

Digital Marketing Report

Impressions

How many ads were served:

244,328

Clicks

Times a user clicked on an ad

555

Click-Through Rate

(Clicks/Impressions) x 100

0.30%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

98.72%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.37%

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

X the National Average

4.31

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%)
Midwest Technical Institute - East Peoria - Summer - AI Social Mirror	93,597	394	0.42%	6.01
Midwest Technical Institute - East Peoria - Summer - Behavioral Social Mirror	73,108	127	0.17%	2.48
Midwest Technical Institute - East Peoria - Behavioral Social Mirror CTV	30,860	34	0.11%	1.57
Midwest Technical Institute - East Peoria - AI Social Mirror CTV	28,265	43	0.15%	2.17
Midwest Technical Institute - East Peoria - Summer - Keyword Social Mirror	15,688	27	0.17%	2.46
Midwest Technical Institute - East Peoria - Summer - Retargeting Social Mirror	1,548	7	0.45%	6.46
Midwest Technical Institute - East Peoria - Retargeting Social Mirror CTV	1,262	3	0.24%	3.40

Social Mirror Click Conversions

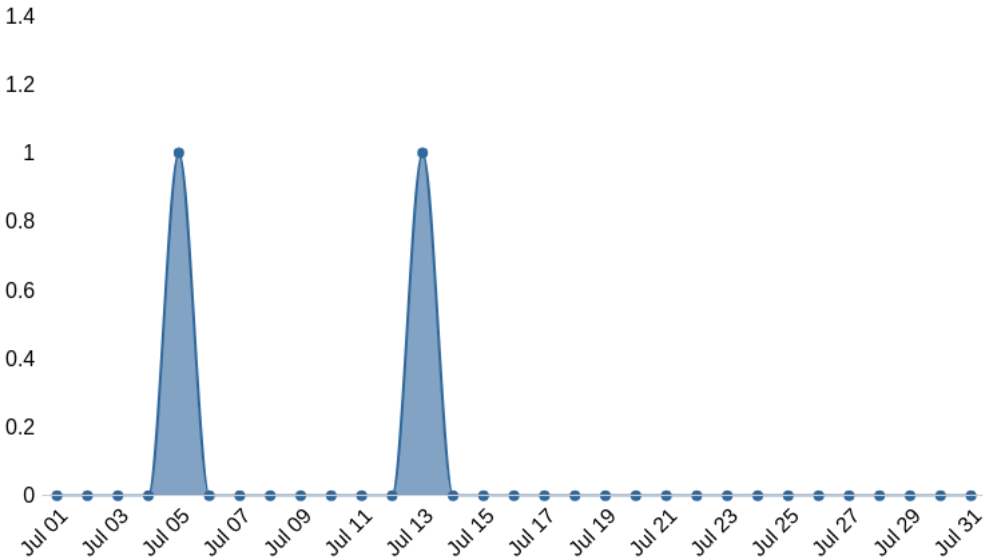


Times users clicked on an ad leading to your site and visited a page or completed an action

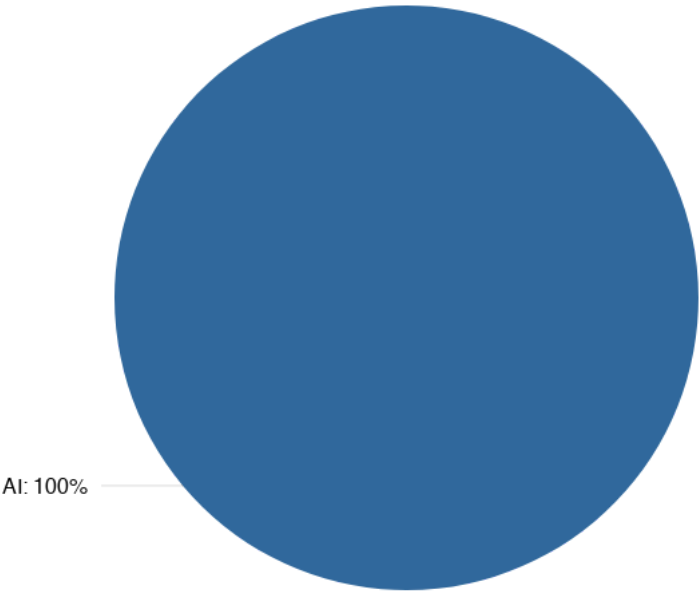
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Midwest Technical Institute Take the Next Step Form Fill Click Conversion	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

