



Digital Marketing Report

Impressions

How many ads were served:

102,896

Clicks

Times a user clicked on an ad

477

Click-Through Rate

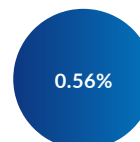
$(\text{Clicks}/\text{Impressions}) \times 100$

0.46%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
QCVB - Travel Tourism/Foodies/Outdoor & Live Events Social Mirror	51,434	133	0.26%	3.69
QCVB - AI Social Mirror	41,110	261	0.63%	9.07
QCVB - Retargeting Social Mirror	10,352	83	0.80%	11.45



Social Mirror Click Conversions

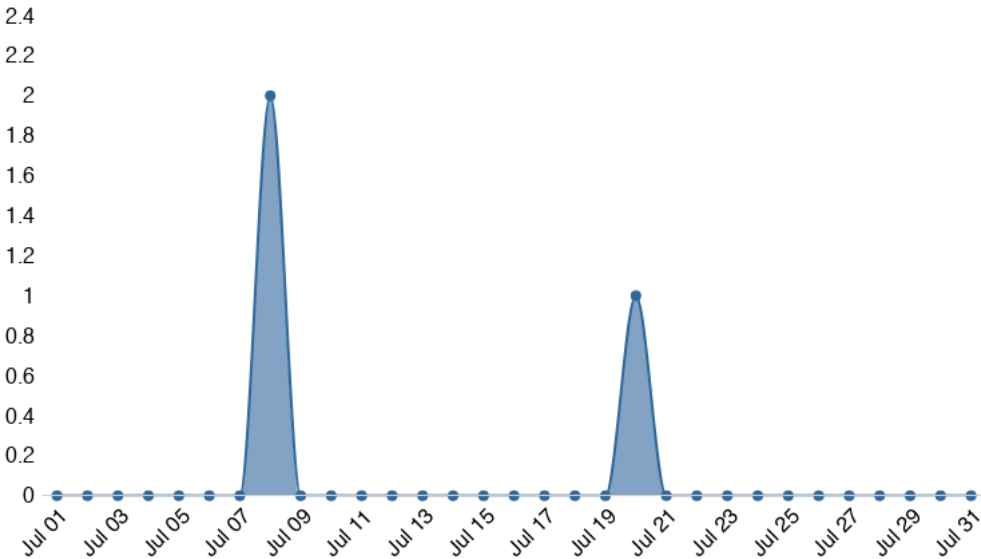


Times users clicked on an ad leading to your site and visited a page or completed an action

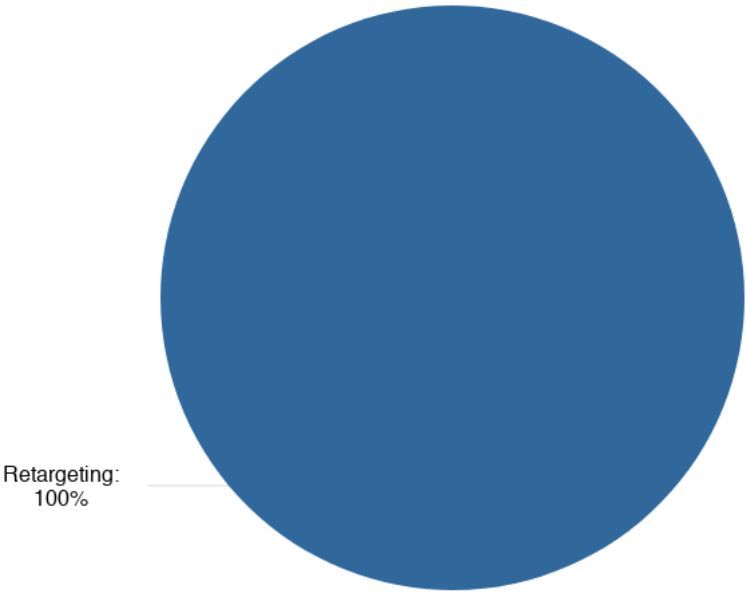
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
QCVB Event Calendar Page View	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

