

Digital Marketing Report

Impressions

How many ads were served:

126,109

Clicks

Times a user clicked on an ad

1,079

Click-Through Rate

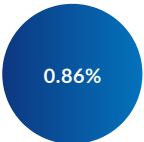
(Clicks/Impressions) x 100

0.86%

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%)
Higher Love - Cannabis/CBD Behavioral Social Mirror	105,370	889	0.84%	12.05
Higher Love - Retargeting Social Mirror	20,723	190	0.92%	13.10
Higher Love - Geo-Fencing Social Mirror	16	0	0.00%	0.00

Social Mirror View-through Conversions

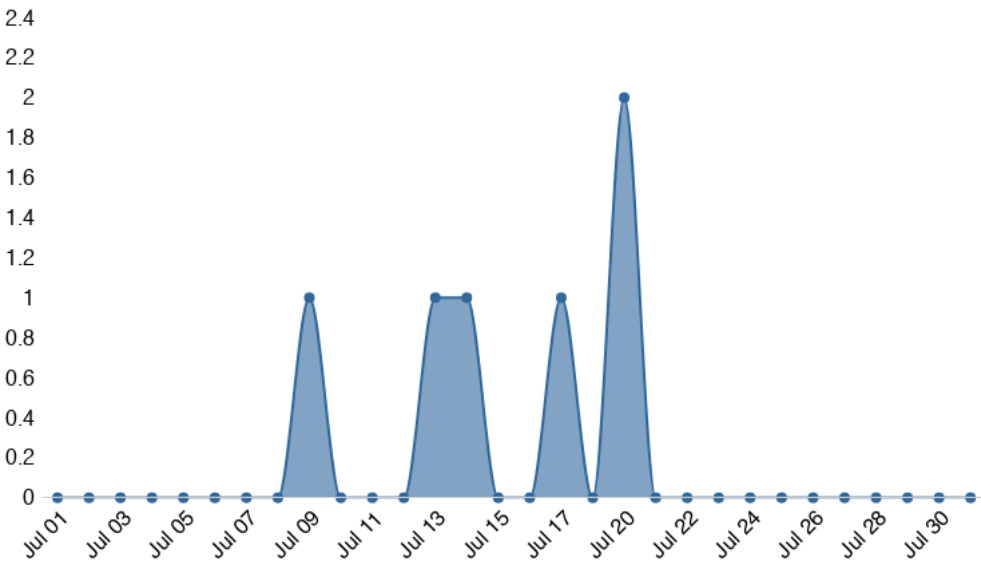


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

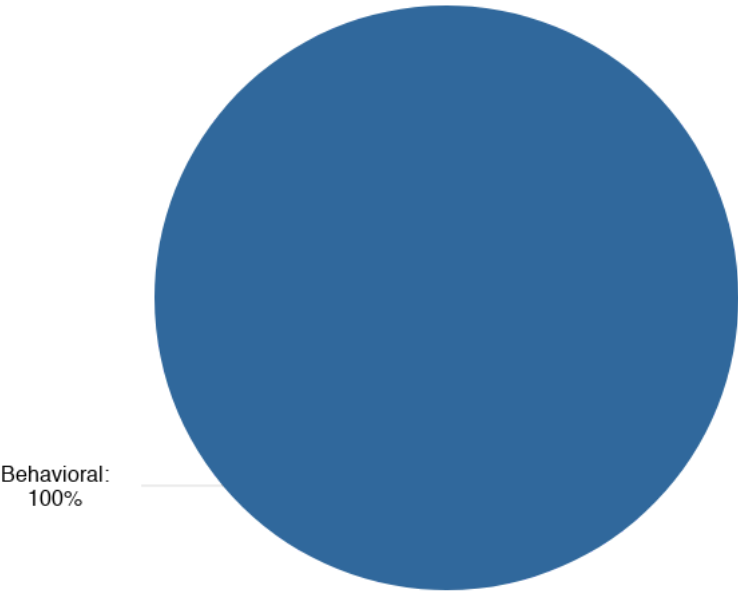
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Higher Love Homepage Visits	5
Higher Love Find a Location Click Conversion	1

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%)
	Higher Love_9.3_Black_IG_The best quality, selection, prices, and products_300x250	58,530	466	0.80%	11.37
	Higher Love_9.3_Black_FB_The best quality, selection, prices, and products_300x250	60,432	449	0.74%	10.61
	Higher Love_9.3_Black_IG_The best quality, selection, prices, and products_320x480	2,076	63	3.03%	43.35
	Higher Love_9.3_Black_FB_The best quality, selection, prices, and products_320x480	1,356	38	2.80%	40.03
	Higher Love_9.3_Black_FB_The best quality, selection, prices, and products_300x600	1,829	32	1.75%	24.99
	Higher Love_9.3_Black_IG_The best quality, selection, prices, and products_300x600	1,886	31	1.64%	23.48

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	61,420	370	0.60%
Mobile	A portable electronic device that can connect to the internet.	37,445	411	1.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,330	55	4.14%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16	0	0.00%
Set Top Box	A device that connects to a TV and provides streaming content, such as Roku, Fire TV, and Chromecast.	1	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	2,538	67	0.09%
wkow.com	1,874	0	0.00%
wqow.com	1,549	0	0.00%
mob.app.com.fiogonia.drop	1,408	17	0.02%
mob.app.com.fiogonia.rummy500	1,391	22	0.04%
mob.app.com.fiogonia.yatzy	1,213	25	0.05%
mob.app.com.fiogonia.blockjam	1,140	4	0.01%
mob.app.com.digitalturbine.android.apps.news.uscellular	903	0	0.00%
mob.app.droom.sleepifucan	870	4	0.01%
arcamax.com	868	33	0.16%
mob.app.com.weather.weather	861	0	0.00%
wxow.com	777	1	0.00%
uscc.get-moment.com	714	0	0.00%
mob.app.com.fiogonia.spades	599	17	0.06%
cuttty.com	597	28	0.03%
mob.app.com.fbig.words	541	3	0.01%
joemygod.com	499	2	0.00%
m.imdb.com	496	3	0.01%
funnyjunk.com	441	1	0.00%
chess.com	434	8	0.07%

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.