

Digital Marketing Report

Impressions

How many ads were served:

101,884

Clicks

Times a user clicked on an ad

302

Click-Through Rate

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

0.30%

Your Product Breakout by Impressions



CTV Completion Rate

50.87%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.43%

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

X the National Average

4.23

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%)
Joseph Douglas Homes - HHI 250k+ AND Affluent Household/Likely to List Home Behavioral Social Mirror	69,626	64	0.09%	1.31
Joseph Douglas Homes - AI Social Mirror	25,041	230	0.92%	13.12
Joseph Douglas Homes - Retargeting Social Mirror	7,217	8	0.11%	1.58

Social Mirror Click Conversions

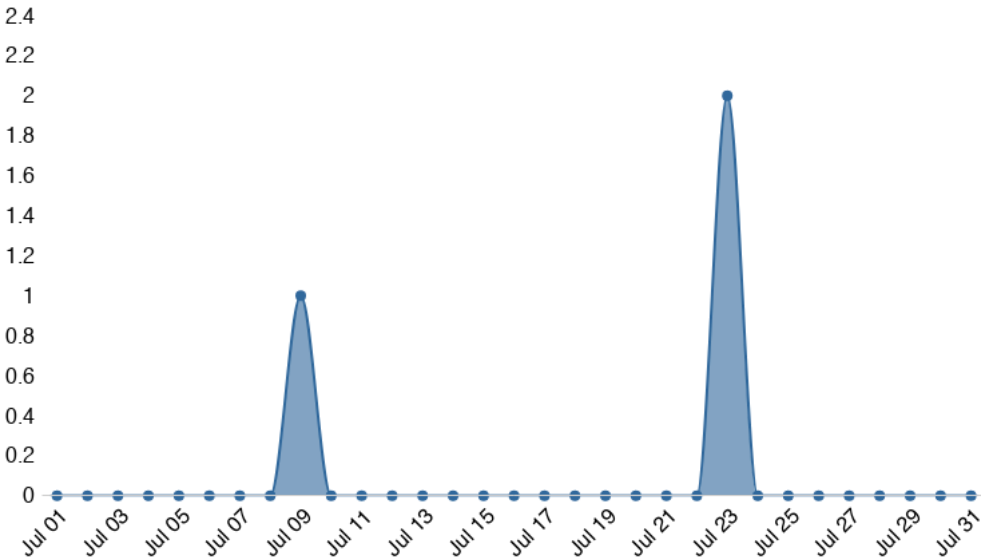


Times users clicked on an ad leading to your site and visited a page or completed an action

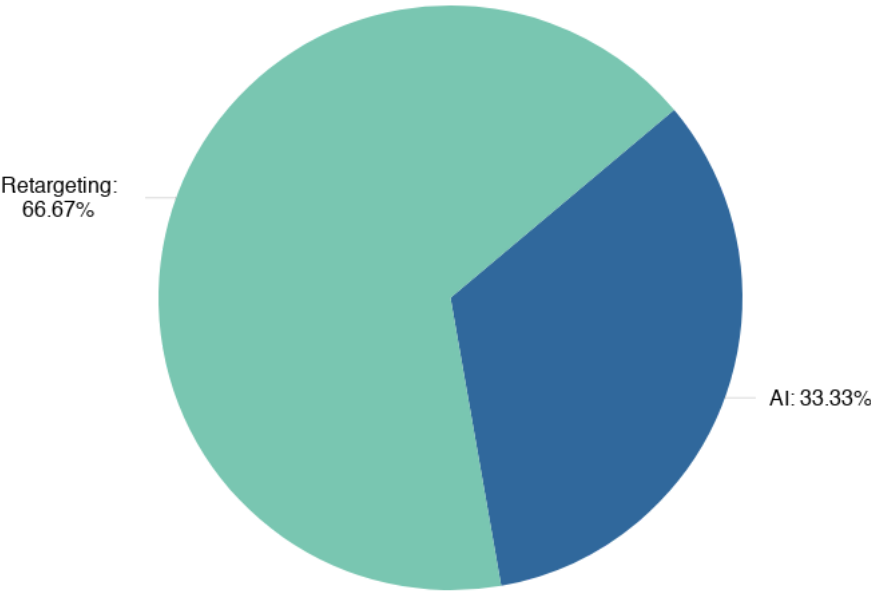
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Joseph Douglas Homes Open Models Page View	2
Joseph Douglas Homes Portfolio Homes Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

