

Digital Marketing Report

Impressions

How many ads were served:

73,000

Clicks

Times a user clicked on an ad

89

Click-Through Rate

(Clicks/Impressions) x 100

0.12%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

44.33%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.14%

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

X the National Average

1.74

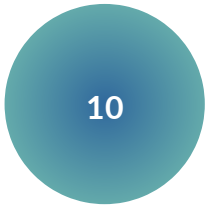
X the National Avg (.07%)

*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%)
Universal Plumbing - Keyword Social Mirror	35,466	51	0.14%	2.05
Universal Plumbing - Homeowners AND Women/Ages 35-64 Behavioral Social Mirror	34,259	28	0.08%	1.17
Universal Plumbing - Retargeting Social Mirror	3,275	10	0.31%	4.36

Social Mirror View-through Conversions

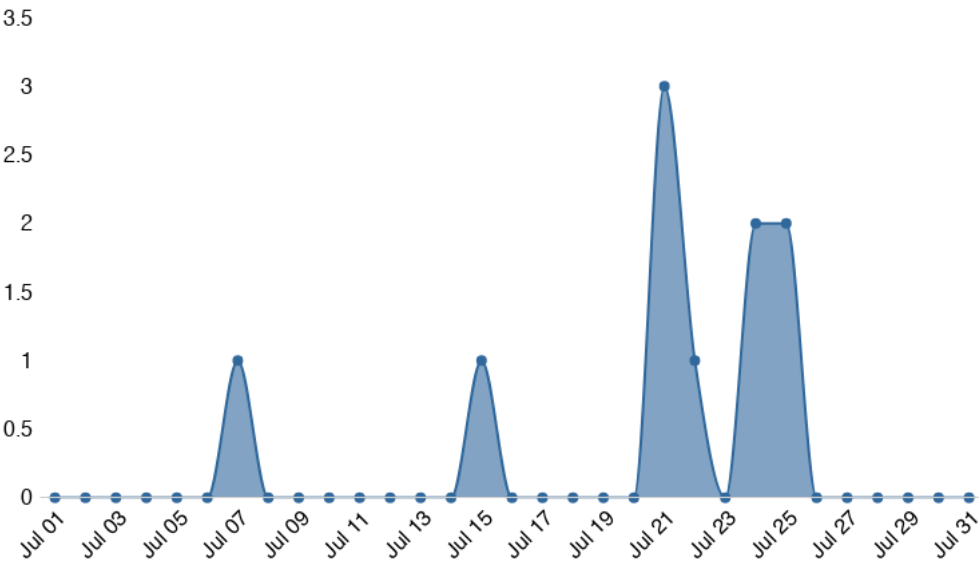


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

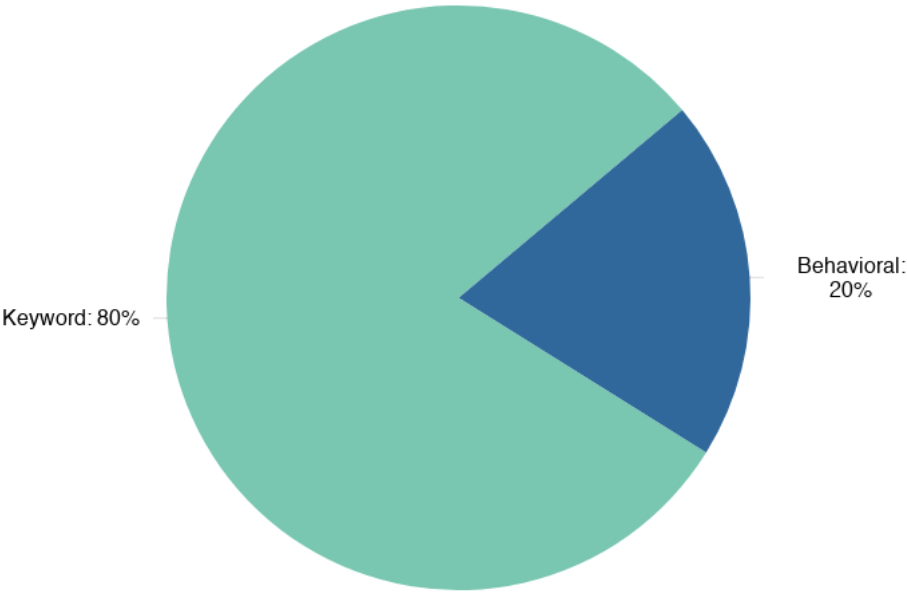
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Universal Plumbing Homepage Visits	10

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%)
Thumbnail not available	Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	41,175	56	0.14%	1.94
Thumbnail not available	Universal Plumbing_Social Mirror_5.26.26_40 years of doing it the right way	31,825	33	0.10%	1.48

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00012	Video	Click to View	5.61%	0.89%
Universal Plumbing_Social Mirror_5.26.26_40 years of doing it the right way	Variant: Original	Video	Click to View	3.99%	0.89%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00015	Video	Click to View	3.87%	0.63%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00003	Video	Click to View	3.84%	0.56%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00002	Video	Click to View	3.84%	0.71%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00014	Video	Click to View	3.81%	0.45%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00011	Video	Click to View	3.78%	0.49%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00010	Video	Click to View	3.26%	0.48%
Universal Plumbing_Social Mirror_5.26.26_40 years of doing it the right way	Variant: V_00003	Video	Click to View	3.25%	0.70%
Universal Plumbing_Social Mirror_3.10.26_We've been serving the community	Variant: V_00006	Video	Click to View	3.20%	0.85%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	35,977	30	0.08%
Mobile	A portable electronic device that can connect to the internet.	33,673	57	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,322	2	0.06%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	6,490	2	0.03%
hometalk.com	4,846	7	0.14%
Pinterest	4,287	5	0.12%
aol.com	2,469	0	0.00%
diycandy.com	1,204	0	0.00%
pinterest.com	1,189	0	0.00%
rvingknowhow.com	1,180	0	0.00%
imdb.com	1,108	1	0.09%
zillow.com	914	0	0.00%
ebay.com	750	0	0.00%
theplywood.com	559	0	0.00%
luxedreamer.com	516	0	0.00%
legacy.com	422	0	0.00%
familyhandyman.com	402	0	0.00%
crochet365knittoo.com	397	0	0.00%
itexamanswers.net	320	1	0.31%
toolbaz.com	312	0	0.00%
apnews.com	308	2	0.65%
spacedaily.com	306	0	0.00%
dailymail.com	297	0	0.00%

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.