

Digital Marketing Report

Impressions

How many ads were served:

243,361

Clicks

Times a user clicked on an ad

668

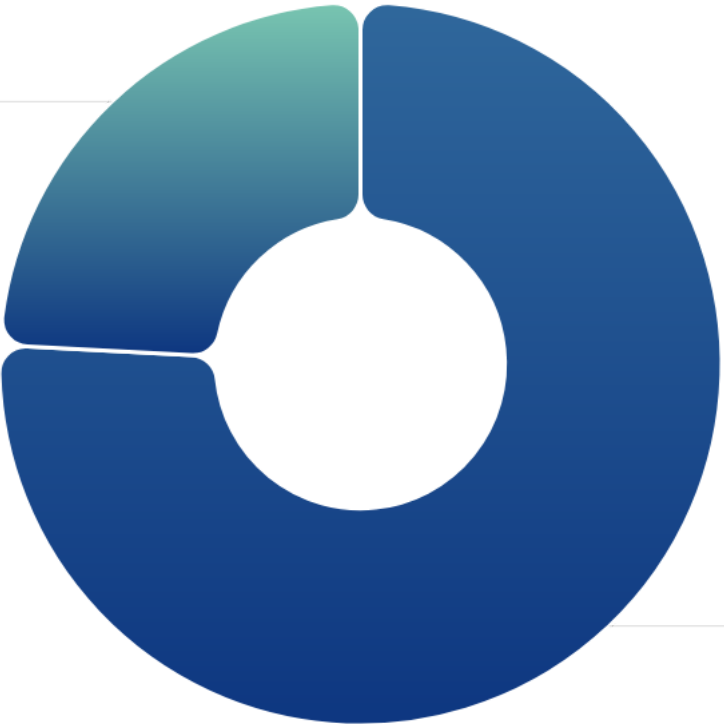
Click-Through Rate

(Clicks/Impressions) x 100

0.36%

Your Product Breakout by Impressions

Social
Mirror CTV



CTV Completion Rate

98.29%

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

0.42%

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

X the National Average

5.17

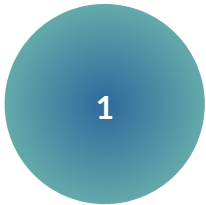
X the National Avg (.07%)

*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 - Springfield, MO - Summer - AI Social Mirror	93,572	453	0.48%	6.92
Midwest Technical Institute - Springfield, MO - Summer - Behavioral Social Mirror	70,412	173	0.25%	3.51
Midwest Technical Institute - Springfield, MO - Behavioral Social Mirror CTV	30,792	24	0.08%	1.11
Midwest Technical Institute - Springfield, MO - AI Social Mirror CTV	26,712	42	0.16%	2.25
Midwest Technical Institute - Springfield, MO - Summer - Keyword Social Mirror	19,678	34	0.17%	2.47
Midwest Technical Institute - Springfield, MO - Retargeting Social Mirror CTV	1,329	0	0.00%	0.00
Midwest Technical Institute - Springfield, MO - Summer - Retargeting Social Mirror	866	8	0.92%	13.20

Social Mirror Click Conversions

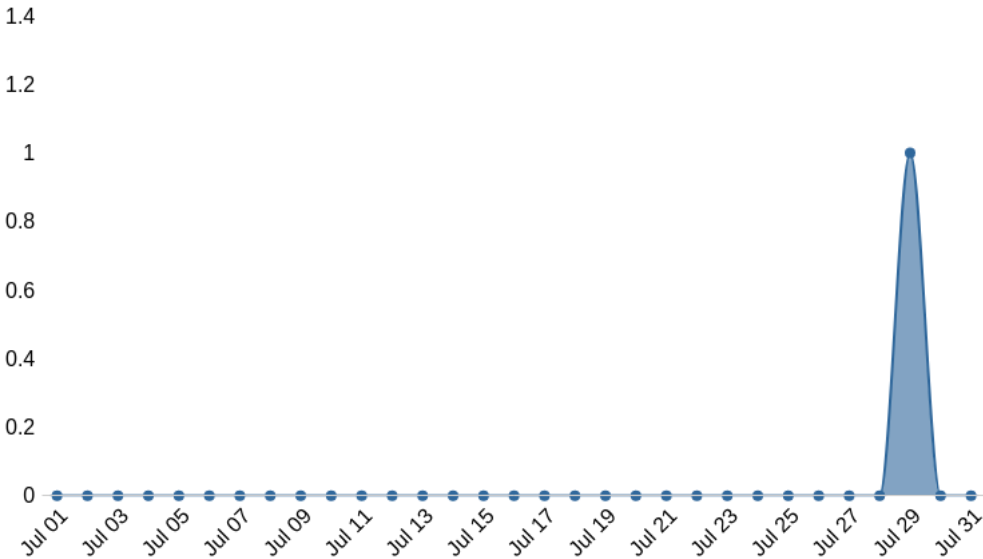


Times users clicked on an ad leading to your site and visited a page or completed an action

