

Digital Marketing Report

Impressions

How many ads were served:

100,855

Clicks

Times a user clicked on an ad

242

Click-Through Rate

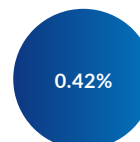
$(\text{Clicks}/\text{Impressions}) \times 100$

0.24%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

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%)
EWB SBA - AI Social Mirror	35,268	76	0.22%	3.08
EWB SBA - Keyword Social Mirror	30,337	126	0.42%	5.93
EWB SBA - Business Decision Makers Behavioral Social Mirror	30,242	31	0.10%	1.46
EWB SBA - Retargeting Social Mirror	5,008	9	0.18%	2.57

Social Mirror Click Conversions

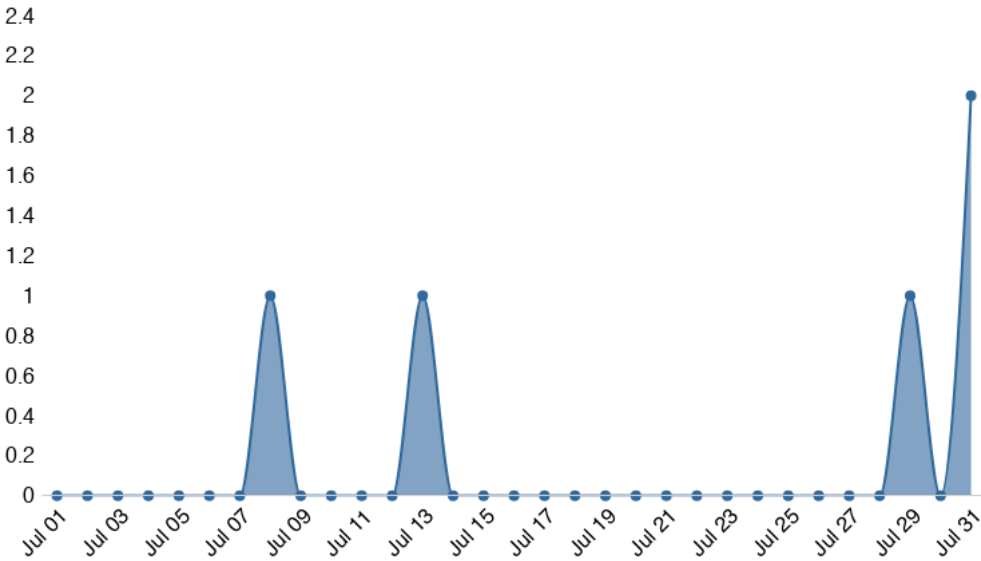


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

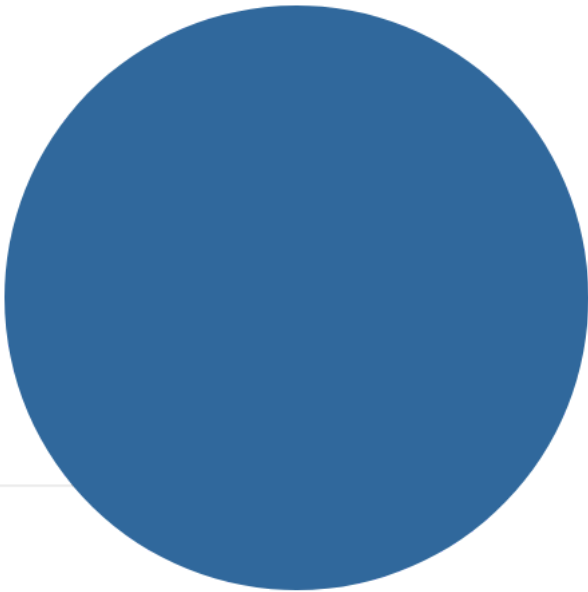
Conversion Name	Click Conversions ↓
EWHSBA Contact Page View	2
EWHSBA Tax and Tax Planning Page View	2
EWHSBA Consultation Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy

