

Digital Marketing Report

Impressions

How many ads were served:

183,817

Clicks

Times a user clicked on an ad

758

Click-Through Rate

(Clicks/Impressions) x 100

0.41%

Your Product Breakout by Impressions



CTV Completion Rate

21.57%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.41%

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

X the National Average

5.89

X the National Avg (.07%)

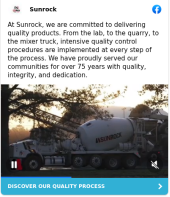
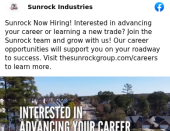
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Sunrock Group - Construction/Contractors/Builders Behavioral B2B Social Mirror	71,964	535	0.74%	10.62
The Sunrock Group - Geo-Retargeting Mobile	40,393	34	0.08%	1.20
The Sunrock Group - Geo-Fencing Mobile	28,547	42	0.15%	2.10
The Sunrock Group - Website Visitor ID Feed B2B Social Mirror	22,169	94	0.42%	6.06
The Sunrock Group - Retargeting B2B Social Mirror	20,744	53	0.26%	3.65

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%)
Thumbnail not available	The Sunrock Group_Social Mirror_4.29.26_Sunrock Hiring_300x250	19,097	195	1.02%	14.59
	The Sunrock Group_Social Mirror_LinkedIn_1.9.25_Are you ready to build the road_300x250	17,067	81	0.47%	6.78
	The Sunrock Group_Social Mirror_1.9.25_Careers in Construction V3_300x250	17,694	73	0.41%	5.89
	The Sunrock Group_Social Mirror_1.9.25_Keep Living Video_300x250	19,420	69	0.36%	5.08
	The Sunrock Group_Social Mirror_LinkedIn_1.9.25_Are you ready to build the road_300x600	5,625	68	1.21%	17.27
	The Sunrock Group_Social Mirror_4.30.26_Travis Hardie_300x250	15,456	51	0.33%	4.71

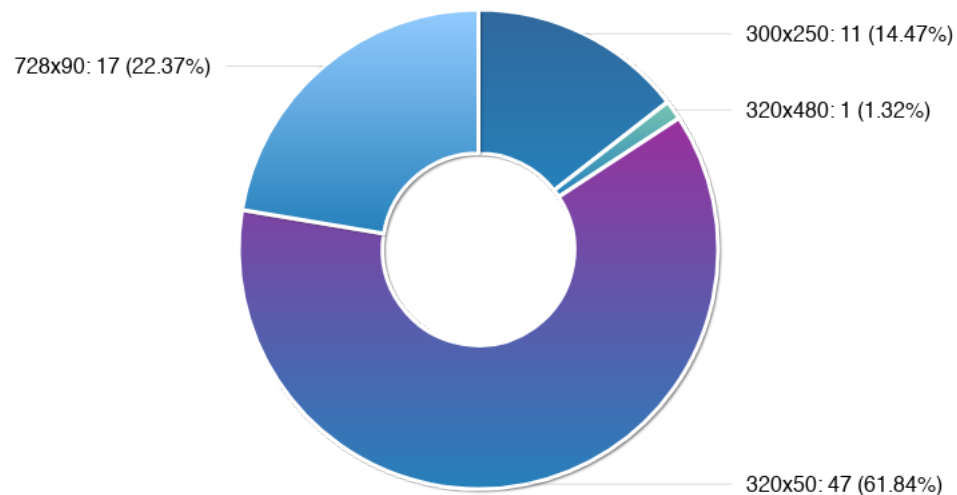
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
The Sunrock Group_Social Mirror_1.9.25_Careers in Construction V3	Variant: V_00002	Photo	Click to View	12.24%	2.13%
The Sunrock Group_Social Mirror_4.30.26_Travis Hardie	Variant: V_00005	Video	Click to View	4.61%	1.43%
The Sunrock Group_Social Mirror_1.9.25_Keep Living Video	Variant: V_00002	Video	Click to View	3.34%	1.81%
The Sunrock Group_Social Mirror_1.9.25_Keep Living Video	Variant: V_00007	Video	Click to View	3.23%	1.88%
The Sunrock Group_Social Mirror_4.30.26_Travis Hardie	Variant: V_00007	Video	Click to View	3.15%	1.64%
The Sunrock Group_Social Mirror_4.29.26_Sunrock Hiring	Variant: V_00013	Photo	Click to View	2.83%	2.05%
The Sunrock Group_Social Mirror_1.9.25_Keep Living Video	Variant: V_00001	Video	Click to View	2.81%	1.87%
The Sunrock Group_Social Mirror_1.9.25_Keep Living Video	Variant: V_00003	Video	Click to View	2.55%	1.64%
The Sunrock Group_Social Mirror_LinkedIn_1.9.25_Are you ready to build the road	Variant: V_00014	Video	Click to View	2.54%	2.63%
The Sunrock Group_Social Mirror_1.9.25_Keep Living Video	Variant: V_00005	Video	Click to View	2.54%	1.83%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sunrock_Updated Mobile Banner April 2026 320x50.jpg	59,148	47	0.08%	1.14
	Sunrock_Updated Now Hiring Ad April 2026 300x250.jpg	5,477	11	0.20%	2.87
	Sunrock_Green 75 Years Banner 728x90.png	4,259	17	0.40%	5.70
	Sunrock_Mobile Ad Veterans April 2026.png	56	1	1.79%	25.51

