

Digital Marketing Report

Impressions

How many ads were served:

106,740

Clicks

Times a user clicked on an ad

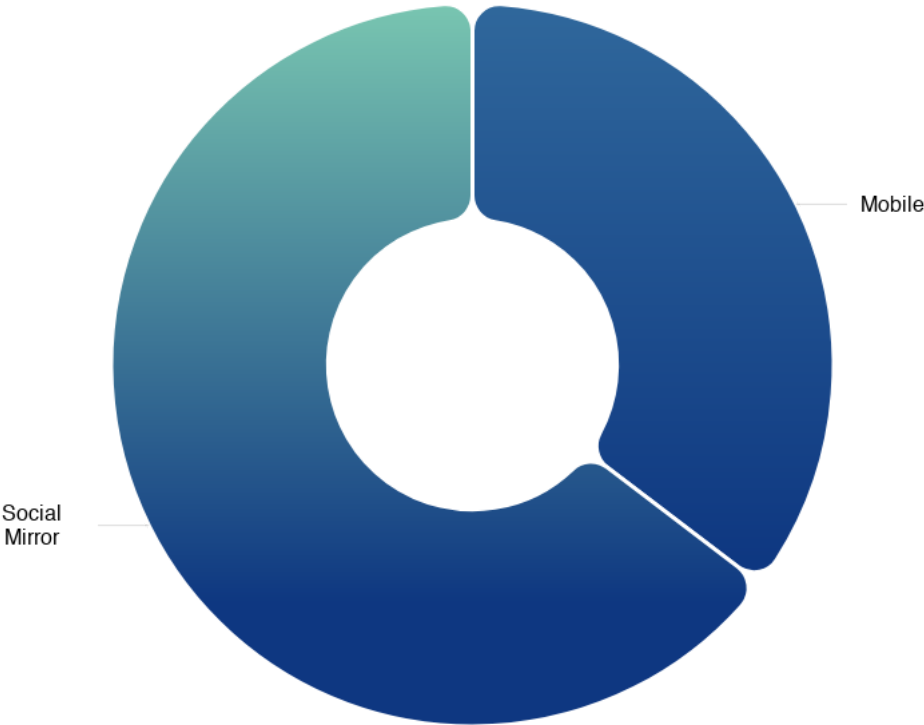
223

Click-Through Rate

(Clicks/Impressions) x 100

0.21%

Your Product Breakout by Impressions



CTV Completion Rate

2.44%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.21%

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

X the National Average

2.98

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%)
Bailey Builds - Vacant Land Owners/Down Sizers/Home Builders Social Mirror	46,490	30	0.06%	0.92
Bailey Builds - AI Social Mirror	22,084	52	0.24%	3.36
Bailey Builds - Geo-Retargeting Mobile	10,987	44	0.40%	5.72
Bailey Builds - Recent Movers/Home Improvement Shoppers Mobile	10,969	38	0.35%	4.95
Bailey Builds - Geo-Fencing Mobile	10,831	38	0.35%	5.01
Bailey Builds - Site Retargeting Mobile	4,945	21	0.42%	6.07
Bailey Builds - Retargeting Social Mirror	434	0	0.00%	0.00

Social Mirror Click Conversions

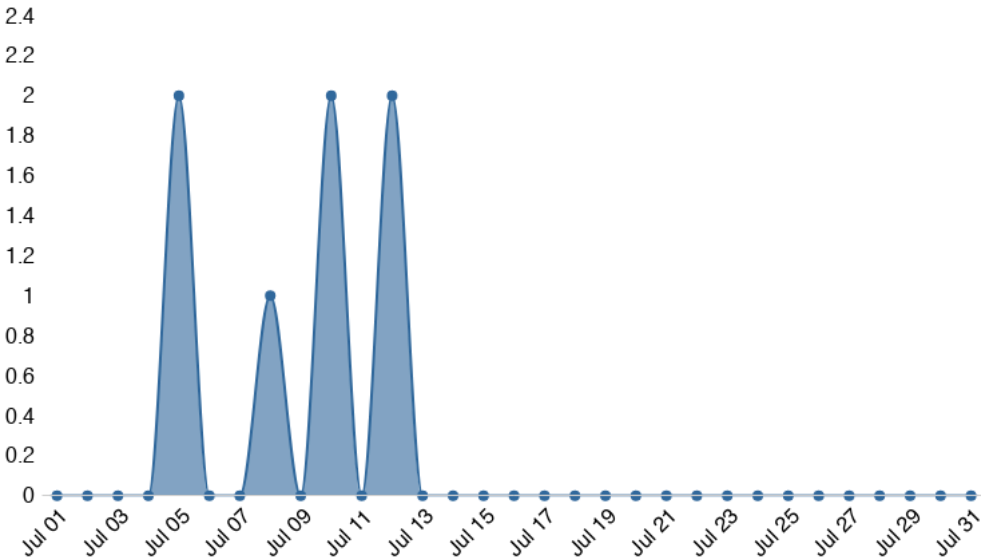


Times users clicked on an ad leading to your site and visited a page or completed an action

