

Digital Marketing Report

Impressions

How many ads were served:

243,415

Clicks

Times a user clicked on an ad

936

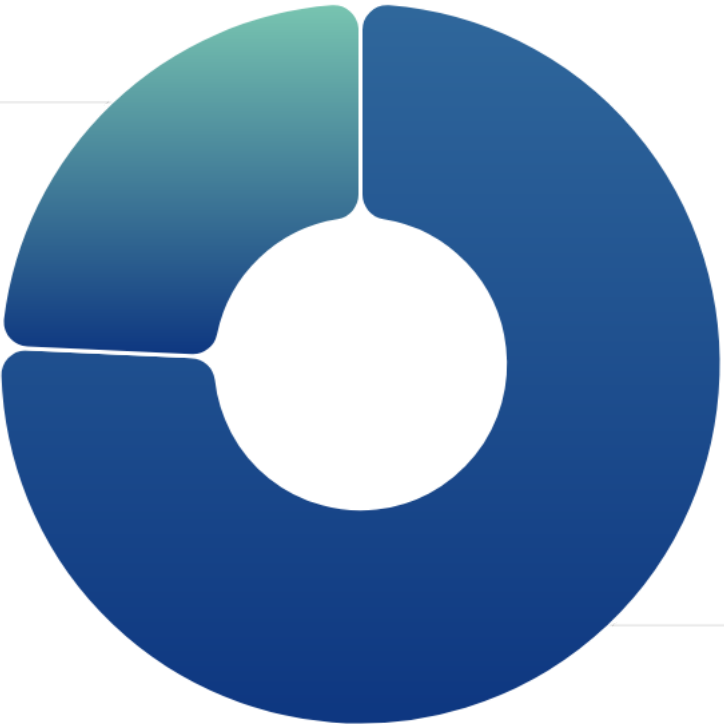
Click-Through Rate

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

0.51%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

98.56%

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

0.56%

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

X the National Average

7.25

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, IL - Summer - AI Social Mirror	98,356	600	0.61%	8.71
Midwest Technical Institute - Springfield, IL - Summer - Behavioral Social Mirror	65,933	270	0.41%	5.85
Midwest Technical Institute - Springfield, IL - Behavioral Social Mirror CTV	30,613	45	0.15%	2.10
Midwest Technical Institute - Springfield, IL - AI Social Mirror CTV	27,165	47	0.17%	2.47
Midwest Technical Institute - Springfield, IL - Summer - Keyword Social Mirror	19,130	63	0.33%	4.70
Midwest Technical Institute - Springfield, IL - Retargeting Social Mirror CTV	1,292	1	0.08%	1.11
Midwest Technical Institute - Springfield, IL - Summer - Retargeting Social Mirror	926	3	0.32%	4.63