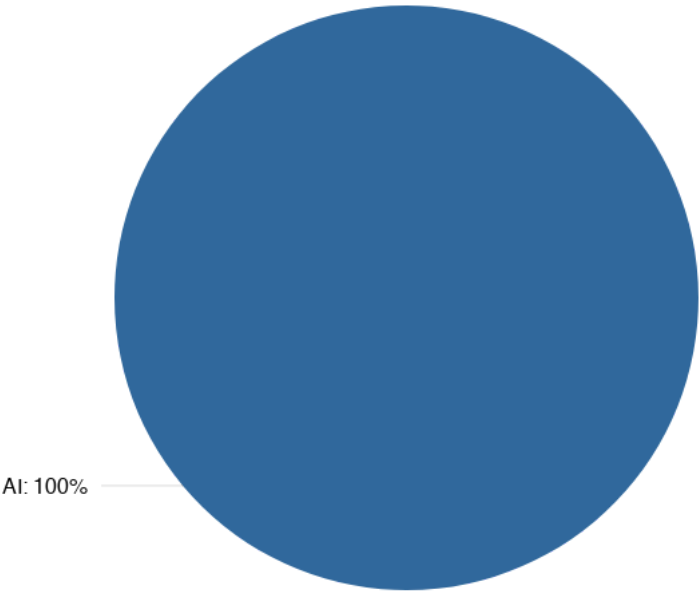
Social Mirror Click Conversion Performance Breakout

