

Digital Marketing Report

Impressions

How many ads were served:

77,268

Clicks

Times a user clicked on an ad

788

Click-Through Rate

(Clicks/Impressions) x 100

1.02%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

38.18%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

1.05%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

14.57

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%)
Premiere Baby Imaging Sonogram Studio - AI Social Mirror	37,864	623	1.65%	23.51
Premiere Baby Imaging Sonogram Studio - WVID Feed Social Mirror	20,688	70	0.34%	4.83
Premiere Baby Imaging Sonogram Studio - Women 21+/Expectant Mothers Behavioral Social Mirror	16,208	76	0.47%	6.70
Premiere Baby Imaging Sonogram Studio - Retargeting Social Mirror	2,508	19	0.76%	10.82

Social Mirror Click Conversions

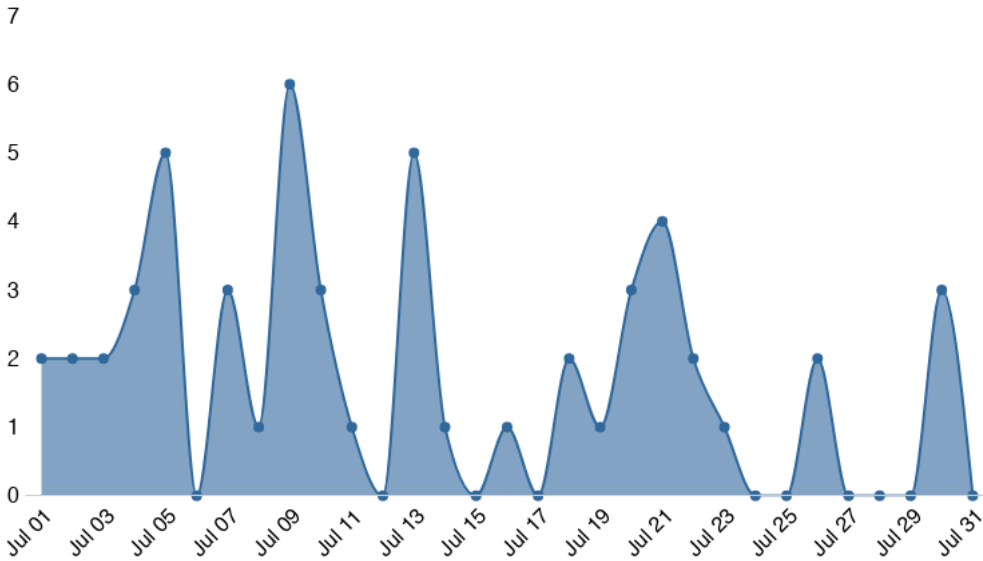


Times users clicked on an ad leading to your site and visited a page or completed an action

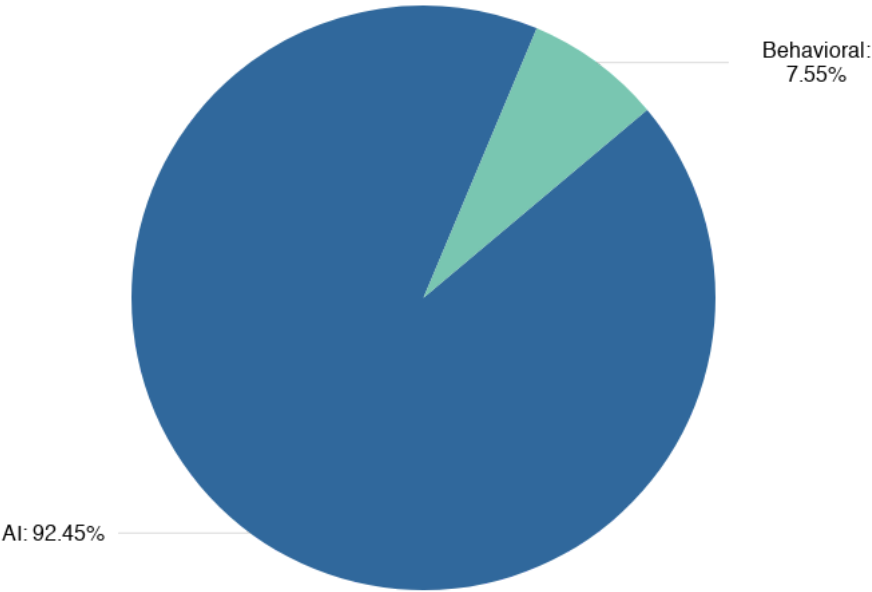
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Premiere Baby Imaging Sonogram Studio Schedule Appointment Page View	29
Premiere Baby Imaging Sonogram Studio Packages Page View	17
Premiere Baby Imaging Sonogram Studio Our Studio Page View	7

