



Digital Marketing Report

Impressions

How many ads were served:

96,061

Clicks

Times a user clicked on an ad

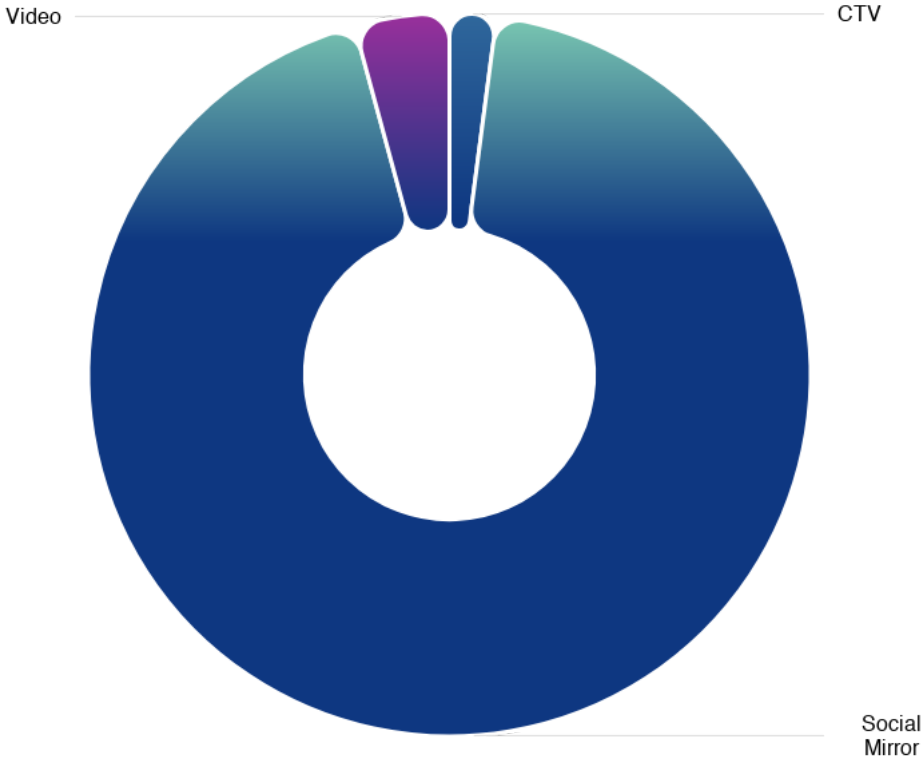
242

Click-Through Rate

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

0.26%

Your Product Breakout by Impressions



CTV Completion Rate

98.65%

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

0.26%

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

X the National Average

3.68

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%)
Denman Medical - Eldercare/Home Healthcare/Sleep Disorders B2B Social Mirror	42,703	93	0.22%	3.11
Denman Medical - AI Social Mirror	29,932	87	0.29%	4.15
Denman Medical - Geo-Retargeting Social Mirror	17,184	38	0.22%	3.16
Denman Medical - Eldercare/Home Healthcare/Sleep Disorders Video	2,400	18	0.75%	10.71
Denman Medical - AI Video	1,672	6	0.36%	5.13
Denman Medical - AI CTV	1,004	0	0.00%	0.00
Denman Medical - Eldercare/Home Healthcare/Sleep Disorders CTV	1,002	0	0.00%	0.00
Denman Medical - Geo-Fencing Social Mirror	164	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Denman Medical_7.2.26_Social Mirror_AMS Story	28,717	82	0.29%	4.08
	Denman Medical_7.2.26_Social Mirror_Join Our Team Story	28,900	72	0.25%	3.56
	Denman Medical_7.2.26_Social Mirror_July DMEs Story	27,372	60	0.22%	3.13
Thumbnail not available	Denman Medical_5.1.26_SM_AMS May Ad	1,674	2	0.12%	1.71
	Denman Medical_5.1.26_SM_Mothers and Fathers day Sale	1,675	1	0.06%	0.85
Thumbnail not available	Denman Medical_SM_5.1.26_Shop Local Buy Local	1,645	1	0.06%	0.87



