

Digital Marketing Report

Impressions

How many ads were served:

243,754

Clicks

Times a user clicked on an ad

3,983

Click-Through Rate

(Clicks/Impressions) x 100

2.17%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

98.74%

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

2.24%

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

X the National Average

31.05

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 - Moline - Summer - AI Social Mirror	97,709	3,359	3.44%	49.11
Midwest Technical Institute - Moline - Summer - Behavioral Social Mirror	65,918	538	0.82%	11.66
Midwest Technical Institute - Moline - Behavioral Social Mirror CTV	31,015	35	0.11%	1.61
Midwest Technical Institute - Moline - AI Social Mirror CTV	28,152	17	0.06%	0.86
Midwest Technical Institute - Moline - Summer - Keyword Social Mirror	17,900	84	0.47%	6.70
Midwest Technical Institute - Moline - Summer - Retargeting Social Mirror	1,736	2	0.12%	1.65
Midwest Technical Institute - Moline - Retargeting Social Mirror CTV	1,324	0	0.00%	0.00

Social Mirror Click Conversions

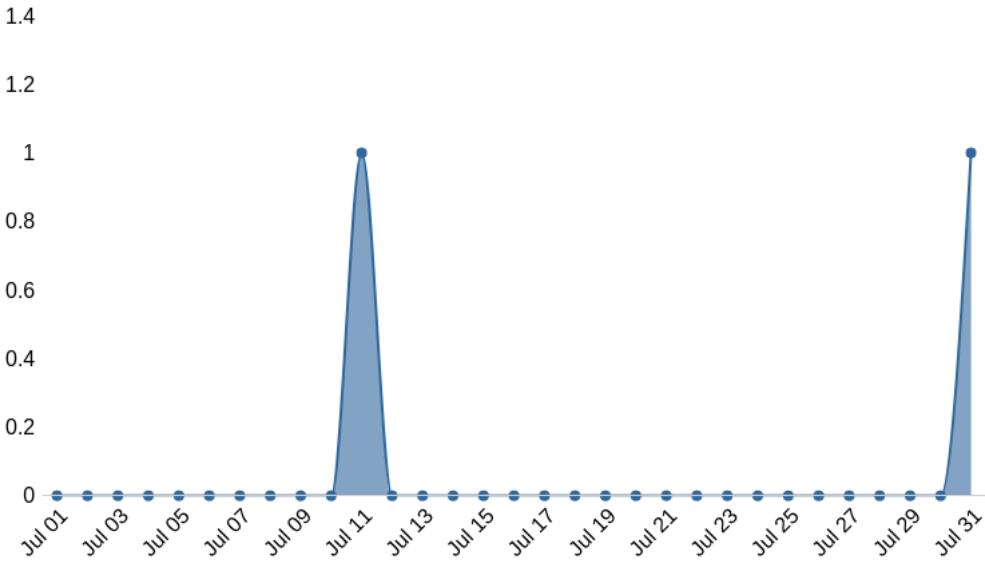


Times users clicked on an ad leading to your site and visited a page or completed an action

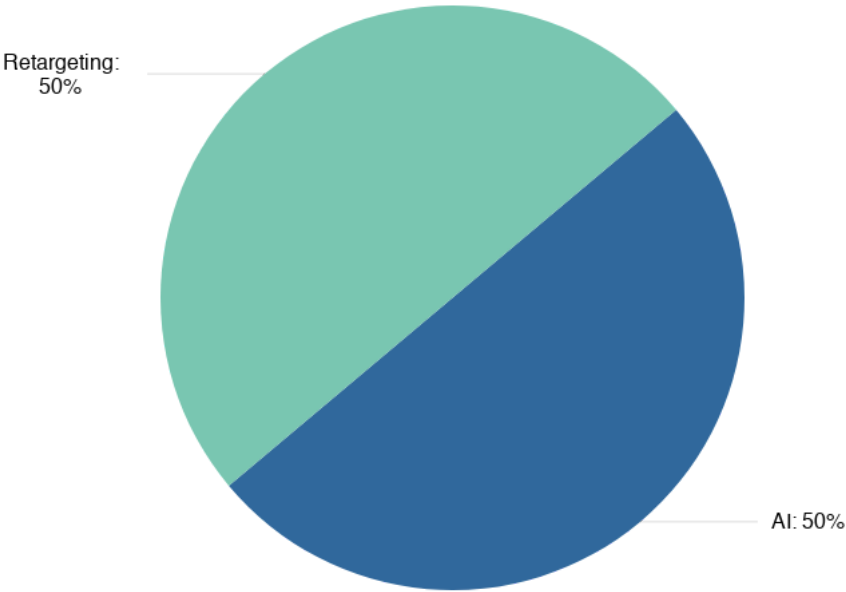
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Midwest Technical Institute Schedule a Tour Click Conversion	1
Midwest Technical Institute Take the Next Step Form Fill Click Conversion	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