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Fred Smith Company – Westgate Plant	6001 Westgate Rd	Raleigh	NC	27617			14,905	29	0.19%
Tarheel Paving & Asphalt Co.	1420 West Gate City Blvd	Greensboro	NC	27403			4,776	5	0.10%
Johnson Paving Company, Inc.	4018 Old Stage Rd	Raleigh	NC	27603			3,787	2	0.05%
McCain Striping Service, Inc.	1105 Fire Tower Rd	Sanford	NC	27330			1,494	0	0.00%
H&H Constructors, Inc.	300 Magnolia Ave	Butner	NC	27509			868	0	0.00%
C.M. Lindsay & Sons, Inc.	201 E Elm St	Graham	NC	27253			666	0	0.00%
Traffic Control Devices, LLC	105 Rupert Rd Suite 3	Raleigh	NC	27603			595	1	0.17%
Aquiline	1506 E Williams St	Apex	NC	27502			390	0	0.00%
Hemphill Construction Company	224 S Swing Rd	Greensboro	NC	27409			329	1	0.30%
Richard J. Carlson, Inc.	203 E Main St	Clayton	NC	27520			294	0	0.00%
Balfour Beatty Infrastructure, Inc.	406 S McDowell St Suite 200	Raleigh	NC	27601			103	1	0.97%
Triangle Sitework Services, Inc.	8817 Westgate Park Dr Suite 107	Raleigh	NC	27617			65	0	0.00%
Turner Asphalt, Inc.	540 Guilford College Rd	Greensboro	NC	27409			43	0	0.00%
CRW Land Services	1910 NC Highway 54	Durham	NC	27713			29	0	0.00%
Chandler Concrete Burlington – Plant 601	102 N Worth St	Burlington	NC	27215			26	0	0.00%
Bryant's Land & Development Industries	1143 Piney Grove Wilbon Rd	Fuquay Varina	NC	27526			24	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	56,087	391	0.70%
Desktop	A personal computing device that remains stationary at one location.	38,352	196	0.51%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,466	28	0.38%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,282	9	0.17%
msn.com	4,632	5	0.11%
nypost.com	2,660	16	0.60%
courttv.com	2,203	7	0.32%
reuters.com	2,107	5	0.24%
theguardian.com	1,674	5	0.30%
buzzfeed.com	1,451	3	0.21%
dailymail.com	1,407	3	0.21%
hollywoodpq.com	1,381	4	0.29%
lawandcrime.com	1,235	0	0.00%
tmz.com	1,221	6	0.49%
apnews.com	1,191	8	0.67%
realtor.com	1,174	1	0.09%
powerstroke.org	1,021	21	2.06%
people.com	985	3	0.30%
huffpost.com	800	8	1.00%
baseball-reference.com	798	0	0.00%
mediotiempo.com	711	5	0.70%
Pinterest	692	0	0.00%
fool.com	674	0	0.00%

