

Digital Marketing Report

Impressions

How many ads were served:

120,423

Clicks

Times a user clicked on an ad

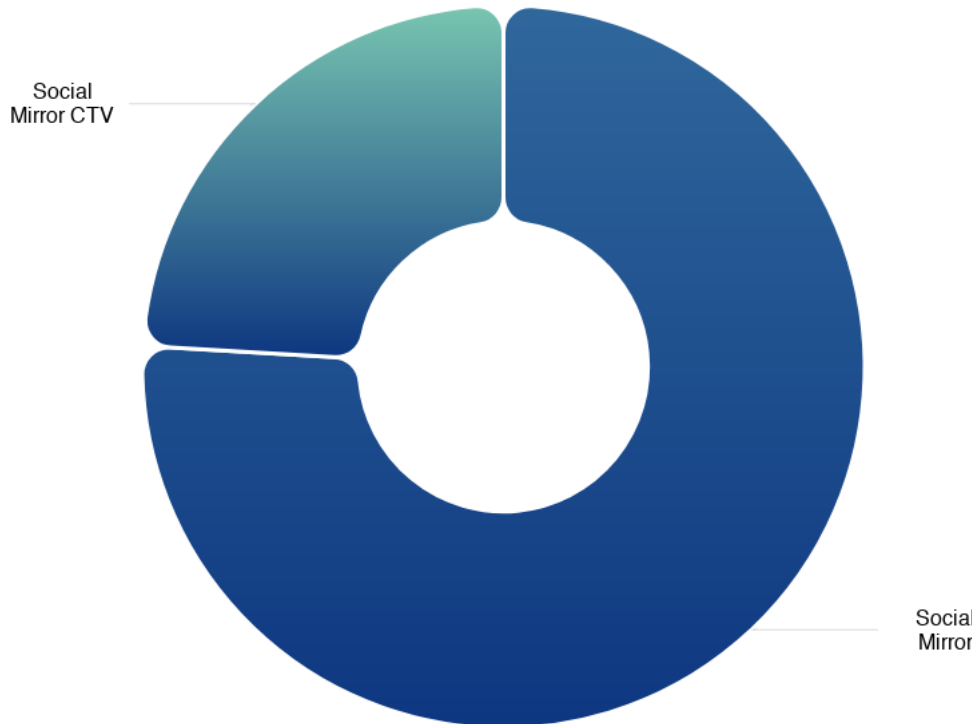
1,874

Click-Through Rate

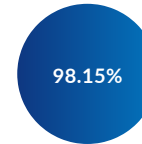
(Clicks/Impressions) x 100

2.05%

Your Product Breakout by Impressions



CTV Completion Rate



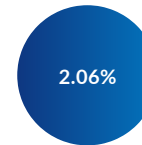
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

Total Engagement Rate



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

X the National Average



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%)
USD - Medical Terminology - AI Social Mirror	45,817	1,112	2.43%	34.67
USD - Medical Terminology - Behavioral Social Mirror CTV	27,575	49	0.18%	2.54
USD - Medical Terminology - Behavioral Social Mirror	27,442	635	2.31%	33.06
USD - Medical Terminology - Keyword Social Mirror	17,353	122	0.70%	10.04
USD - Medical Terminology - Retargeting Social Mirror CTV	1,424	2	0.14%	2.01
USD - Medical Terminology - Retargeting Social Mirror	812	5	0.62%	8.80

