

Digital Marketing Report

Impressions

How many ads were served:

89,055

Clicks

Times a user clicked on an ad

1,769

Click-Through Rate

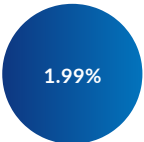
(Clicks/Impressions) x 100

1.99%

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%)
CB Calabasas - 8941 - High Net Worth/Real Estate/Beaches Behavioral Social Mirror	29,333	212	0.72%	10.32
CB Calabasas - 8941 - AI Social Mirror	28,960	1,204	4.16%	59.39
CB Calabasas - 8941 - Keyword Social Mirror	28,937	317	1.10%	15.65
CB Calabasas - 8941 - High Net Worth/Real Estate/Beaches Behavioral Social Mirror reachv2	1,825	36	1.97%	28.18



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	58,183	960	1.65%	23.57
Thumbnail not available	CB Calabasas - 8941_Social Mirror_Where ridgelines catch the last light	30,872	809	2.62%	37.44



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00004	Photo	Click to View	24.52%	3.61%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00009	Photo	Click to View	10.64%	3.04%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00014	Photo	Click to View	3.71%	2.28%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00006	Photo	Click to View	3.67%	2.69%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00005	Photo	Click to View	3.54%	1.92%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: V_00013	Photo	Click to View	3.08%	1.71%
CB Calabasas - 8941_Social Mirror_Where ridgelines catch the last light	Variant: V_00015	Video	Click to View	2.22%	2.60%
CB Calabasas - 8941_Social Mirror_Where ridgelines catch the last light	Variant: V_00014	Video	Click to View	2.19%	2.95%
CB Calabasas - 8941_7.10_Social Mirror_Malibu above it all	Variant: Original	Photo	Click to View	2.17%	2.65%
CB Calabasas - 8941_Social Mirror_Where ridgelines catch the last light	Variant: V_00010	Video	Click to View	2.17%	3.25%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	48,479	804	1.66%
Mobile	A portable electronic device that can connect to the internet.	36,727	376	1.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,849	589	15.30%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,612	5	0.14%
dipiladoraslaser.com	2,232	36	1.61%
people.com	2,071	5	0.24%
ultimate-guitar.com	1,582	1	0.06%
topzonewell.com	1,547	35	2.26%
baseball-reference.com	1,514	3	0.20%
realtor.com	1,440	0	0.00%
otcmarkets.com	1,410	0	0.00%
lawandcrime.com	1,349	0	0.00%
ringsiderecap.com	1,258	9	0.72%
tmz.com	1,255	6	0.48%
foxnews.com	1,254	2	0.16%
hollywoodpq.com	994	8	0.80%
biblegateway.com	826	1	0.12%
courttv.com	766	3	0.39%
msn.com	689	0	0.00%
cmpworld.in	673	1	0.15%
alawyersays.com	575	16	2.78%
vox.com	565	4	0.71%
torontolife.com	549	5	0.91%

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.