

Digital Marketing Report

Impressions

How many ads were served:

228,331

Clicks

Times a user clicked on an ad

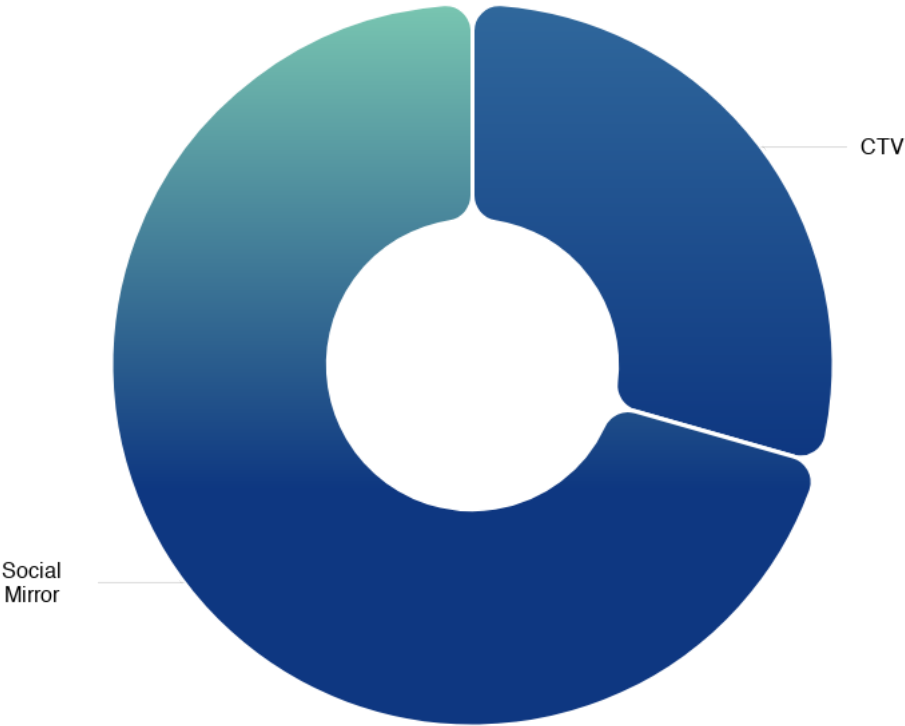
180

Click-Through Rate

(Clicks/Impressions) x 100

0.11%

Your Product Breakout by Impressions



CTV Completion Rate

80.25%

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

0.13%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

1.60

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%)
Lemmata Chiropractic - Chiropractic - 35-64/Back Pain/Neck Pain Behavioral Social Mirror	41,028	56	0.14%	1.95
Lemmata Chiropractic - Neuropathy - 35-64/Back Pain/Neck Pain Behavioral Social Mirror	32,092	2	0.01%	0.09
Lemmata Chiropractic - AI CTV REACH	30,472	2	0.01%	0.09
Lemmata Chiropractic - Affluent/55+/Neuropathic Pain Behavioral CTV REACH	26,915	3	0.01%	0.16
Lemmata Chiropractic - Neuropathy - Retargeting Social Mirror	26,161	64	0.24%	3.49
Lemmata Chiropractic - Neuropathy - Keyword Social Mirror	22,782	19	0.08%	1.19
Lemmata Chiropractic - Chiropractic - 35-64/Back Pain/Neck Pain Behavioral Social Mirror reachv2	15,058	14	0.09%	1.33
Lemmata Chiropractic - Neuropathy - 35-64/Back Pain/Neck Pain Behavioral Social Mirror reachv2	14,627	7	0.05%	0.68
Lemmata Chiropractic - Chiropractic - Retargeting Social Mirror	9,202	18	0.20%	2.79
Lemmata Chiropractic - Affluent/55+/Neuropathic Pain Behavioral CTV	3,321	0	0.00%	0.00
Lemmata Chiropractic - AI CTV	3,321	0	0.00%	0.00
Lemmata Chiropractic - Retargeting CTV	3,159	1	0.03%	0.45
Lemmata Chiropractic - Chiropractic - Keyword Social Mirror	193	0	0.00%	0.00