Social Mirror Click Conversions

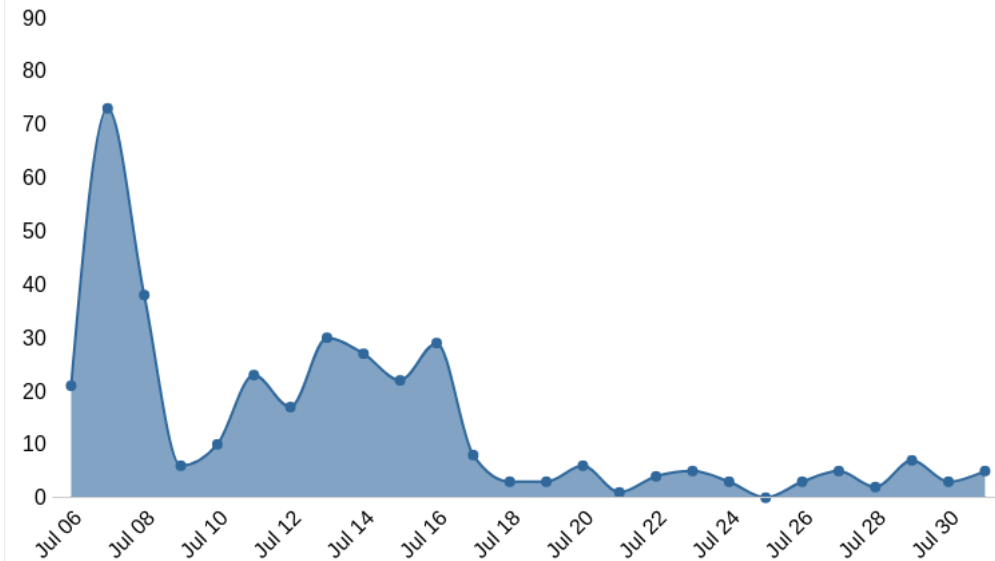


Times users clicked on an ad leading to your site and visited a page or
completed an action

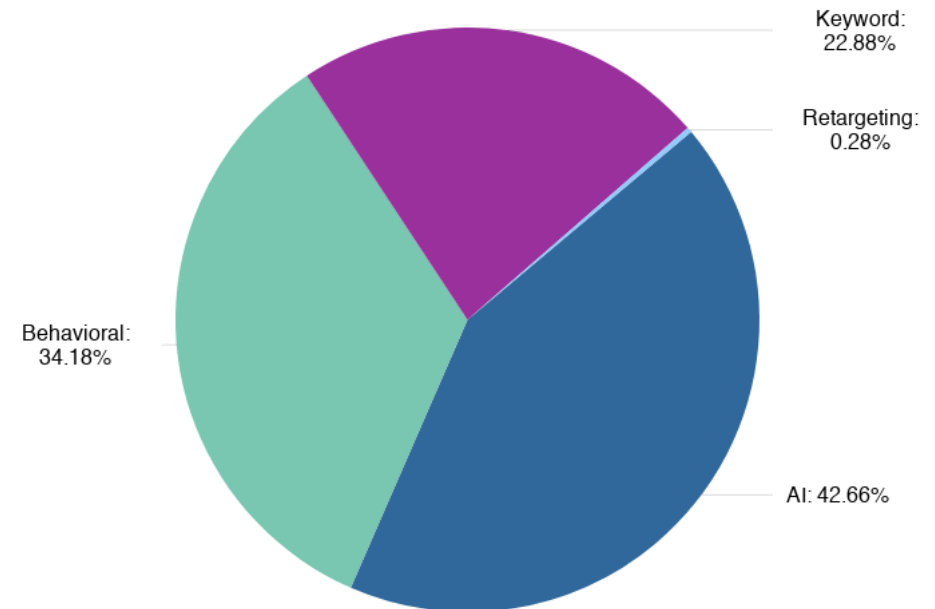
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
USD - Medical Terminology - Medical Terminology Page View	239
USD - Medical Terminology - Medical Terminology Scrolls Page View	104
USD - Medical Terminology - Why is Medical Terminology Important Page View	5
USD - Medical Terminology - Healthcare Programs Page View	4
USD - Medical Terminology - Add to Cart Click Conversion	1
USD - Medical Terminology - Healthcare Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

