

Digital Marketing Report

Impressions

How many ads were served:

187,140

Clicks

Times a user clicked on an ad

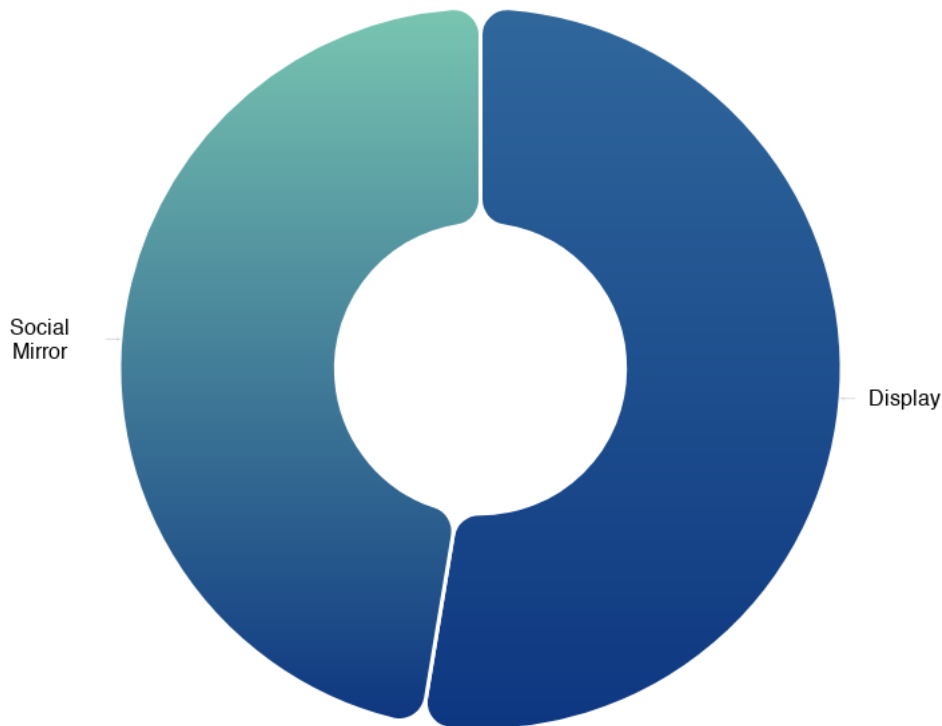
920

Click-Through Rate

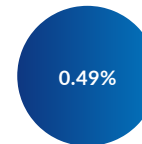
(Clicks/Impressions) x 100

0.49%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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.



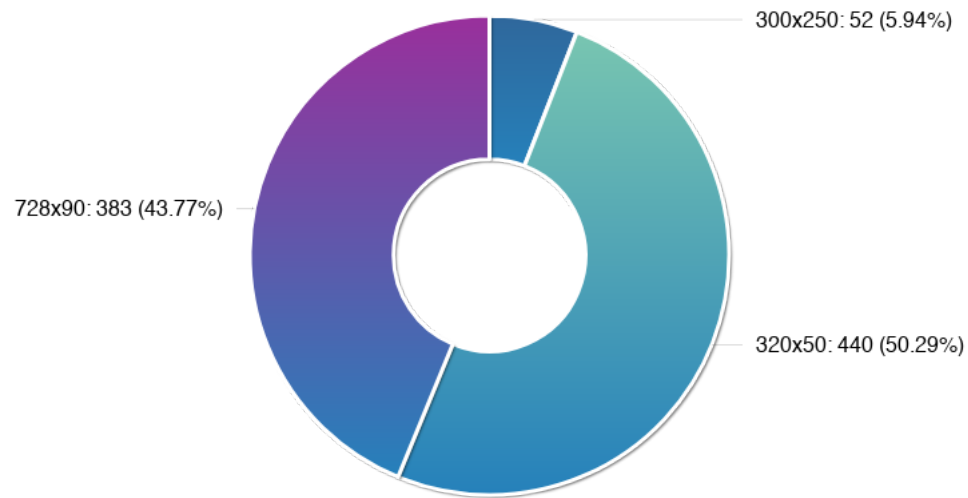
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Trinity Plastics Incorporated - Career Changers/Unemployed/Entry Level Positions Behavioral B2B Social Mirror	88,667	45	0.05%	0.73
Trinity Plastics Incorporated - Career Changers/Unemployed/Entry Level Positions Behavioral B2B Display	71,770	674	0.94%	13.42
Trinity Plastics Incorporated - AI B2B Display	26,573	200	0.75%	10.75
Trinity Plastics Incorporated - Geo-Fencing B2B Display	119	1	0.84%	12.00
Trinity Plastics Incorporated - Geo-Fencing Social Mirror	11	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Trinity Plastics Incorporated_26June_TrinityPlastics-320x50.png	43,043	440	1.02%	14.60
	Trinity Plastics Incorporated_26June_TrinityPlastics-728x90.png	48,069	383	0.80%	11.38
Thumbnail not available	Trinity Plastics Incorporated_26June_TrinityPlastics-300x250 (2).png	7,350	52	0.71%	10.11