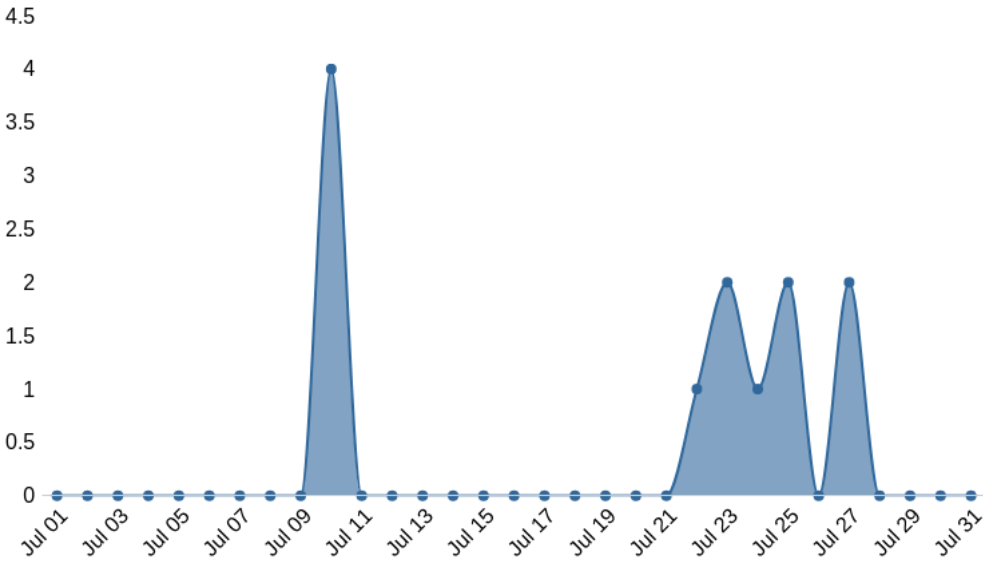


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

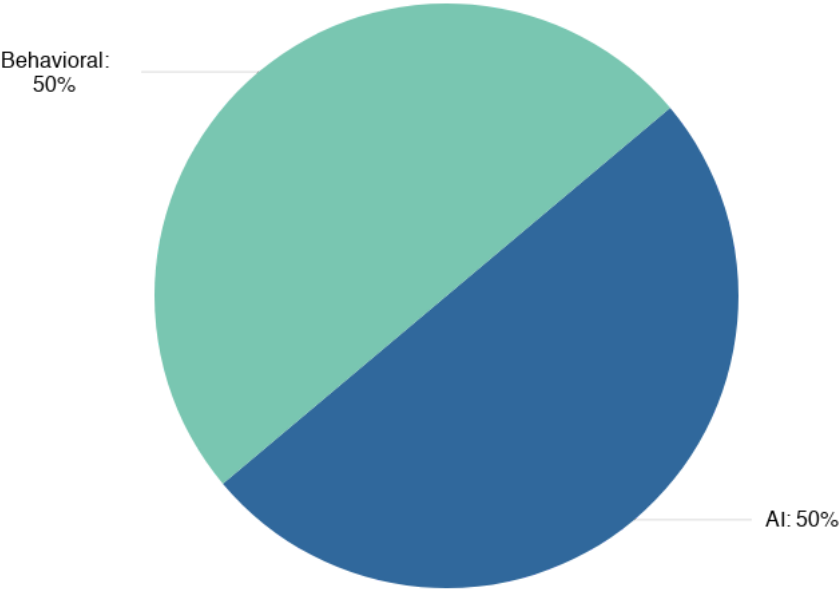
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Midwest Technical Institute Homepage Visits	4
Midwest Technical Institute Take the Next Step Form Fill Click Conversion	4
MTI Homepage Visits	4

