

Digital Marketing Report

Impressions

How many ads were served:

49,054

Clicks

Times a user clicked on an ad

58

Click-Through Rate

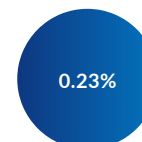
(Clicks/Impressions) x 100

0.12%

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%)
Henritze Dental Group - Parents/Dentist Seekers/Children in Household Behavioral Social Mirror	42,148	44	0.10%	1.49
Henritze Dental Group - Retargeting Social Mirror	3,553	12	0.34%	4.82
Henritze Dental Group - Geo-Retargeting Social Mirror	3,288	2	0.06%	0.87
Henritze Dental Group - Geo-Fencing Social Mirror	65	0	0.00%	0.00

Social Mirror Click Conversions

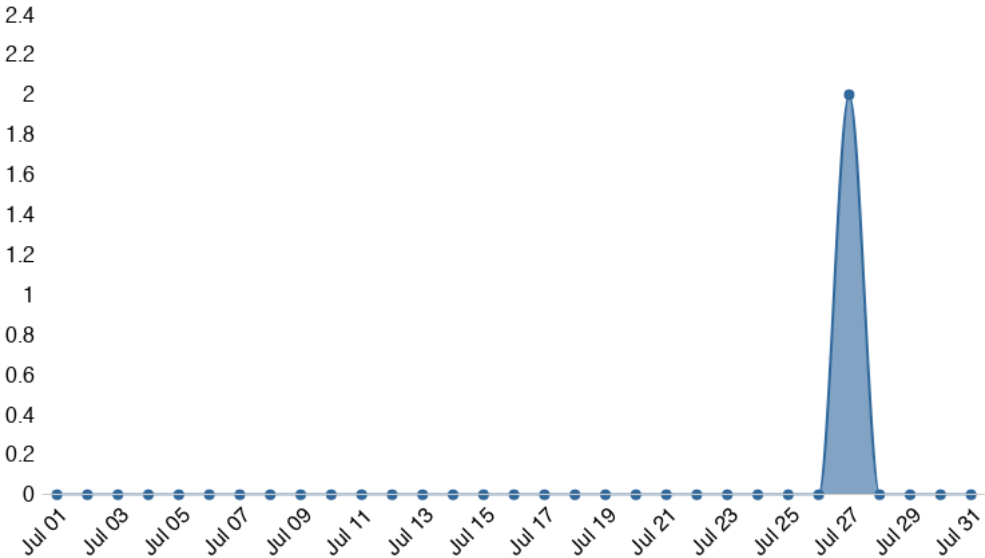


Times users clicked on an ad leading to your site and visited a page or completed an action

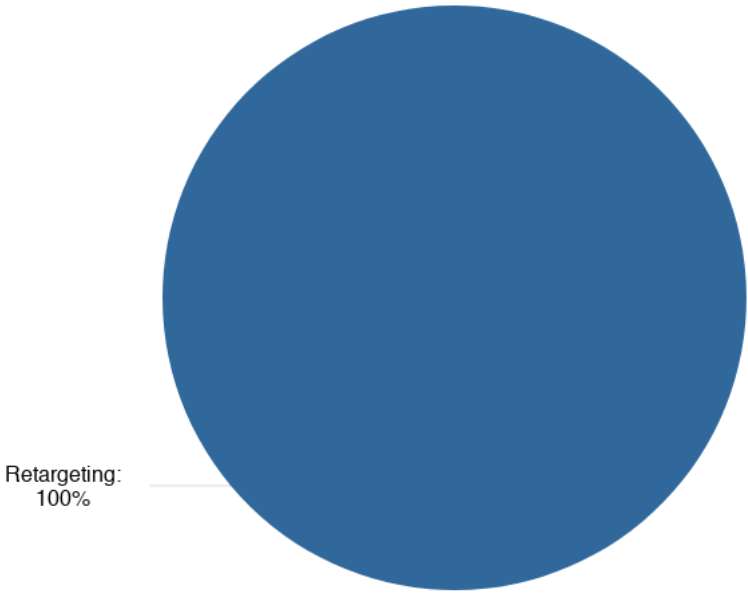
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Henritze Dental Group Contact Us Page View	1
Henritze Dental Group Our Locations Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