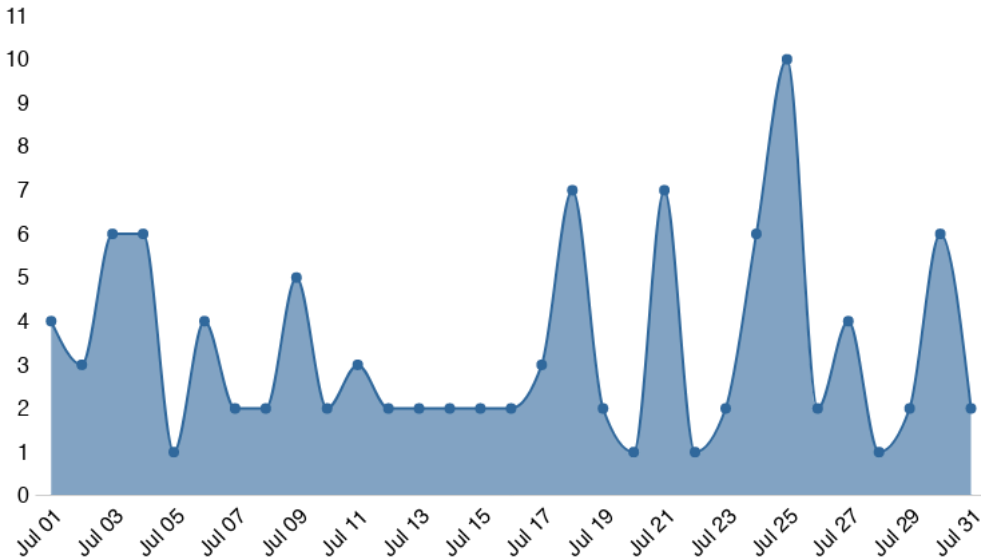


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

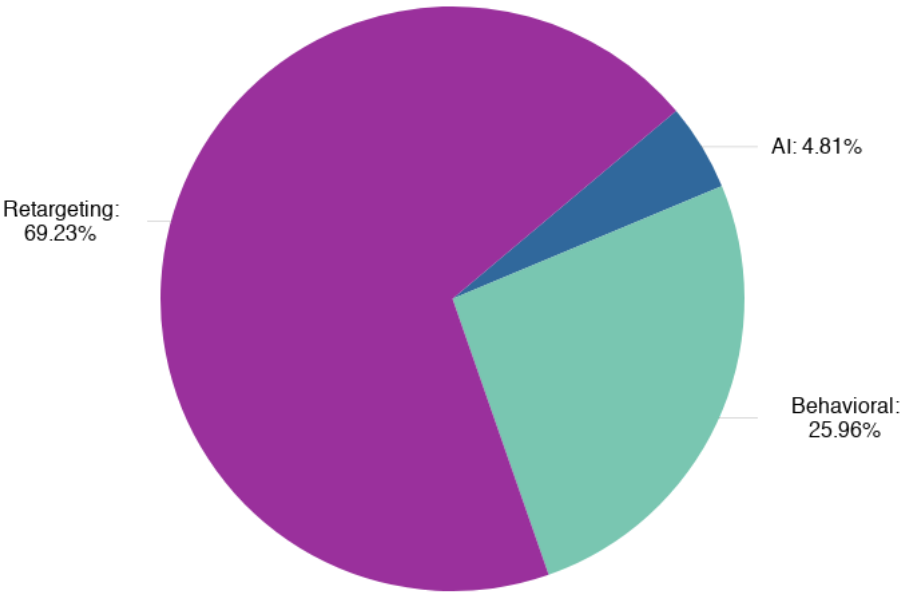
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
QCVB Event Calendar Page View	100
QCVB Food & Drink Page View	2
QCVB Contact Us Page View	1
QCVB Request Travel Guide Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	QCVB_Social Mirror_Sundaes Every Saturday Story	22,429	158	0.70%	10.06
	QCVB_7.15.26_Social Mirror_Home Tours Story	30,895	122	0.39%	5.64
	QCVB_Social Mirror_Summer Flavor Tour 2026 Story Ad	19,457	98	0.50%	7.20
	QCVB_7.15.26_Social Mirror_Have you heard about Quincy's Private Home Tours?	20,428	54	0.26%	3.78
	QCVB_7.6.26_Social Mirror_Sundaes Every Saturday	9,687	45	0.46%	6.64