Social Mirror Click Conversions

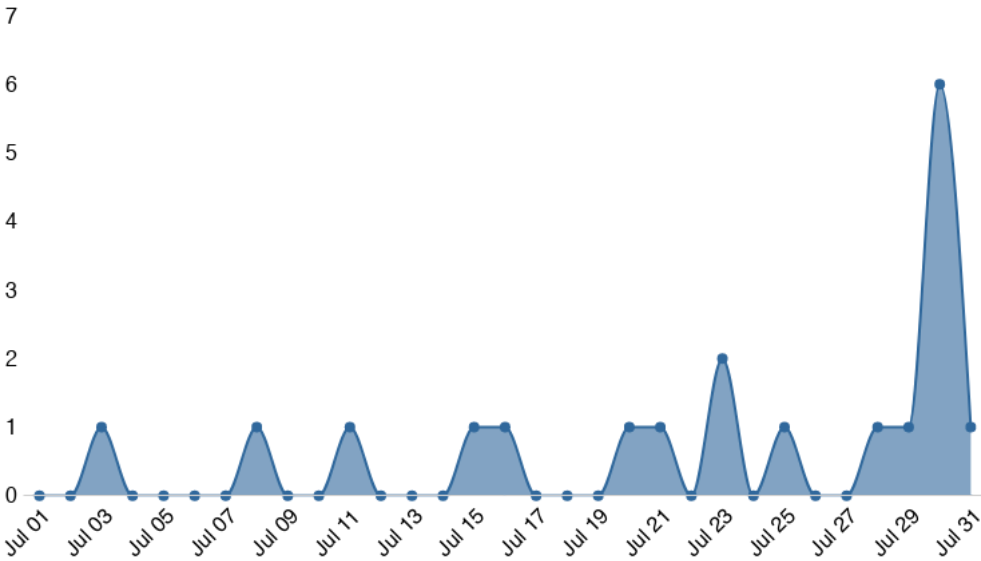


Times users clicked on an ad leading to your site and visited a page or completed an action

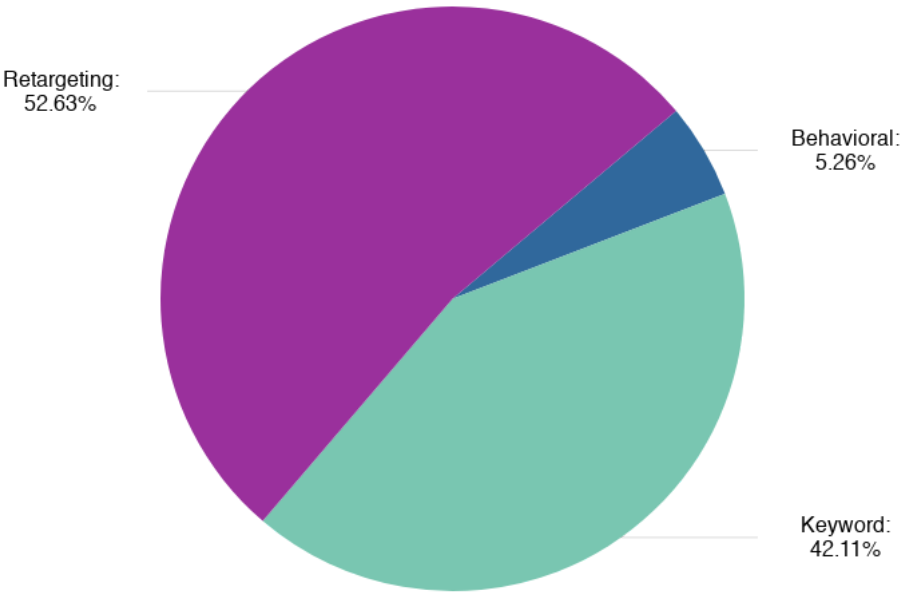
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Lemmata Chiropractic Neurpathy Page View	19