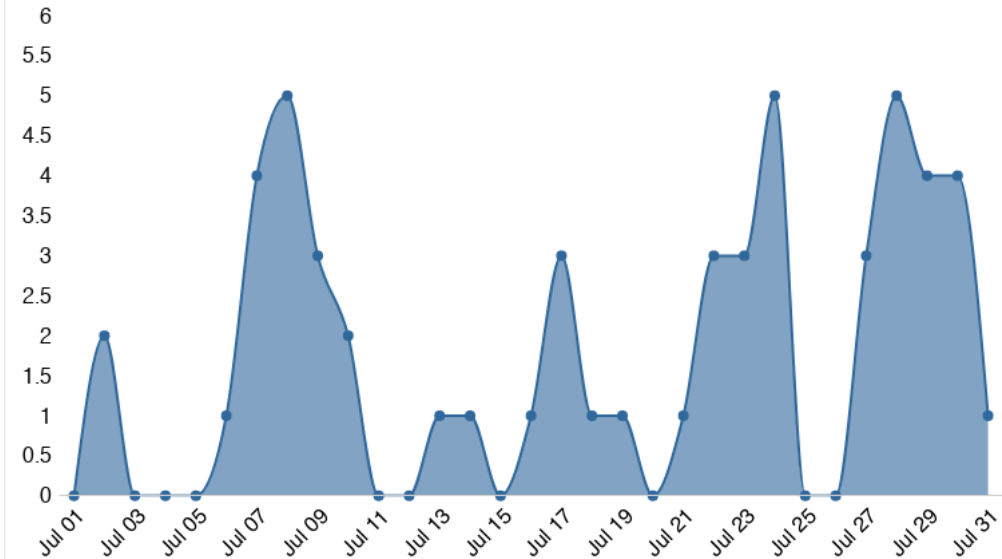
54

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

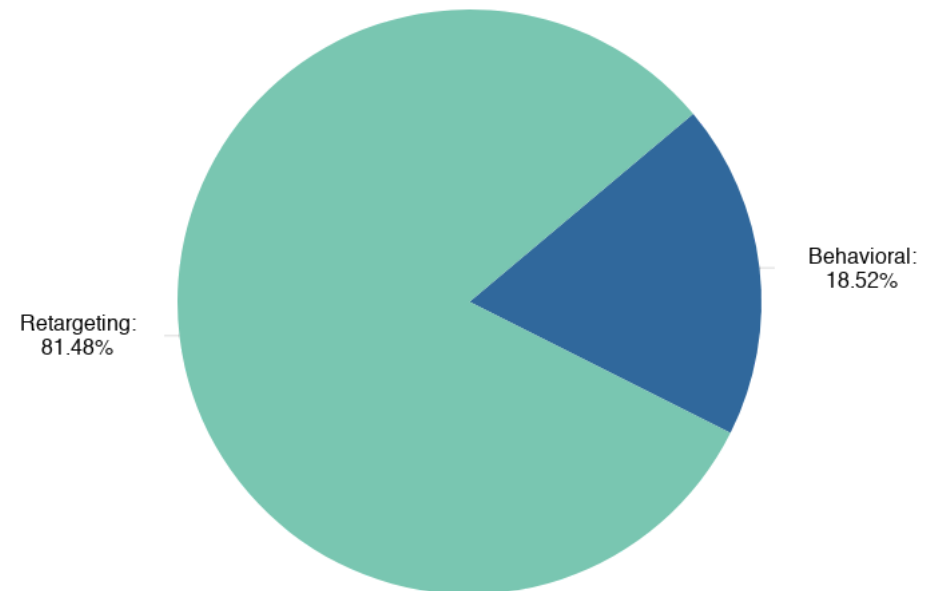
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Henritze Dental Group About Us Page View	29
Henritze Dental Group Homepage Visits	17
Henritze Dental Group Contact Us Page View	4
Henritze Dental Group Our Locations Page View	4

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%)
	Henritze Dental Group_Social Mirror_Roanoke and Salem, it's time to love your dentist	25,947	33	0.13%	1.82
	Henritze Dental Group_Social Mirror_3.23_Looking for trusted dental care	23,107	25	0.11%	1.55

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	27,211	34	0.12%
Desktop	A personal computing device that remains stationary at one location.	19,024	22	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,819	2	0.07%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,309	0	0.00%
foxnews.com	3,298	7	0.21%
nypost.com	1,949	6	0.31%
theguardian.com	1,455	1	0.07%
tmz.com	1,405	1	0.07%
Fox News - Daily Breaking News	1,393	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	1,252	1	0.08%
WDBJ News	1,202	0	0.00%
jailbreakchangelogs.com	1,133	0	0.00%
Podcast Player	1,066	0	0.00%
randomsaladgames-desktop.com	993	0	0.00%
huffpost.com	824	1	0.12%
washingtonpost.com	766	1	0.13%
aol.com	737	0	0.00%
dailymail.com	639	1	0.16%
shopgoodwill.com	509	1	0.20%
smite.com	464	0	0.00%
biblegateway.com	436	0	0.00%
courttv.com	420	1	0.24%
tumblr.com	325	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.