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

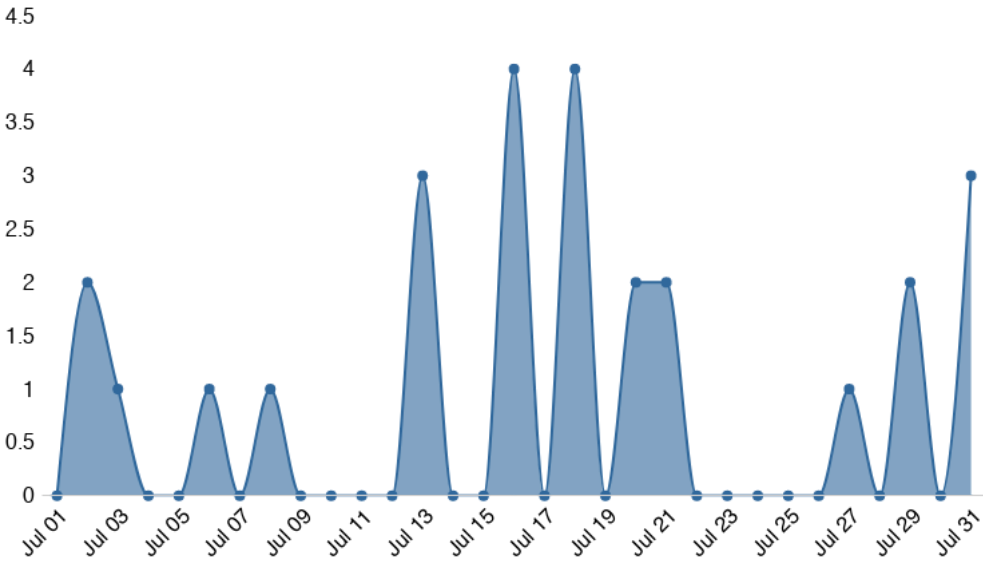


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

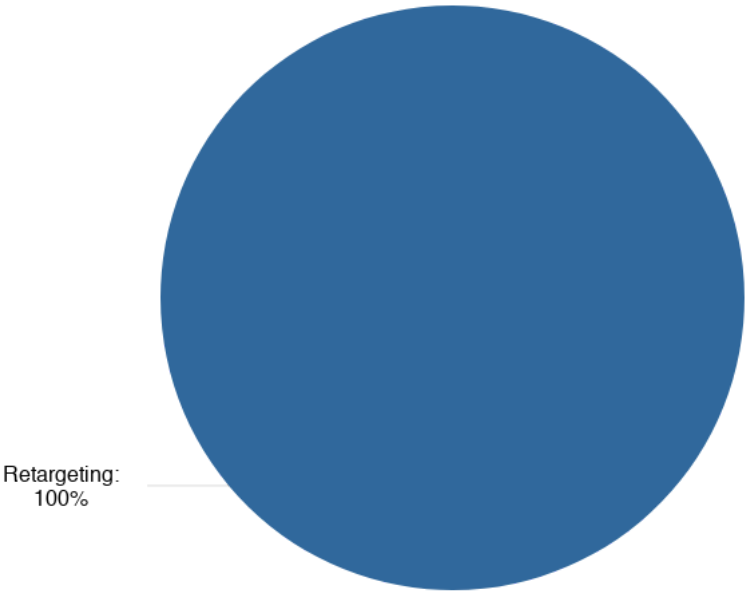
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Premiere Baby Imaging Sonogram Studio Schedule Appointment Page View	17
Premiere Baby Imaging Sonogram Studio Packages Page View	9

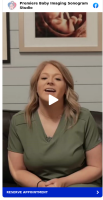
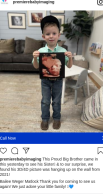
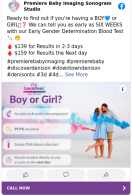
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Premiere Baby Imaging Sonogram Studio_SM_Video	26,694	409	1.53%	21.89
	Premiere Baby Imaging Sonogram Studio_SM_6.18_This Proud Big Brother	26,630	229	0.86%	12.28
	Premiere Baby Imaging Sonogram Studio_SM_7.11_Ready to find out if you're having a BOY or GIRL	23,944	150	0.63%	8.95

