

Digital Marketing Report

Impressions

How many ads were served:

33,210

Clicks

Times a user clicked on an ad

133

Click-Through Rate

(Clicks/Impressions) x 100

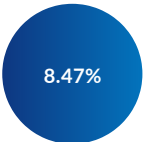
0.40%

Your Product Breakout by Impressions



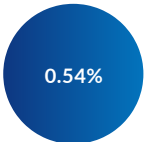
Social
Mirror

CTV Completion Rate



Percentage of users who watched the video from start to finish

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



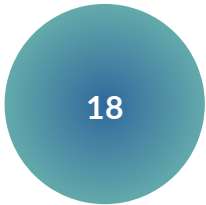
X the National Avg (.07%)

*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%)
Jerome Westheimer Center for the Performing Arts - Concert/Live Theatre/Events Social Mirror	16,846	50	0.30%	4.24
Jerome Westheimer Center for the Performing Arts - AI Social Mirror	15,304	80	0.52%	7.47
Jerome Westheimer Center for the Performing Arts - Retargeting Social Mirror	1,060	3	0.28%	4.04

Social Mirror Click Conversions

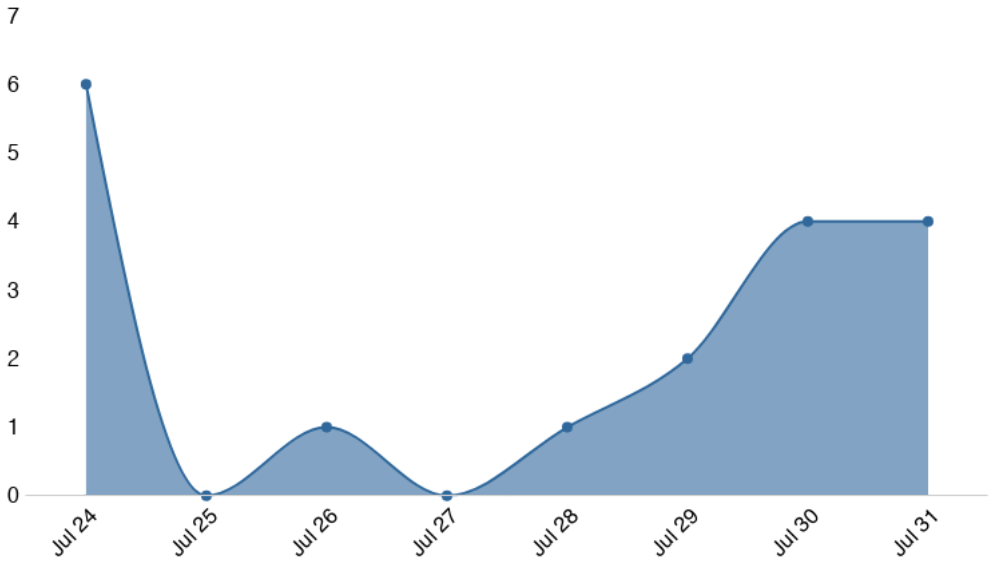


Times users clicked on an ad leading to your site and visited a page or completed an action

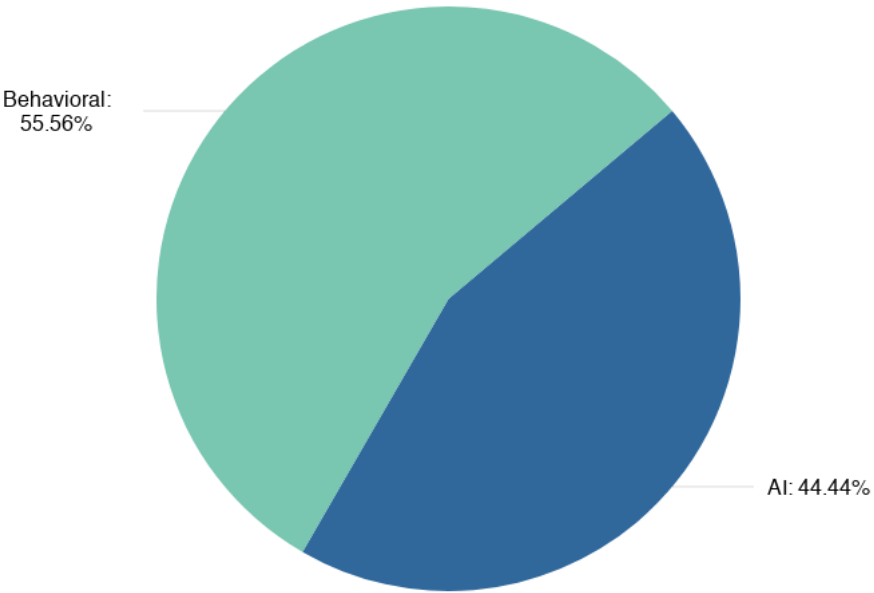
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jerome Westheimer Center Season Tickets Page View	18