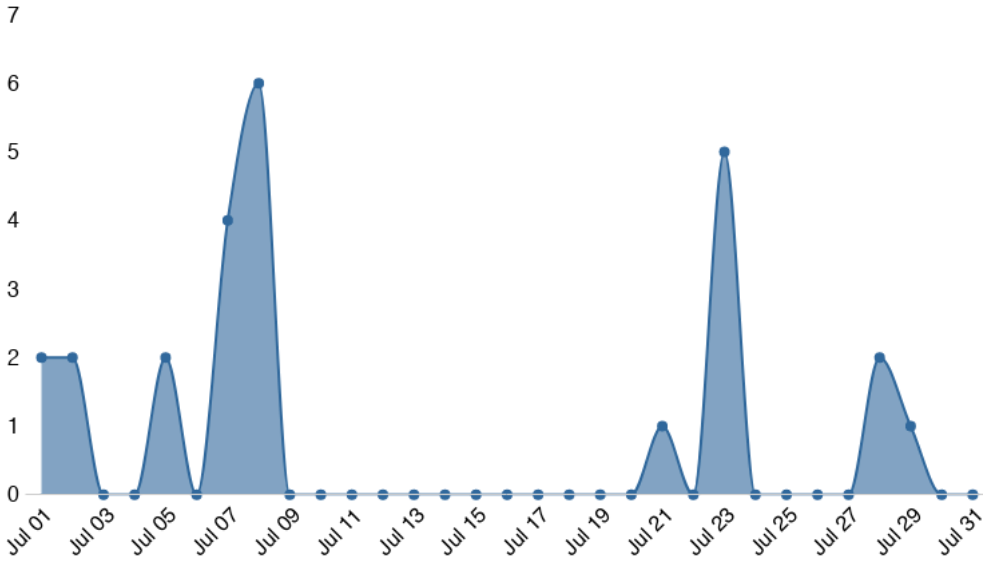


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

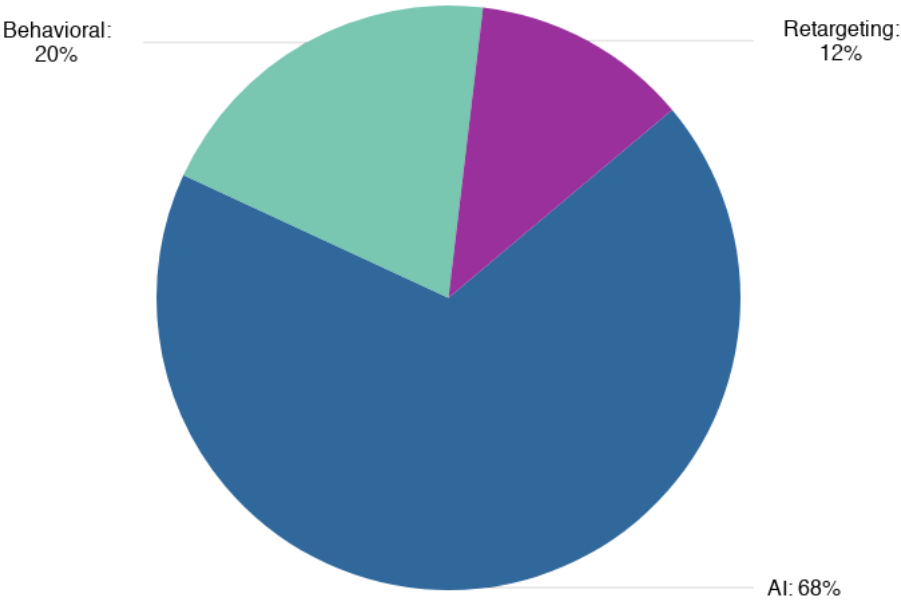
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
MTI Homepage Visits	12
Midwest Technical Institute Homepage Visits	11
Midwest Technical Institute Take the Next Step Form Fill Click Conversion	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

