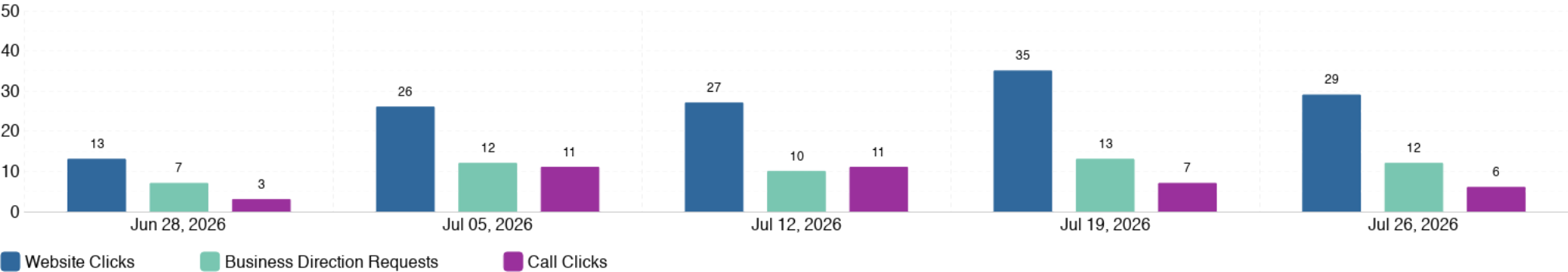
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

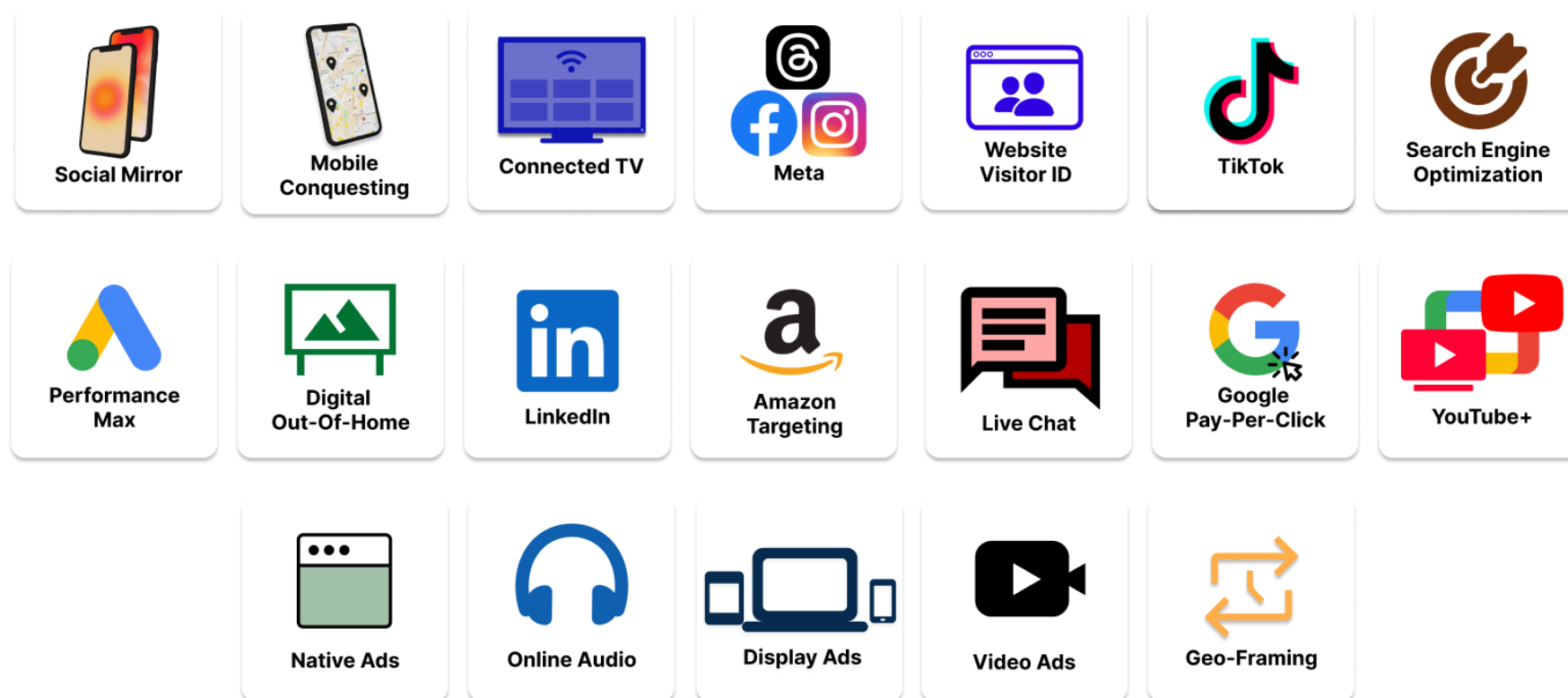
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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