

Digital Marketing Report

Impressions

How many ads were served:

173,527

Clicks

Times a user clicked on an ad

69

Click-Through Rate

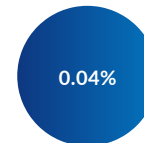
$(\text{Clicks} / \text{Impressions}) \times 100$

0.04%

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%)
People's Choice Festival - Crafts and Hobbies/Live Event Attendees/Foodies Behavioral Social Mirror	108,195	26	0.02%	0.34
Peoples Choice Festival - Moms/Culture & Arts Visitors Mobile	64,830	40	0.06%	0.88
Peoples Choice Festival - Kutztown Festival Geo-Fencing Mobile	500	2	0.40%	5.71
Peoples Choice Festival - 4th Fest Geo-Fencing Mobile	2	1	50.00%	714.29

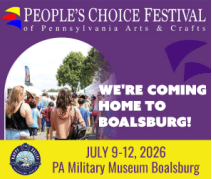
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	108,195	26	0.02%	0.34

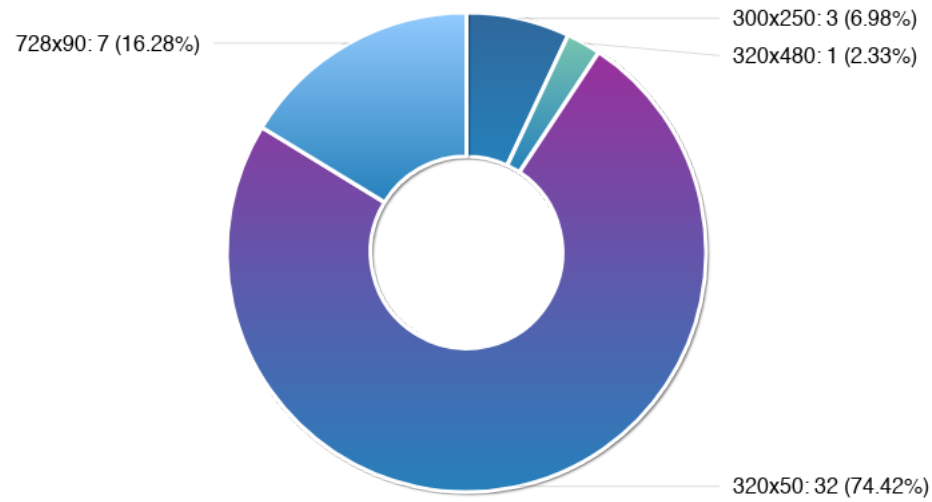
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00009	Photo	Click to View	45.53%	0.24%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00014	Photo	Click to View	11.65%	0.23%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00004	Photo	Click to View	10.48%	0.24%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00013	Photo	Click to View	6.41%	0.34%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00002	Photo	Click to View	5.81%	0.40%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00007	Photo	Click to View	5.65%	0.31%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00001	Photo	Click to View	3.60%	0.43%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: Original	Photo	Click to View	3.42%	0.51%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00010	Photo	Click to View	1.55%	0.68%
People's Choice Festival_Social Mirror_People's Choice Festival of Pennsylvania	Variant: V_00005	Photo	Click to View	1.38%	1.04%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	People's Choice Festival_PCF-2026-320x50.gif	53,857	32	0.06%	0.85
	People's Choice Festival_PCF-2026-728x90.gif	8,687	7	0.08%	1.15
	People's Choice Festival_PCF-2026-300x250 (1).gif	2,742	3	0.11%	1.56
	People's Choice Festival_PCF-2026-320x480.gif	46	1	2.17%	31.06

Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	450 Wentz St	Kutztown	PA	19530			500	2	0.40%
	701 Porter Rd	State College	PA	16801			2	1	50.00%