Google Analytics 4 Performance

19,978	8,191	4,057	49.53%	6,623	5,744	7,096
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.24	112:19:46			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

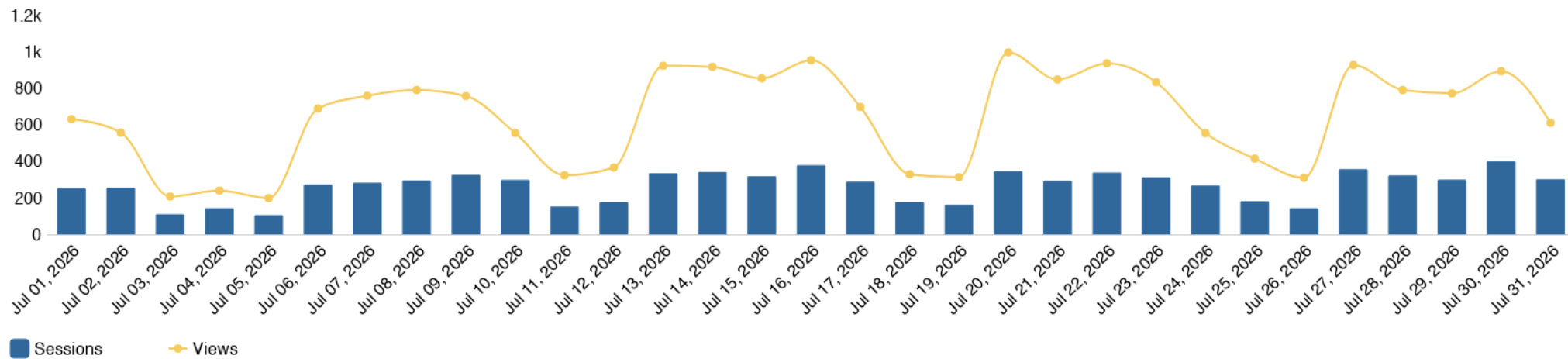
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

