

Digital Marketing Report

Impressions

How many ads were served:

99,659

Clicks

Times a user clicked on an ad

290

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

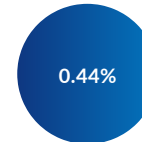
0.29%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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%)
Glenn O. Hawbaker Inc - AI Social Mirror	45,454	178	0.39%	5.59
Glenn O. Hawbaker Inc - Career Changes/Job Seeker/Construction Jobs Behavioral Social Mirror	44,168	83	0.19%	2.68
Glenn O. Hawbaker Inc - Retargeting Social Mirror	10,037	29	0.29%	4.13

Social Mirror Click Conversions

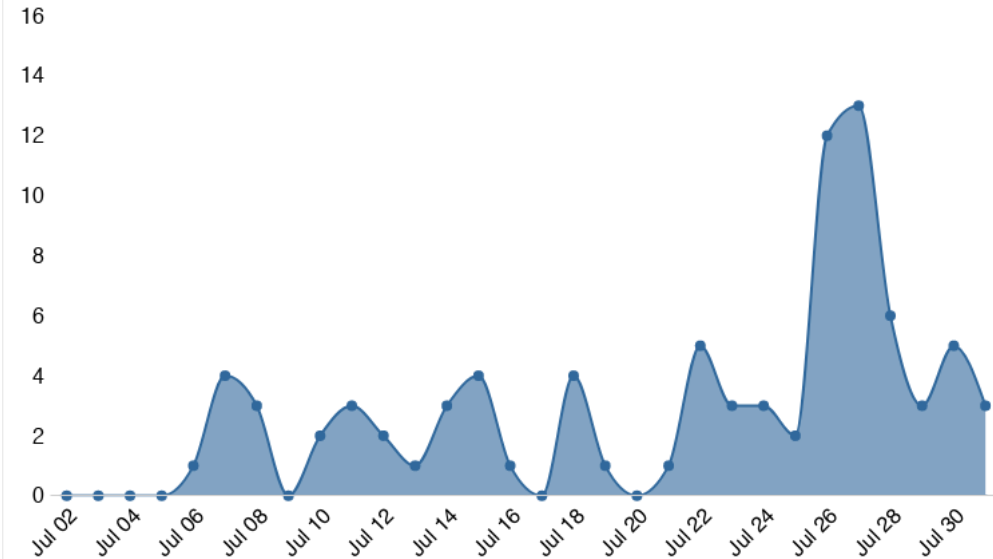


Times users clicked on an ad leading to your site and visited a page or completed an action

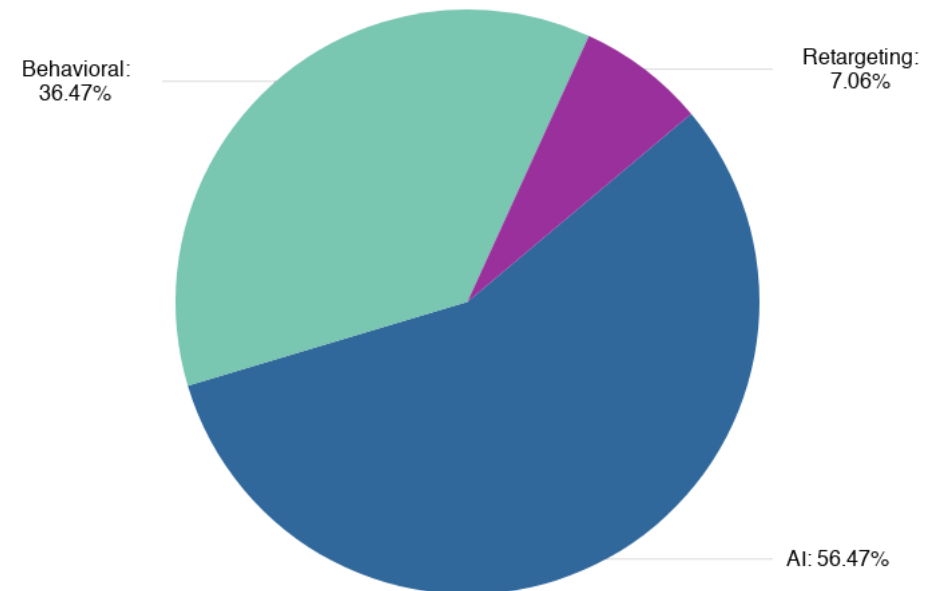
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Glenn O. Hawbaker Inc Career Page View	81
Glenn O. Hawbaker Inc Contact Page View	3
Glenn O. Hawbaker Inc Locations Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