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

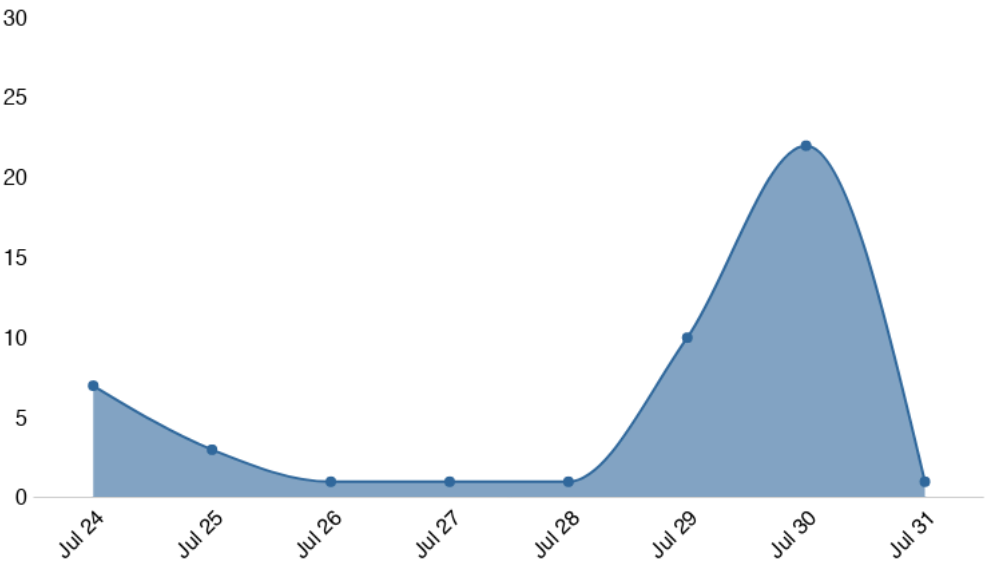


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

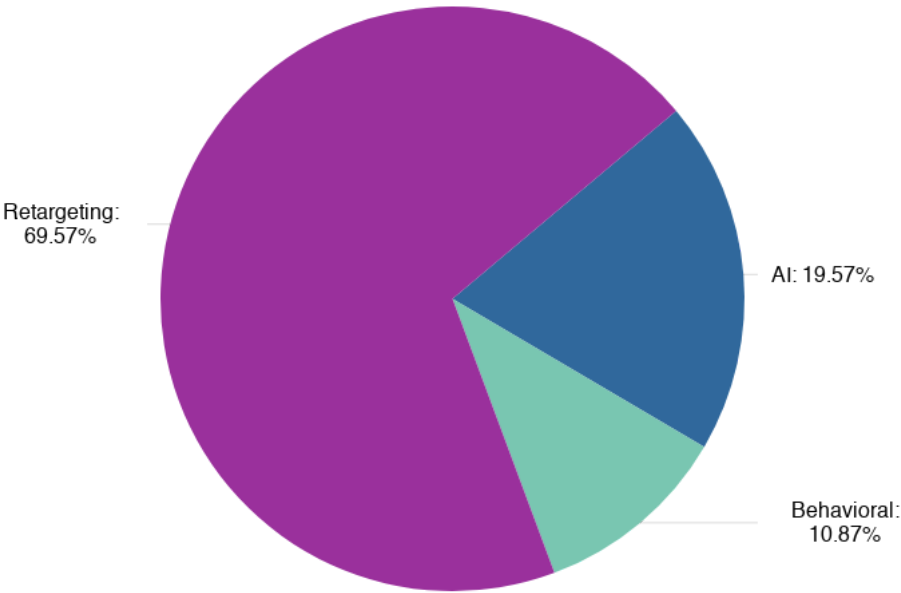
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jerome Westheimer Center Season Tickets Page View	17
Jerome Westheimer Center Calendar Page View	13
Jerome Westheimer Center Homepage Visits	11
Jerome Westheimer Center About 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%)
	Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	21,614	78	0.36%	5.16
	Jerome Westheimer Center for the Performing Arts_SM_7.23_Meet the incredible talent	10,870	47	0.43%	6.18
	Jerome Westheimer Center for the Performing Arts_SM_7.30_Our Atrium Series	726	8	1.10%	15.74

