



Digital Marketing Report

Impressions

How many ads were served:

313,332

Clicks

Times a user clicked on an ad

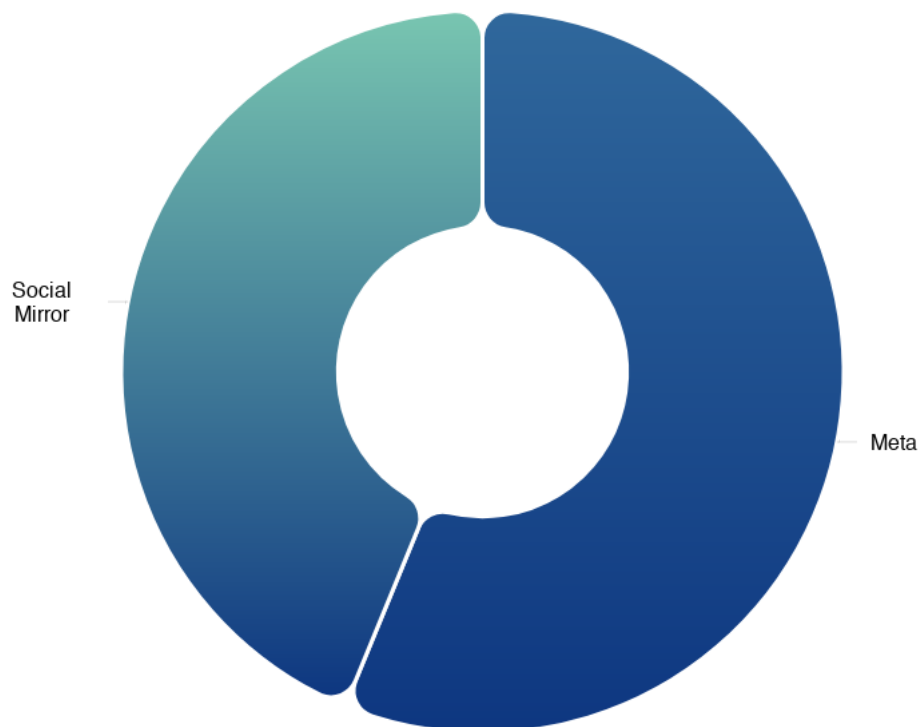
3,294

Click-Through Rate

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

1.05%

Your Product Breakout by Impressions



CTV Completion Rate

39.20%

Percentage of users who watched the video from start to finish

Total Engagement Rate

1.08%

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

X the National Average

15.02

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%)
WestStar Credit Union-Las Vegas - CD Promo Behavioral Social Mirror	134,942	175	0.13%	1.85
WestStar Credit Union-Las Vegas - Checking Premium Facebook	117,041	1,966	1.68%	24.00
WestStar Credit Union-Las Vegas - Auto Premium Facebook	58,820	1,148	1.95%	27.88
WestStar Credit Union-Las Vegas - HELOC Behavioral Social Mirror	1,142	0	0.00%	0.00
WestStar Credit Union-Las Vegas - Auto Behavioral Social Mirror	1,052	0	0.00%	0.00
WestStar Credit Union-Las Vegas - HELOC Premium Facebook	260	5	1.92%	27.47
WestStar Credit Union-Las Vegas - Auto Retargeting Social Mirror	58	0	0.00%	0.00
WestStar Credit Union-Las Vegas - CD Promo Retargeting Social Mirror	13	0	0.00%	0.00
WestStar Credit Union-Las Vegas - Checking/Banking Services Behavioral Social Mirror	4	0	0.00%	0.00