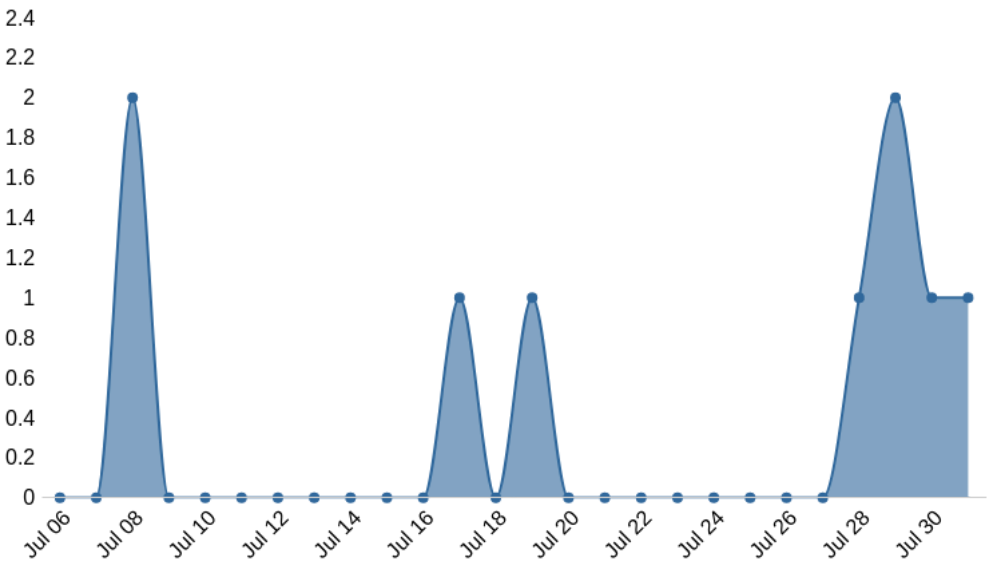


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

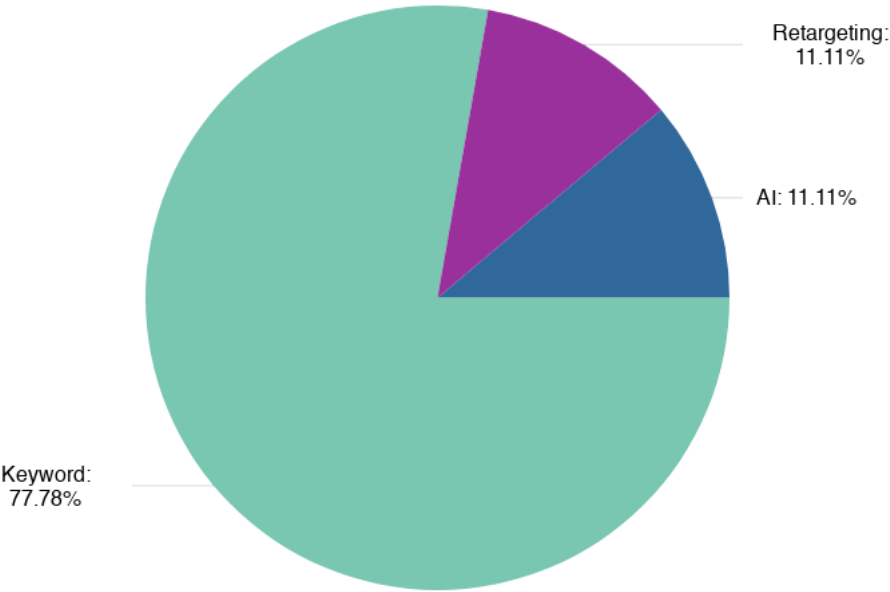
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
USD - Medical Terminology - Medical Terminology Page View	8
USD - Medical Terminology - Medical Terminology Scrolls Page View	1

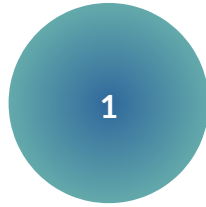
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