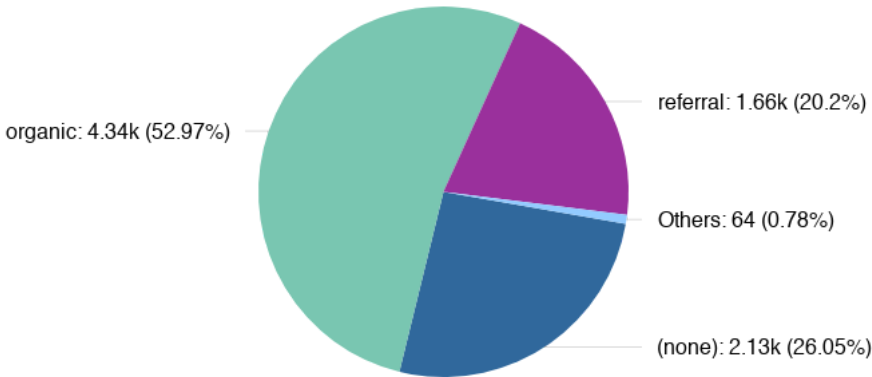
Google Analytics 4 Performance by Day



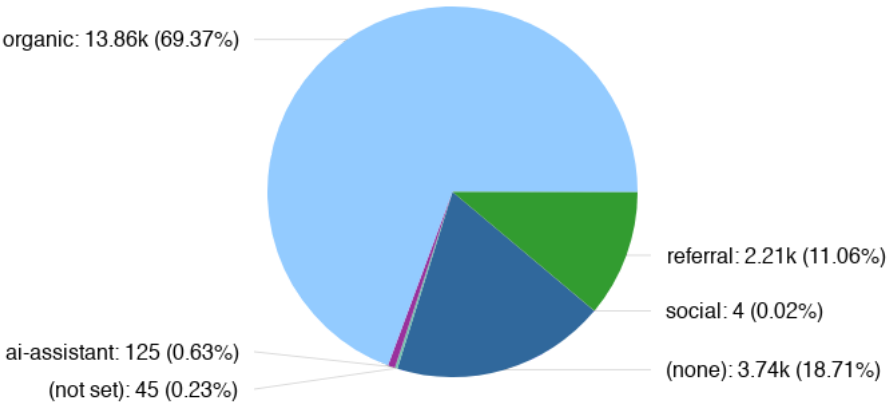
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	8,191	19,978	112:19:46	2.44	49.53%
www.thesunrockgroup.com	8,191	19,978	112:19:46	2.44	49.53%

Google Analytics 4 Sessions by Medium



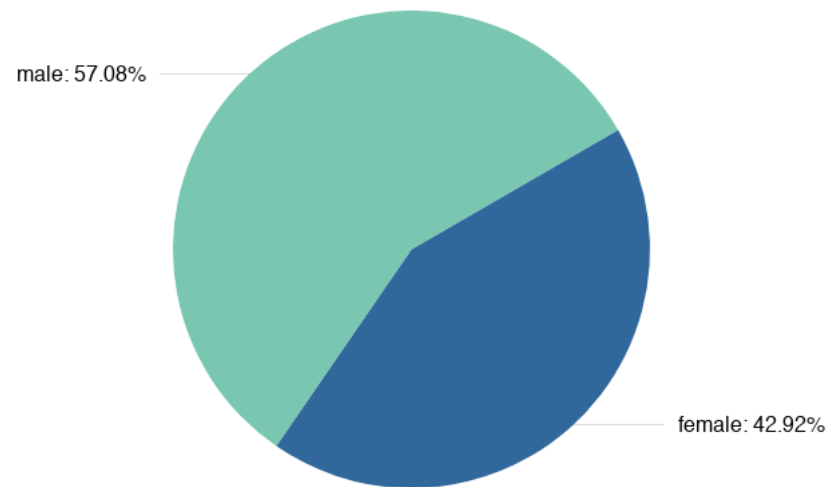
Google Analytics 4 Page Views by Medium



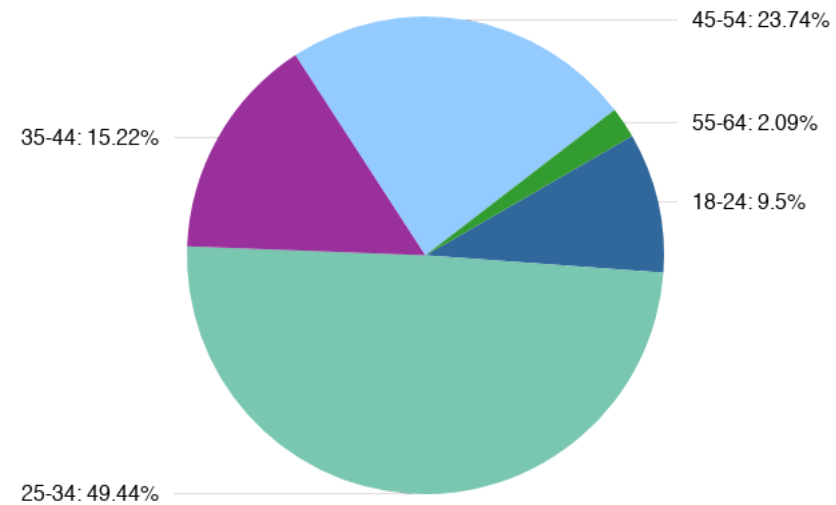
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	46,366
page_view	19,978
user_engagement	8,249
session_start	8,210
first_visit	5,744
scroll	3,696
click	478
file_download	11

