

Digital Marketing Report

Impressions

How many ads were served:

105,174

Clicks

Times a user clicked on an ad

195

Click-Through Rate

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

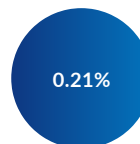
0.19%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



0.21%

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

X the National Average



2.65

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%)
Centre Hills Country Club - AI Social Mirror	66,850	126	0.19%	2.69
Centre Hills Country Club - HHI 200K+ AND Young Professionals/Golf Behavioral Social Mirror	33,307	52	0.16%	2.23
Centre Hills Country Club - Retargeting Social Mirror	5,017	17	0.34%	4.84

Social Mirror Click Conversions

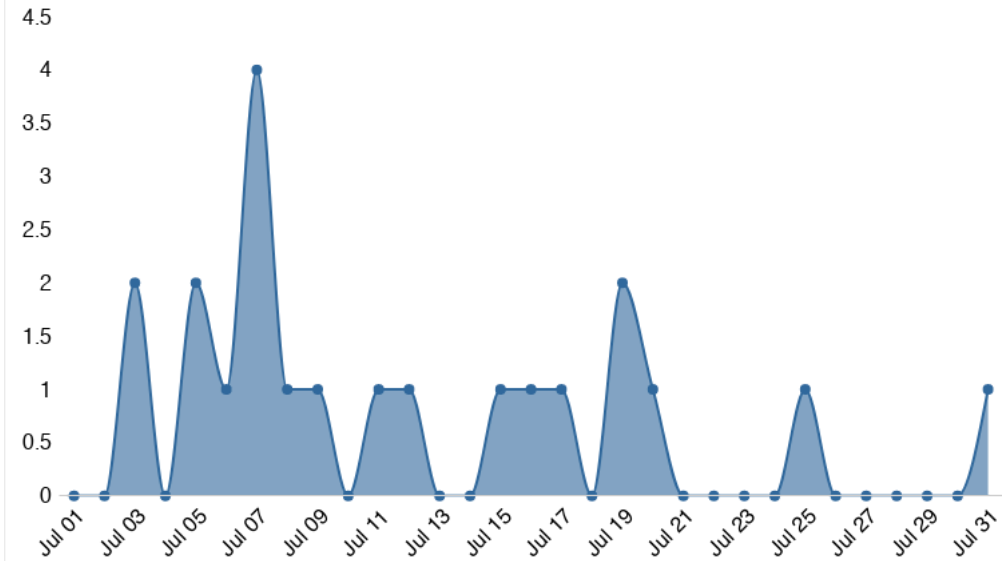


Times users clicked on an ad leading to your site and visited a page or completed an action

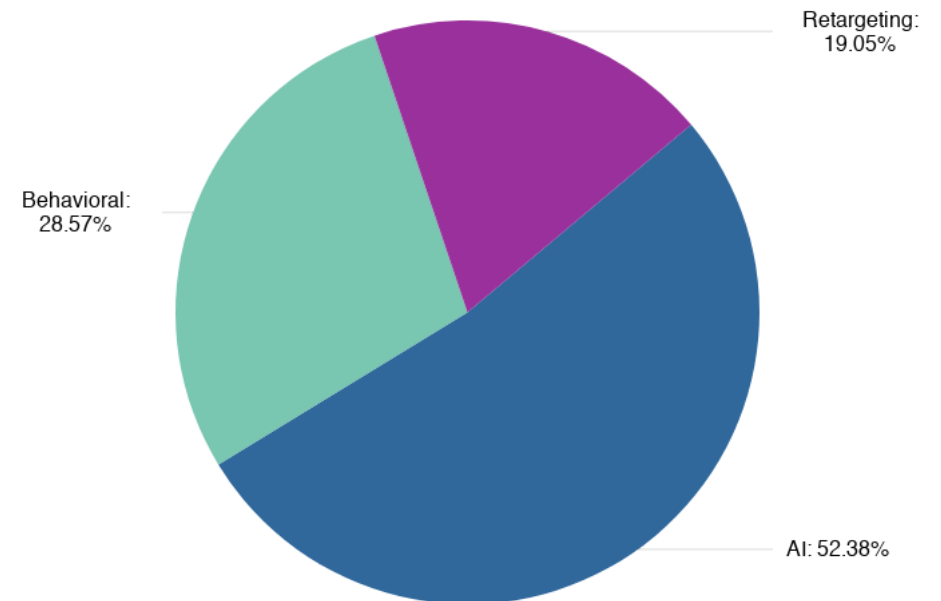
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
	16
Centre Hills Country Club Golf Course Page View	3
Centre Hills Country Club Guest Information Page View	2

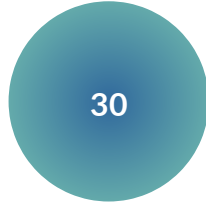
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