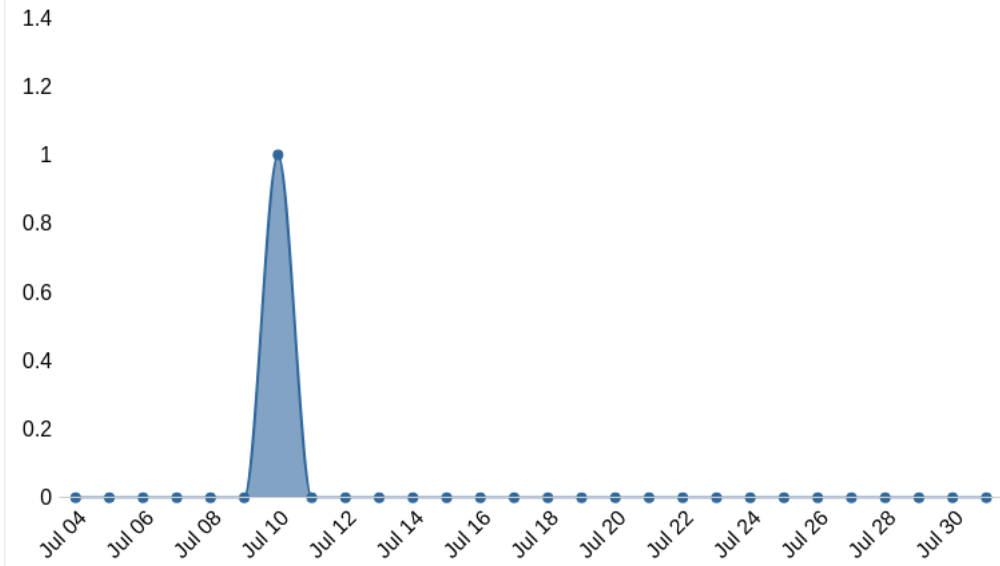


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
USD - Medical Terminology - Healthcare Programs Page View	1