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

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

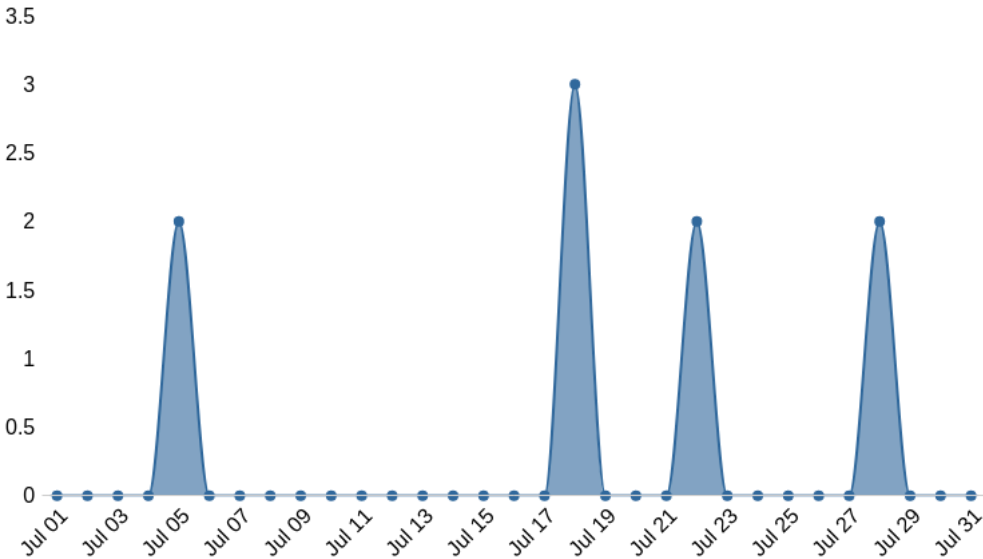


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

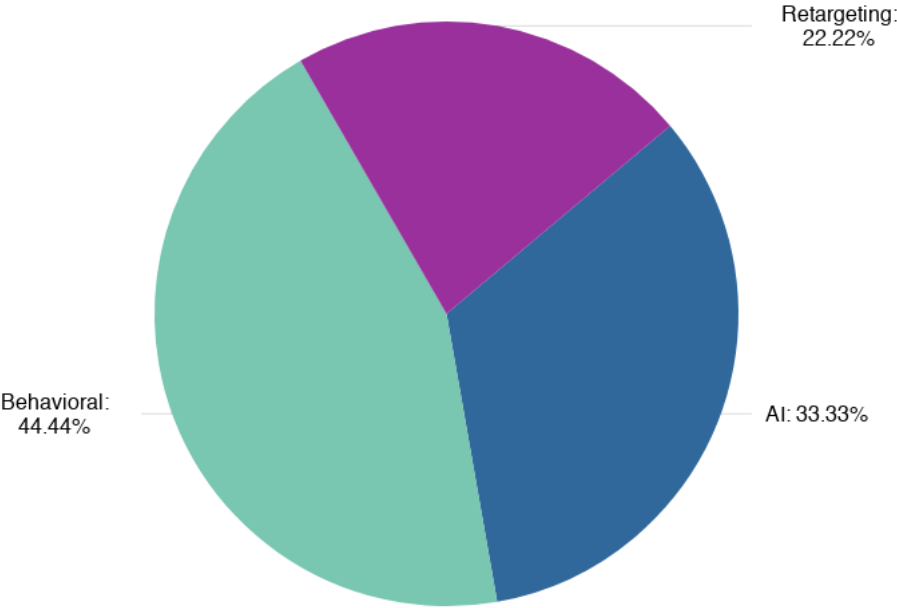
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Midwest Technical Institute Homepage Visits	4
MTI Homepage Visits	4
Midwest Technical Institute Take the Next Step Form Fill Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

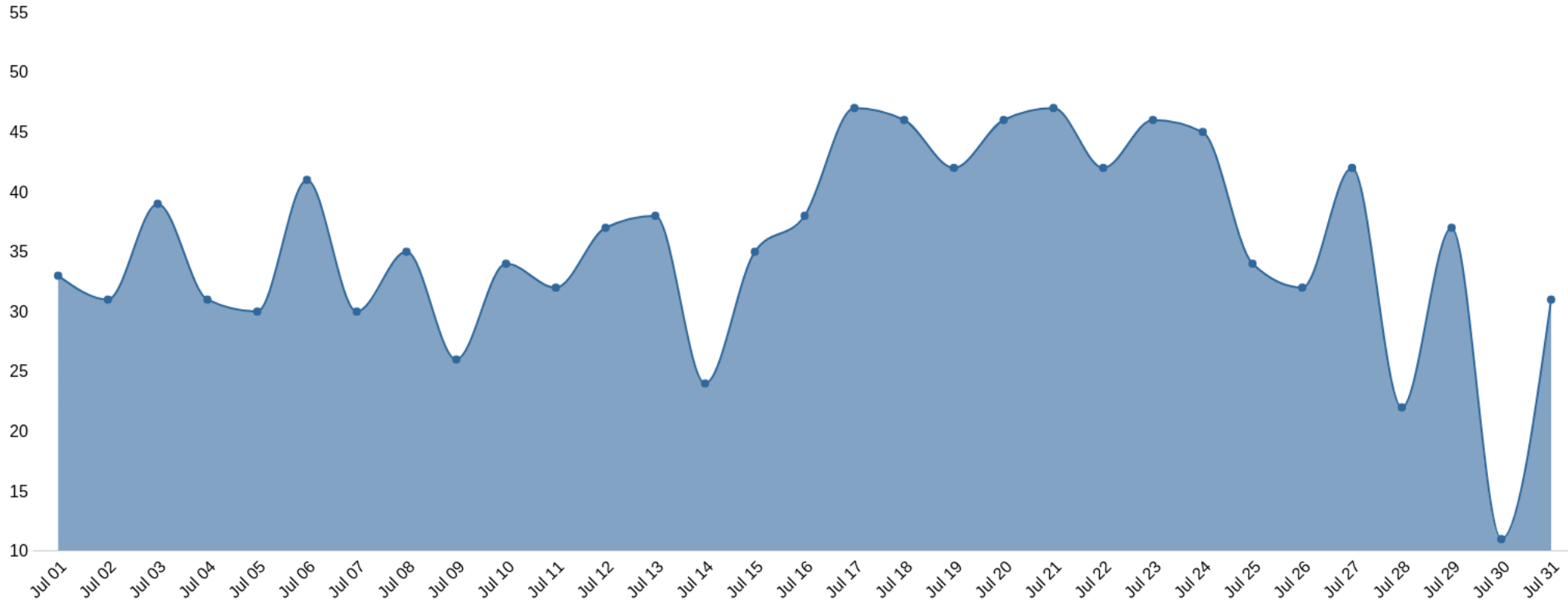


QR Code Scan Performance

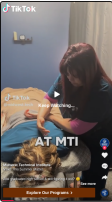
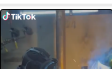


