

Digital Marketing Report

Impressions

How many ads were served:

33,339

Clicks

Times a user clicked on an ad

155

Click-Through Rate

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

0.46%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

3.79%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

1.75%

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

X the National Average

6.64

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%)
Lemon and Barretts Powersports - AI Social Mirror	20,099	112	0.56%	7.96
Lemon and Barretts Powersports - Behavioral Social Mirror	10,045	34	0.34%	4.84
Lemon and Barretts Powersports - Retargeting Social Mirror	3,195	9	0.28%	4.02

Social Mirror Click Conversions

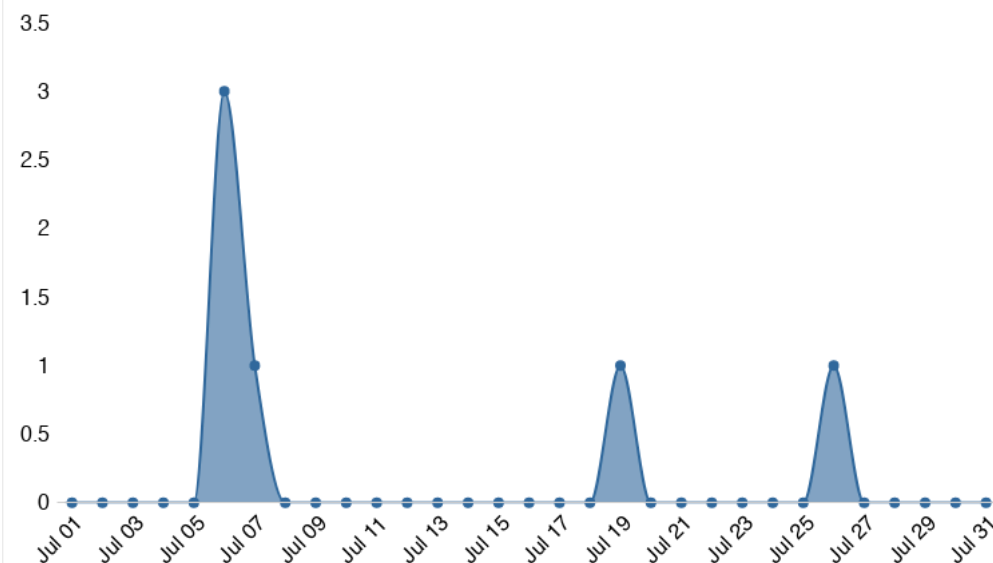


Times users clicked on an ad leading to your site and visited a page or completed an action

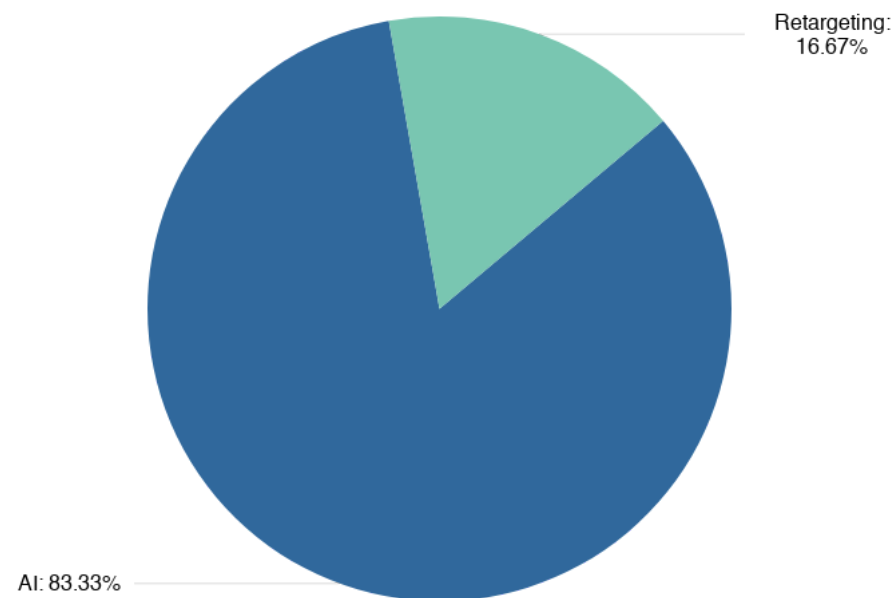
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lemon and Barrett's Get Quote Page View	4
Lemon and Barrett's Contact Us Click	1
Lemon and Barrett's Pre-Owned Inventory Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

