



Digital Marketing Report

Impressions

How many ads were served:

193,159

Clicks

Times a user clicked on an ad

260

Click-Through Rate

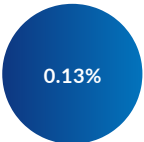
(Clicks/Impressions) x 100

0.13%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Age 33-55 AND Professors/Teachers Behavioral Social Mirror	81,474	74	0.09%	1.30
Summit Financial Wealth Advisors - AI Social Mirror	63,711	89	0.14%	2.00
Summit Financial Wealth Advisors -Keyword Social Mirror	47,974	97	0.20%	2.89



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Summit Financial Wealth Advisors_Social Mirror_Summit Financial Graphic VER 2	193,159	260	0.13%	1.92



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	123,663	184	0.15%
Desktop	A personal computing device that remains stationary at one location.	54,042	64	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	15,454	12	0.08%

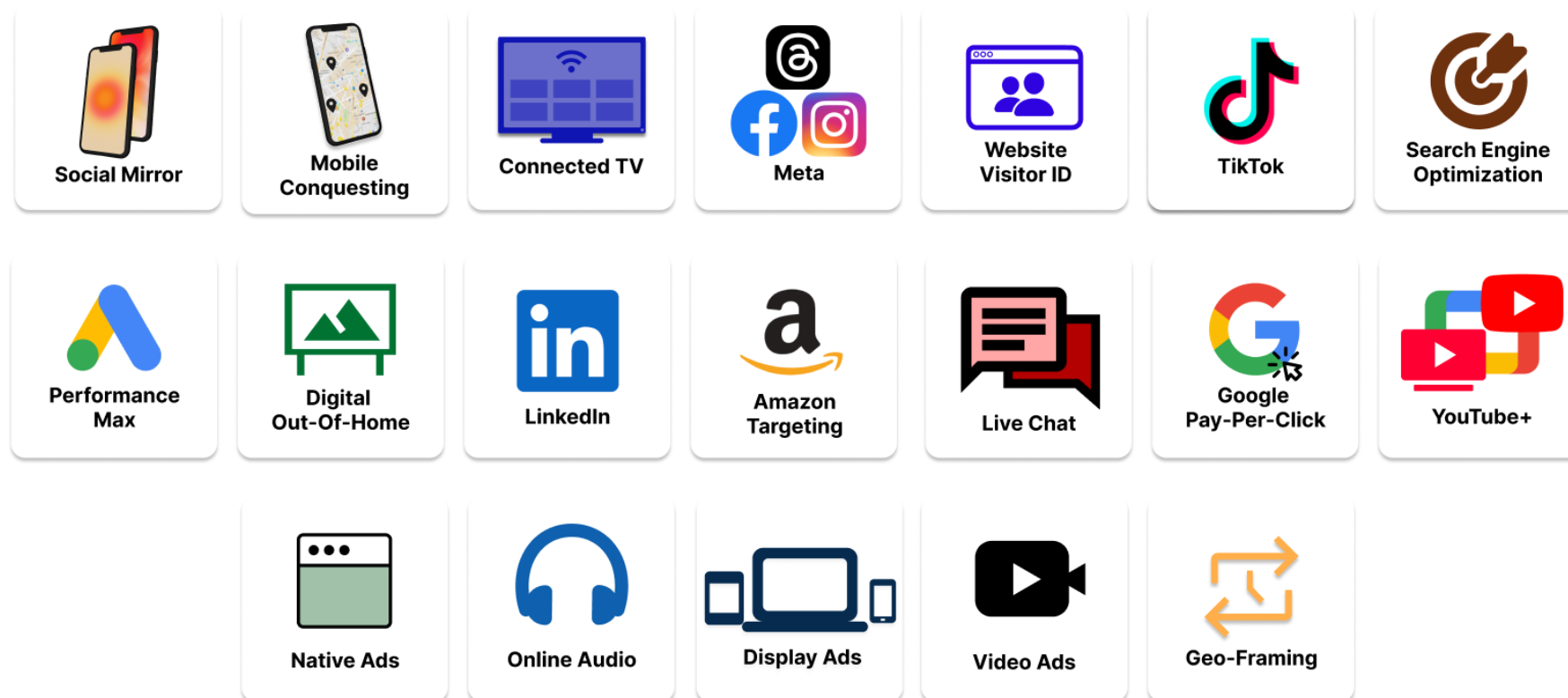


Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	16,190	2	0.01%
purdueexponent.org	3,425	0	0.00%
jconline.com	3,181	6	0.19%
usatoday.com	3,043	0	0.00%
arcamax.com	2,349	3	0.13%
nypost.com	2,322	2	0.09%
foxnews.com	2,140	3	0.14%
crispcrumbs.com	1,702	6	0.35%
apnews.com	1,693	1	0.06%
signupgenius.com	1,478	0	0.00%
The Scoop	1,432	1	0.07%
wrestlezone.com	1,162	0	0.00%
rezepty.com	1,152	0	0.00%
themirror.com	1,152	6	0.52%
BuzzFeed - Quiz, Trivia & News	1,087	1	0.09%
tumblr.com	1,050	0	0.00%
T-Mobile Play	976	0	0.00%
weather.com	955	0	0.00%
huffpost.com	936	1	0.11%
tmz.com	870	1	0.11%



All available products in our *toolbox*.



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