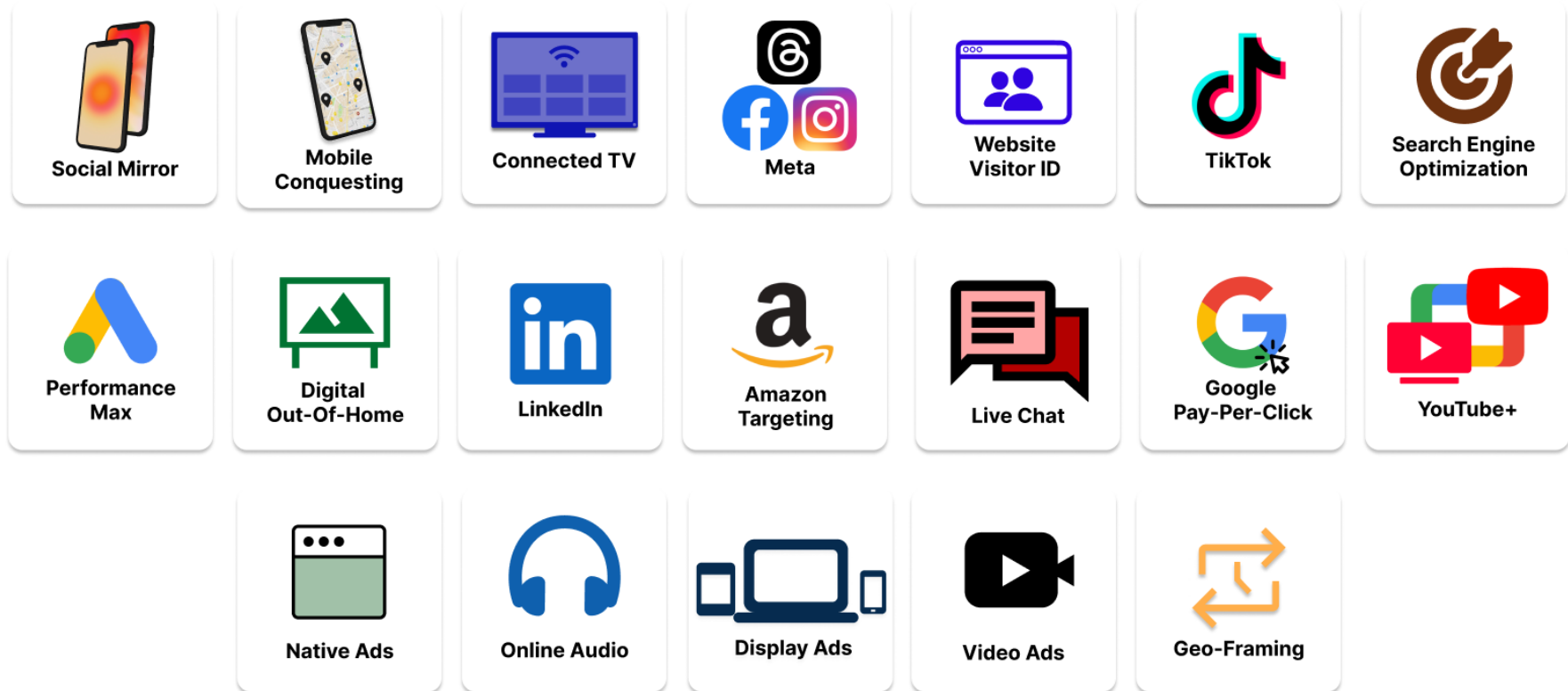
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	51,341	13	0.03%
Mobile	A portable electronic device that can connect to the internet.	50,168	13	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,686	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	15,982	4	0.03%
aol.com	3,163	1	0.03%
ABC27 News WHTM-TV	3,007	0	0.00%
brezzamistica.info	1,258	0	0.00%
Pinterest	1,203	1	0.08%
foxnews.com	1,070	3	0.28%
hyperx.com	742	0	0.00%
usatoday.com	695	0	0.00%
Weather by WeatherBug	607	0	0.00%
statecollege.com	474	0	0.00%
smitesource.com	460	0	0.00%
ldnews.com	453	0	0.00%
phillyvoice.com	430	1	0.23%
justthenews.com	405	0	0.00%
mahjong4friends.com	402	0	0.00%
tmz.com	385	0	0.00%
radio-en-vivo.mx	384	0	0.00%
dailyamerican.com	376	0	0.00%
Weather Kitty - App & Widget	368	0	0.00%
Darts Club	350	0	0.00%

All available products in our *toolbox*.



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