

Digital Marketing Report

Impressions

How many ads were served:

131,812

Clicks

Times a user clicked on an ad

1,338

Click-Through Rate

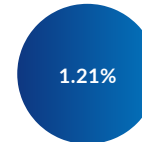
(Clicks/Impressions) x 100

1.02%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Juniata College - High School Juniors and Seniors/Collegebound Behavioral Social Mirror	73,480	403	0.55%	7.83
Juniata College - AI Social Mirror	44,937	885	1.97%	28.13
Juniata College - Retargeting Social Mirror	13,395	50	0.37%	5.33

Social Mirror Click Conversions

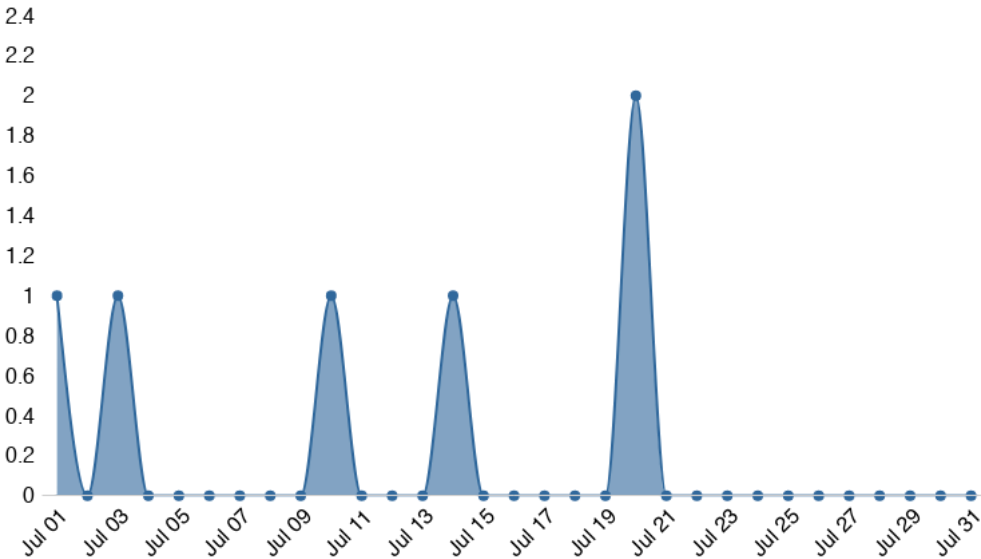


Times users clicked on an ad leading to your site and visited a page or completed an action

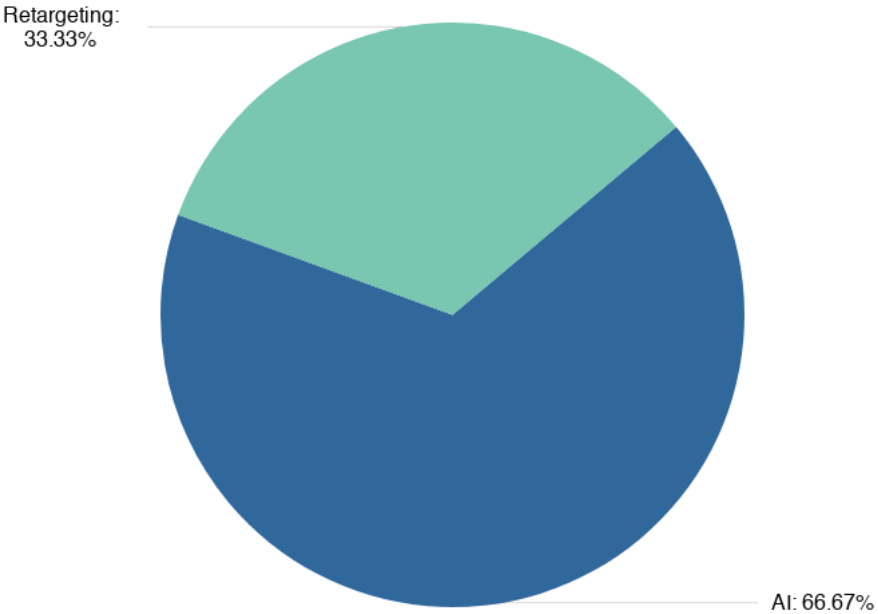
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Juniata College Academics Page View	2
Juniata College Admission Apply Page View	2
Juniata College Nursing Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