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

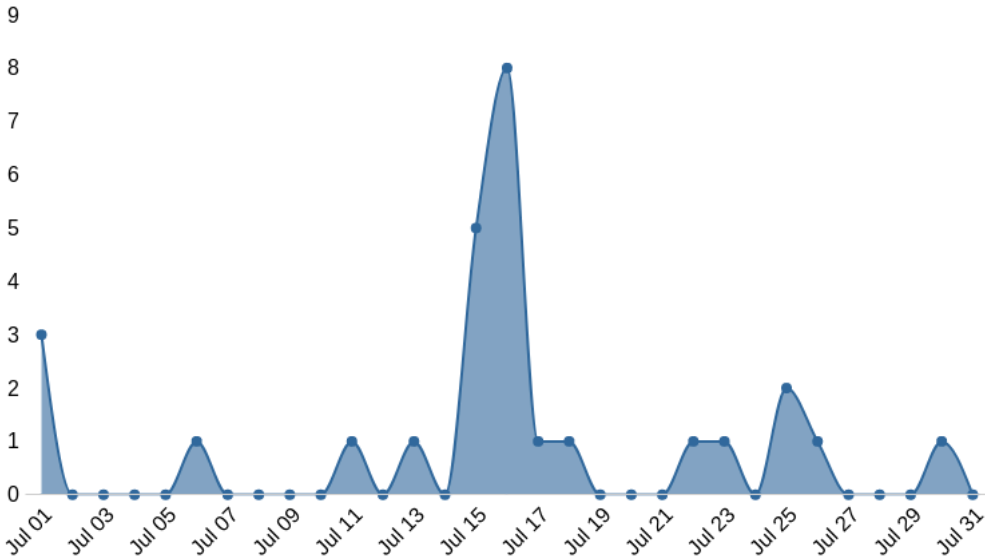


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

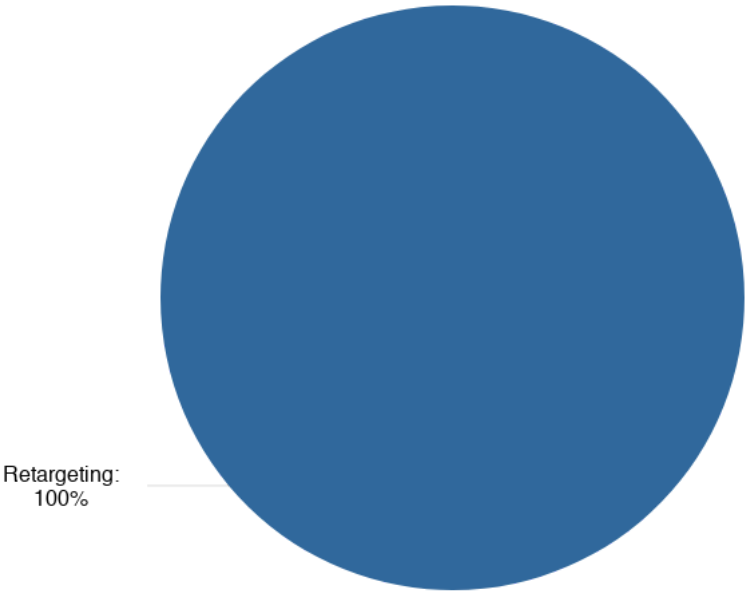
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Lemmata Chiropractic About Us Page View	9
Lemmata Chiropractic Services Page View	7
Lemmata Chiropractic Contact Us Page View	6
Lemmata Chiropractic Neaurpathy Page View	4
Lemmata Chiropractic Metabolic Health Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

