



Digital Marketing Report

Impressions

How many ads were served:

414,061

Clicks

Times a user clicked on an ad

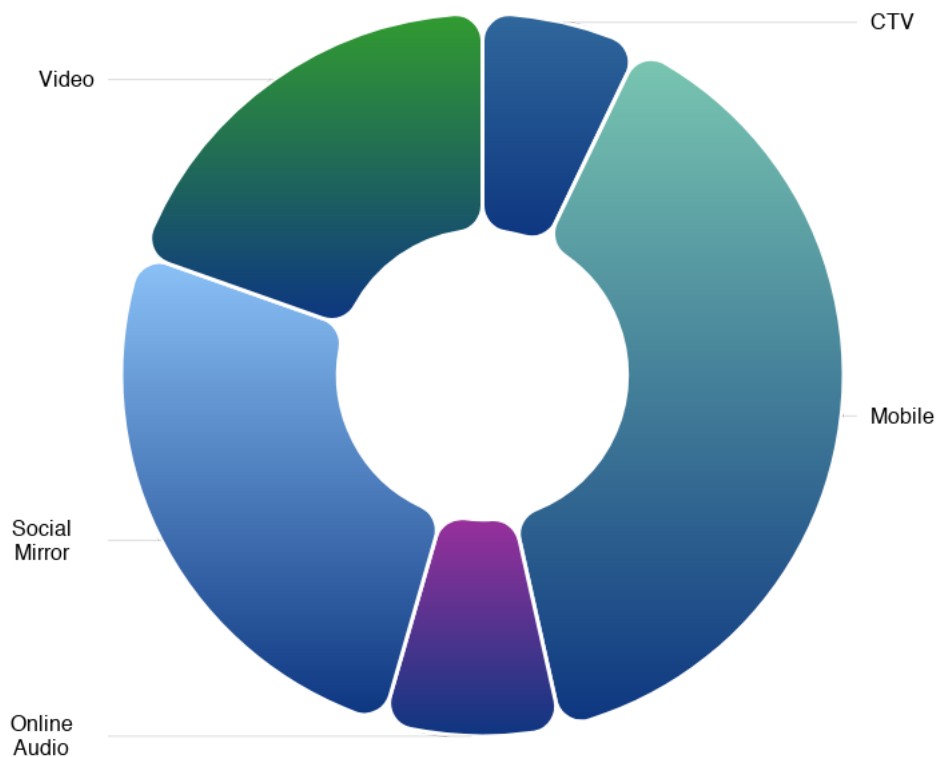
2,212

Click-Through Rate

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

0.58%

Your Product Breakout by Impressions



CTV Completion Rate

98.72%

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

0.58%

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

X the National Average

8.22

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%)
Blessing Foundation - Geo-Retargeting Mobile	162,831	165	0.10%	1.45
Blessing Foundation - Charitable Donations/Donors/Nonprofit Social Mirror	57,524	215	0.37%	5.34
Blessing Foundation - AI Social Mirror	49,905	768	1.54%	21.98
Blessing Foundation - Charitable Donations/Donors/Nonprofit Video	29,890	206	0.69%	9.85
Blessing Foundation - AI Video	29,838	422	1.41%	20.20
Blessing Foundation - Charitable Donations/Donors/Nonprofit Audio	21,348	1	0.00%	0.07
Blessing Foundation - AI Video Caring Club	16,692	420	2.52%	35.95
Blessing Foundation - Charitable Donations/Donors/Nonprofit CTV	14,858	13	0.09%	1.25
Blessing Foundation - AI CTV	14,708	25	0.17%	2.43
Blessing Foundation - AI Audio	11,659	4	0.03%	0.49
Blessing Foundation - Mobile Cross Platform Retargeting Video Caring Club	4,709	10	0.21%	3.03
Blessing Foundation - Geo-Fencing Mobile JULY	99	1	1.01%	14.43



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Blessing Foundation_Social Mirror_3.11.26_BF-Connell-15-0326 WEB v2.mp4	107,418	982	0.91%	13.06
	Blessing Foundation_Social Mirror_Drums	5	1	20.00%	285.71
	Blessing Foundation_Social Mirror_Diabetes A	6	0	0.00%	0.00



