

Digital Marketing Report

Impressions

How many ads were served:

105,722

Clicks

Times a user clicked on an ad

166

Click-Through Rate

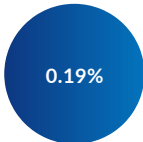
$(\text{Clicks}/\text{Impressions}) \times 100$

0.16%

Your Product Breakout by Impressions



Total Engagement Rate



0.19%

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

X the National Average



2.24

X the National Avg (.07%)

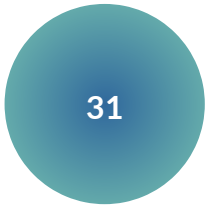
Social
Mirror

**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%)
Comanche Nation Casino - 21+/Casinos/Concerts&Events Behavioral Social Mirror	98,876	161	0.16%	2.33
Comanche Nation Casino - Retargeting Social Mirror	5,130	4	0.08%	1.11
Comanche Nation Casino - Keyword Social Mirror	1,716	1	0.06%	0.83

Social Mirror View-through Conversions

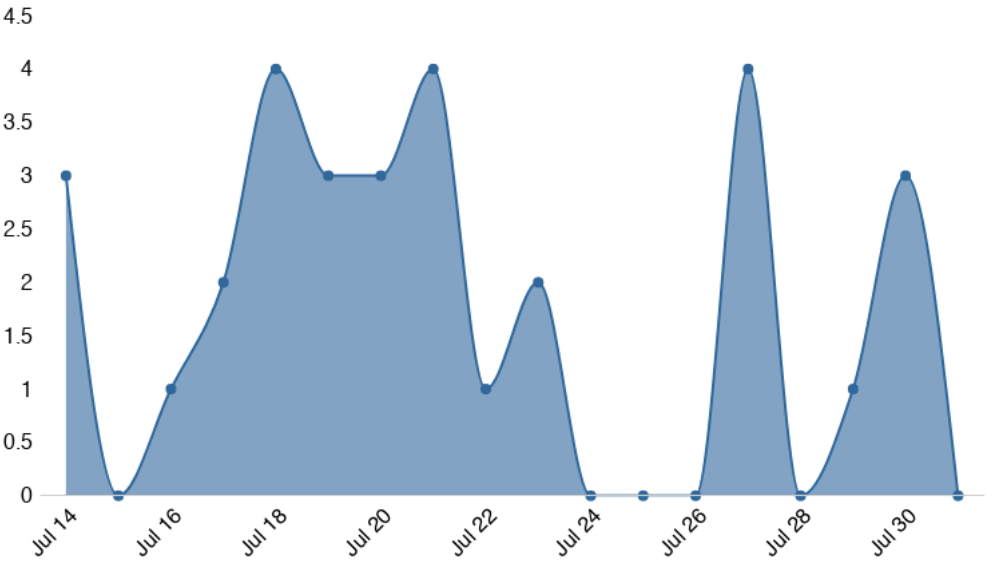


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Comanche Nation Casino Homepage Visits	24
	6
Comanche Nation Casino Play 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%)
	Comanche Nation Casino_Social Mirror_Party on the Patio	105,722	166	0.16%	2.24

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00013	Photo	Click to View	7.61%	0.59%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00011	Photo	Click to View	7.61%	0.71%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00007	Photo	Click to View	7.34%	0.51%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00015	Photo	Click to View	7.09%	0.49%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00009	Photo	Click to View	6.62%	0.49%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00001	Photo	Click to View	6.55%	0.42%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00003	Photo	Click to View	6.54%	0.53%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00012	Photo	Click to View	6.08%	0.37%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00014	Photo	Click to View	6.07%	0.44%
Comanche Nation Casino_Social Mirror_Party on the Patio	Variant: V_00002	Photo	Click to View	6.00%	0.56%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	65,208	139	0.21%
Desktop	A personal computing device that remains stationary at one location.	43,390	23	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,231	12	0.28%
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.