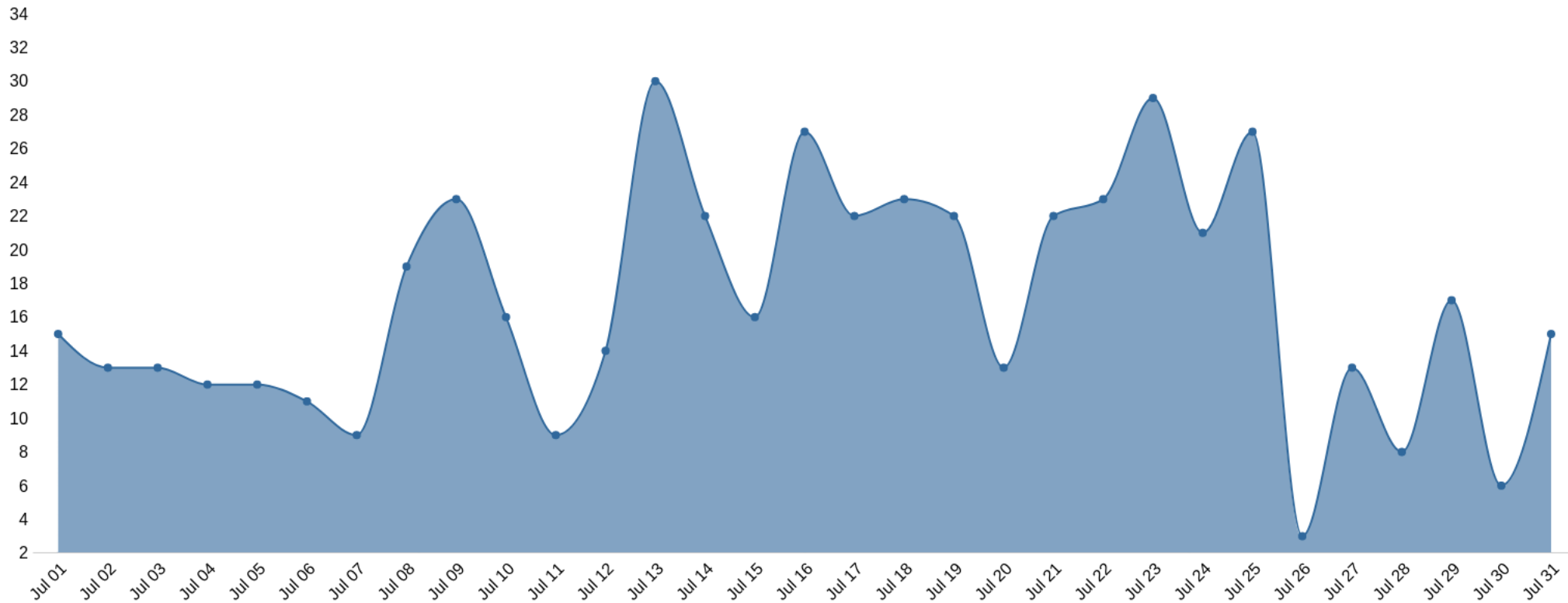


QR Code Scan Performance

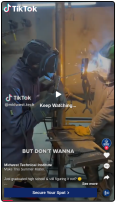
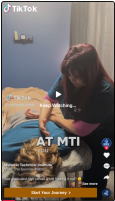
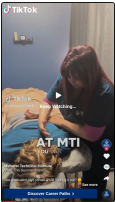


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Midwest Technical Institute - East Peoria_Social Mirror_TT_7.16_Skilled Trades	36,765	113	0.31%	4.39
	Midwest Technical Institute - East Peoria_Social Mirror_TT_6.15_Healthcare	35,842	110	0.31%	4.38
	Midwest Technical Institute - East Peoria_Social Mirror_TT_7.16_All Programs	29,884	109	0.36%	5.21
	Midwest Technical Institute - East Peoria_Social Mirror_TT_6.15_Skilled Trades	28,776	85	0.30%	4.22
	Midwest Technical Institute - East Peoria_Social Mirror_TT_6.15_All Programs	25,244	70	0.28%	3.96
	Midwest Technical Institute - East Peoria Social	27,430	68	0.25%	3.54