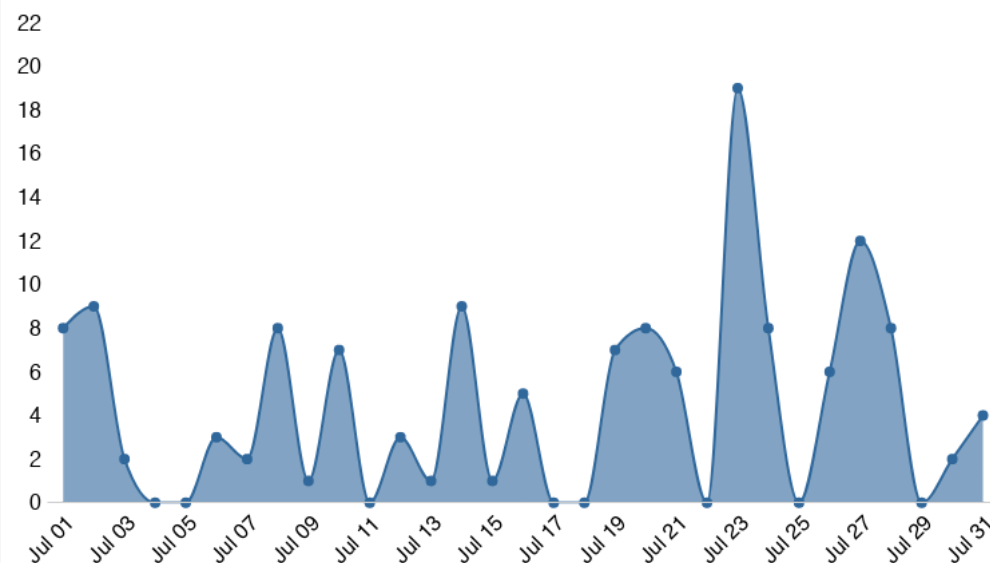


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

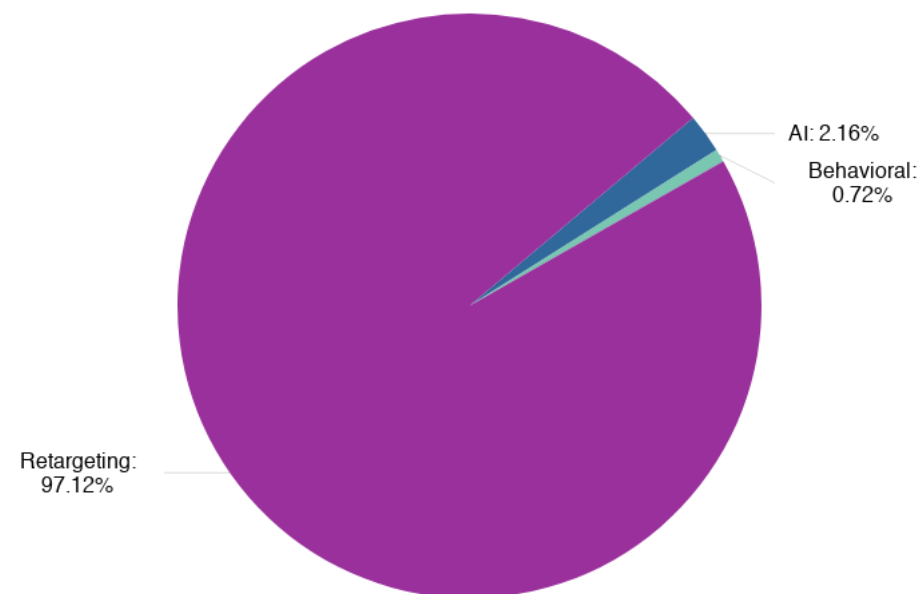
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Joseph Douglas Homes Homepage Visits	67
Joseph Douglas Homes Portfolio Homes Page View	36
Joseph Douglas Homes Open Models Page View	18
Joseph Douglas Homes Custom Homes Page View	13
Joseph Douglas Homes Virtual Tours Page View	5

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	Joseph Douglas Homes_Social Mirror_Build on Your Land!	51,074	181	0.35%	5.06
Thumbnail not available	Joseph Douglas Homes_Social Mirror_The Earlier You Plan	50,810	121	0.24%	3.40