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Jerome Westheimer Center for the Performing Arts_SM_7.23_Meet the incredible talent	Variant: V_00009	Photo	Click to View	7.68%	2.98%
Jerome Westheimer Center for the Performing Arts_SM_7.23_Meet the incredible talent	Variant: V_00013	Photo	Click to View	5.20%	3.19%
Jerome Westheimer Center for the Performing Arts_SM_7.23_Meet the incredible talent	Variant: V_00004	Photo	Click to View	5.02%	4.10%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00002	Video	Click to View	4.19%	3.09%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00001	Video	Click to View	4.06%	2.62%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00008	Video	Click to View	4.05%	3.37%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00007	Video	Click to View	4.02%	4.47%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00003	Video	Click to View	4.00%	2.49%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00004	Video	Click to View	4.00%	3.08%
Jerome Westheimer Center for the Performing Arts_SM_7.23_You do not want to miss	Variant: V_00010	Video	Click to View	3.98%	2.17%

Social Mirror Ad Screenshots

	Jerome Westheimer Center for the Performing Arts_SM_7.30_Our Atrium Series
Screenshot Urls	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
74820	5,420	13	0.24%	3.43
73401	5,003	15	0.30%	4.28
75020	3,696	21	0.57%	8.12
74701	3,689	15	0.41%	5.81
76273	1,372	6	0.44%	6.25
73051	1,272	7	0.55%	7.86
73086	1,056	9	0.85%	12.18
75021	861	8	0.93%	13.27
74538	854	1	0.12%	1.67
73459	802	1	0.12%	1.78
73075	758	3	0.40%	5.65
73080	720	2	0.28%	3.97
73439	655	2	0.31%	4.36
73446	610	0	0.00%	0.00
74525	574	5	0.87%	12.44
73460	443	3	0.68%	9.67
73030	412	2	0.49%	6.93
74730	393	2	0.51%	7.27
76252	350	3	0.86%	12.24
75076	348	2	0.57%	8.21

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	20,566	88	0.43%
Desktop	A personal computing device that remains stationary at one location.	11,088	40	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,556	5	0.32%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	5,486	2	0.04%
The Scoop	1,590	2	0.13%
nypost.com	1,175	7	0.60%
usatoday.com	664	2	0.30%
T-Mobile Play	595	0	0.00%
Letterboxd	588	0	0.00%
accuweather.com	502	1	0.20%
hollywoodpq.com	475	0	0.00%
kindnesstorieshub.com	431	1	0.23%
foxnews.com	428	3	0.70%
tmz.com	398	2	0.50%
bikersbyte.com	297	0	0.00%
viber.com	265	0	0.00%
news18.com	264	1	0.38%
rezepty.com	250	0	0.00%
bonsaimary.com	233	1	0.43%
theScore: Sports News & Scores	218	1	0.46%
huffpost.com	210	0	0.00%
shopgoodwill.com	210	0	0.00%
crushnovels.net	209	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.