Social Mirror View-through Conversions

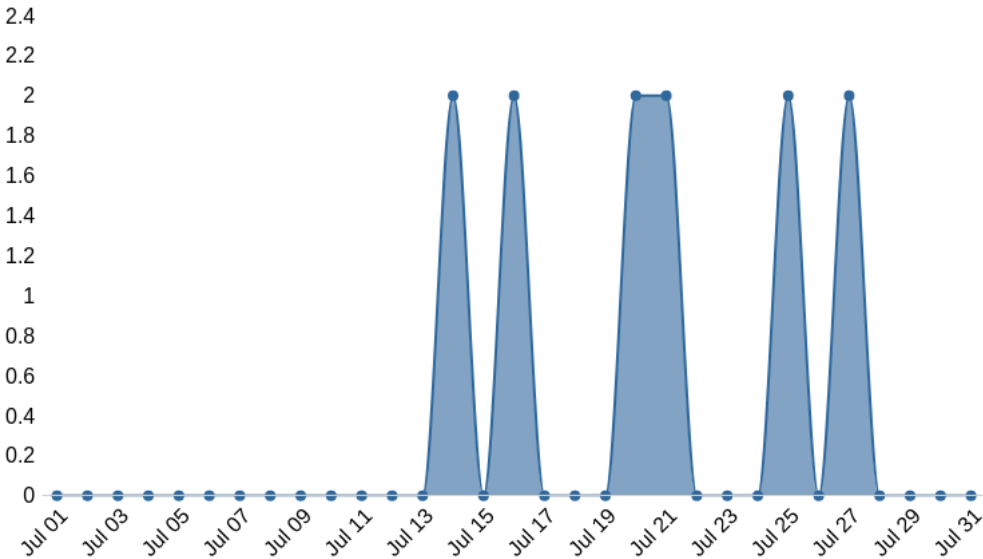


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

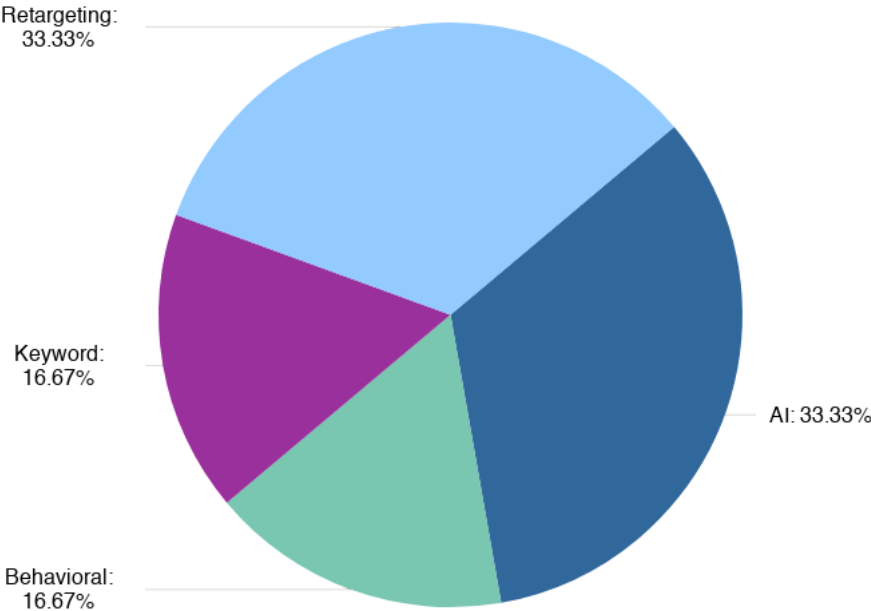
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Midwest Technical Institute Homepage Visits	6
MTI Homepage Visits	6