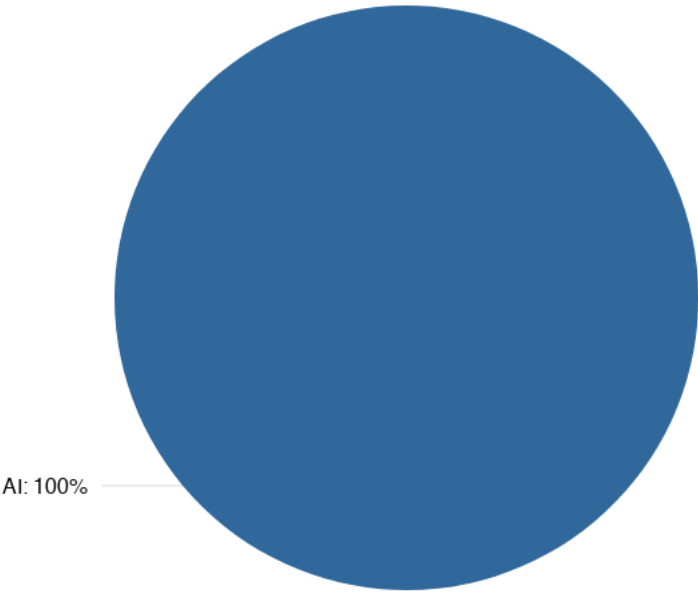
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bailey Builds Schedule a Consultation Click Conversion	4
Bailey Builds Plans Page View	2
Bailey Builds Contact Page View	1

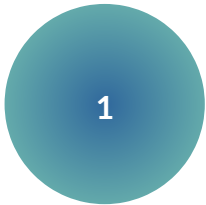
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

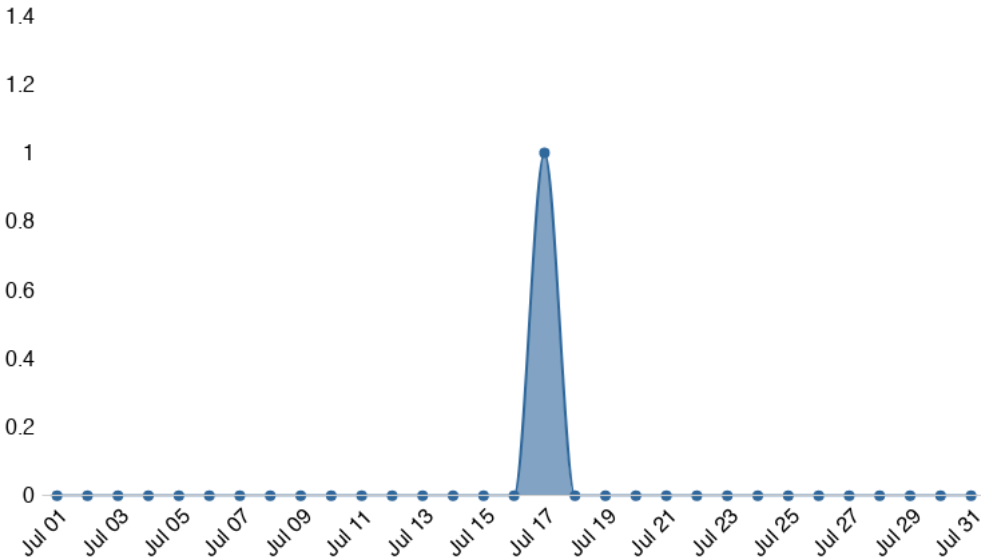


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

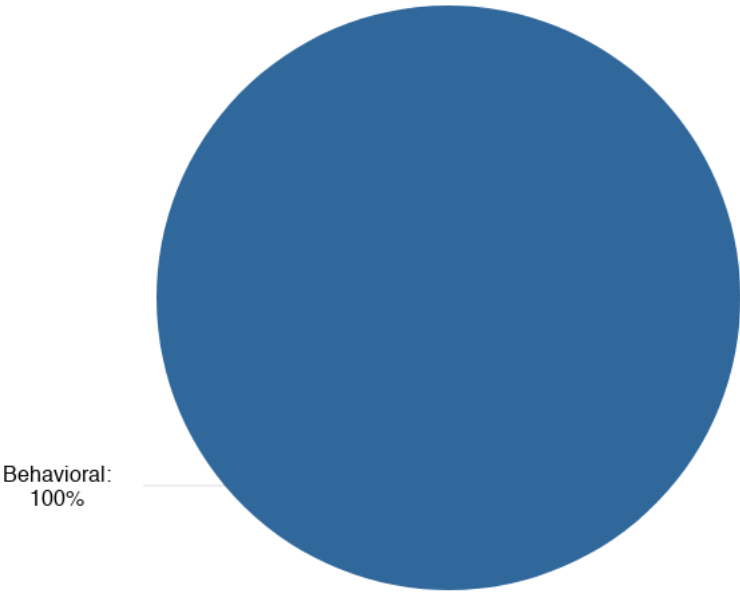
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bailey Builds About 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%)
	Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	69,008	82	0.12%	1.70