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00006	Story	Click to View	15.55%	1.14%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00005	Story	Click to View	15.00%	1.20%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00002	Story	Click to View	13.97%	1.32%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00007	Story	Click to View	12.60%	1.12%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00001	Story	Click to View	12.17%	1.00%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: Original	Story	Click to View	10.64%	1.10%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00003	Story	Click to View	9.99%	1.14%
Blessing Foundation_Social Mirror_BF-Connell-15-0326 WEB v2.mp4	Variant: V_00004	Story	Click to View	9.94%	1.21%
Blessing Foundation_Social Mirror_Diabetes A	Variant: V_00014	Story	Click to View	0.01%	6.67%
Blessing Foundation_Social Mirror_Drums	Variant: V_00001	Story	Click to View	0.01%	13.33%

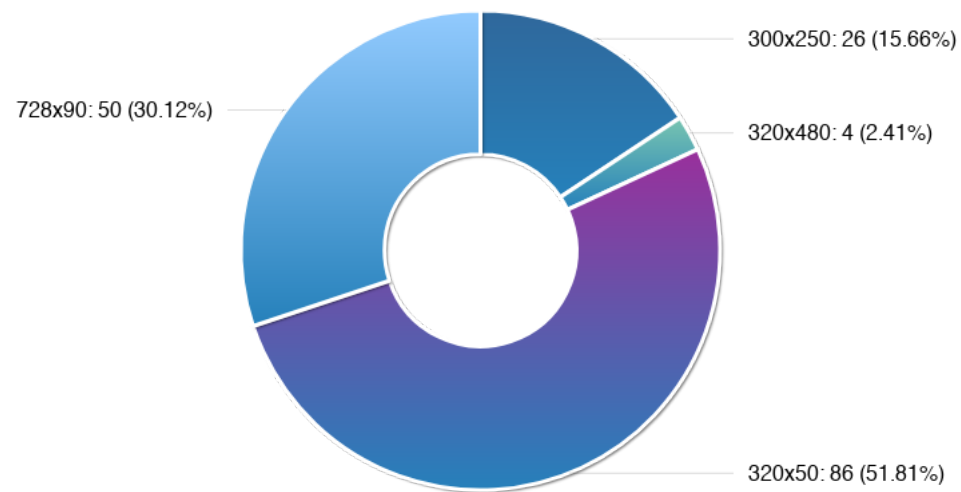


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Blessing Foundation_Foundation-General-320x50-Jun2026.gif	130,905	86	0.07%	0.94
	Blessing Foundation_Foundation-General-728x90-Jun2026.gif	20,042	50	0.25%	3.56
	Blessing Foundation_Foundation-General-300x250-Jun2026.gif	11,601	26	0.22%	3.20
	Blessing Foundation_Foundation-General-320x480-Jun2026.gif	382	4	1.05%	14.96



Mobile Conquesting Click Performance by Ad Size





Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Blessing Foundation_3.11.26_BF-Connell-30-0326 WEB v2.mp4	38,999	569	1.46%	20.84
Thumbnail not available	Blessing Foundation_3.11.26_BF-Connell-15-0326 WEB v2.mp4	42,130	489	1.16%	16.58

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Blessing Foundation - Charitable Donations/Donors/Nonprofit Video	82.19%	73.77%	67.44%	56.89%
Blessing Foundation - AI Video	74.42%	67.83%	62.94%	53.60%
Blessing Foundation - AI Video Caring Club	73.18%	66.39%	61.54%	53.86%
Blessing Foundation - Mobile Cross Platform Retargeting Video Caring Club	61.97%	56.32%	51.75%	42.64%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Blessing Foundation_3.11.26_BF-Connell-30-0326 WEB v2.mp4	11,024	98.79%
Thumbnail not available	Blessing Foundation_3.11.26_BF-Connell-15-0326 WEB v2.mp4	18,542	98.67%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Blessing Foundation - AI CTV	100.00%	99.52%	99.05%	98.84%
Blessing Foundation - Charitable Donations/Donors/Nonprofit CTV	100.00%	99.29%	98.73%	98.60%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Blessing Foundation_BF-VERSION1-Todd-0326.mp3.mp3	21,136	2	0.01%	0.14
Blessing Foundation_BF-VERSION2-Christi-0326.mp3.mp3	11,871	3	0.03%	0.36

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Blessing Foundation - Charitable Donations/Donors/Nonprofit Audio	95.65%	94.15%	92.85%	91.27%
Blessing Foundation - AI Audio	92.55%	91.75%	90.99%	90.47%