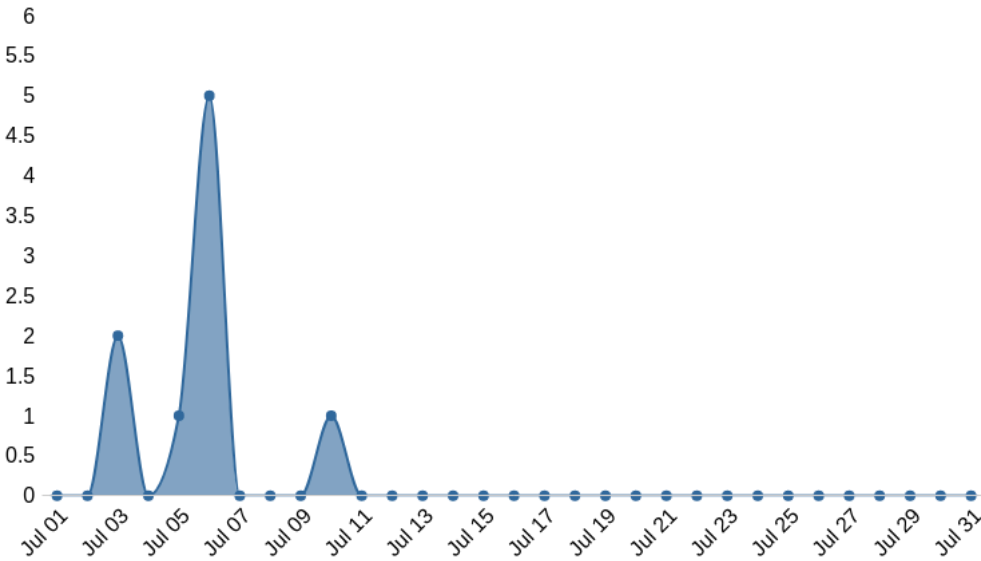


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

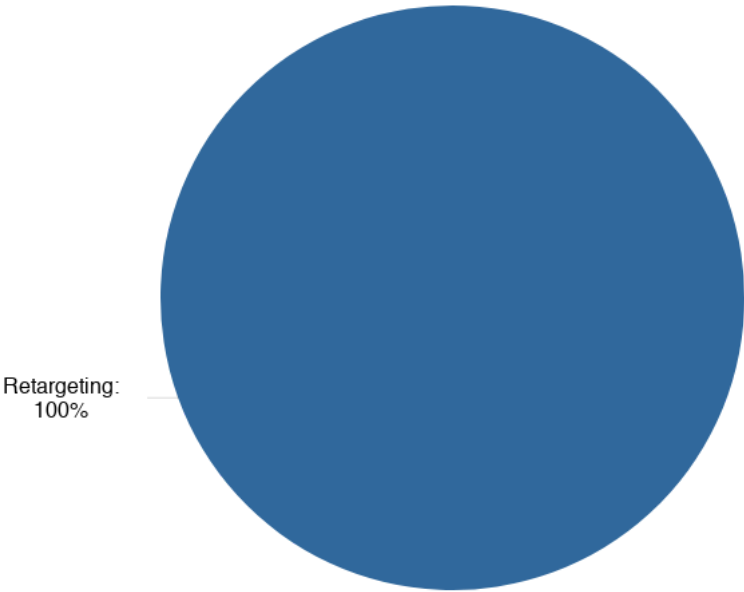
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Lemmata Chiropractic Contact Us Page View	8
Lemmata Chiropractic About Us Page View	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



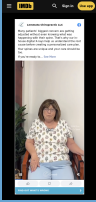
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_If you're dealing with back pain	32,251	47	0.15%	2.08
	Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	33,196	41	0.12%	1.76
	Lemmata Chiropractic - Neuropathy_3.30_Social Mirror_For back or joint pain, you may have more choices than you think	33,708	28	0.08%	1.19
Thumbnail not available	Lemmata Chiropractic - Neuropathy_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	30,260	24	0.08%	1.13
Thumbnail not available	Lemmata Chiropractic - Neuropathy_7.23_Social Mirror_Many patients' biggest concern	16,873	23	0.14%	1.95
Thumbnail not available	Lemmata Chiropractic - Neuropathy_7.23_Social Mirror_Welcome to Lemmata Chiropractic!	14,821	17	0.11%	1.64

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00011	Video	Click to View	5.11%	0.36%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00010	Video	Click to View	3.99%	0.31%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00012	Video	Click to View	3.52%	0.29%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00002	Video	Click to View	3.20%	0.22%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00015	Video	Click to View	2.58%	0.32%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00004	Video	Click to View	2.46%	0.31%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00005	Video	Click to View	2.37%	0.16%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00007	Video	Click to View	2.07%	0.19%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00003	Video	Click to View	1.97%	0.29%
Lemmata Chiropractic - Chiropractic_3.30_Social Mirror_Welcome to Lemmata Chiropractic!	Variant: V_00014	Video	Click to View	1.85%	0.38%

Social Mirror Ad Screenshots

	Lemmata Chiropractic - Neuropathy_7.23_Social Mirror_Many patients' biggest concern		
Screenshot			

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Lemmata Chiropractic_6.4_LC-Neuropathy 30 REV.mp4	67,188	98.45%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Lemmata Chiropractic - Retargeting CTV	100.00%	99.84%	99.81%	99.56%
Lemmata Chiropractic - AI CTV	100.00%	99.60%	99.17%	98.78%
Lemmata Chiropractic - AI CTV REACH	100.00%	99.53%	99.09%	98.55%
Lemmata Chiropractic - Affluent/55+/Neuropathic Pain Behavioral CTV	100.00%	99.55%	98.97%	98.19%
Lemmata Chiropractic - Affluent/55+/Neuropathic Pain Behavioral CTV REACH	100.00%	99.47%	98.99%	98.19%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	104,441	138	0.13%
Desktop	A personal computing device that remains stationary at one location.	48,975	36	0.07%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	37,475	3	0.01%
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.	29,713	3	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,726	6	0.08%