Keyword:
100%



Social Mirror View-through Conversions

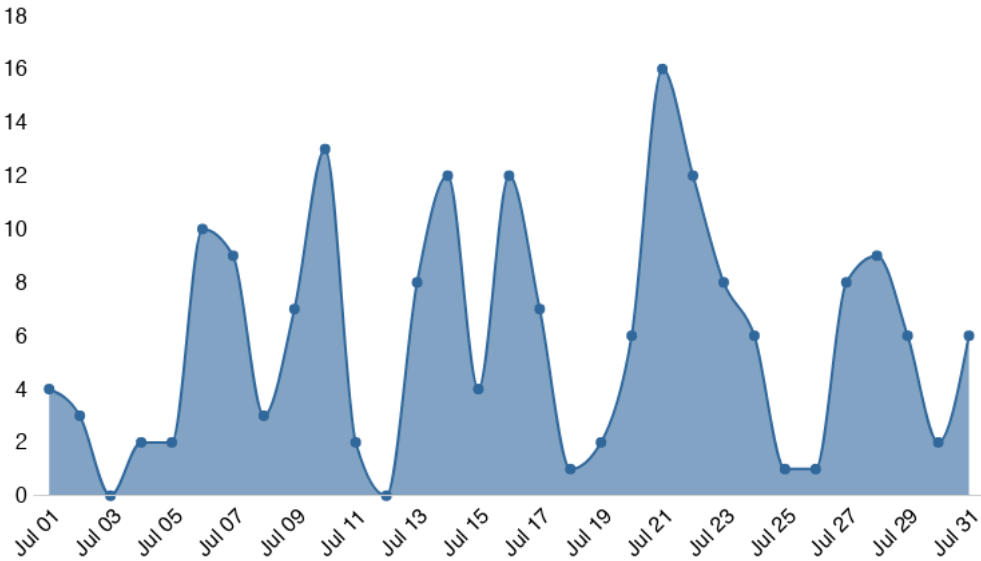


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

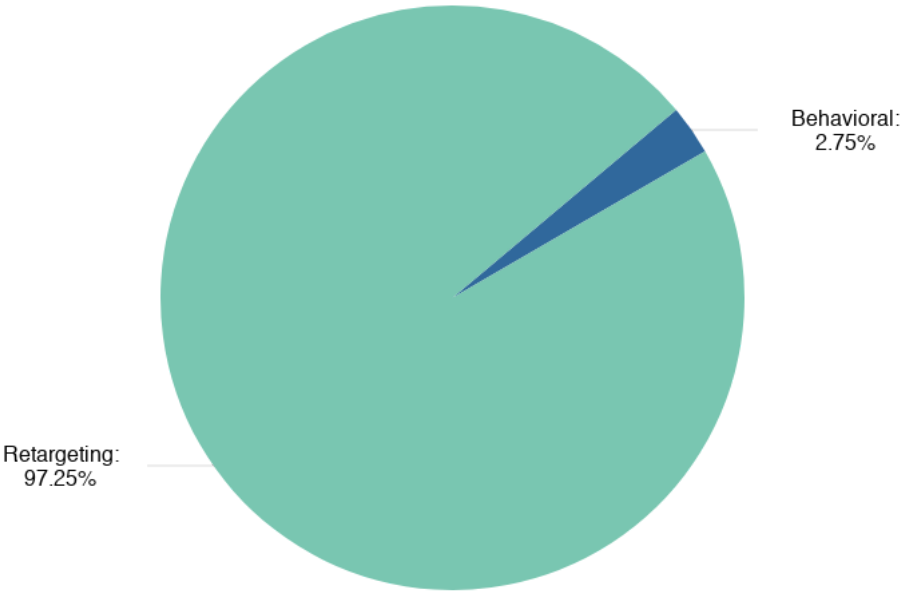
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
EWH SBA Homepage Visits	176
EWH SBA Tax Center Page View	4
EWH SBA Contact Page View	1
EWH SBA Services Page View	1

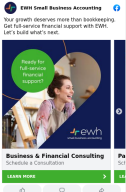
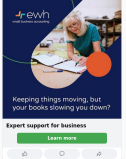
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	EWB SBA_4.3_Social Mirror_Your growth deserves more than bookkeeping	52,530	133	0.25%	3.62
	EWB SBA_5.22_Social Mirror_Don't tackle your finances alone	48,325	109	0.23%	3.22