Social Mirror CTV View-through Conversions by Day

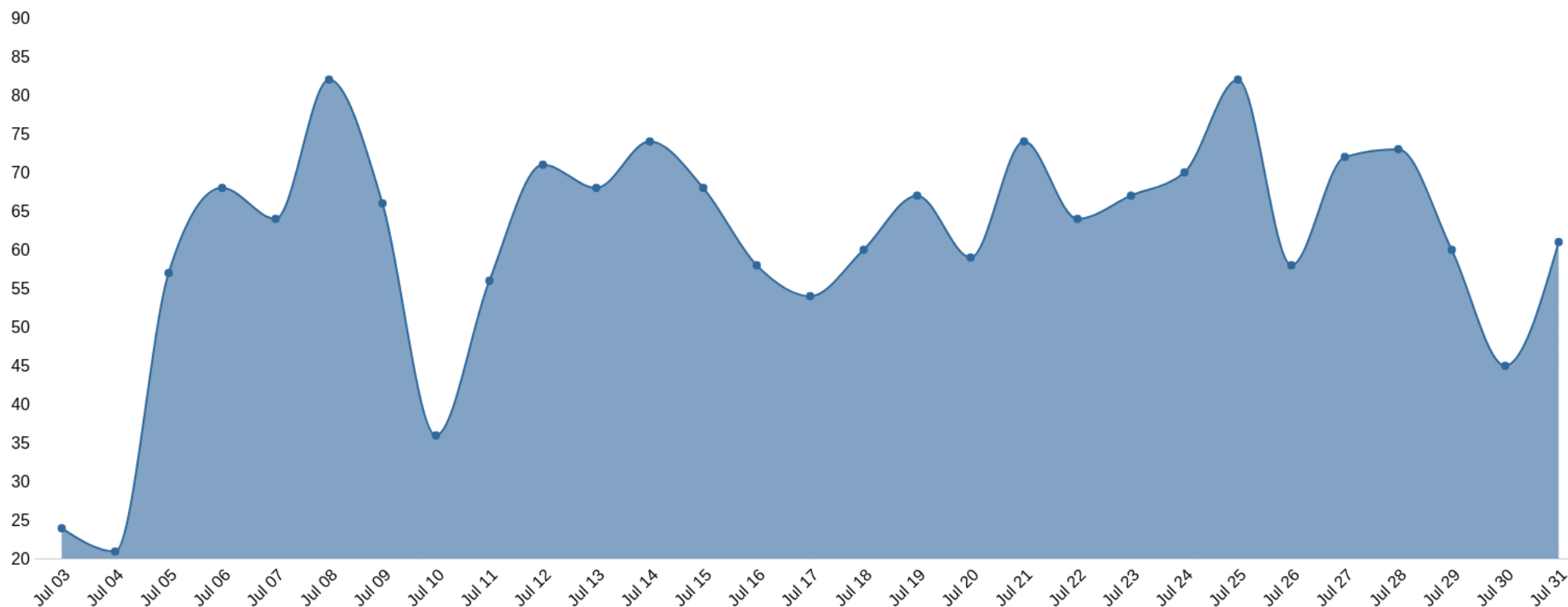


QR Code Scan Performance

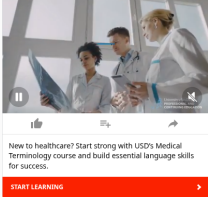
1,779

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%)
	USD - Medical Terminology_Social Mirror_Story_3.5_Medical Terminology_Prepare	63,482	1,644	2.59%	37.00
Thumbnail not available	USD - Medical Terminology_Social Mirror_YT_3.5_Medical Terminology_Prepare	22,293	219	0.98%	14.03
	USD - Medical Terminology_Social Mirror_Story_3.5_Medical Terminology_Looking	2,851	6	0.21%	3.01
	USD - Medical Terminology_Social Mirror_YT_3.5_Medical Terminology_New	2,798	5	0.18%	2.55

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	USD - Medical Terminology_Social Mirror CTV_3.17_Medical_Looking	10,059	97.87%
Thumbnail not available	USD - Medical Terminology_Social Mirror CTV_3.17_Medical_Prepare	9,593	98.12%
Thumbnail not available	USD - Medical Terminology_Social Mirror CTV_3.17_Medical_New	9,347	98.50%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	6,893	204	2.96%	42.28
92154	3,730	45	1.21%	17.23
92021	3,225	77	2.39%	34.11
92054	3,162	52	1.64%	23.49
91910	3,144	64	2.04%	29.08
92109	3,036	46	1.52%	21.65
92020	2,974	49	1.65%	23.54
92114	2,930	48	1.64%	23.40
91911	2,814	58	2.06%	29.44
92110	2,461	17	0.69%	9.87
92117	2,452	23	0.94%	13.40
92025	2,402	54	2.25%	32.12
92126	2,268	33	1.46%	20.79
92011	2,224	8	0.36%	5.14
92057	2,213	35	1.58%	22.59
92115	2,042	39	1.91%	27.28
92056	2,034	30	1.47%	21.07
92104	1,962	26	1.33%	18.93
92071	1,943	46	2.37%	33.82
92113	1,924	49	2.55%	36.38

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	45,736	1,509	3.30%
Desktop	A personal computing device that remains stationary at one location.	40,410	339	0.84%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	19,481	34	0.17%
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.	9,518	17	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,278	26	0.49%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
OfferUp: Buy. Sell. Letgo.	10,057	1,231	12.24%
nypost.com	5,000	15	0.30%
huffpost.com	3,982	1	0.03%
msn.com	2,453	1	0.04%
dailymail.com	1,918	3	0.16%
theguardian.com	1,777	3	0.17%
aol.com	1,401	0	0.00%
wrestlezone.com	1,179	1	0.08%
apnews.com	1,110	6	0.54%
soniz.xyz	785	7	0.89%
themompack.com	762	3	0.39%
viber.com	512	0	0.00%
studentdoctor.net	450	0	0.00%
bolavip.com	439	0	0.00%
lawandcrime.com	414	0	0.00%
tunein.com	327	1	0.31%
libero.pe	326	3	0.92%
foxnews.com	283	2	0.71%
wantskicks.com	261	0	0.00%
wrestletalk.com	233	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,831	96.11%
	Telly - The Truly Smart TV	2,593	99.95%
	Vizio - Vizio WatchFree+	2,327	98.08%
	Tubi - Movies & TV Shows	1,762	98.25%
	The Roku Channel	1,522	98.11%
	Tubi - Free Movies & TV	945	97.87%

	Roku - Tubi	433	100.00%
	Pluto TV - Live TV and Movies	204	26.55%
	Samsung TV - Tubi	92	100.44%
	ViX: Stream Shows, Sports, News	66	100.00%

58,254	44,675	22,854	51.16%	34,444	29,617	38,249
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.30			664:51:34			
SESSIONS PER USER			TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