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

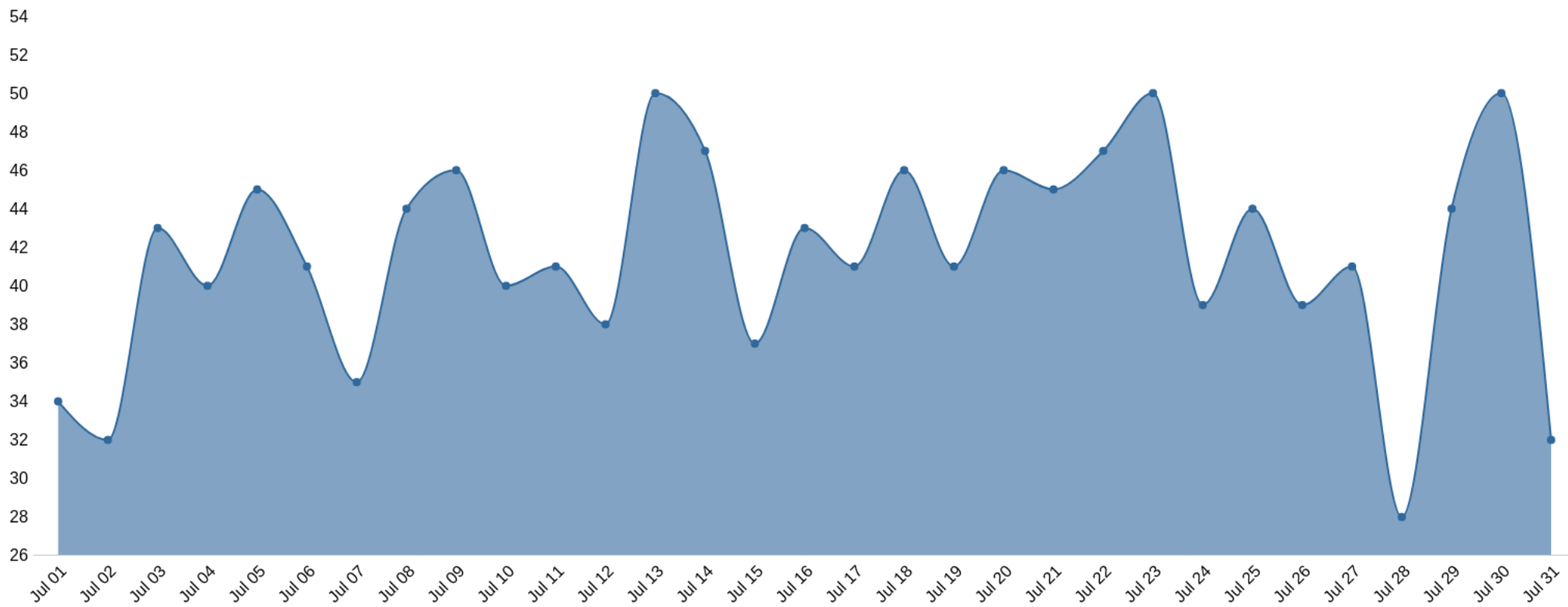


QR Code Scan Performance

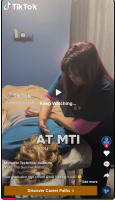
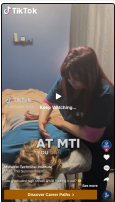
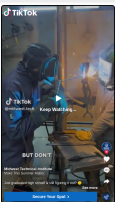


