

Digital Marketing Report

Impressions

How many ads were served:

278,195

Clicks

Times a user clicked on an ad

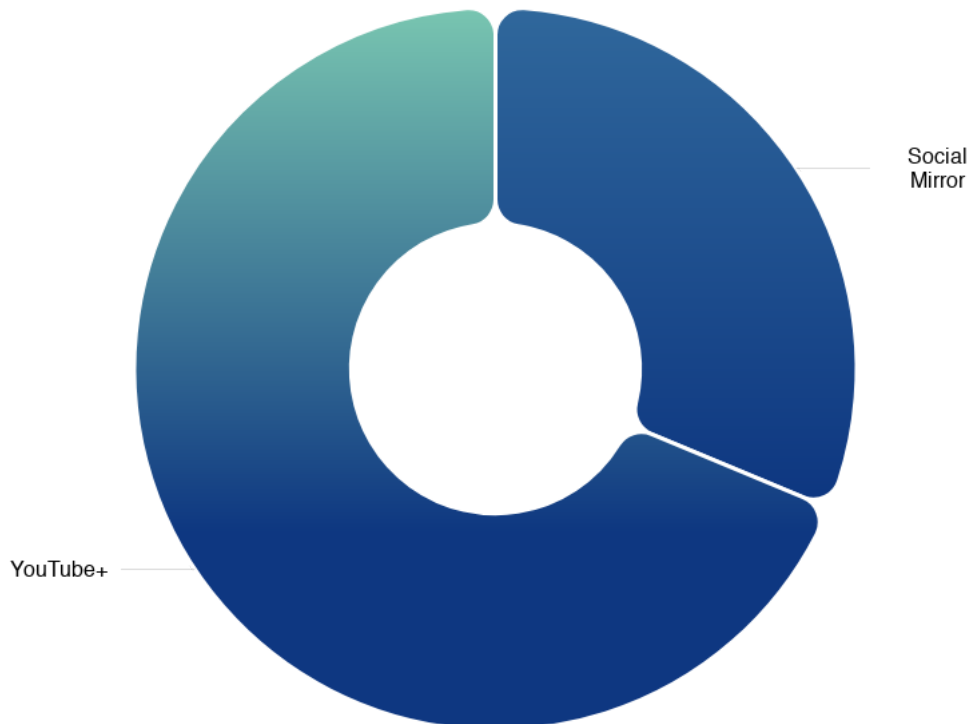
312

Click-Through Rate

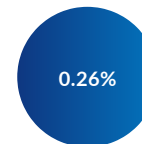
$(\text{Clicks} / \text{Impressions}) \times 100$

0.26%

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%)

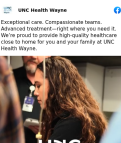
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
UNC Health Wayne - Health Insurance/Recently Moved Categories YouTube+	191,130	82	0.04%	0.61
UNC Health Wayne - Medical Insurance/Health Services Behavioral Social Mirror	73,343	154	0.21%	3.00
UNC Health Wayne - Keyword Social Mirror	13,722	76	0.55%	7.91

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	UNC Health Wayne_Social Mirror_3.16.26_Story Ad GIF_300x250	11,861	54	0.46%	6.50
	UNC Health Wayne_Social Mirror_3.16.26_Story Ad MP4_300x250	10,520	35	0.33%	4.75
	UNC Health Wayne_Social Mirror_3.16.26_Pulm Carousel_300x250	10,883	25	0.23%	3.28
	UNC Health Wayne_Social Mirror_3.16.26_General Carousel_300x250	9,851	21	0.21%	3.05
Thumbnail not available	UNC Health Wayne_Social Mirror_3.16.26_LbD Carousel_300x250	9,648	21	0.22%	3.11
	UNC Health Wayne_Social Mirror_3.16.26_Video Ad 1_300x250	9,849	20	0.20%	2.90