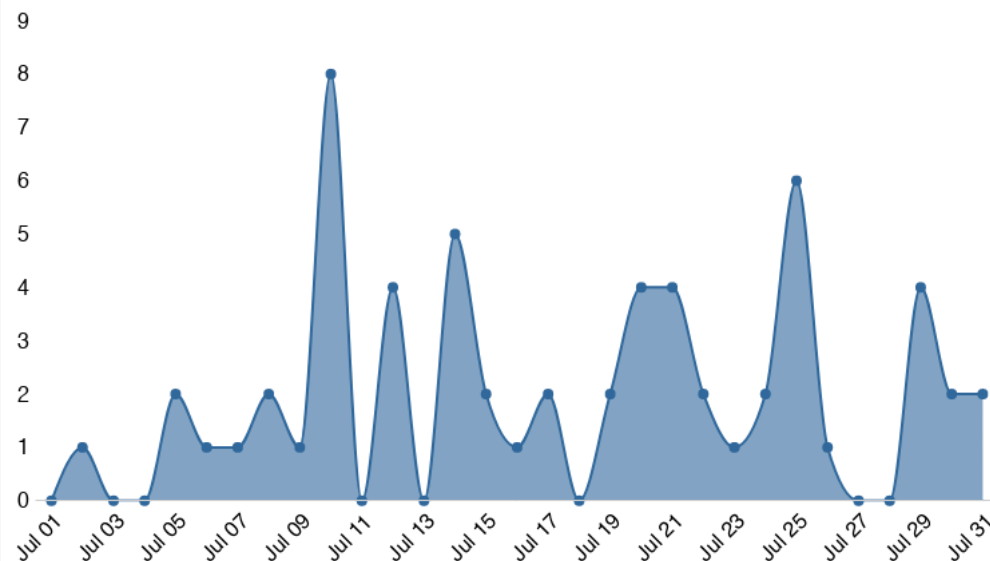


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

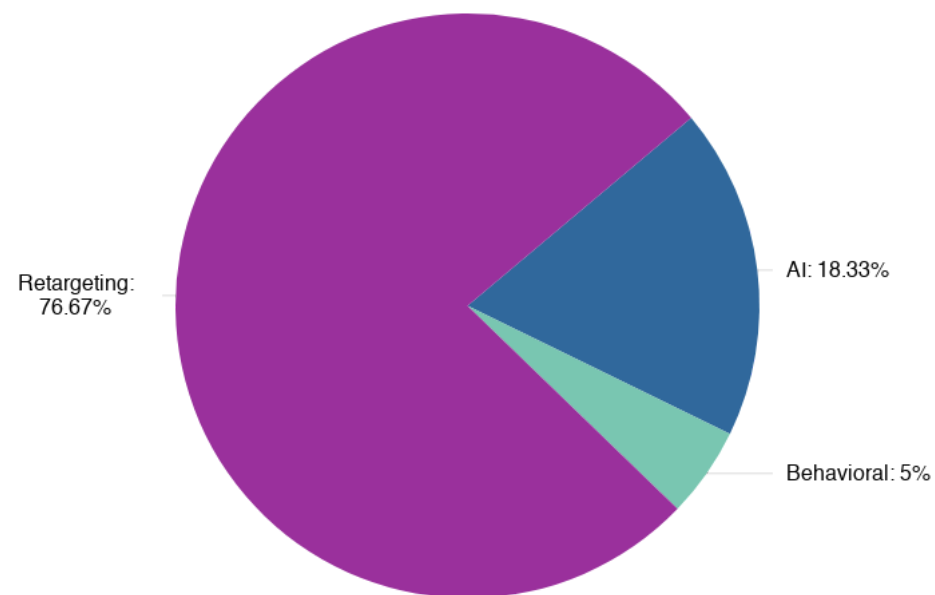
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Lemon and Barrett's Pre-Owned Inventory Page View	31
Lemon and Barrett's Get Quote Page View	18
Lemon and Barrett's All Inventory Page View	11

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%)
Thumbnail not available	Lemon and Barretts Powersports_SM_7.2_Carousel	13,656	68	0.50%	7.11
Thumbnail not available	Lemon and Barretts Powersports_SM_6.9.26_Carousel	16,737	59	0.35%	5.04
	Lemon and Barretts Powersports_SM_7.29.26	2,946	28	0.95%	13.58



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Lemon and Barretts Powersports_SM_7.2_Carousel	Variant: V_00002	Carousel	Click to View	18.98%	2.55%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00006	Carousel	Click to View	3.28%	1.89%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00012	Carousel	Click to View	3.23%	1.64%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00004	Carousel	Click to View	3.23%	1.28%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00015	Carousel	Click to View	3.18%	1.20%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00013	Carousel	Click to View	3.16%	1.02%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00005	Carousel	Click to View	3.11%	2.08%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: Original	Carousel	Click to View	3.08%	1.15%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00008	Carousel	Click to View	3.07%	1.44%
Lemon and Barretts Powersports_SM_6.9.26_Carousel	Variant: V_00001	Carousel	Click to View	3.06%	2.22%



Social Mirror Ad Screenshots

Lemon and Barretts Powersports_SM_7.2_Carousel	
Screenshot Urls	 A screenshot of a social media post from the account 'Lemon & Barrett's Powersports'. The post features a graphic for a 'SUMMER SALES EVENT' with a red and black color scheme. The graphic includes the text 'SUMMER SALES EVENT' and 'UP TO 50% OFF'. The post also contains text about a 'BIGGEST SALE OF THE YEAR' and a 'FREE GIFT'.



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	19,542	109	0.56%
Desktop	A personal computing device that remains stationary at one location.	11,599	36	0.31%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,198	10	0.45%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	2,638	0	0.00%
foxnews.com	1,875	11	0.59%
nypost.com	1,359	4	0.29%
washingtonpost.com	908	0	0.00%
huffpost.com	866	2	0.23%
Pinterest	711	1	0.14%
tmz.com	702	4	0.57%
accuweather.com	476	1	0.21%
buzzfeed.com	447	2	0.45%
hollywoodpq.com	415	11	2.65%
apnews.com	412	5	1.21%
dailymail.com	298	0	0.00%
Weather - The Weather Channel	275	1	0.36%
shopgoodwill.com	201	0	0.00%
merriam-webster.com	178	0	0.00%
Timehop - Memories Then & Now	168	4	2.38%
Radios de Venezuela FM	154	1	0.65%
reuters.com	151	2	1.32%
nytimes.com	147	0	0.00%
biblegateway.com	145	1	0.69%

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.