

Digital Marketing Report

Impressions

How many ads were served:

63,174

Clicks

Times a user clicked on an ad

62

Click-Through Rate

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

0.10%

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%)
Emporium Presents_Auburn - AvettBrothers_NampaID - Concerts/Folk Music Behavioral Social Mirror	43,528	32	0.07%	1.05
Emporium Presents_Auburn - AvettBrothers_NampaID - Keyword Social Mirror	19,646	30	0.15%	2.18

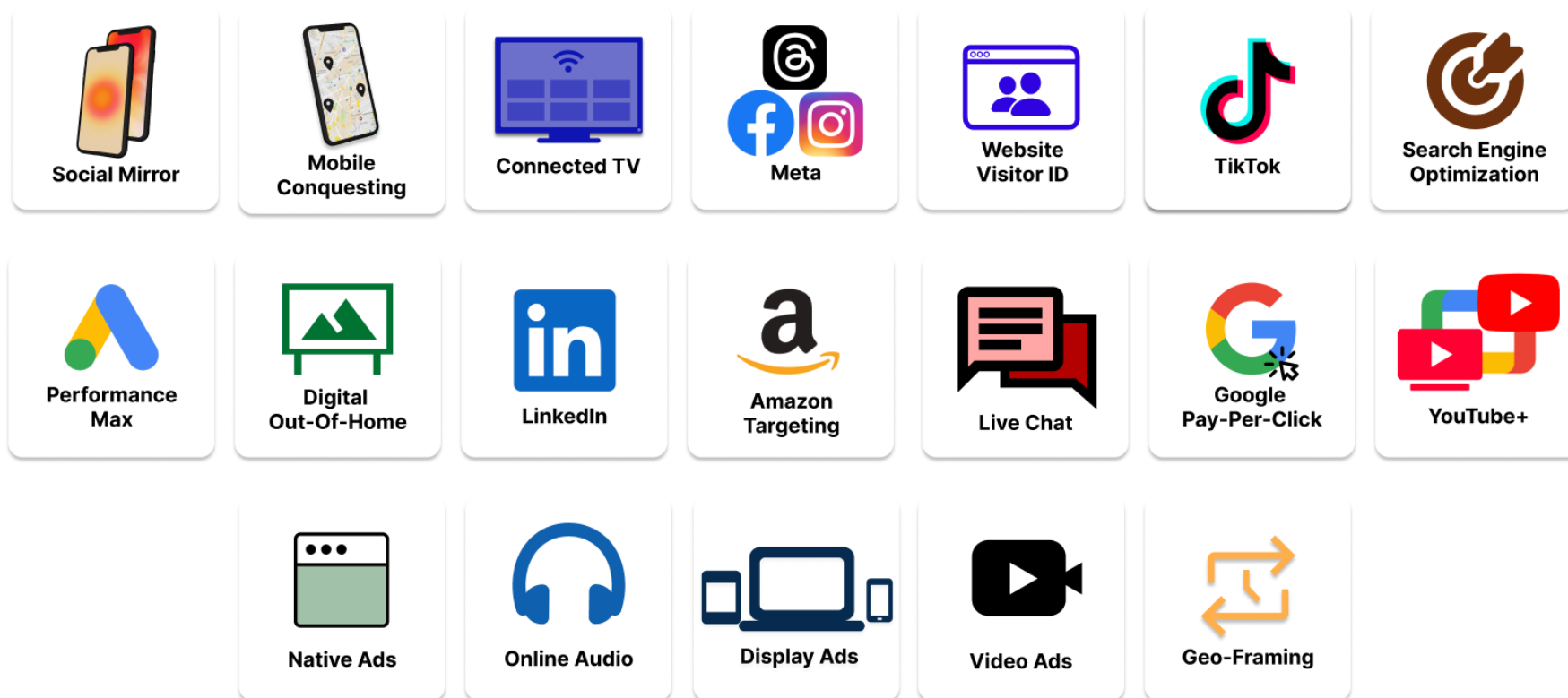
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Emporium Presents_Auburn_Social Mirror_AvettBrothers_NampalD	63,174	62	0.10%	1.40

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	34,337	44	0.13%
Desktop	A personal computing device that remains stationary at one location.	23,056	13	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,781	5	0.09%

All available products in our *toolbox*.



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