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



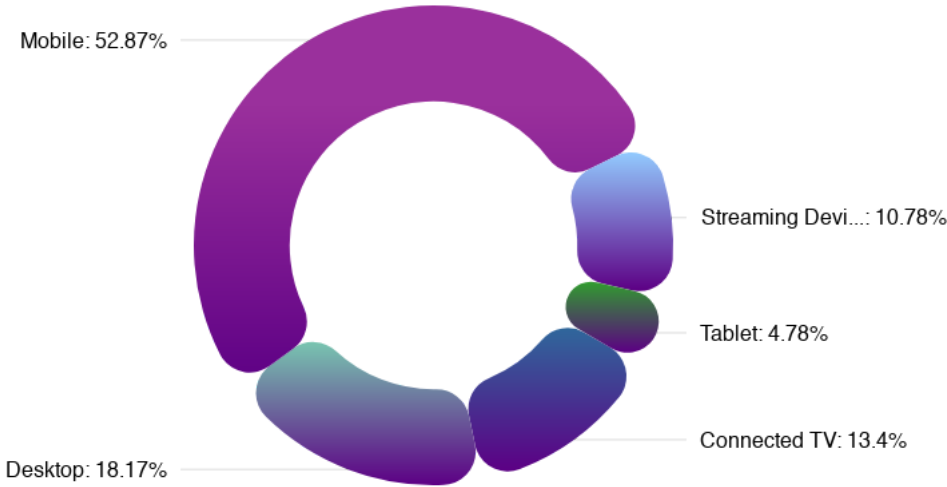
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Midwest Technical Institute - Springfield, MO_Social Mirror_TT_7.16_Healthcare	30,479	159	0.52%	7.45
	Midwest Technical Institute - Springfield, MO_Social Mirror_TT_7.16_All Programs	32,412	119	0.37%	5.24
	Midwest Technical Institute - Springfield, MO_Social Mirror_TT_6.15_Healthcare	35,607	114	0.32%	4.57
	Midwest Technical Institute - Springfield, MO_Social Mirror_TT_6.15_Skilled Trades	28,597	100	0.35%	5.00
	Midwest Technical Institute - Springfield, MO_Social Mirror_TT_6.15_All Programs	30,581	92	0.30%	4.30
	Midwest Technical Institute - Springfield, MO Social	26,440	80	0.30%	4.32

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Midwest Technical Institute - SP MO_SM CTV_6.1_Skilled Trades	27,643	98.10%
Thumbnail not available	Midwest Technical Institute - SP MO_SM CTV_6.1_Healthcare	25,289	98.48%
Thumbnail not available	Midwest Technical Institute - SP MO_SM CTV_6.1_All Programs	5,901	98.37%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	128,655	459	0.36%
Desktop	A personal computing device that remains stationary at one location.	44,230	178	0.40%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	32,602	26	0.08%
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.	26,231	40	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,643	31	0.27%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	7,490	16	0.21%
nypost.com	4,843	11	0.23%
tmz.com	3,026	3	0.10%
buzzfeed.com	2,933	3	0.10%
news-leader.com	2,778	10	0.36%
msn.com	2,713	0	0.00%
accuweather.com	2,189	1	0.05%
Fox News - Daily Breaking News	2,146	4	0.19%
mediotiempo.com	2,134	4	0.19%
huffpost.com	2,093	8	0.38%
theguardian.com	2,057	4	0.19%
hollywoodpq.com	2,051	16	0.78%
tumblr.com	1,761	0	0.00%
dailymail.com	1,688	14	0.83%
lawandcrime.com	1,583	0	0.00%
apnews.com	1,433	3	0.21%
baseball-reference.com	1,155	0	0.00%
Timehop - Memories Then & Now	1,135	1	0.09%
BuzzFeed - Quiz, Trivia & News	1,112	2	0.18%
kansascity.com	1,086	3	0.28%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	4,812	97.89%
		Vizio - Vizio WatchFree+	4,362	94.36%
		Tubi - Free Movies & TV	3,137	98.46%
		Telly - The Truly Smart TV	2,402	99.91%
		The Roku Channel	2,385	99.07%
		Tubi - Movies & TV Shows	1,347	98.45%

	Xfinity TV - Tubi	734	99.04%
	Sling: Live TV, Shows & Movies	667	98.88%
	Frndly TV	288	99.13%
	LG Channel App	219	64.92%