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Denman Medical_7.2.26_Social Mirror_AMS Story	Variant: Original	Story	Click to View	8.91%	2.49%
Denman Medical_7.2.26_Social Mirror_AMS Story	Variant: V_00001	Story	Click to View	8.58%	2.22%
Denman Medical_7.2.26_Social Mirror_AMS Story	Variant: V_00003	Story	Click to View	8.31%	2.46%
Denman Medical_7.2.26_Social Mirror_Join Our Team Story	Variant: V_00014	Story	Click to View	7.35%	2.13%
Denman Medical_7.2.26_Social Mirror_AMS Story	Variant: V_00002	Story	Click to View	7.32%	2.55%
Denman Medical_7.2.26_Social Mirror_July DMEs Story	Variant: V_00011	Story	Click to View	4.62%	1.95%
Denman Medical_7.2.26_Social Mirror_July DMEs Story	Variant: V_00012	Story	Click to View	4.31%	1.87%
Denman Medical_7.2.26_Social Mirror_Join Our Team Story	Variant: V_00005	Story	Click to View	3.05%	2.53%
Denman Medical_7.2.26_Social Mirror_Join Our Team Story	Variant: Original	Story	Click to View	3.02%	2.56%
Denman Medical_7.2.26_Social Mirror_Join Our Team Story	Variant: V_00007	Story	Click to View	2.83%	2.73%



Social Mirror Ad Screenshots

Denman Medical_7.2.26_Social Mirror_AMS Story	
Screenshot Urls	



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Denman Medical_Denman2604_MothersFathersDay_V1_ProofV1.mp4	4,072	24	0.59%	8.42

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Denman Medical - AI Video	84.99%	80.98%	78.59%	71.59%
Denman Medical - Eldercare/Home Healthcare/Sleep Disorders Video	84.79%	72.13%	66.50%	61.50%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Denman Medical_Denman2604_MothersFathersDay_V1 _ProofV1.mp4	2,006	98.65%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Denman Medical - AI CTV	100.00%	99.80%	99.30%	99.20%
Denman Medical - Eldercare/Home Healthcare/Sleep Disorders CTV	100.00%	99.50%	98.90%	98.10%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
63376	5,921	5	0.08%	1.21
62301	4,309	22	0.51%	7.29
63301	3,991	3	0.08%	1.07
63368	3,625	7	0.19%	2.76
63385	3,257	6	0.18%	2.63
61614	2,861	13	0.45%	6.49
61615	2,589	2	0.08%	1.10
61604	2,567	7	0.27%	3.90
63366	2,353	4	0.17%	2.43
63031	2,262	7	0.31%	4.42
62002	2,180	7	0.32%	4.59
52601	1,943	3	0.15%	2.21
61401	1,923	5	0.26%	3.71
61554	1,914	1	0.05%	0.75
62650	1,748	8	0.46%	6.54
63401	1,729	5	0.29%	4.13
63379	1,640	4	0.24%	3.48
62711	1,575	4	0.25%	3.63
62305	1,364	12	0.88%	12.57
63367	1,170	2	0.17%	2.44



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	52,933	46	0.09%
Mobile	A portable electronic device that can connect to the internet.	37,279	185	0.50%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,843	11	0.29%
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.	1,177	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	829	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	12,935	0	0.00%
aol.com	5,349	0	0.00%
ebay.com	1,622	0	0.00%
realtor.com	1,601	2	0.12%
Weather by WeatherBug	1,479	5	0.34%
legacy.com	1,180	0	0.00%
foxnews.com	1,164	5	0.43%
baseball-reference.com	1,139	0	0.00%
spacedaily.com	1,044	0	0.00%
apnews.com	776	3	0.39%
politicalwire.com	771	0	0.00%
WeatherBug – Weather Forecast	678	0	0.00%
zillow.com	669	0	0.00%
imdb.com	615	1	0.16%
screenrant.com	598	0	0.00%
biblegateway.com	545	0	0.00%
Fox News - Daily Breaking News	489	1	0.20%
merriam-webster.com	483	0	0.00%
momscravings.com	385	0	0.00%
lovewhatmatters.com	325	2	0.62%