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
UNC Health Wayne_Social Mirror_3.16.26_General Carousel	Variant: V_00002	Carousel	Click to View	6.72%	0.32%
UNC Health Wayne_Social Mirror_3.16.26_Story Ad MP4	Variant: Original	Story	Click to View	6.65%	0.39%
UNC Health Wayne_Social Mirror_3.16.26_Story Ad GIF	Variant: V_00002	Story	Click to View	6.43%	0.62%
UNC Health Wayne_Social Mirror_3.16.26_Story Ad GIF	Variant: V_00003	Story	Click to View	4.40%	0.67%
UNC Health Wayne_Social Mirror_3.16.26_Story Ad MP4	Variant: V_00002	Story	Click to View	4.37%	0.38%
UNC Health Wayne_Social Mirror_3.16.26_LbD Carousel	Variant: V_00001	Carousel	Click to View	2.97%	0.32%
UNC Health Wayne_Social Mirror_3.16.26_Video Ad 2	Variant: V_00003	Video	Click to View	2.67%	0.27%
UNC Health Wayne_Social Mirror_3.16.26_Video Ad 2	Variant: V_00011	Video	Click to View	2.59%	0.32%
UNC Health Wayne_Social Mirror_3.16.26_General Carousel	Variant: V_00001	Carousel	Click to View	2.59%	0.46%
UNC Health Wayne_Social Mirror_3.16.26_Story Ad GIF	Variant: V_00001	Story	Click to View	2.49%	1.14%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
UNC Health Wayne_Ad 4_Heart Care	77,773	34	90.84%	0.04
UNC Health Wayne_Ad 1	60,301	25	90.87%	0.04
UNC Health Wayne_Ad 2_Dr Tucker	53,043	23	89.77%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
UNC Health Wayne_Ad 4_Heart Care	93.32%	91.94%	91.23%	90.84%
UNC Health Wayne_Ad 1	93.22%	91.83%	91.23%	90.87%
UNC Health Wayne_Ad 2_Dr Tucker	92.57%	91.00%	90.30%	89.77%

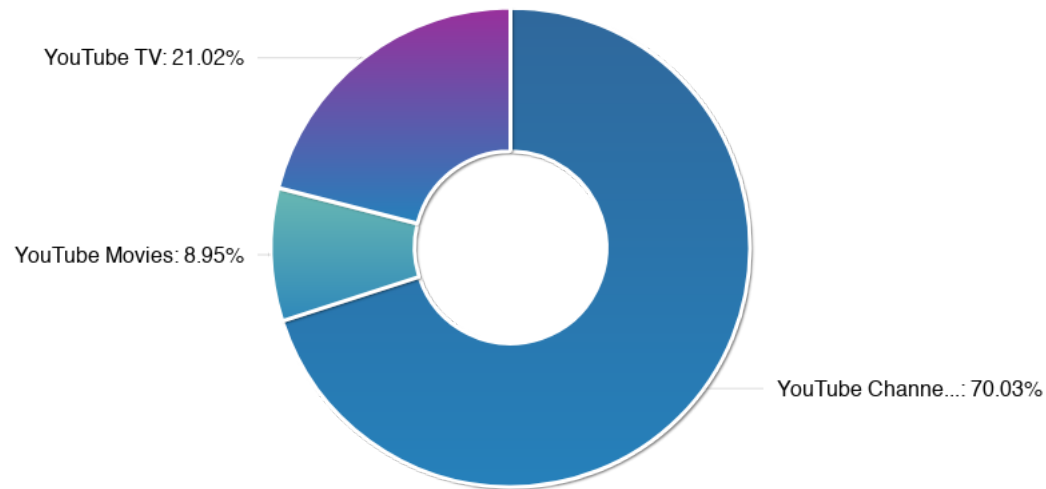
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	185,756	73	0.04%
Mobile	A portable electronic device that can connect to the internet.	63,952	200	0.31%
Desktop	A personal computing device that remains stationary at one location.	14,868	32	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,606	7	0.05%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Who Done It 3D	5,915	0	0.00%
ckandawrites.online	1,274	0	0.00%
chaicoffeetrochet.com	1,083	0	0.00%
dishgleam.com	1,063	4	0.38%
goldsborodailynews.com	871	1	0.11%
spacedaily.com	806	4	0.50%
vegetablerecipes.com	625	0	0.00%
minutesforblessing.com	603	0	0.00%
buoyhealth.com	559	0	0.00%
theScore: Sports News & Scores	548	2	0.36%
frostelladesserts.com	503	2	0.40%
america-focus.com	492	1	0.20%
mytherapistcooks.com	391	0	0.00%
crispcrumbs.com	380	4	1.05%
bonsaimary.com	355	0	0.00%
hollywoodpq.com	291	7	2.41%
themompack.com	284	1	0.35%
momscravings.com	272	0	0.00%
wnct.com	269	0	0.00%
onlinefreesolitaire.com	266	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
SML	1,400	1	0.07%
Midwest Safety	774	0	0.00%
Aphmau	694	1	0.14%
CoryxKenshin	566	0	0.00%
WRAL	540	1	0.19%
Druski	528	0	0.00%
Joe Bartolozzi	502	0	0.00%
SSSniperWolf Top Videos	493	0	0.00%
Foltyn	410	0	0.00%
Sam and Colby	393	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	5,142
(YouTube TV) MS NOW	913
(YouTube TV) ESPN	655
(YouTube TV) CNN	496
(YouTube TV) Hallmark TV	450
(YouTube TV) TV Land	346
(YouTube TV) Investigation Discovery	225
(YouTube TV) TNT	203
(YouTube TV) Game Show Network	169
(YouTube TV) Oxygen True Crime	136

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.