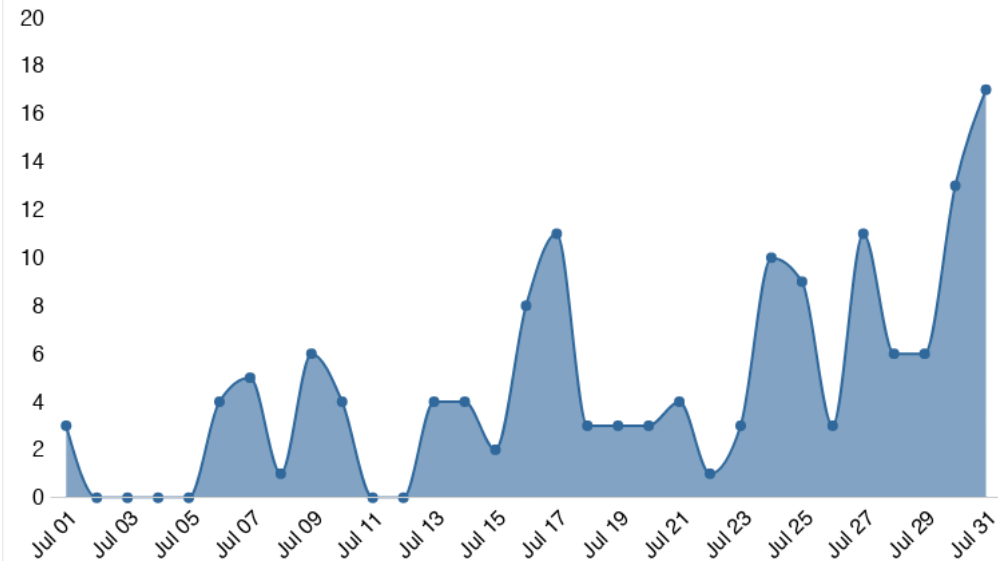


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

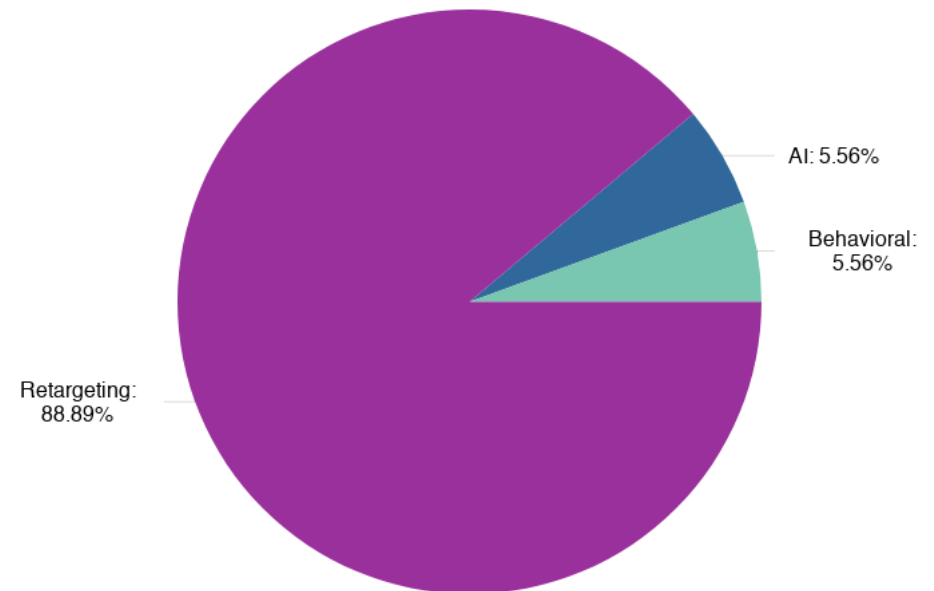
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Glenn O. Hawbaker Inc Homepage Visits	89
Glenn O. Hawbaker Inc Career Page View	42
Glenn O. Hawbaker Inc Locations Page View	5
Glenn O. Hawbaker Inc Contact Page View	4
Glenn O. Hawbaker Inc Company Page View	2
Glenn O. Hawbaker Inc Hiring Program Page View	2

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%)
Thumbnail not available	Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	86,256	218	0.25%	3.61
	Glenn O. Hawbaker Inc_Social Mirror_7.24_Start Your Career Behind the Wheel	13,403	72	0.54%	7.67



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00003	Photo	Click to View	6.80%	1.23%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00005	Photo	Click to View	5.69%	1.26%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00013	Photo	Click to View	5.66%	0.97%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00011	Photo	Click to View	5.61%	1.53%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00008	Photo	Click to View	5.59%	1.13%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00014	Photo	Click to View	5.59%	1.24%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00006	Photo	Click to View	5.57%	1.00%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00010	Photo	Click to View	5.52%	1.22%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00009	Photo	Click to View	5.10%	0.91%
Glenn O. Hawbaker Inc_Social Mirror_TIRED OF JUST BEING A NUMBER	Variant: V_00004	Photo	Click to View	5.10%	0.95%



Social Mirror Ad Screenshots

Glenn O. Hawbaker Inc._Social Mirror_TIRED OF JUST BEING A NUMBER	
Screenshot Urls	 A screenshot of a Facebook advertisement. At the top, it says "Glenn O. Hawbaker Inc." and "TIRED OF JUST BEING A NUMBER?". Below this is a large image of a red pickup truck with the text "NOW HIRING FOR THE COMPETITION" overlaid in bold, white, and red letters. The ad also includes a small "Now Hiring" badge in the bottom left corner and a "See Details" button at the bottom.