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: V_00012	Story	Click to View	7.25%	1.30%
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: Original	Story	Click to View	4.26%	1.12%
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: V_00014	Story	Click to View	4.23%	0.89%
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: V_00004	Story	Click to View	4.18%	1.48%
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: V_00010	Story	Click to View	4.10%	1.30%
QCVB_7.15.26_Social Mirror_Have you heard about Quincy\'s Private Home Tours?	Variant: V_00014	Photo	Click to View	2.77%	1.62%
QCVB_7.15.26_Social Mirror_Have you heard about Quincy\'s Private Home Tours?	Variant: V_00004	Photo	Click to View	2.76%	1.36%
QCVB_7.15.26_Social Mirror_Have you heard about Quincy\'s Private Home Tours?	Variant: V_00001	Photo	Click to View	2.65%	1.36%
QCVB_7.15.26_Social Mirror_Home Tours Story	Variant: V_00009	Story	Click to View	2.55%	1.13%
QCVB_7.15.26_Social Mirror_Have you heard about Quincy\'s Private Home Tours?	Variant: V_00012	Photo	Click to View	2.53%	1.09%



Social Mirror Ad Screenshots

QCVB_7.6.26_Social Mirror_Sundaes Every Saturday	
Screenshot Urls	A screenshot of a Facebook post from the page 'Sundaes Every Saturday'. The post features a vibrant image of a sundae topped with various colorful candies and syrups. The text of the post reads: 'SUNDAES EVERY SATURDAY', 'Sundaes and all your favorite toppings', 'SUNDAY', and 'Sundaes Every Saturday'. The post is from the 'Sundaes Every Saturday' page, which has 1,234 likes and 56 comments. The post is shared on a mobile device, as indicated by the status bar at the top showing the time as 10:10 AM and the battery level at 100%.



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62301	8,969	21	0.23%	3.34
63401	5,639	11	0.20%	2.79
61455	4,463	12	0.27%	3.84
62681	4,437	3	0.07%	0.97
65265	4,266	11	0.26%	3.68
62305	4,227	9	0.21%	3.04
52627	2,349	5	0.21%	3.04
63552	2,088	4	0.19%	2.74
52632	1,911	1	0.05%	0.75
65240	1,812	6	0.33%	4.73
62618	1,453	5	0.34%	4.92
63334	1,390	0	0.00%	0.00
63555	1,259	9	0.71%	10.21
63459	1,078	0	0.00%	0.00
63456	1,069	1	0.09%	1.34
01101	1,018	3	0.29%	4.21
62363	979	1	0.10%	1.46
63353	938	4	0.43%	6.09
62321	891	3	0.34%	4.81
62353	883	1	0.11%	1.62



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	74,489	441	0.59%
Desktop	A personal computing device that remains stationary at one location.	21,521	28	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,886	8	0.12%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
solitaire-web-app.com	3,605	2	0.06%
nypost.com	2,705	8	0.30%
Pandora - Music & Podcasts	2,607	6	0.23%
washingtonpost.com	2,555	1	0.04%
Podcast Player	2,012	0	0.00%
hollywoodpq.com	1,760	19	1.08%
x.com	1,623	0	0.00%
tmz.com	1,549	1	0.06%
weather.com	1,447	1	0.07%
foxnews.com	1,215	12	0.99%
Fox News - Daily Breaking News	1,112	6	0.54%
imdb.com	1,106	4	0.36%
ktvo.com	1,001	1	0.10%
bodaonha.top	883	15	1.70%
escapello.com	827	1	0.12%
floracing.com	811	0	0.00%
solitaire-pyramid.com	803	0	0.00%
delicedcook.com	791	2	0.25%
Fox News: US & World Headlines	768	6	0.78%
petronu.com	768	0	0.00%



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.