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

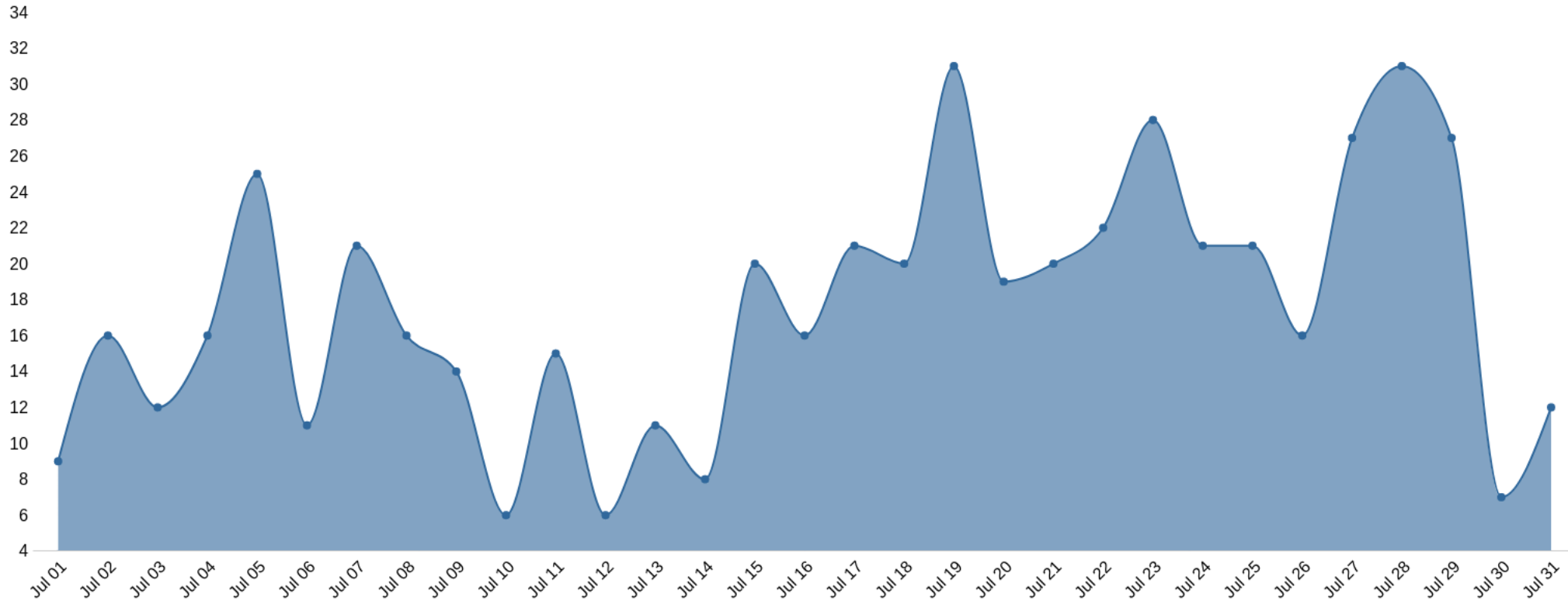


QR Code Scan Performance

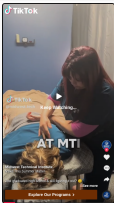
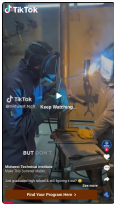
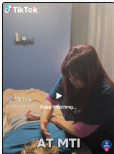


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



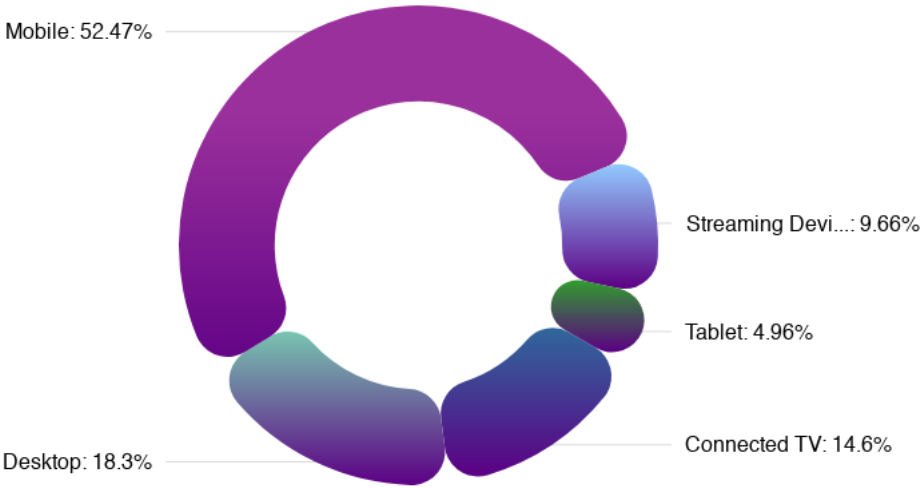
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_6.15_Healthcare	36,484	216	0.59%	8.46
	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_7.16_Healthcare	31,838	185	0.58%	8.30
Thumbnail not available	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_6.15_Skilled Trades	27,187	174	0.64%	9.14
	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_6.15_All Programs	30,910	145	0.47%	6.70
	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_7.16_Skilled Trades	35,428	133	0.38%	5.36
	Midwest Technical Institute - Springfield, IL_Social Mirror_TT_7.16_All Programs	22,016	83	0.38%	5.39