Site and App Performance

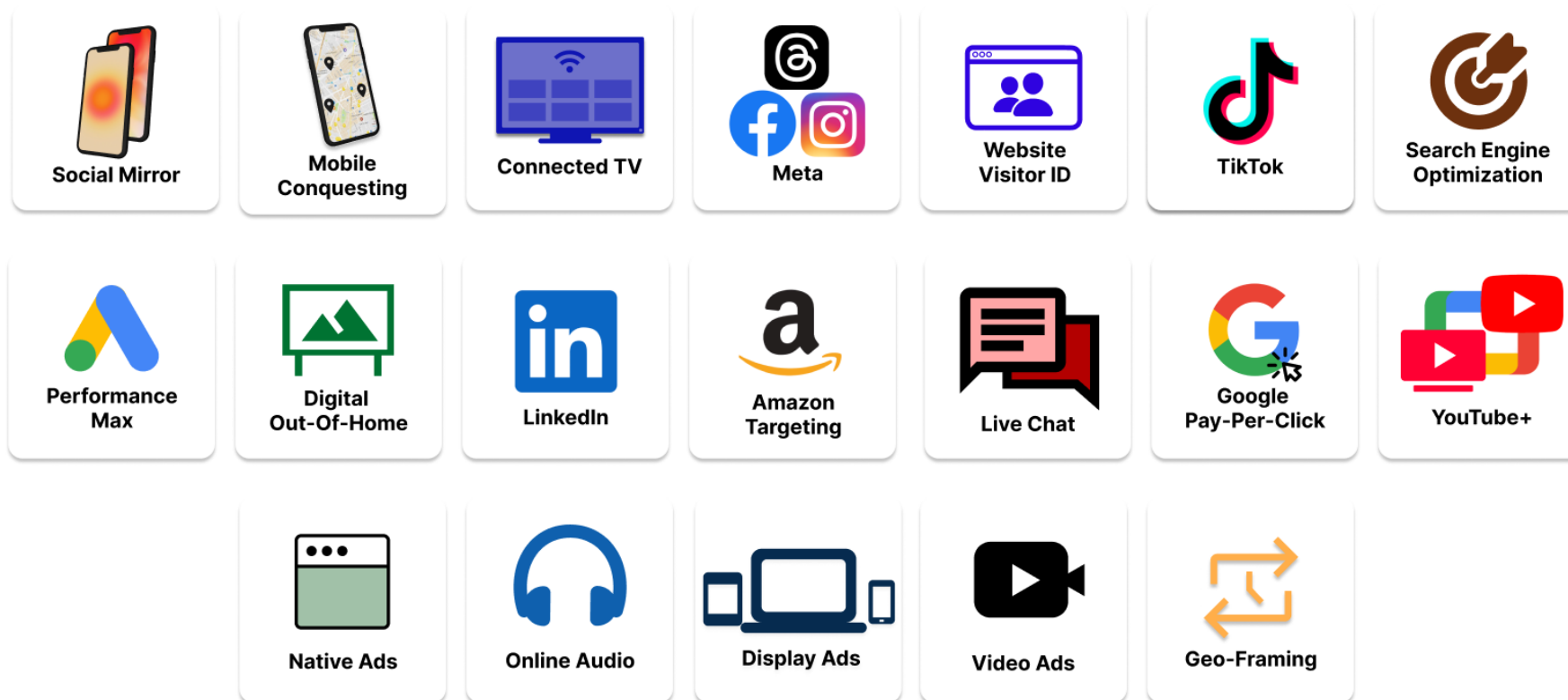
Name	Impressions ↓	Clicks	CTR
Podcast Player	13,379	0	0.00%
foxnews.com	8,033	12	0.15%
x.com	4,754	1	0.02%
Podcast Player - Castbox	4,154	0	0.00%
aol.com	3,776	1	0.03%
tmz.com	3,498	3	0.09%
imdb.com	3,135	0	0.00%
msn.com	2,922	1	0.03%
healthline.com	2,257	1	0.04%
quizdays.com	2,157	1	0.05%
zillow.com	1,694	0	0.00%
accuweather.com	1,557	0	0.00%
weather.com	1,552	1	0.06%
inquirer.com	1,468	7	0.48%
gameravyn.com	1,448	0	0.00%
nypost.com	1,372	0	0.00%
escapello.com	1,366	2	0.15%
questgamelab.com	1,195	0	0.00%
tumblr.com	1,039	1	0.10%
medicalnewstoday.com	1,027	1	0.10%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	6,469	99.54%
		Tubi - Movies & TV Shows	2,715	99.50%
		WSLS 10 News	495	98.94%
		SAMSUNG TV PLUS	387	99.24%
		Plex: Stream Movies & TV	273	100.00%
		ViX-Stream Shows, Sports, News	244	12.50%

	Pluto TV - Live TV and Movies	229	97.82%
	Xfinity TV - Tubi	192	98.23%
	Roku - Tubi	140	96.88%
	Univision Now: Univision y Uni	114	49.45%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.