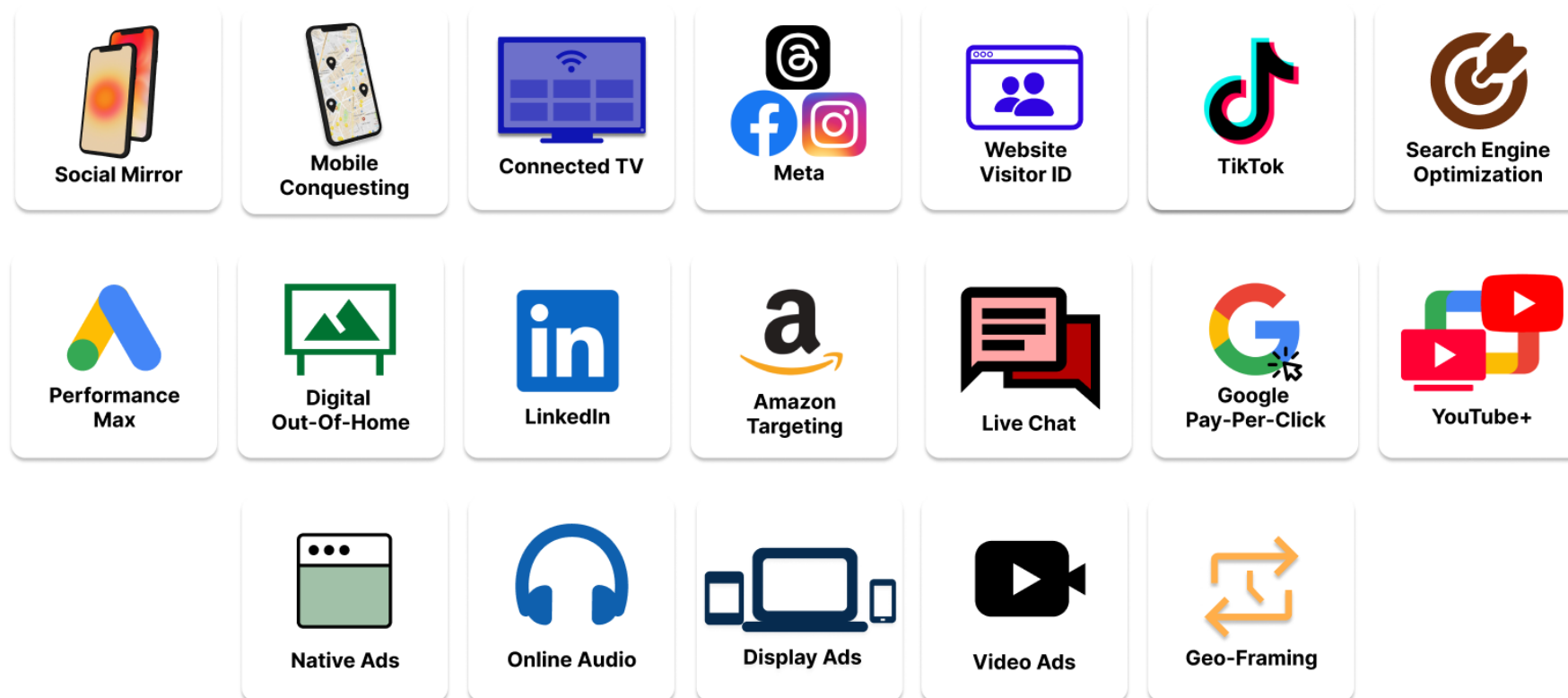
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	52,496	149	0.28%
Mobile	A portable electronic device that can connect to the internet.	45,807	147	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,581	6	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	15,467	2	0.01%
ebay.com	3,305	0	0.00%
jsonline.com	3,005	7	0.23%
imdb.com	2,836	0	0.00%
lakemchenryscanner.com	2,195	2	0.09%
foxnews.com	1,486	3	0.20%
aol.com	1,442	0	0.00%
Pinterest	1,417	2	0.14%
realtor.com	1,230	0	0.00%
usatoday.com	999	1	0.10%
merriam-webster.com	764	1	0.13%
accuweather.com	640	2	0.31%
arcamax.com	568	6	1.06%
themirror.com	533	3	0.56%
T-Mobile Play	491	0	0.00%
FOX6 Milwaukee: Weather	471	0	0.00%
realclearpolitics.com	439	1	0.23%
weather.com	407	0	0.00%
wisn.com	378	1	0.26%
washingtonpost.com	364	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.