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



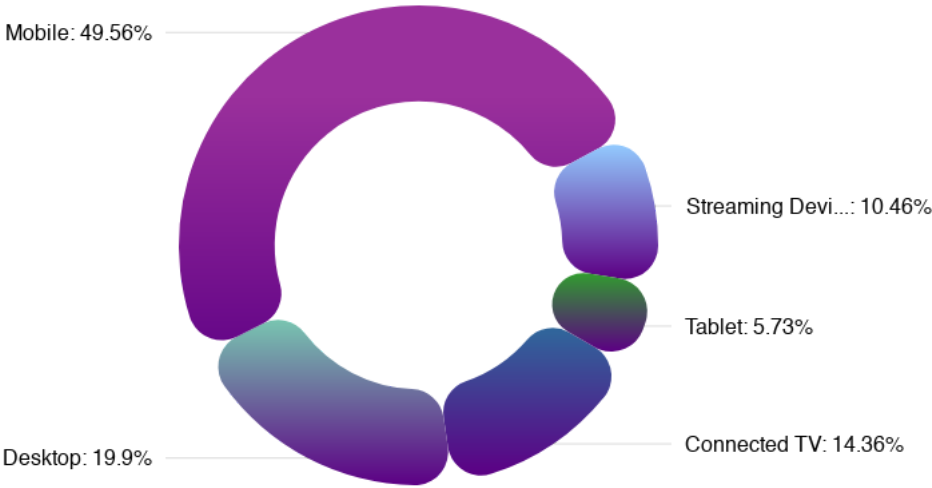
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Midwest Technical Institute - Moline_Social Mirror_TT_6.15_All Programs	53,609	1,313	2.45%	34.99
	Midwest Technical Institute - Moline_Social Mirror_TT_7.16_Healthcare	37,861	846	2.23%	31.92
	Midwest Technical Institute - Moline_Social Mirror_TT_7.16_All Programs	29,893	648	2.17%	30.97
	Midwest Technical Institute - Moline_Social Mirror_TT_6.15_Skilled Trades	27,378	543	1.98%	28.33
	Midwest Technical Institute - Moline_Social Mirror_TT_7.16_Skilled Trades	25,913	469	1.81%	25.86
	Midwest Technical Institute - Moline Social	8,609	164	1.90%	27.21

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Midwest Technical Institute - Moline_SM CTV_6.1_Skilled Trades	28,658	98.70%
Thumbnail not available	Midwest Technical Institute - Moline_SM CTV_6.1_Healthcare	26,147	98.76%
Thumbnail not available	Midwest Technical Institute - Moline_SM CTV_6.1_All Programs	5,686	98.82%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	120,801	3,028	2.51%
Desktop	A personal computing device that remains stationary at one location.	48,499	211	0.44%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	35,001	21	0.06%
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.	25,490	31	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,963	744	5.33%

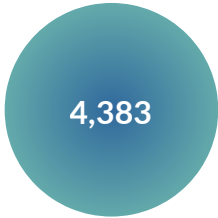
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,597	9	0.16%
aol.com	5,439	0	0.00%
msn.com	4,188	0	0.00%
tmz.com	3,532	5	0.14%
accuweather.com	2,388	1	0.04%
brezzamistica.info	2,203	0	0.00%
huffpost.com	2,103	10	0.48%
qctimes.com	1,923	4	0.21%
Fox News - Daily Breaking News	1,889	0	0.00%
nypost.com	1,735	10	0.58%
buzzfeed.com	1,676	3	0.18%
dailymail.com	1,476	10	0.68%
washingtonpost.com	1,413	8	0.57%
apnews.com	1,352	6	0.44%
hollywoodpq.com	1,307	8	0.61%
lawandcrime.com	1,120	1	0.09%
BuzzFeed - Quiz, Trivia & News	975	4	0.41%
kwqc.com	932	1	0.11%
mediotiempo.com	926	2	0.22%
baseball-reference.com	869	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	6,405	99.05%
		Vizio - Vizio WatchFree+	4,215	97.32%
		The Roku Channel	3,985	96.54%
		SAMSUNG TV PLUS	3,809	97.98%
		Tubi - Movies & TV Shows	2,354	98.11%
		Xfinity TV - Tubi	1,959	99.17%

	Telly - The Truly Smart TV	1,194	97.74%
	Roku - Tubi	515	99.48%
	Sling TV	426	93.46%
	DISH Anywhere	390	98.39%