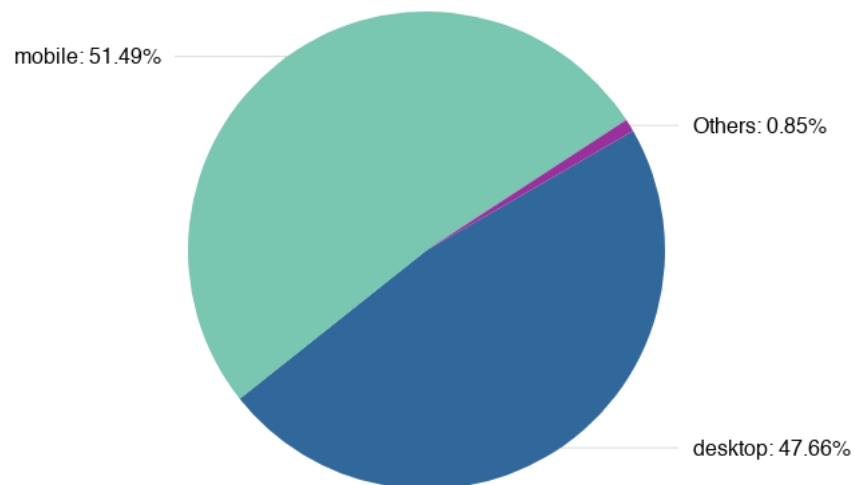
Google Analytics 4 Engaged Sessions by Gender



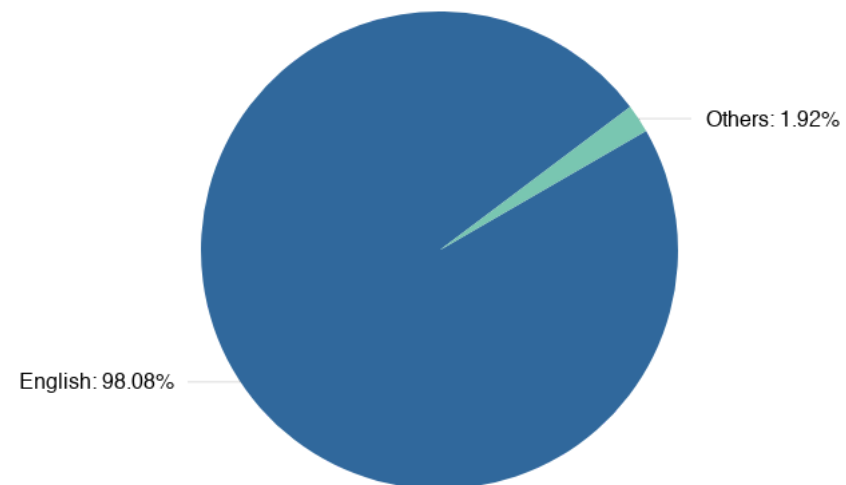
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	8,232	19,978	4,094	49.73%	112:19:46
Chrome	4,018	8,814	2,012	50.07%	51:39:41
Safari	2,722	8,118	1,431	52.57%	41:46:57
Edge	849	1,921	461	54.30%	15:38:38
Android Webview	310	392	57	18.39%	00:11:27
Firefox	171	336	68	39.77%	01:37:31

