

Digital Marketing Report

Impressions

How many ads were served:

72,986

Clicks

Times a user clicked on an ad

197

Click-Through Rate

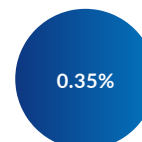
(Clicks/Impressions) x 100

0.27%

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%)
Cape Symphony - Arts/Culture/Live Music Behavioral Social Mirror	26,257	93	0.35%	5.06
Cape Symphony - Keyword Social Mirror	25,078	41	0.16%	2.34
Cape Symphony - AI Social Mirror	21,651	63	0.29%	4.16

Social Mirror View-through Conversions

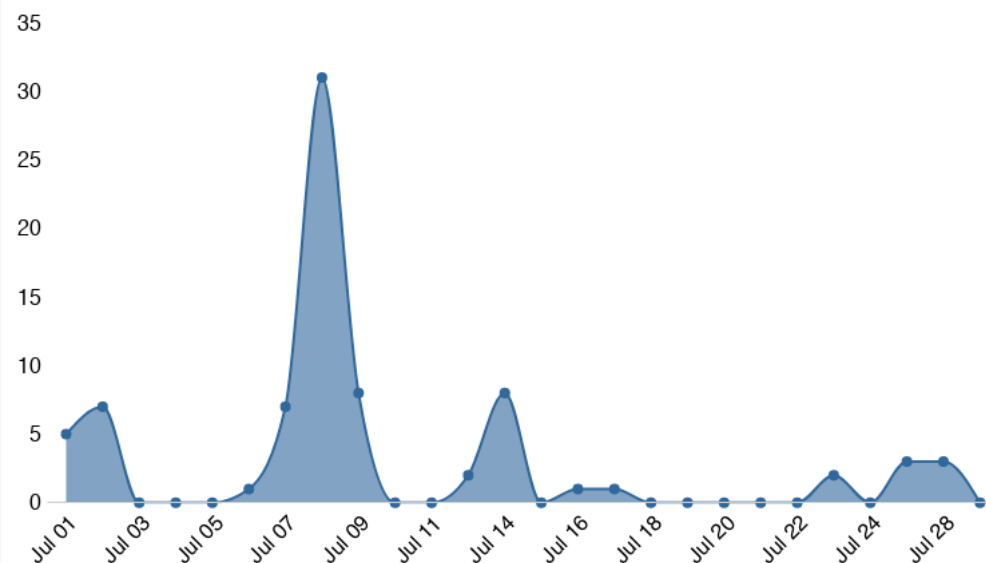


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror View-through Conversion Performance Breakout

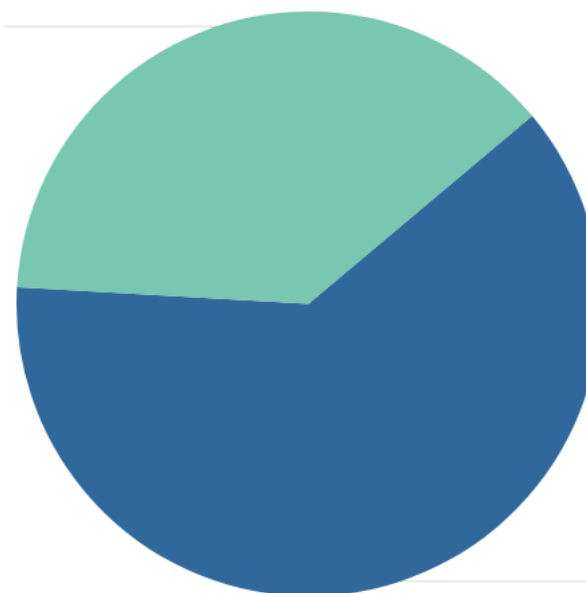
Conversion Name	View-through Conversions ↓
Cape Symphony Homepage Visits	47
	24
Cape Symphony Preschool Page View	8

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

Keyword:
37.97%



Behavioral:
62.03%

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	42,463	118	0.28%	3.97
	Cape Symphony_Social Mirror_6.17.26_UPDATED LINEUP	30,523	79	0.26%	3.70

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Cape Symphony_Social Mirror_6.17.26_UPDATED LINEUP	Variant: V_00015	Carousel	Click to View	7.93%	0.76%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00010	Carousel	Click to View	7.26%	1.10%
Cape Symphony_Social Mirror_6.17.26_UPDATED LINEUP	Variant: V_00010	Carousel	Click to View	5.80%	0.87%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00009	Carousel	Click to View	4.91%	1.42%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00005	Carousel	Click to View	4.56%	1.47%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00015	Carousel	Click to View	4.52%	1.17%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00012	Carousel	Click to View	4.49%	1.68%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00008	Carousel	Click to View	4.23%	1.58%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00003	Carousel	Click to View	3.74%	1.31%
Cape Symphony_Social Mirror_7.10.26_Cape Symphony's 2026-27 season	Variant: V_00014	Carousel	Click to View	3.68%	1.52%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02536	7,623	18	0.24%	3.37
02649	6,013	14	0.23%	3.33
02601	5,984	13	0.22%	3.10
02631	3,921	14	0.36%	5.10
02642	3,887	7	0.18%	2.57
02645	3,544	11	0.31%	4.43
02632	3,405	15	0.44%	6.29
02664	3,023	15	0.50%	7.09
02532	3,018	10	0.33%	4.73
02657	2,800	6	0.21%	3.06
02563	2,776	6	0.22%	3.09
02653	2,705	1	0.04%	0.53
02660	2,685	9	0.34%	4.79
02540	2,013	1	0.05%	0.71
02673	1,978	6	0.30%	4.33
02559	1,632	4	0.25%	3.50
02648	1,339	1	0.07%	1.07
02633	1,254	3	0.24%	3.42
02537	1,223	3	0.25%	3.50
02639	1,123	6	0.53%	7.63

