

Digital Marketing Report

Impressions

How many ads were served:

197,145

Clicks

Times a user clicked on an ad

459

Click-Through Rate

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

0.23%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

0.54%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.59%

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

X the National Average

3.33

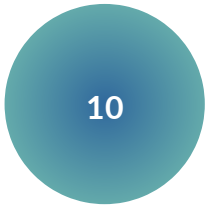
X the National Avg (.07%)

**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%)
Paragon Casino Resort - Geo-Fencing Social Mirror	105,527	286	0.27%	3.87
Paragon Casino Resort - 21+ /Gambling Behavioral Social Mirror	52,374	133	0.25%	3.63
Paragon Casino Resort - Keyword Social Mirror	22,169	16	0.07%	1.03
Paragon Casino Resort - Retargeting Social Mirror	17,075	24	0.14%	2.01

Social Mirror Click Conversions

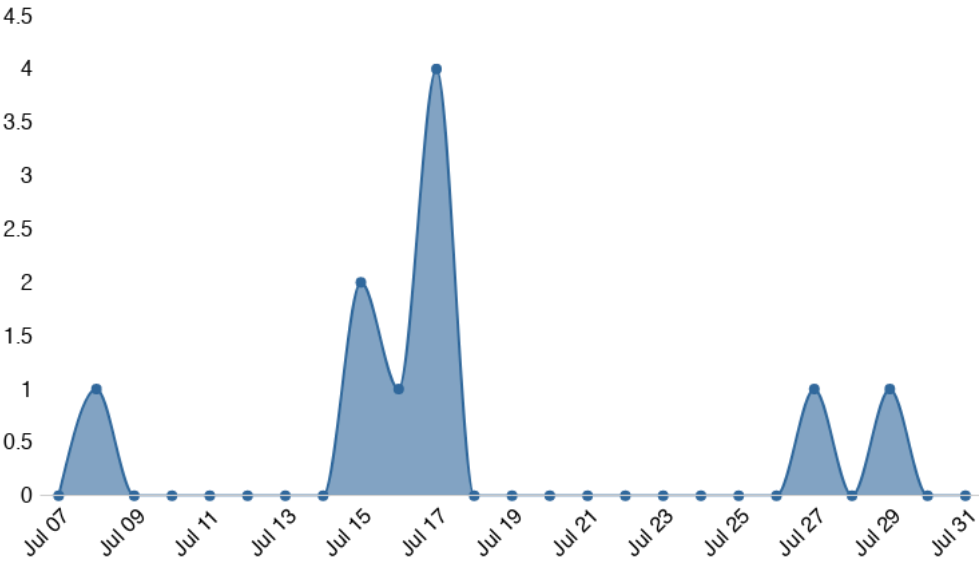


Times users clicked on an ad leading to your site and visited a page or completed an action

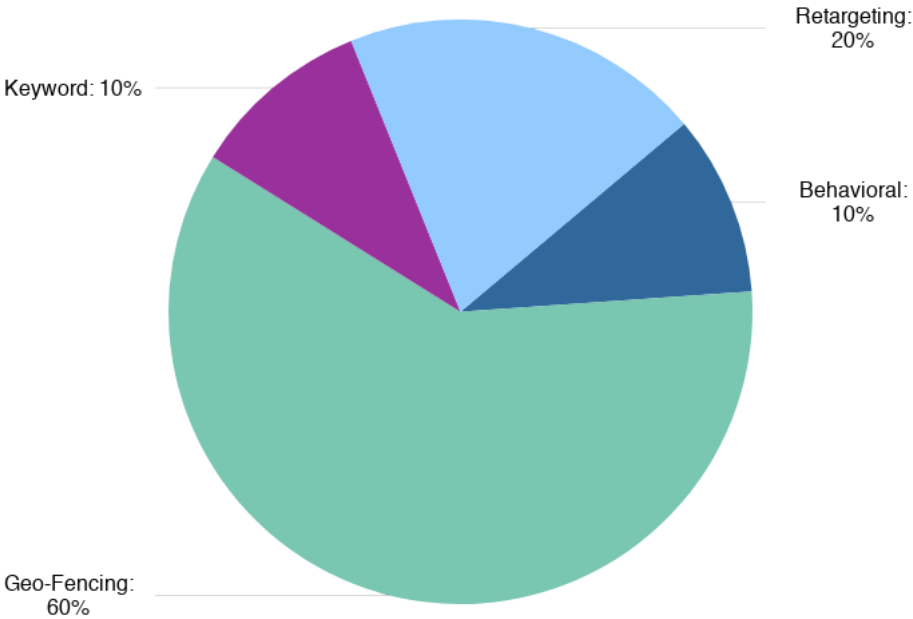
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
	8
Paragon Casino Resort Entertainment Page View	1
Paragon Casino Resort Promotions Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

