

Digital Marketing Report

Impressions

How many ads were served:

96,989

Clicks

Times a user clicked on an ad

115

Click-Through Rate

(Clicks/Impressions) x 100

0.12%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

66.96%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.12%

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

X the National Average

1.69

X the National Avg (.07%)

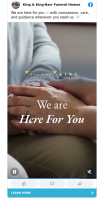
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
King Barr Funeral Home - Funeral Services/Funeral Homes/A40+ Behavioral Social Mirror	48,799	47	0.10%	1.38
King Barr Funeral Home - AI Social Mirror	42,995	62	0.14%	2.06
King Barr Funeral Home - Retargeting Social Mirror	5,195	6	0.12%	1.65

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	King Barr Funeral Home_Social Mirror_1.20_We are here for you	35,776	53	0.15%	2.12
	King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	38,251	34	0.09%	1.27
	King Barr Funeral Home_Social Mirror_4.14_We're here when you need guidance	22,962	28	0.12%	1.74

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00003	Photo	Click to View	3.89%	0.33%
King Barr Funeral Home_Social Mirror_1.20_We are here for you	Variant: V_00005	Video	Click to View	3.44%	0.97%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00006	Photo	Click to View	3.16%	0.34%
King Barr Funeral Home_Social Mirror_1.20_We are here for you	Variant: V_00012	Video	Click to View	2.92%	1.10%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00009	Photo	Click to View	2.72%	0.43%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: Original	Photo	Click to View	2.69%	0.60%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00001	Photo	Click to View	2.68%	0.44%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00011	Photo	Click to View	2.68%	0.40%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00015	Photo	Click to View	2.65%	0.32%
King Barr Funeral Home_Social Mirror_4.14_Planning ahead is one of the most loving decisions	Variant: V_00008	Photo	Click to View	2.64%	0.45%



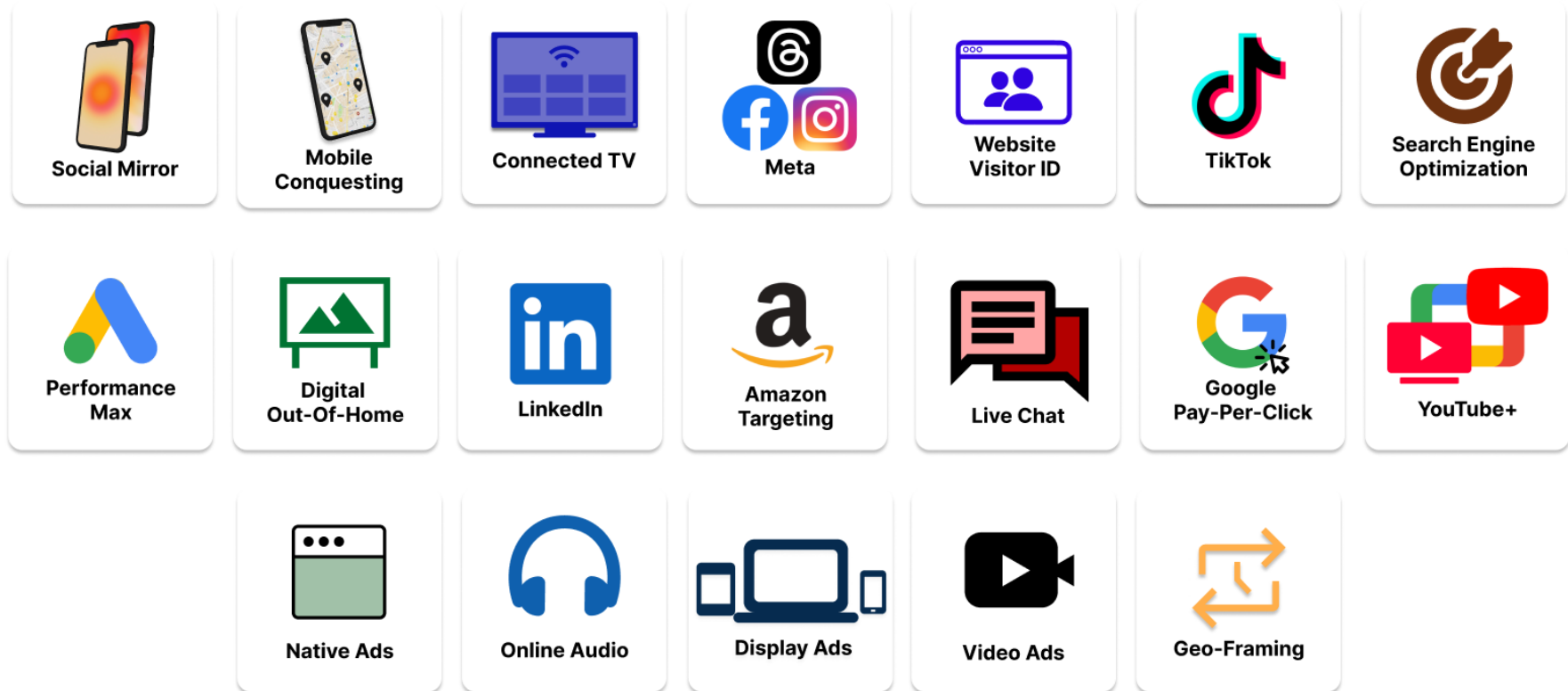
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	60,396	46	0.08%
Mobile	A portable electronic device that can connect to the internet.	32,747	65	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,846	4	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	19,829	8	0.04%
aol.com	10,584	1	0.01%
foxnews.com	4,467	3	0.07%
hcpconnect.health	3,182	0	0.00%
merriam-webster.com	1,740	2	0.11%
Podcast Player	1,177	0	0.00%
Weather by WeatherBug	1,138	0	0.00%
apnews.com	945	4	0.42%
biblegateway.com	779	2	0.26%
realtor.com	597	0	0.00%
carseatsmom.com	546	3	0.55%
WeatherBug – Weather Forecast	473	1	0.21%
informabank.com	456	2	0.44%
legacy.com	412	0	0.00%
thingsyou didnt know.com	384	1	0.26%
spacedaily.com	350	0	0.00%
statecollege.com	243	1	0.41%
huffpost.com	232	2	0.86%
wealthvieu.com	229	0	0.00%
lovewhatmatters.com	216	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.