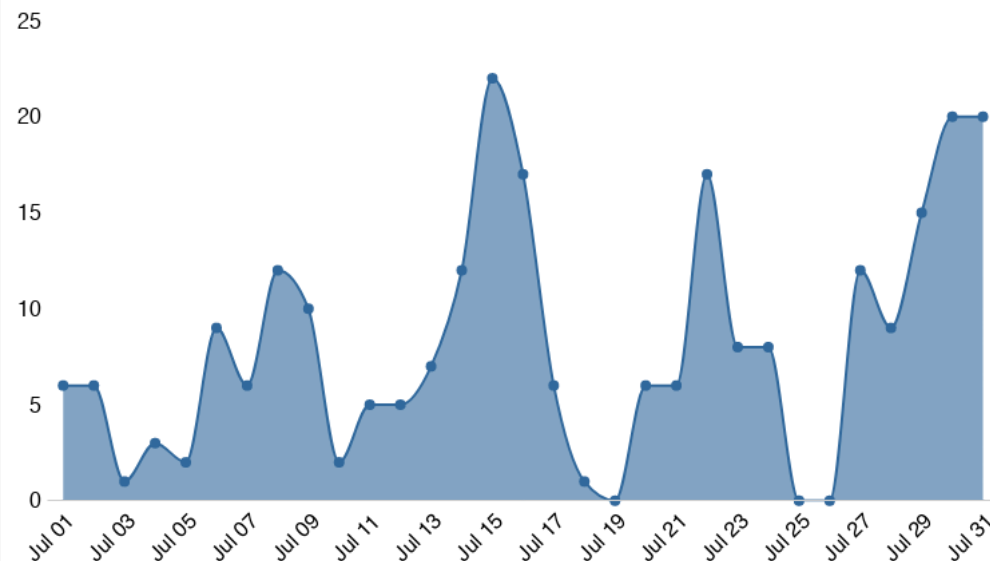


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

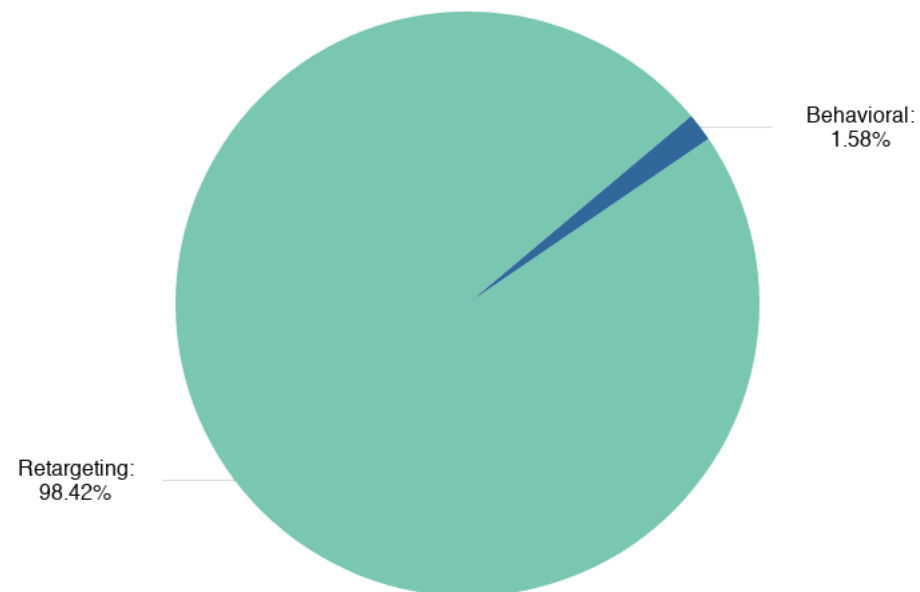
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Juniata College Homepage Visits	186
Juniata College Academics Page View	25
Juniata College Admission Visit Campus Page View	19
Juniata College Admission Apply Page View	8
Juniata College About Page View	7
Juniata College Nursing Page View	7
	1