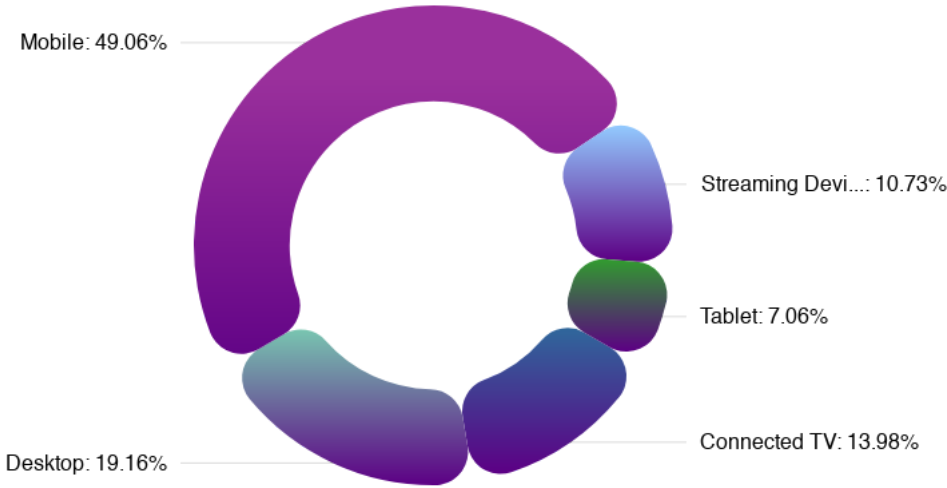
Social Mirror Ad Screenshots

	Midwest Technical Institute - East Peoria_Social Mirror_TT_7.16_Healthcare
Screenshot	

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Midwest Technical Institute - EP_SM CTV_6.1_Healthcare	27,872	98.84%
Thumbnail not available	Midwest Technical Institute - EP_SM CTV_6.1_Skilled Trades	25,684	98.58%
Thumbnail not available	Midwest Technical Institute - EP_SM CTV_6.1_All Programs	6,831	98.78%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	119,876	353	0.29%
Desktop	A personal computing device that remains stationary at one location.	46,816	185	0.40%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	34,168	38	0.11%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	26,219	42	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,249	17	0.10%

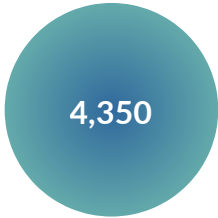
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,820	7	0.12%
nypost.com	4,262	10	0.23%
tmz.com	3,583	1	0.03%
huffpost.com	3,513	6	0.17%
msn.com	3,250	0	0.00%
buzzfeed.com	2,877	3	0.10%
dailymail.com	2,609	5	0.19%
hollywoodpq.com	2,312	3	0.13%
accuweather.com	2,122	0	0.00%
BuzzFeed - Quiz, Trivia & News	1,869	3	0.16%
Fox News - Daily Breaking News	1,862	6	0.32%
tumblr.com	1,641	0	0.00%
brezzamistica.info	1,600	1	0.06%
Podcast Player	1,596	1	0.06%
apnews.com	1,438	2	0.14%
theguardian.com	1,413	6	0.42%
nytimes.com	1,348	1	0.07%
cwbchicago.com	1,288	3	0.23%
lawandcrime.com	1,233	1	0.08%
aol.com	1,041	2	0.19%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	6,631	97.88%
		SAMSUNG TV PLUS	4,612	96.65%
		Vizio - Vizio WatchFree+	4,514	97.98%
		The Roku Channel	4,243	99.13%
		Tubi - Movies & TV Shows	3,724	97.84%
		Telly - The Truly Smart TV	2,327	99.98%

	Xfinity TV - Tubi	1,189	97.29%
	Vizio Channel	370	94.47%
	Xfinity TV - Fawesome	343	100.00%
	Roku - Tubi	331	99.09%