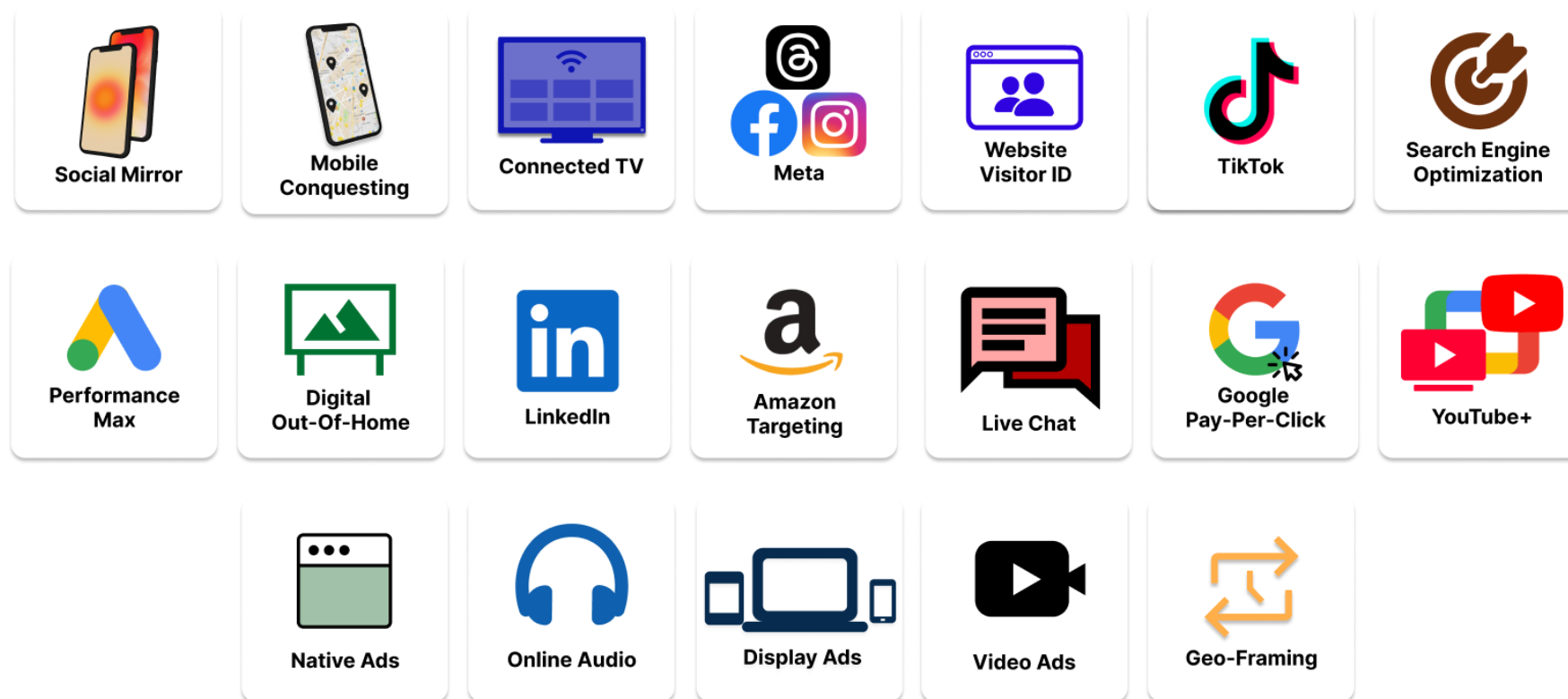
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	55,169	130	0.24%
Desktop	A personal computing device that remains stationary at one location.	39,313	100	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,373	12	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	4,475	3	0.07%
nypost.com	3,701	8	0.22%
jsonline.com	2,427	1	0.04%
foxnews.com	2,302	0	0.00%
Fox News - Daily Breaking News	2,039	0	0.00%
tmz.com	1,578	2	0.13%
iHeartRadio: Radio, Podcasts & Music On Demand	1,352	0	0.00%
huffpost.com	1,279	5	0.39%
arcamax.com	1,153	2	0.17%
theguardian.com	1,019	1	0.10%
aol.com	1,005	0	0.00%
pred.gg	992	0	0.00%
wmtv15news.com	775	0	0.00%
zillow.com	754	0	0.00%
usatoday.com	741	3	0.40%
accuweather.com	660	0	0.00%
themirror.com	653	3	0.46%
soulpeace.space	595	2	0.34%
courttv.com	541	1	0.18%
exploreplanet.online	457	3	0.66%

All available products in our *toolbox*.



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