Avg Reach per Day



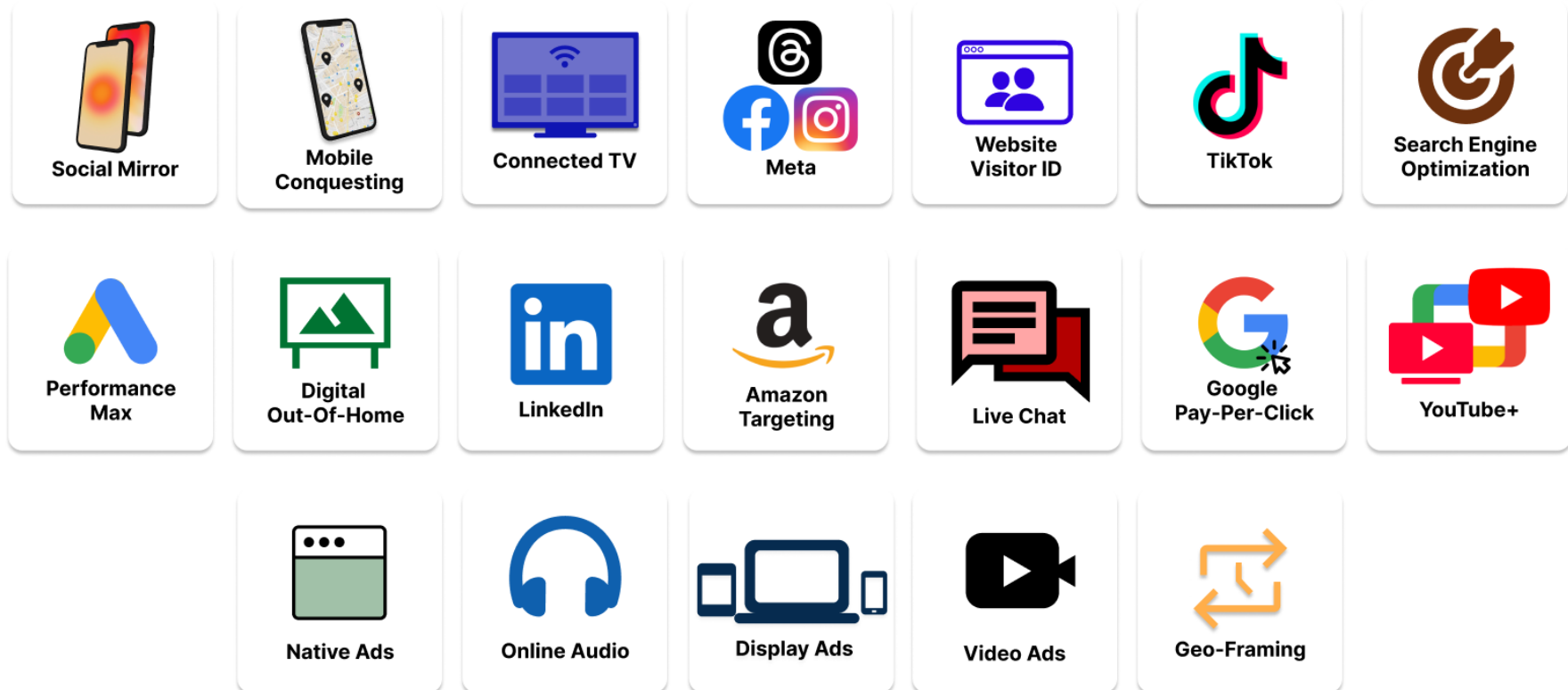
Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	3,858	1.88
Jul 02, 2026	3,288	1.81
Jul 03, 2026	3,289	2.29
Jul 04, 2026	3,258	1.99
Jul 05, 2026	3,241	2.14
Jul 06, 2026	3,419	3.37
Jul 07, 2026	3,693	1.73
Jul 08, 2026	3,919	1.66
Jul 09, 2026	3,989	1.86
Jul 10, 2026	5,621	2.09
Jul 11, 2026	4,454	1.77
Jul 12, 2026	5,125	2.26
Jul 13, 2026	4,661	2.65
Jul 14, 2026	4,829	2.14
Jul 15, 2026	4,538	1.97
Jul 16, 2026	2,082	1.71
Jul 17, 2026	4,624	1.84
Jul 18, 2026	4,894	1.75
Jul 19, 2026	4,652	1.98
Jul 20, 2026	4,666	2.00
Jul 21, 2026	4,420	2.00
Jul 22, 2026	4,405	2.49
Jul 23, 2026	4,720	2.28
Jul 24, 2026	4,434	2.56

Jul 25, 2026	4,580	2.23
Jul 26, 2026	4,704	2.12
Jul 27, 2026	4,831	2.66
Jul 28, 2026	3,904	2.07
Jul 29, 2026	4,332	2.25
Jul 30, 2026	4,810	1.95
Jul 31, 2026	4,237	1.75

All available products in our *toolbox*.



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