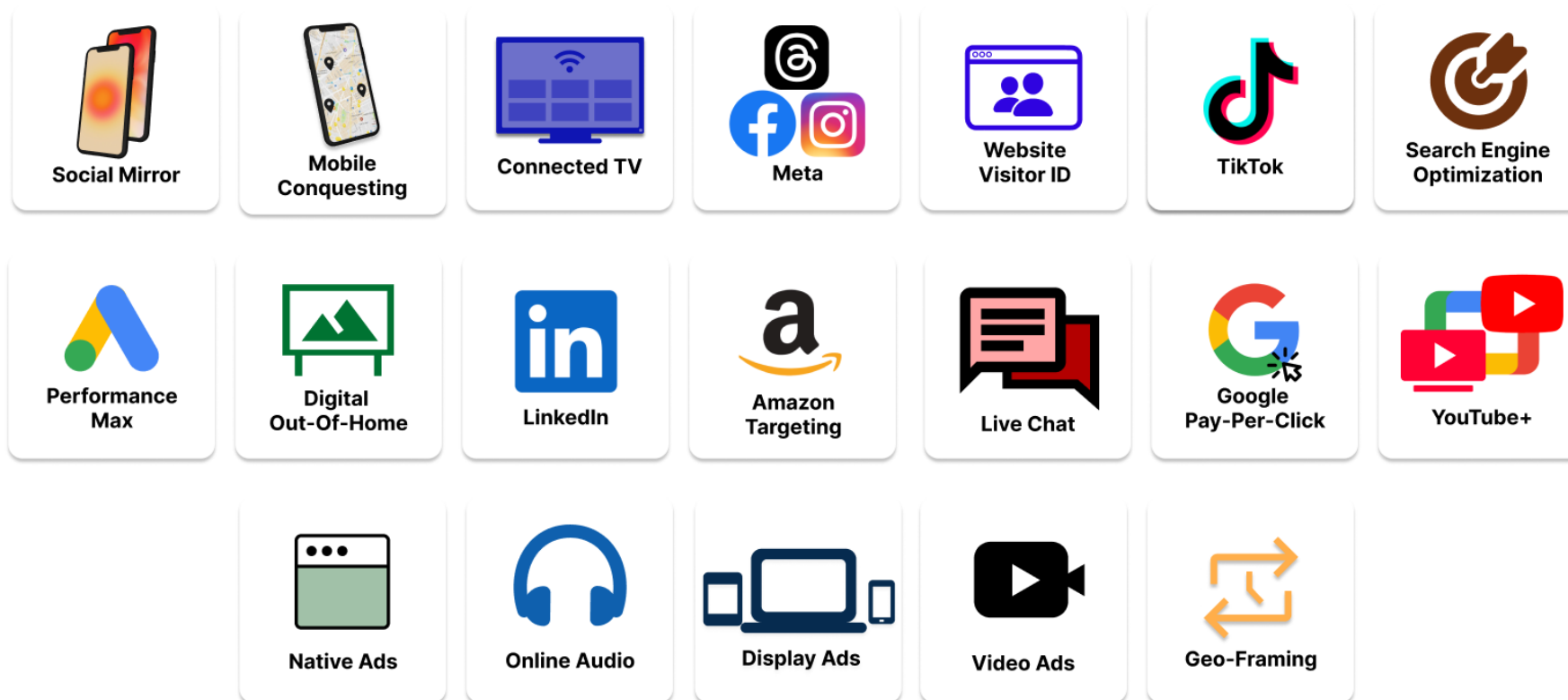
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,983	148	0.36%
Desktop	A personal computing device that remains stationary at one location.	22,123	32	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,880	17	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,316	2	0.06%
imdb.com	3,091	5	0.16%
esportesdavez.com	1,286	2	0.16%
mahjong4friends.com	1,246	0	0.00%
ruralsprout.com	1,035	2	0.19%
themirror.com	816	6	0.74%
arcamax.com	692	3	0.43%
zillow.com	652	0	0.00%
pgatour.com	583	0	0.00%
crispcrums.com	468	0	0.00%
Weather - The Weather Channel	447	1	0.22%
apnews.com	420	1	0.24%
Boston 25 News Live TV Video	411	0	0.00%
hurryrecipes.com	370	0	0.00%
BuzzFeed - Quiz, Trivia & News	367	0	0.00%
aol.com	350	0	0.00%
capecodtimes.com	332	3	0.90%
brezzamistica.info	324	0	0.00%
theguardian.com	321	1	0.31%
huffpost.com	293	1	0.34%

All available products in our *toolbox*.



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