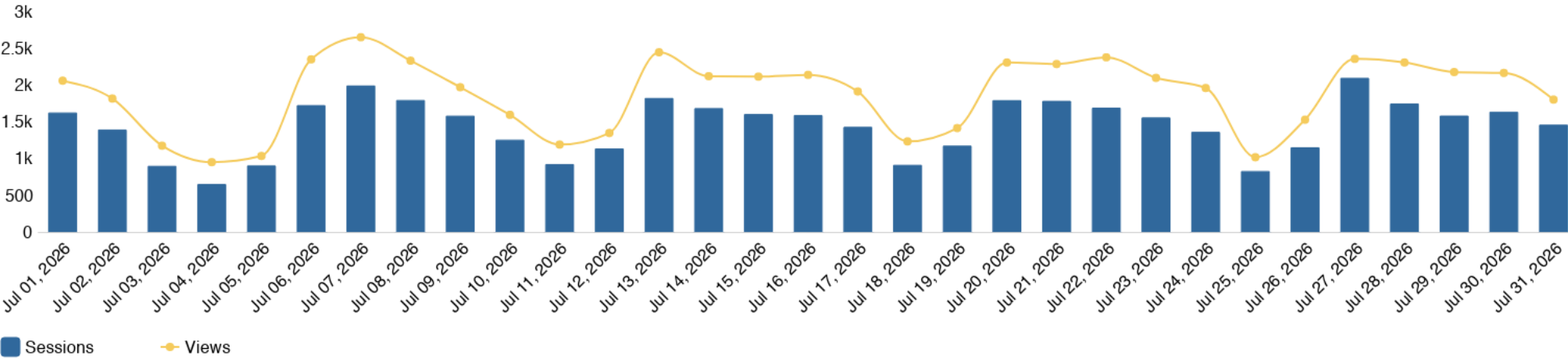
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

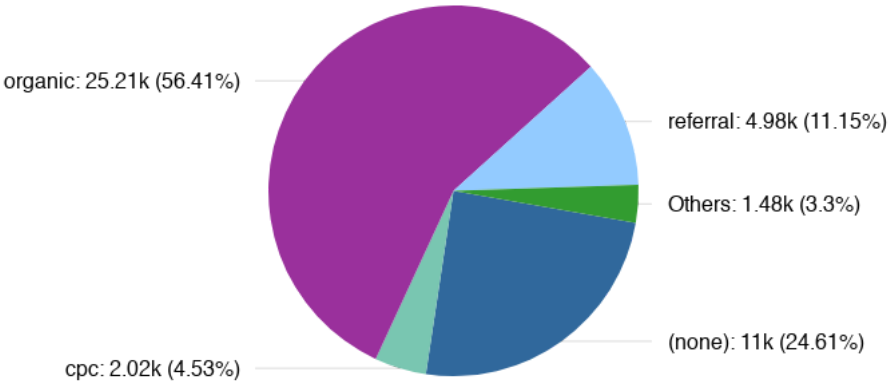
Google Analytics 4 Performance by Day



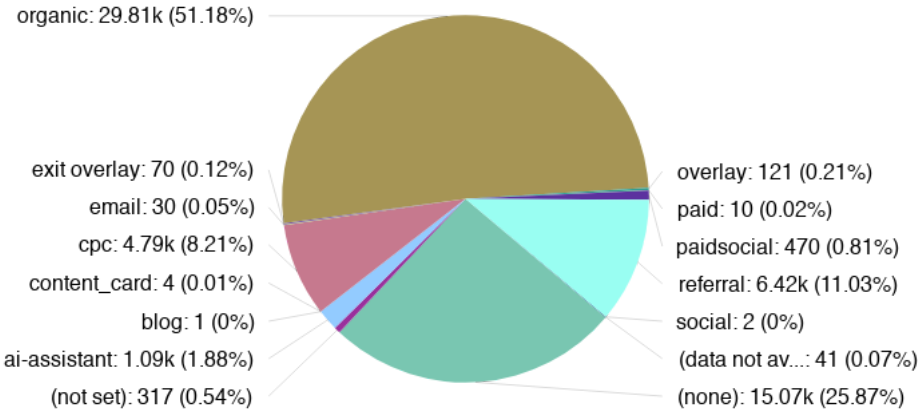
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	44,675	58,254	664:51:34	1.30	51.16%
Professional & Continuing Education	44,675	58,254	664:51:34	1.30	51.16%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