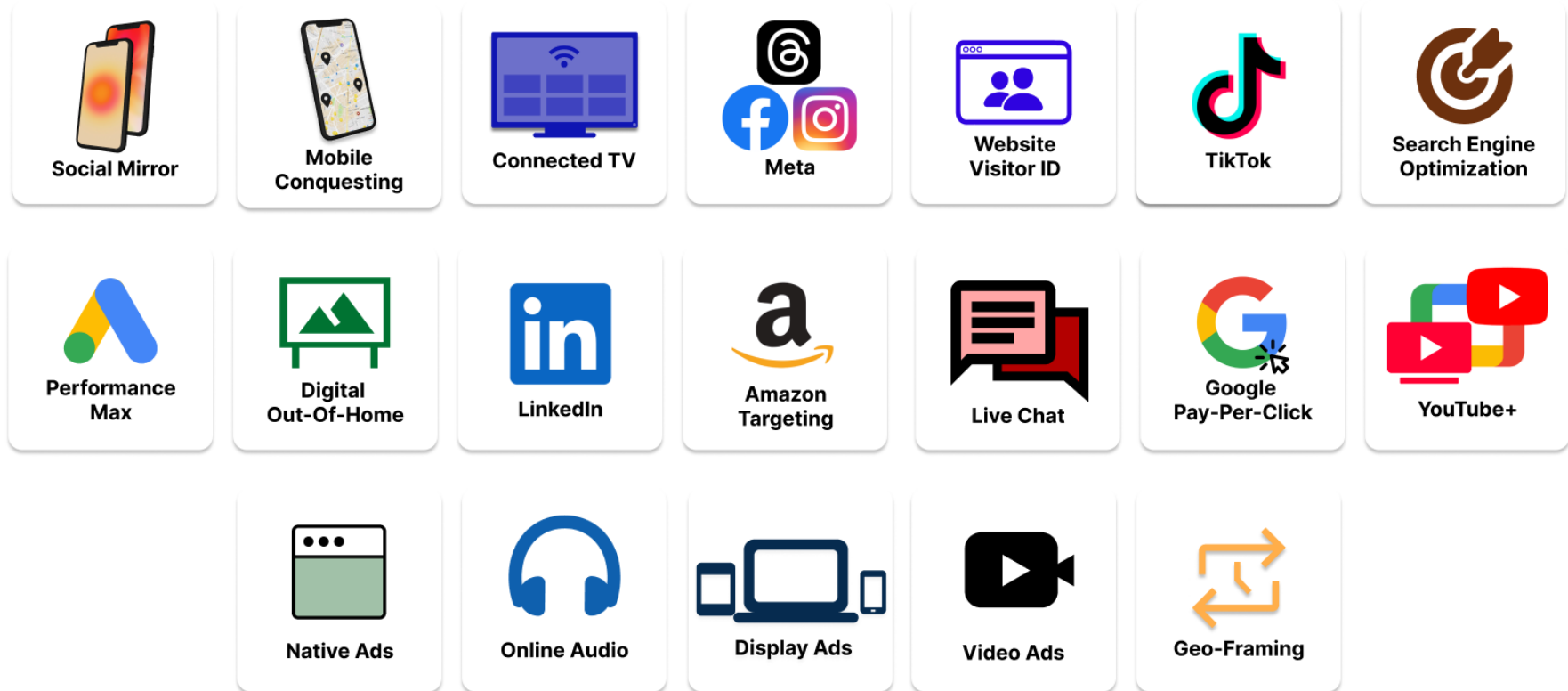
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	62,449	187	0.30%
Desktop	A personal computing device that remains stationary at one location.	26,817	78	0.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,393	25	0.24%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,275	3	0.07%
themirror.com	3,000	1	0.03%
usatoday.com	2,431	9	0.37%
foxnews.com	2,141	7	0.33%
accuweather.com	1,428	1	0.07%
msn.com	1,213	1	0.08%
arcamax.com	1,082	1	0.09%
themompack.com	934	1	0.11%
tmz.com	908	5	0.55%
hollywoodpq.com	852	7	0.82%
lancasteronline.com	761	0	0.00%
ruralsprout.com	732	4	0.55%
shopgoodwill.com	690	3	0.43%
statecollege.com	598	0	0.00%
thegardenbeds.com	510	0	0.00%
open-exam-prep.com	500	1	0.20%
dailymail.com	467	3	0.64%
wfmz.com	460	2	0.43%
realclearpolitics.com	445	1	0.22%
lawandcrime.com	439	0	0.00%

All available products in our *toolbox*.



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