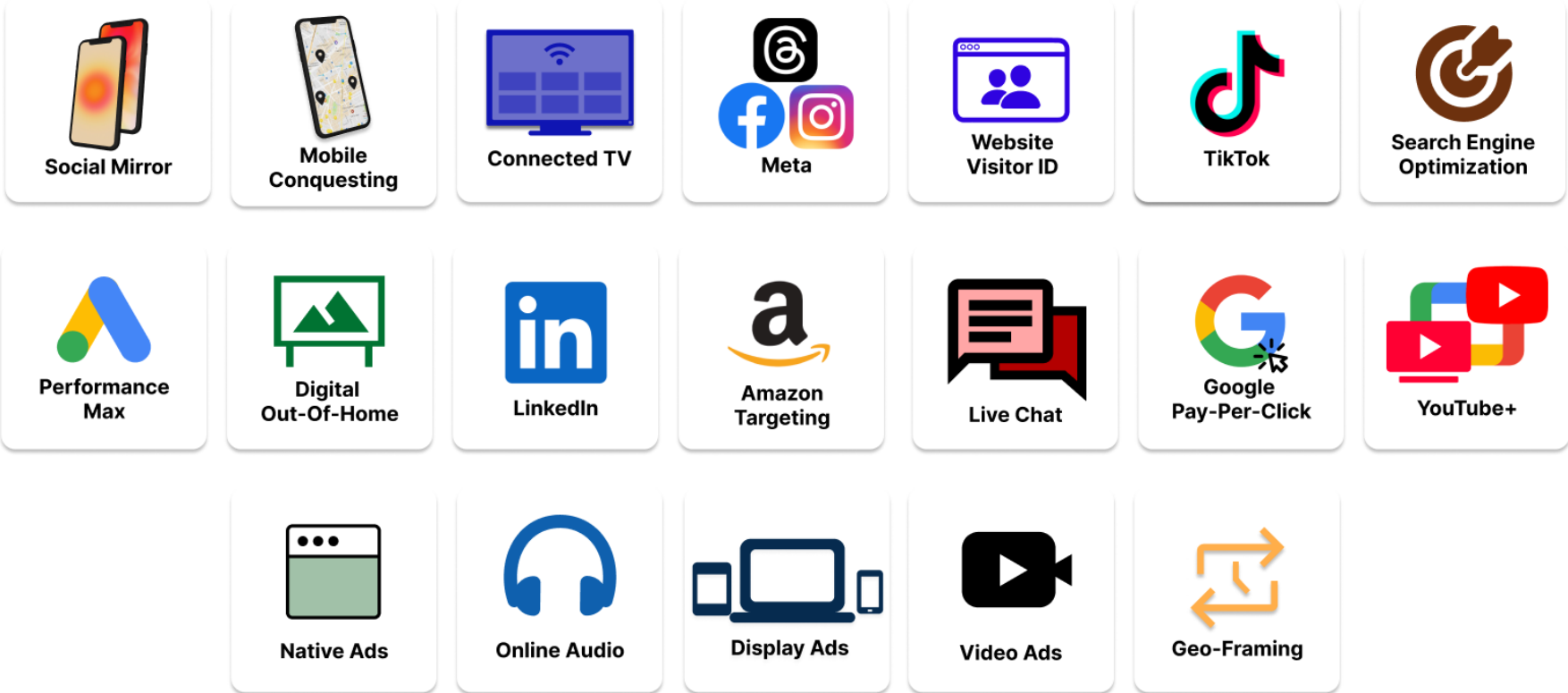
Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	166	100.00%
		DIRECTV	110	100.00%
		Xfinity TV - Pluto TV	104	98.81%
		Pluto TV	68	99.31%
		Amazon Fire TV	52	100.00%
		LG Channel App	38	100.00%

	Fawesome.TV	23	95.00%
	Google TV - Pluto TV	21	95.24%
	Philo TV	18	95.24%
	The Roku Channel	15	100.00%



All available products in our *toolbox*.



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