Avg Reach per Day



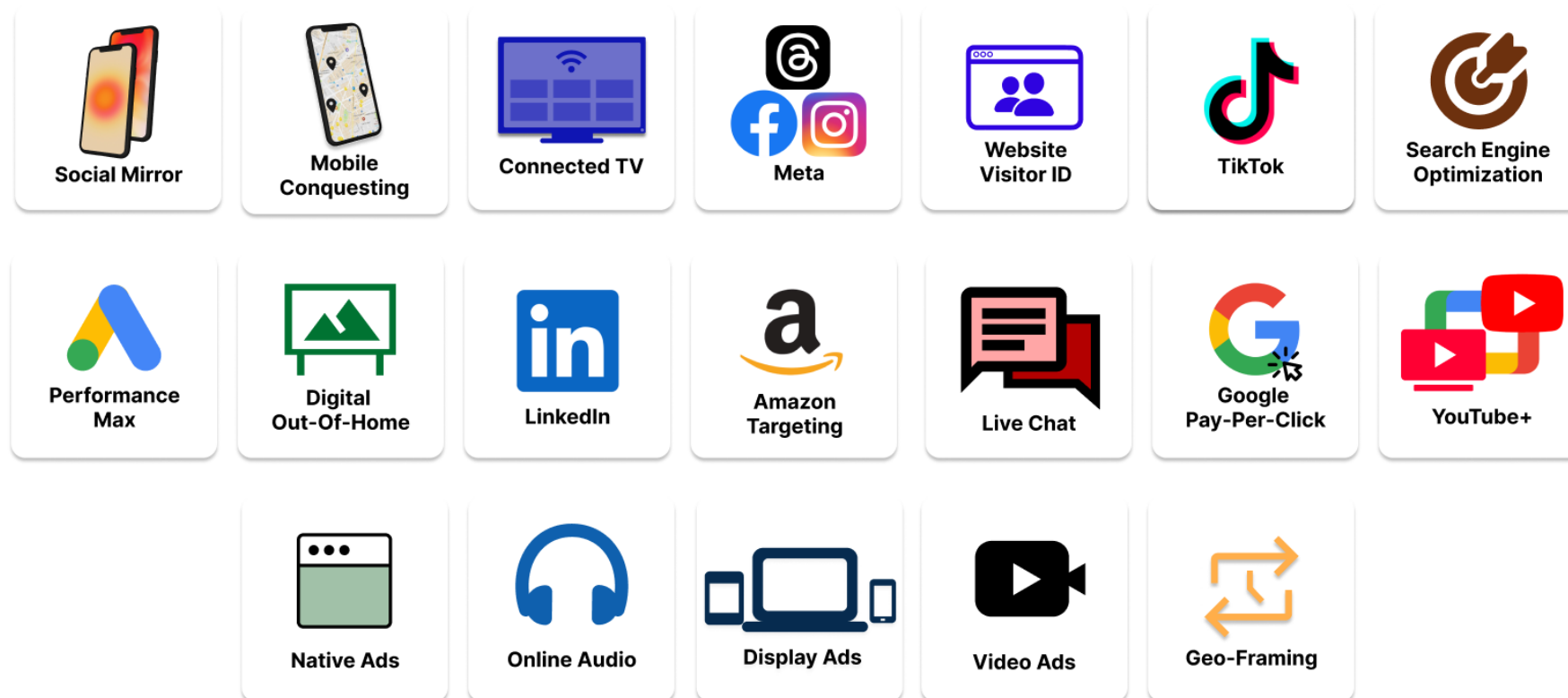
Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	4,277	2.06
Jul 02, 2026	3,711	2.35
Jul 03, 2026	3,198	1.99
Jul 04, 2026	2,947	2.20
Jul 05, 2026	3,952	1.64
Jul 06, 2026	3,535	2.89
Jul 07, 2026	3,462	1.94
Jul 08, 2026	3,614	2.23
Jul 09, 2026	3,802	2.06
Jul 10, 2026	6,345	2.01
Jul 11, 2026	4,171	2.66
Jul 12, 2026	4,563	2.18
Jul 13, 2026	4,320	2.25
Jul 14, 2026	4,272	2.22
Jul 15, 2026	4,444	1.94
Jul 16, 2026	1,949	1.82
Jul 17, 2026	4,712	1.82
Jul 18, 2026	4,739	2.75
Jul 19, 2026	4,030	3.06
Jul 20, 2026	4,537	3.03
Jul 21, 2026	4,800	2.94
Jul 22, 2026	4,274	2.55
Jul 23, 2026	4,795	1.93
Jul 24, 2026	4,680	2.00

Jul 25, 2026	4,332	2.53
Jul 26, 2026	4,595	1.83
Jul 27, 2026	4,602	2.09
Jul 28, 2026	4,735	2.11
Jul 29, 2026	4,657	1.82
Jul 30, 2026	4,287	1.96
Jul 31, 2026	4,168	2.16

All available products in our *toolbox*.



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