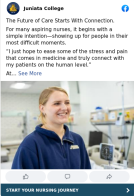
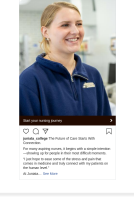
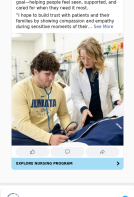
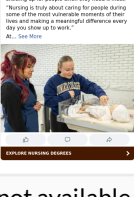
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Juniata College_SM_7.14.26_FB_The Future of Care Starts With Connection	40,427	415	1.03%	14.66
	Juniata College_Social Mirror_7.2_IG_The Future of Care Starts With Compassion	25,474	314	1.23%	17.61
	Juniata College_SM_7.14.26_IG_The Future of Care Starts With Connection	34,532	266	0.77%	11.00
	Juniata College_Social Mirror_7.2_FB_The Future of Care Starts With Compassion	24,208	241	1.00%	14.22
	Juniata College_SM_FB_The Future of Care Begins With You	3,780	61	1.61%	23.05
Thumbnail not available	Juniata College_SM_IG_The Future of Care Begins With You	3,391	41	1.21%	17.27



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Juniata College_SM_7.14.26_FB_The Future of Care Starts With Connection	Variant: V_00015	Photo	Click to View	8.21%	2.08%
Juniata College_SM_7.14.26_FB_The Future of Care Starts With Connection	Variant: V_00013	Photo	Click to View	5.80%	2.02%
Juniata College_Social Mirror_7.2_IG_The Future of Care Starts With Compassion	Variant: V_00009	Photo	Click to View	5.54%	2.96%
Juniata College_SM_7.14.26_FB_The Future of Care Starts With Connection	Variant: V_00004	Photo	Click to View	2.66%	2.79%
Juniata College_SM_7.14.26_FB_The Future of Care Starts With Connection	Variant: V_00006	Photo	Click to View	2.39%	2.78%
Juniata College_Social Mirror_7.2_IG_The Future of Care Starts With Compassion	Variant: Original	Photo	Click to View	2.20%	2.53%
Juniata College_Social Mirror_7.2_The Future of Care Starts With Compassion	Variant: V_00011	Photo	Click to View	2.06%	2.47%
Juniata College_SM_7.14.26_IG_The Future of Care Starts With Connection	Variant: V_00008	Photo	Click to View	1.73%	1.83%
Juniata College_SM_7.14.26_IG_The Future of Care Starts With Connection	Variant: V_00001	Photo	Click to View	1.70%	2.90%
Juniata College_SM_7.14.26_IG_The Future of Care Starts With Connection	Variant: V_00004	Photo	Click to View	1.70%	2.00%

Social Mirror Ad Screenshots

Juniata College_Social Mirror_7.2_FB_The Future of Care Starts With Compassion	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	78,181	832	1.06%
Desktop	A personal computing device that remains stationary at one location.	47,301	459	0.97%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,330	47	0.74%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,638	16	0.34%
lawandcrime.com	2,407	0	0.00%
foxnews.com	2,214	4	0.18%
dailymail.com	2,098	16	0.76%
tmz.com	2,075	7	0.34%
korrespondent.net	1,759	1	0.06%
courttv.com	1,481	2	0.14%
goniec.pl	1,241	1	0.08%
wildfreinds.website	990	4	0.40%
swiatgwiazd.pl	927	0	0.00%
hollywoodpq.com	796	7	0.88%
redmas.com.co	729	1	0.14%
ultimate-guitar.com	709	2	0.28%
aol.com	644	0	0.00%
rapidtables.com	627	0	0.00%
milousarchive.com	621	2	0.32%
pcbottleneckcalculator.io	608	7	1.15%
BuzzFeed - Quiz, Trivia & News	568	4	0.70%
shopgoodwill.com	567	1	0.18%
otcmarkets.com	562	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.