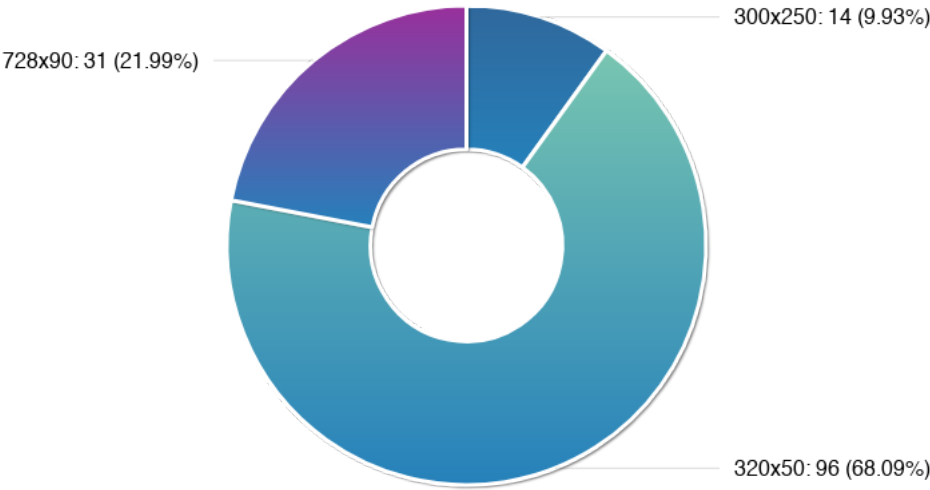
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00014	Video	Click to View	9.03%	0.24%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00010	Video	Click to View	8.88%	0.44%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00008	Video	Click to View	8.01%	0.21%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00009	Video	Click to View	7.50%	0.25%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: Original	Video	Click to View	7.35%	0.30%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00013	Video	Click to View	6.99%	0.31%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00004	Video	Click to View	6.35%	0.34%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00012	Video	Click to View	5.95%	0.34%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00007	Video	Click to View	5.85%	0.27%
Bailey Builds_Social Mirror_Ready to build your dream home? See what Bailey Builds can do for you!	Variant: V_00003	Video	Click to View	5.57%	0.34%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Bailey Builds_BB_dreamhome_320x50.gif	15,877	43	0.27%	3.87
	Bailey Builds_Scroller Ad	15,703	53	0.34%	4.82
	Bailey Builds_BB_dreamhome_728x90.gif	2,846	31	1.09%	15.56
	Bailey Builds_BB_dreamhome_300x250.gif	1,959	14	0.71%	10.21
	Bailey Builds_Video	1,327	0	0.00%	0.00
	Bailey Builds_BB_dreamhome_320x480.gif	20	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Belvedere	1262 Farrow Drive	Charlottesville	VA	22901			7,475	17	0.23%
Creekside	70 White Oak Way	Ruckersville	VA	22923			3,356	21	0.63%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	34,296	48	0.14%
Desktop	A personal computing device that remains stationary at one location.	30,751	31	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,961	3	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	4,886	0	0.00%
nypost.com	3,201	6	0.19%
washingtonpost.com	3,068	0	0.00%
foxnews.com	2,970	0	0.00%
aol.com	2,413	0	0.00%
tmz.com	2,352	3	0.13%
Podcast Player	2,086	1	0.05%
Fox News - Daily Breaking News	1,465	0	0.00%
huffpost.com	1,257	1	0.08%
theguardian.com	923	1	0.11%
dailymail.com	558	2	0.36%
biblegateway.com	522	0	0.00%
tumblr.com	507	0	0.00%
Pinterest	472	0	0.00%
accuweather.com	382	0	0.00%
4thofjulysolitaire.com	378	0	0.00%
Timehop - Memories Then & Now	300	0	0.00%
BuzzFeed - Quiz, Trivia & News	293	0	0.00%
shopgoodwill.com	275	0	0.00%
studentdoctor.net	272	0	0.00%

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.