

Digital Marketing Report

Impressions

How many ads were served:

101,671

Clicks

Times a user clicked on an ad

233

Click-Through Rate

(Clicks/Impressions) x 100

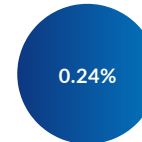
0.23%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

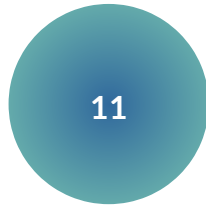
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Central PA Food Bank Hollidaysburg - AI Social Mirror	61,849	198	0.32%	4.57
Central PA Food Bank Hollidaysburg - 30+ /HHI\$75K+ /Charity Donors Behavioral Social Mirror	30,577	25	0.08%	1.17
Central PA Food Bank Hollidaysburg - Retargeting Social Mirror	9,245	10	0.11%	1.55

Social Mirror View-through Conversions

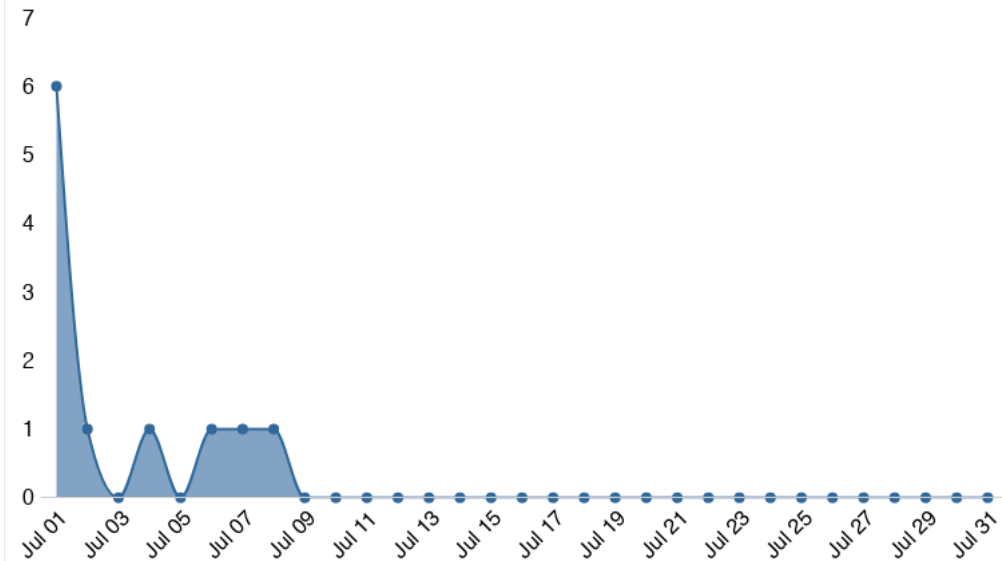


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

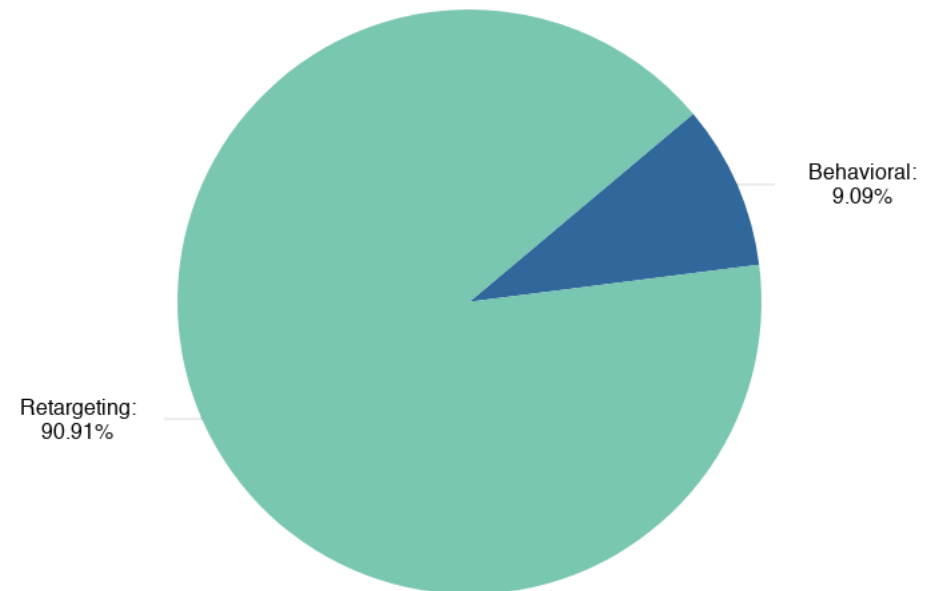
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Central PA Food Bank Find Food Page View	8
Central PA Food Bank Give Time Page View	2
Central PA Food Bank Take Action 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%)
	Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	62,602	141	0.23%	3.22
Thumbnail not available	Central PA Food Bank Hollidaysburg_SM_4.27.26_Families across our community	39,069	92	0.24%	3.36

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00013	Photo	Click to View	10.14%	1.49%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00014	Photo	Click to View	5.53%	1.14%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00006	Photo	Click to View	5.49%	1.54%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00015	Photo	Click to View	4.37%	1.60%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00002	Photo	Click to View	4.05%	1.65%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00010	Photo	Click to View	3.93%	1.65%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00004	Photo	Click to View	3.52%	1.56%
Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	Variant: V_00007	Photo	Click to View	3.30%	1.23%

Social Mirror Ad Screenshots

Central PA Food Bank Hollidaysburg_SM_7.16.26_Your kindness can fill an empty plate	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	48,938	98	0.20%
Mobile	A portable electronic device that can connect to the internet.	48,297	115	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,436	20	0.45%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	5,493	3	0.05%
The Scoop	3,088	5	0.16%
msn.com	3,085	0	0.00%
aol.com	1,928	0	0.00%
foxnews.com	1,564	4	0.26%
statecollege.com	1,491	0	0.00%
nypost.com	1,252	9	0.72%
hollywoodpq.com	1,042	1	0.10%
T-Mobile Play	1,029	0	0.00%
x.com	904	0	0.00%
Pandora - Music & Podcasts	815	2	0.25%
biblegateway.com	777	0	0.00%
usatoday.com	764	3	0.39%
abcnews.com	750	0	0.00%
w2g.tv	736	0	0.00%
accuweather.com	697	1	0.14%
arcamax.com	604	2	0.33%
ebay.com	557	0	0.00%
tunein.com	553	0	0.00%
sixtyandme.com	536	0	0.00%

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.