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	6623 COLUMBUS RD	Quincy	IL	62305			53	0	0.00%
	904 APRIL AVE	Quincy	IL	62305			18	0	0.00%
	1630 KENT AVE	Quincy	IL	62305			10	0	0.00%
	119 JEFFERSON ST	Coatsburg	IL	62325			5	0	0.00%
	123 S MEYER RD	Quincy	IL	62305			4	0	0.00%
	2500 E LONGLETT DR	Quincy	IL	62305			2	0	0.00%
	308 N FAYETTE ST	Carthage	IL	62321			2	0	0.00%
	519 WALNUT ST	Carthage	IL	62321			2	0	0.00%
	121 S MAIN ST	Coatsburg	IL	62325			1	0	0.00%
	209 JEFFERSON ST	Coatsburg	IL	62325			1	0	0.00%
	5918 ELLINGTON RD	Quincy	IL	62305			1	1	100.00%
	103 E SPRING ST	Camp Point	IL	62320			0	0	-
	1390 N COUNTY ROAD 1900 E	Carthage	IL	62321			0	0	-
	2200 E LONGLETT DR	Quincy	IL	62305			0	0	-
	3309 WYNRIDGE RD	Quincy	IL	62305			0	0	-
	6431 COLUMBUS RD	Quincy	IL	62305			0	0	-
	6516 STONE RIDGE DR	Quincy	IL	62305			0	0	-
	6800 HORSESHOE CT S	Quincy	IL	62305			0	0	-



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62301	19,492	149	0.76%	10.92
62650	16,718	282	1.69%	24.10
63379	14,250	100	0.70%	10.03
63501	12,424	85	0.68%	9.77
52601	11,915	59	0.50%	7.07
63401	10,066	46	0.46%	6.53
65270	9,811	41	0.42%	5.97
65265	7,145	41	0.57%	8.20
61455	6,911	71	1.03%	14.68
62305	6,735	126	1.87%	26.73
52632	5,394	25	0.46%	6.62
63362	5,218	23	0.44%	6.30
63552	5,165	34	0.66%	9.40
52627	4,305	27	0.63%	8.96
65240	2,989	10	0.33%	4.78
65255	2,975	28	0.94%	13.45
63389	2,697	5	0.19%	2.65
62644	2,670	17	0.64%	9.10
63343	2,640	15	0.57%	8.12
63334	2,543	17	0.67%	9.55



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	151,401	1,913	1.26%
Desktop	A personal computing device that remains stationary at one location.	46,538	109	0.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	23,188	11	0.05%
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.	14,947	27	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,379	24	0.18%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	617	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	3	0	0.00%



Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	8,766	3	0.03%
Samsung	4,932	1	0.02%
Vizio	4,626	0	0.00%
Amazon	947	0	0.00%
Motorola	487	1	0.21%
Google	288	0	0.00%
TCL	71	0	0.00%
Philips	52	0	0.00%
Roku	44	0	0.00%
LG	18	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	20,389	177	0.87%
BeReal. Your friends for real.	6,387	421	6.59%
nypost.com	5,465	12	0.22%
Spotify: Play music & podcasts	4,108	2	0.05%
Spotify - Music and Podcasts	3,965	3	0.08%
biblegateway.com	3,671	0	0.00%
Podcast Player	2,318	1	0.04%
huffpost.com	2,306	3	0.13%
tmz.com	2,277	7	0.31%
foxillinois.com	2,162	343	15.86%
washingtonpost.com	2,015	0	0.00%
lakemchenryscanner.com	1,803	0	0.00%
tumblr.com	1,658	0	0.00%
abcnews.com	1,497	1	0.07%
buzzfeed.com	1,302	1	0.08%
dailymail.com	1,196	2	0.17%
cwbchicago.com	1,180	0	0.00%
wgem.com	1,153	3	0.26%
economylens.com	1,132	6	0.53%
reuters.com	1,073	4	0.37%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	4,540	97.01%
		Vizio - Vizio WatchFree+	2,454	99.86%
		Tubi - Free Movies & TV	1,113	98.82%
		DIRECTV	793	99.01%
		Tubi - Movies & TV Shows	625	94.52%
		Telly - The Truly Smart TV	481	99.29%

	Pluto TV - Live TV and Movies	205	99.90%
	Sling: Live TV, Shows & Movies	94	100.00%
	Roku - Tubi	82	98.92%
	Amazon Fire TV	70	100.00%



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



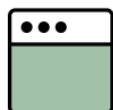
Live Chat



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.