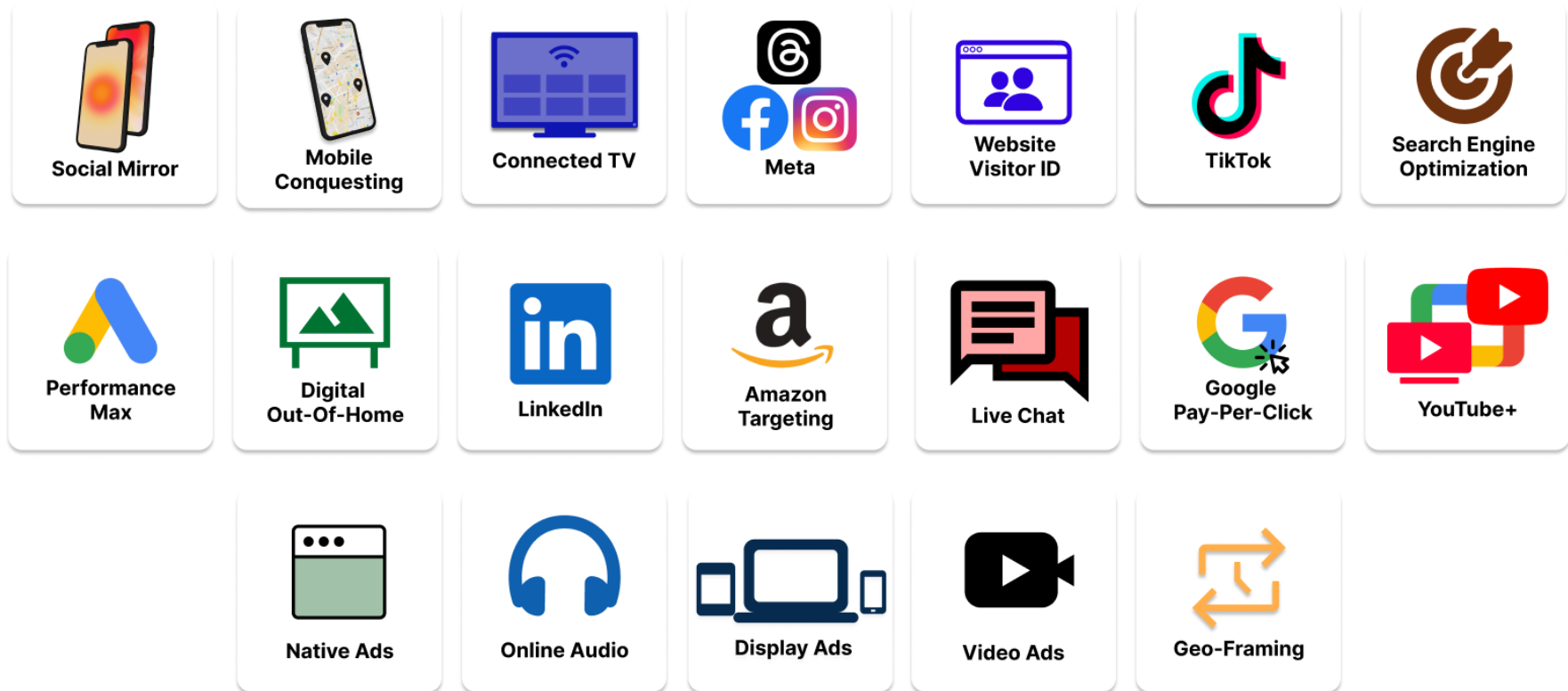
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	8,044
/careers/career-opportunities/	2,005
/	1,527
/careers/	747
/locations/	349
/contact-us/	334
/locations/butner/	236
/about-us/our-leadership/	233
/locations/raleigh/	154
/locations/kittrell/	150
/locations/uxbridge/	147

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		8,771	19,978	4,632	52.81%	112:19:46
Raleigh	North Carolina	782	2,009	482	61.64%	13:38:10
Charlotte	North Carolina	350	1,242	230	65.71%	07:23:31
New York	New York	341	463	125	36.66%	01:12:18
(not set)	(not set)	263	295	31	11.79%	00:23:47
Butner	North Carolina	180	492	102	56.67%	03:23:43
(not set)	New York	158	162	2	1.27%	00:01:39
Durham	North Carolina	153	530	107	69.93%	04:25:16
Toronto	Ontario	151	316	98	64.90%	01:48:17
(not set)	North Carolina	138	421	101	73.19%	02:47:21
Atlanta	Georgia	123	225	52	42.28%	01:13:41
Las Vegas Valley	Nevada	117	126	4	3.42%	00:06:36
Ashburn	Virginia	115	151	12	10.43%	00:20:20
Wake Forest	North Carolina	99	332	69	69.70%	02:01:54
(not set)	Colorado	89	93	62	69.66%	00:08:04
Chicago	Illinois	77	112	15	19.48%	00:25:56

All available products in our *toolbox*.



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