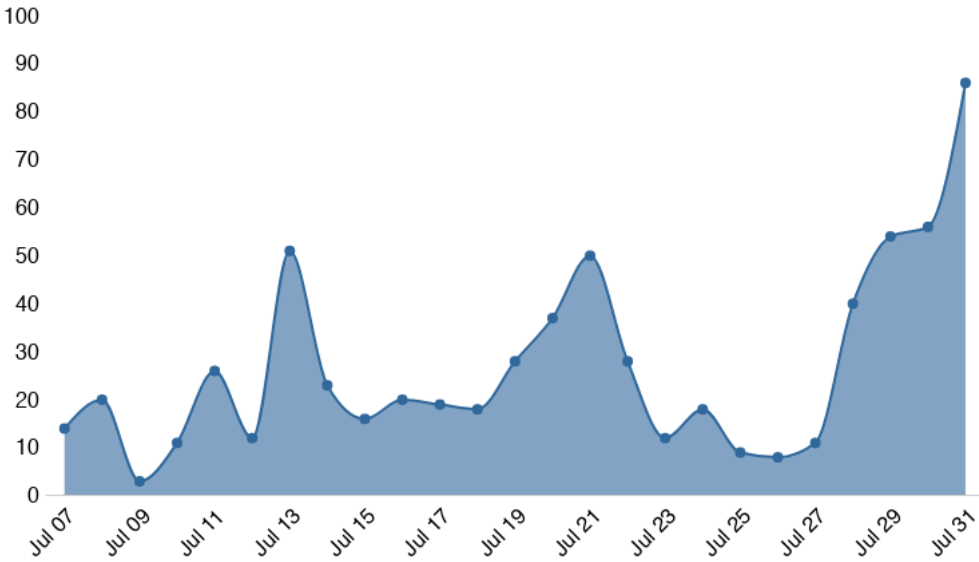


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

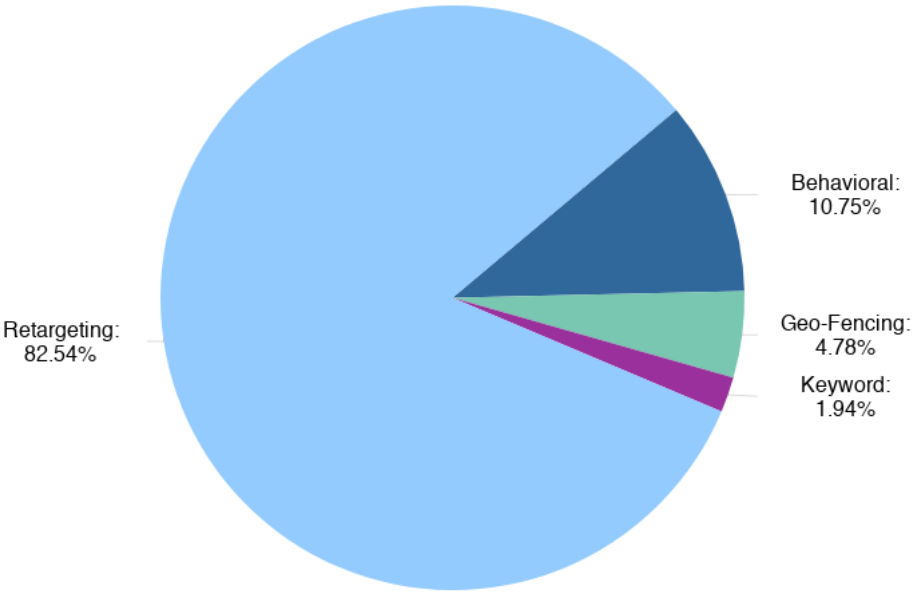
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Paragon Casino Resort Homepage Visits	313
	215
Paragon Casino Resort Entertainment Page View	58
Paragon Casino Resort Promotions Page View	32
Paragon Casino Resort Gaming Promotions Page View	22
Paragon Casino Resort Club Paragon Page View	9
Paragon Casino Resort Dining Page View	7
Paragon Casino Resort Hotel Page View	7
Paragon Casino Resort Room Types Page View	6
Paragon Casino Resort Package Discounts 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%)
	Paragon Casino Resort_Social Mirror_Summer Getaway	112,038	226	0.20%	2.88
	Paragon Casino Resort_Social Mirror_\$99 Special	51,657	161	0.31%	4.45
	Paragon Casino Resort_Social Mirror_Chase & Ovation	33,450	72	0.22%	3.07

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00005	Video	Click to View	10.02%	0.81%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00013	Video	Click to View	9.96%	0.84%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: Original	Video	Click to View	7.04%	0.88%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00015	Video	Click to View	5.82%	0.57%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00012	Video	Click to View	3.96%	0.94%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00006	Video	Click to View	3.64%	0.65%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00010	Video	Click to View	2.90%	0.77%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00014	Video	Click to View	2.69%	0.73%
Paragon Casino Resort_Social Mirror_\$99 Special	Variant: V_00009	Video	Click to View	2.53%	0.83%
Paragon Casino Resort_Social Mirror_Chase & Ovation	Variant: V_00011	Photo	Click to View	2.49%	1.58%

Social Mirror Ad Screenshots

	Paragon Casino Resort_Social Mirror_Chase & Ovation
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	100,723	37	0.04%
Mobile	A portable electronic device that can connect to the internet.	100,177	426	0.43%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,970	12	0.20%
CONNECTED_DEVICE	---	4	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.