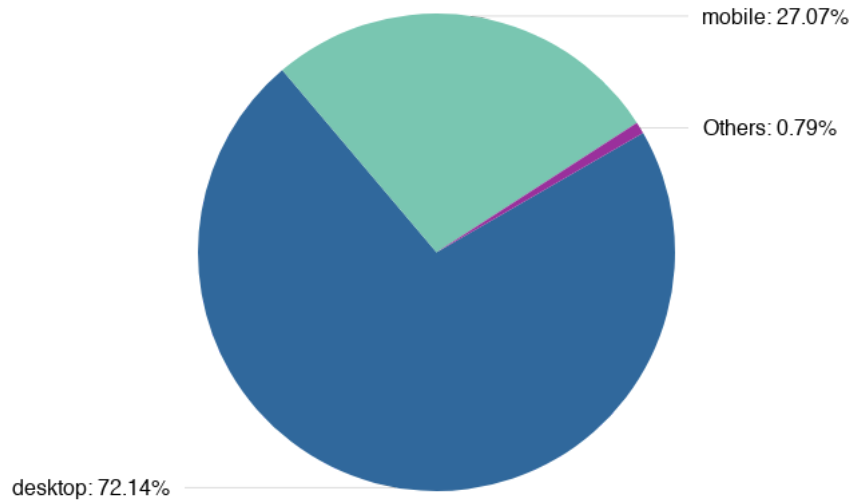


Grid contains more rows, but they have been clipped.

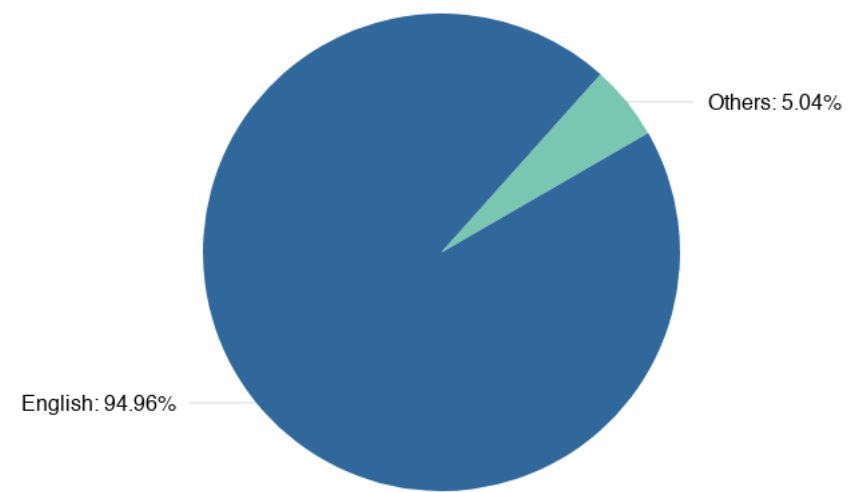
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	193,468
page_view	58,254
session_start	44,681
user_engagement	42,946
first_visit	29,617
scroll	6,833
click	2,901
add_to_cart	2,593
chat_message	1,825
search	1,769
purchase	806
file_download	417
chat_start	356

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	44,816	58,254	22,981	51.28%	664:51:34
Chrome	29,588	38,265	15,382	51.99%	440:12:59
Safari	10,135	13,344	5,009	49.42%	141:38:13
Edge	3,700	4,822	1,968	53.19%	65:08:55
Firefox	798	1,127	406	50.88%	10:24:15
Android Webview	158	196	37	23.42%	01:32:24