Avg Reach per Day



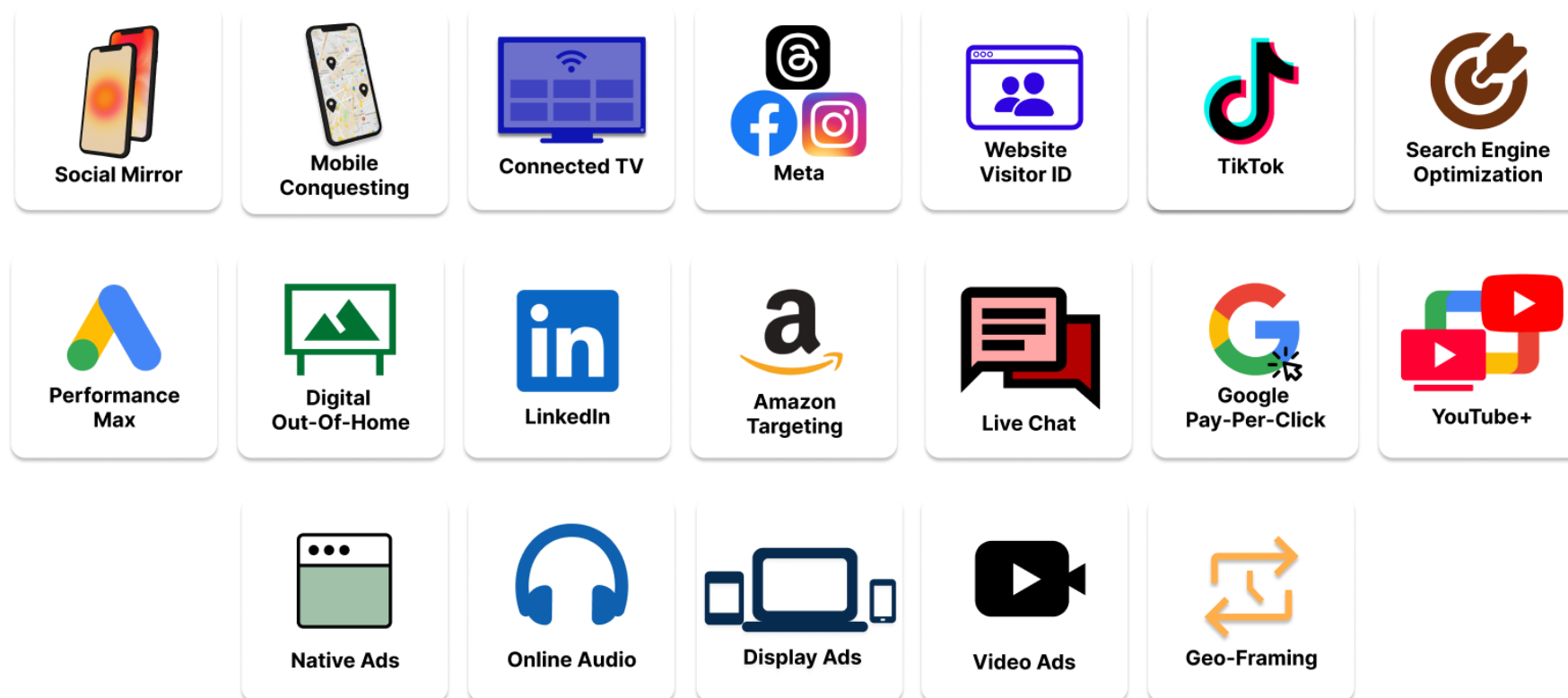
Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	3,811	2.15
Jul 02, 2026	3,536	1.59
Jul 03, 2026	3,522	2.01
Jul 04, 2026	3,882	2.08
Jul 05, 2026	4,233	1.92
Jul 06, 2026	3,981	1.94
Jul 07, 2026	3,389	3.35
Jul 08, 2026	3,033	3.36
Jul 09, 2026	4,020	2.47
Jul 10, 2026	4,390	2.04
Jul 11, 2026	4,530	2.26
Jul 12, 2026	5,187	1.86
Jul 13, 2026	4,219	1.79
Jul 14, 2026	4,515	1.50
Jul 15, 2026	4,505	1.76
Jul 16, 2026	3,981	2.42
Jul 17, 2026	4,482	1.88
Jul 18, 2026	4,428	1.90
Jul 19, 2026	3,480	2.14
Jul 20, 2026	3,996	2.08
Jul 21, 2026	4,062	2.89
Jul 22, 2026	4,033	2.02
Jul 23, 2026	4,571	2.78
Jul 24, 2026	4,208	2.57

Jul 25, 2026	4,136	3.70
Jul 26, 2026	4,007	1.94
Jul 27, 2026	4,389	1.94
Jul 28, 2026	4,107	1.97
Jul 29, 2026	4,928	1.72
Jul 30, 2026	4,790	1.87
Jul 31, 2026	3,906	2.02

All available products in our *toolbox*.



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