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Midwest Technical Institute - SP IL_SM CTV_6.1_Healthcare	27,363	98.80%
Thumbnail not available	Midwest Technical Institute - SP IL_SM CTV_6.1_Skilled Trades	25,625	98.41%
Thumbnail not available	Midwest Technical Institute - SP IL_SM CTV_6.1_All Programs	6,082	98.06%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	127,729	646	0.51%
Desktop	A personal computing device that remains stationary at one location.	44,534	212	0.48%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	35,546	56	0.16%
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.	23,524	37	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,082	78	0.65%

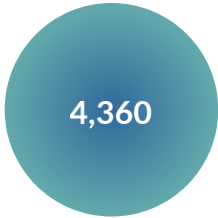
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	4,685	6	0.13%
nypost.com	4,385	8	0.18%
msn.com	3,910	0	0.00%
foxillinois.com	3,082	5	0.16%
tmz.com	3,082	6	0.19%
huffpost.com	2,808	5	0.18%
accuweather.com	2,176	2	0.09%
Fox News - Daily Breaking News	1,844	0	0.00%
buzzfeed.com	1,806	5	0.28%
arcamax.com	1,732	4	0.23%
brezzamistica.info	1,639	2	0.12%
Timehop - Memories Then & Now	1,368	3	0.22%
BuzzFeed - Quiz, Trivia & News	1,318	2	0.15%
washingtonpost.com	1,250	1	0.08%
dailymail.com	1,092	5	0.46%
herald-review.com	1,085	7	0.65%
shopgoodwill.com	1,082	1	0.09%
apnews.com	939	4	0.43%
Tinybeans Private Family Album	926	0	0.00%
baseball-reference.com	920	2	0.22%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	4,668	99.30%
		Tubi - Free Movies & TV	4,350	97.72%
		The Roku Channel	4,005	97.03%
		Tubi - Movies & TV Shows	3,854	98.42%
		Vizio - Vizio WatchFree+	3,847	96.26%
		Telly - The Truly Smart TV	2,411	99.02%

	Xfinity TV - Tubi	614	96.77%
	Scripps News	388	100.71%
	LG Channel App	363	98.54%
	Plex: Stream Movies & TV	350	100.00%



Avg Reach per Day



Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	4,191	1.77
Jul 02, 2026	3,422	2.88
Jul 03, 2026	3,616	1.86
Jul 04, 2026	4,076	3.42
Jul 05, 2026	3,822	1.58
Jul 06, 2026	3,716	1.97
Jul 07, 2026	3,623	2.79
Jul 08, 2026	3,452	2.16
Jul 09, 2026	3,658	2.29
Jul 10, 2026	5,133	2.19
Jul 11, 2026	4,652	2.07
Jul 12, 2026	4,691	1.92
Jul 13, 2026	5,229	1.98
Jul 14, 2026	4,710	1.75
Jul 15, 2026	4,294	2.02
Jul 16, 2026	4,186	2.05
Jul 17, 2026	4,503	2.66
Jul 18, 2026	4,334	2.08
Jul 19, 2026	4,238	2.33
Jul 20, 2026	3,733	2.42
Jul 21, 2026	3,936	2.58
Jul 22, 2026	4,249	2.68
Jul 23, 2026	4,502	2.16
Jul 24, 2026	4,307	2.86

Jul 25, 2026	4,202	2.48
Jul 26, 2026	4,185	2.12
Jul 27, 2026	4,489	2.06
Jul 28, 2026	4,622	1.69
Jul 29, 2026	4,481	2.12
Jul 30, 2026	4,270	2.68
Jul 31, 2026	4,265	2.24

All available products in our *toolbox*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



Live Chat



Google Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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