Display Click Performance by Ad Size





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	88,678	45	0.05%	0.72



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00011	Photo	Click to View	13.53%	0.12%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00004	Photo	Click to View	7.85%	0.16%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00005	Photo	Click to View	7.11%	0.18%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00009	Photo	Click to View	6.98%	0.10%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00003	Photo	Click to View	6.88%	0.09%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00008	Photo	Click to View	6.82%	0.10%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00010	Photo	Click to View	6.00%	0.06%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: Original	Photo	Click to View	5.85%	0.12%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00002	Photo	Click to View	5.32%	0.11%
Trinity Plastics Incorporated_Social Mirror_Now Hiring: Maintenance Technician	Variant: V_00013	Photo	Click to View	5.27%	0.11%



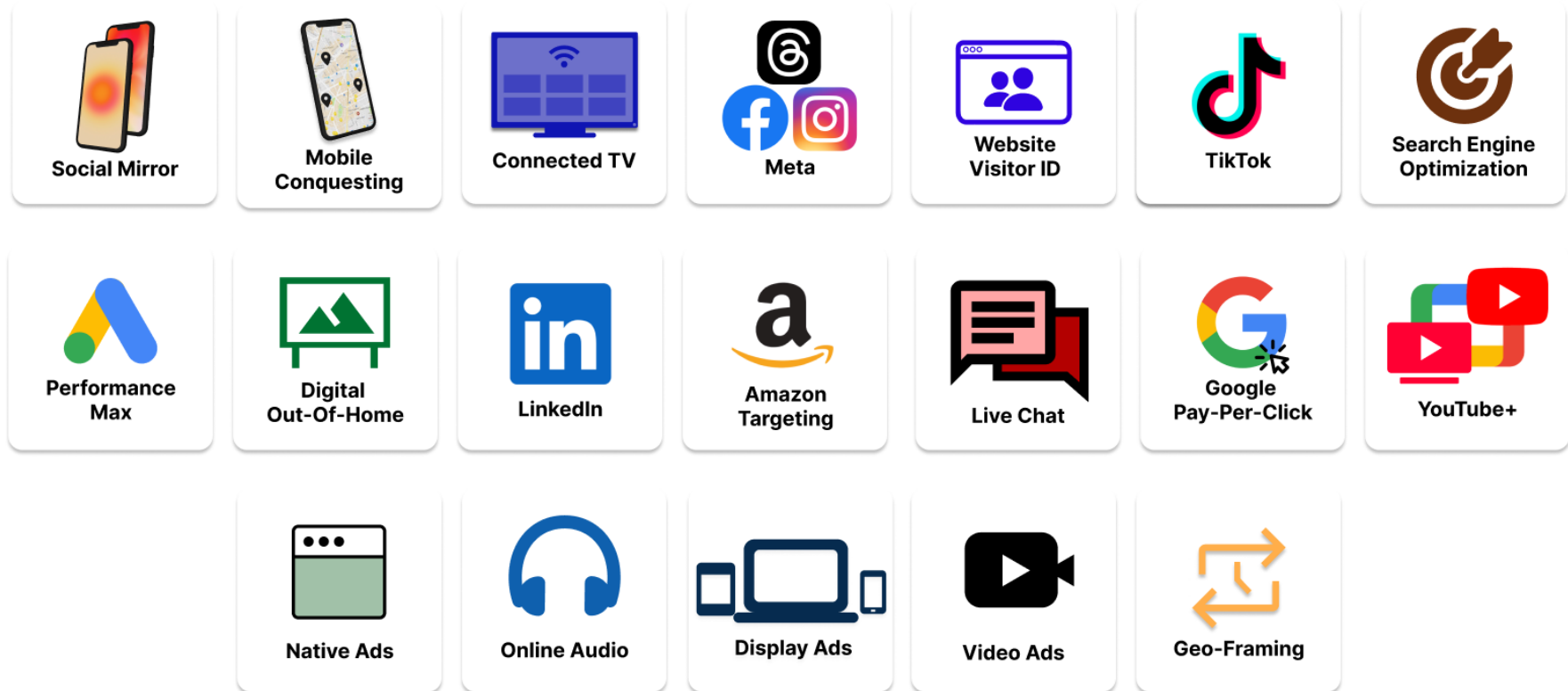
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	91,551	736	0.80%
Desktop	A personal computing device that remains stationary at one location.	72,734	106	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	22,855	78	0.34%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	29,833	9	0.03%
aol.com	3,196	0	0.00%
The Scoop	2,903	11	0.38%
arcamax.com	2,237	7	0.31%
T-Mobile Play	2,207	115	5.21%
Pinterest	2,025	1	0.05%
foxnews.com	2,006	2	0.10%
statecollege.com	1,978	3	0.15%
nypost.com	1,388	7	0.50%
merriam-webster.com	1,168	1	0.09%
flipultimate.com	942	0	0.00%
7 Little Words	926	0	0.00%
legacy.com	742	1	0.13%
washingtonpost.com	668	1	0.15%
mahjong4friends.com	541	0	0.00%
biblegateway.com	536	0	0.00%
usatoday.com	522	3	0.57%
Solitaire	465	3	0.65%
imdb.com	437	1	0.23%
healthyfocus.org	418	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.