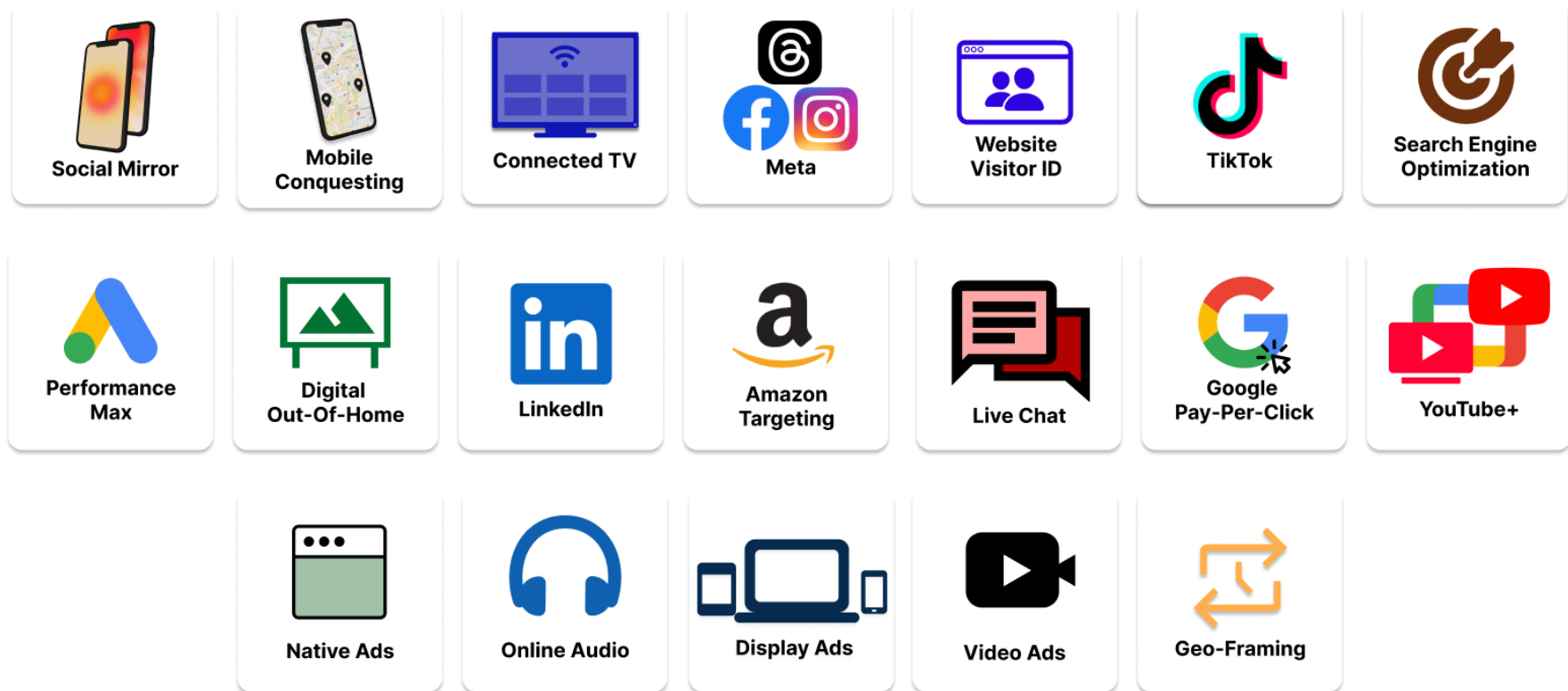
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	37,147
/	2,278
/best-healthcare-jobs/	1,009
/coursebasket/publicPaymentInfo.do	789
/courses/medical-terminology/	754
/teaching-philosophy-examples/	740
/education/certificates/	711
/courses/avid-summer-institute-2026-i/	613
/education/	612
/15-top-strategies-for-teaching-adult-learners-faqs/	565
/scaffolding-in-education-examples/	555

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		45,911	58,254	24,036	52.35%	664:51:34
San Diego	California	2,139	3,782	1,291	60.36%	30:45:35
Los Angeles	California	1,861	2,906	1,061	57.01%	28:53:06
New York	New York	731	842	328	44.87%	09:17:26
Singapore	(not set)	663	288	419	63.20%	01:06:04
Chicago	Illinois	517	524	241	46.62%	06:16:54
San Jose	California	516	736	280	54.26%	07:03:40
Lanzhou	Gansu	397	373	13	3.27%	00:01:25
Houston	Texas	369	401	174	47.15%	05:18:18
Dallas	Texas	341	367	170	49.85%	05:19:06
Seattle	Washington	332	417	175	52.71%	05:36:54
Las Vegas Valley	Nevada	329	395	117	35.56%	03:00:31
(not set)	(not set)	282	307	116	41.13%	02:58:24
(not set)	California	271	332	147	54.24%	03:01:18
Anaheim	California	254	407	160	62.99%	03:42:16
(not set)	Colorado	252	255	17	6.75%	00:28:36

All available products in our *toolbox*.



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