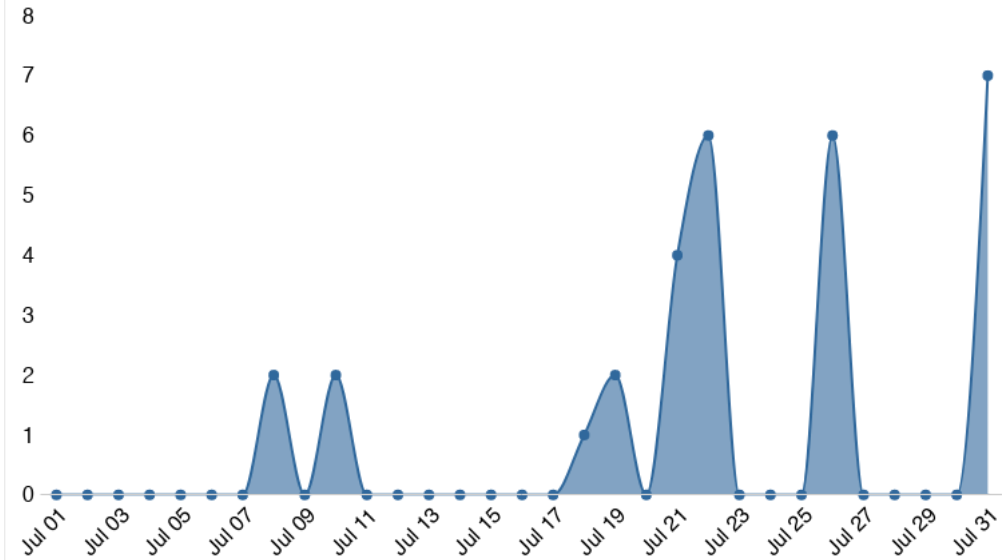


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

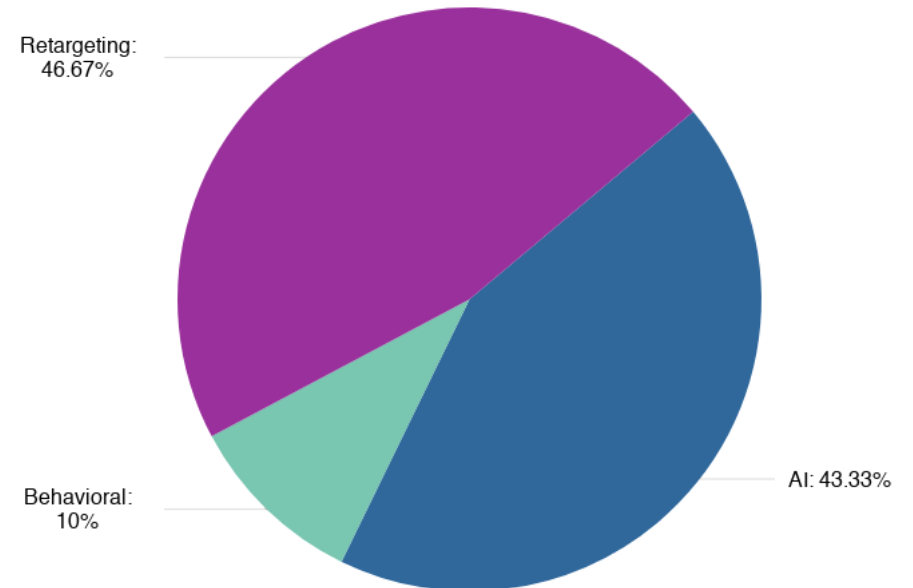
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Centre Hills Country Club Homepage Visits	10
Centre Hills Country Club Activities Page View	6
Centre Hills Country Club Golf Course Page View	5
	4
Centre Hills Country Club Our Club Page View	4
Centre Hills Country Club Guest Information Page View	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%)
	Centre Hills Country Club_Social Mirror_6.2_Life moves fast	105,174	195	0.19%	2.65



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00011	Photo	Click to View	9.90%	0.21%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00001	Photo	Click to View	9.83%	0.32%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00015	Photo	Click to View	8.81%	0.28%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00008	Photo	Click to View	6.42%	0.33%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00014	Photo	Click to View	6.18%	0.23%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00009	Photo	Click to View	6.12%	0.40%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00013	Photo	Click to View	6.03%	0.20%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00007	Photo	Click to View	5.96%	0.26%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: Original	Photo	Click to View	5.63%	0.25%
Centre Hills Country Club_Social Mirror_6.2_Life moves fast	Variant: V_00010	Photo	Click to View	5.54%	0.35%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	64,020	54	0.08%
Mobile	A portable electronic device that can connect to the internet.	38,712	139	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,020	2	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	21,944	26	0.12%
eedition.centredaily.com	9,457	0	0.00%
msn.com	8,398	12	0.14%
nypost.com	5,966	9	0.15%
huffpost.com	3,898	10	0.26%
centredaily.com	3,573	22	0.62%
dailymail.com	2,081	6	0.29%
statecollege.com	1,913	3	0.16%
shopgoodwill.com	1,305	1	0.08%
screenrant.com	1,156	3	0.26%
webmail.windstream.net	999	0	0.00%
cdn.desktop.aol.com	936	1	0.11%
sports.yahoo.com	819	0	0.00%
wordswithfriends.com	772	0	0.00%
aol.com	583	1	0.17%
247sudoku.com	500	1	0.20%
foxbusiness.com	488	3	0.61%
paweatheraction.com	382	0	0.00%
buzzfeed.com	377	1	0.27%
trends.glance.com	320	0	0.00%

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.