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Premiere Baby Imaging Sonogram Studio_SM_7.11_Ready to find out if you're having a BOY or GIRL	Variant: V_00003	Photo	Click to View	13.76%	1.46%
Premiere Baby Imaging Sonogram Studio_SM_6.18_This Proud Big Brother	Variant: Original	Photo	Click to View	13.25%	1.92%
Premiere Baby Imaging Sonogram Studio_SM_6.18_This Proud Big Brother	Variant: V_00001	Photo	Click to View	11.78%	2.00%
Premiere Baby Imaging Sonogram Studio_SM_7.11_Ready to find out if you're having a BOY or GIRL	Variant: V_00002	Photo	Click to View	8.57%	2.08%
Premiere Baby Imaging Sonogram Studio_SM_Video	Variant: V_00006	Video	Click to View	5.69%	3.01%
Premiere Baby Imaging Sonogram Studio_SM_7.11_Ready to find out if you're having a BOY or GIRL	Variant: Original	Photo	Click to View	5.25%	2.18%
Premiere Baby Imaging Sonogram Studio_SM_6.18_This Proud Big Brother	Variant: V_00002	Photo	Click to View	4.75%	1.98%
Premiere Baby Imaging Sonogram Studio_SM_6.18_This Proud Big Brother	Variant: V_00003	Photo	Click to View	4.68%	1.77%
Premiere Baby Imaging Sonogram Studio_SM_Video	Variant: V_00003	Video	Click to View	4.54%	2.91%
Premiere Baby Imaging Sonogram Studio_SM_Video	Variant: V_00007	Video	Click to View	3.62%	2.55%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
17812	5,059	8	0.16%	2.26
17810	4,750	9	0.19%	2.71
76227	4,392	68	1.55%	22.12
75069	4,350	82	1.89%	26.93
75078	3,869	26	0.67%	9.60
75068	2,770	54	1.95%	27.85
75070	2,519	34	1.35%	19.28
76209	1,861	36	1.93%	27.63
75090	1,846	26	1.41%	20.12
73401	1,707	17	1.00%	14.23
75409	1,514	18	1.19%	16.98
75020	1,476	11	0.75%	10.65
75407	1,450	22	1.52%	21.67
75092	1,445	18	1.25%	17.80
76201	1,401	12	0.86%	12.24
75009	1,246	29	2.33%	33.25
76207	1,183	29	2.45%	35.02
76208	1,094	20	1.83%	26.12
76240	973	19	1.95%	27.90
75418	916	12	1.31%	18.71

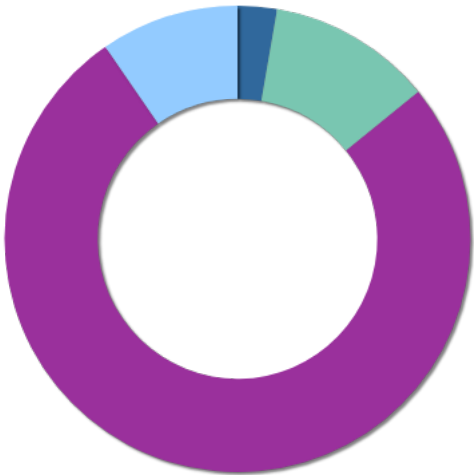
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	47,342	412	0.87%
Desktop	A personal computing device that remains stationary at one location.	26,894	359	1.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,032	17	0.56%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	1,936	6	0.31%
arcamax.com	1,499	5	0.33%
T-Mobile Play	1,461	0	0.00%
msn.com	1,316	1	0.08%
nypost.com	1,237	10	0.81%
foxnews.com	945	0	0.00%
The Scoop	928	2	0.22%
ddpcshares.com	800	4	0.50%
aol.com	691	0	0.00%
ebay.com	629	0	0.00%
realclearpolitics.com	612	1	0.16%
themirror.com	543	6	1.10%
usatoday.com	533	2	0.38%
tmz.com	503	4	0.80%
apnews.com	498	4	0.80%
northcentralpa.com	471	0	0.00%
aerialrain.com	465	0	0.00%
crispcrumbs.com	376	3	0.80%
abcnews.com	372	2	0.54%
lawandcrime.com	365	3	0.82%

How customers search for your business on Google



Business Impressions Desktop Maps	27	Business Impressions Desktop Search	113
Business Impressions Mobile Search	755	Business Impressions Mobile Maps	95

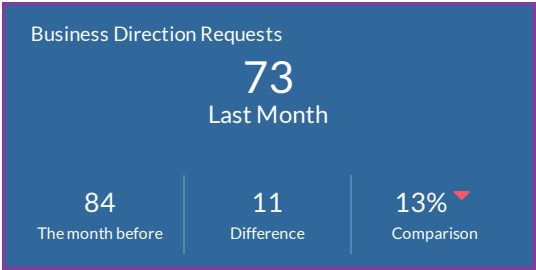
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

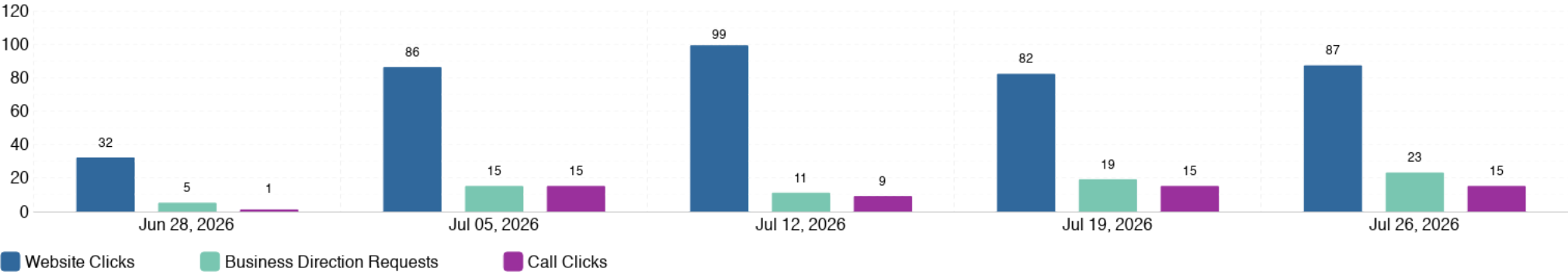
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.