Social Mirror View-through Conversions

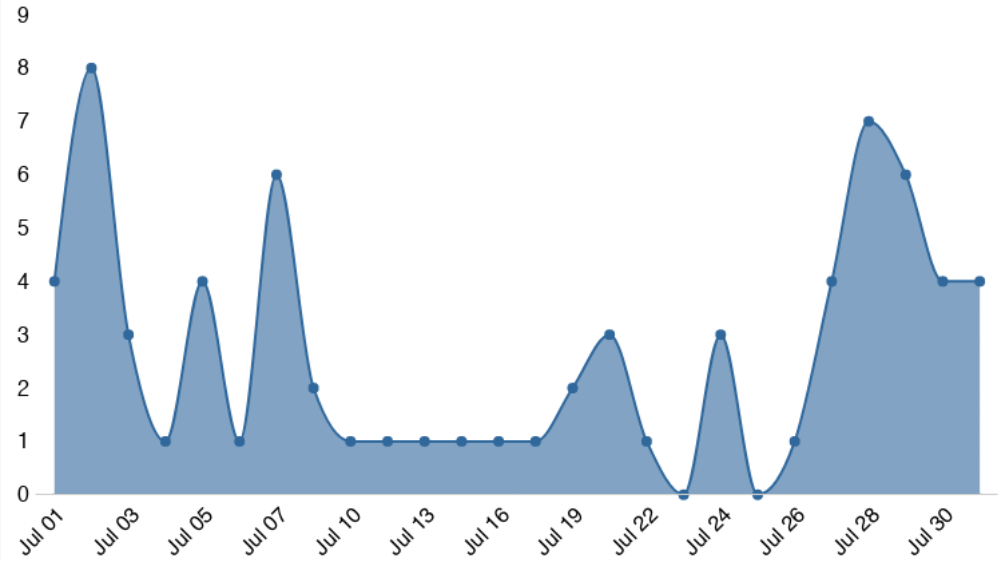


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

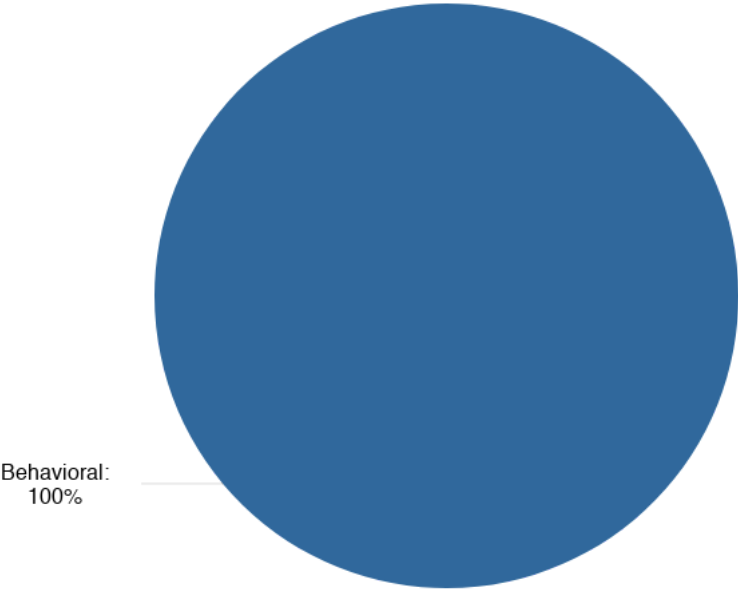
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
WestStar Credit Union-Las Vegas Homepage Visits	70

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Meta Post Engagements

35,080

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

118

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

1

The total number of people who shared your ad, giving your campaign free impressions



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	WestStar Credit Union-Las Vegas_SM_60 Month Certificate Ad	69,141	94	0.14%	1.94
	WestStar Credit Union-Las Vegas_SM_13 Month Certificate Ad	65,814	81	0.12%	1.76
Thumbnail not available	WestStar Credit Union-Las Vegas_SM_Auto Loan Ad #1 Apr 2026	577	0	0.00%	0.00
	WestStar Credit Union-Las Vegas_SM_Auto Loan Ad #2 Apr 2026	533	0	0.00%	0.00
	WestStar Credit Union-Las Vegas_SM_Checking Ad #1 Apr 2026	1	0	0.00%	0.00
	WestStar Credit Union-Las Vegas_SM_Checking Ad #2 Apr 2026	3	0	0.00%	0.00



Social Mirror Ad Screenshots

	WestStar Credit Union-Las Vegas_SM_13 Month Certificate Ad
Screenshot	



Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
WestStar Credit Union-Las Vegas_Auto Loan Ad #2 Jul 2026	51,643	1,054	2.04%	29.16
WestStar Credit Union-Las Vegas_Checking Ad #CELLPHONE Jul 2026	47,114	844	1.79%	25.59
WestStar Credit Union-Las Vegas_Checking Ad #2 Apr 2026	34,678	553	1.59%	22.78
WestStar Credit Union-Las Vegas_Checking Ad #PET Jul 2026	19,166	323	1.69%	24.08
WestStar Credit Union-Las Vegas_Checking Ad #VIRTUALCARE Jul 2026	7,100	100	1.41%	20.12
WestStar Credit Union-Las Vegas_Checking Ad #1 Apr 2026	5,410	81	1.50%	21.39
WestStar Credit Union-Las Vegas_Checking Ad #IDTHEFT Jul 2026	3,573	65	1.82%	25.99
WestStar Credit Union-Las Vegas_Auto Loan Ad #1 Jul 2026	4,644	57	1.23%	17.53



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	245,719	3,035	1.24%
Desktop	A personal computing device that remains stationary at one location.	52,049	60	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,520	171	1.18%
Unknown	---	1,044	28	2.68%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	9,518	8	0.08%
tmz.com	5,233	3	0.06%
nypost.com	5,008	10	0.20%
foxnews.com	4,551	6	0.13%
apnews.com	4,337	7	0.16%
shopgoodwill.com	3,079	0	0.00%
biblegateway.com	2,831	1	0.04%
dailymail.com	2,732	2	0.07%
buzzfeed.com	2,701	3	0.11%
rvtrader.com	2,625	4	0.15%
screenrant.com	2,581	1	0.04%
usatoday.com	2,493	4	0.16%
huffpost.com	2,418	2	0.08%
weather.com	2,407	3	0.12%
reuters.com	2,333	2	0.09%
sfgate.com	2,319	1	0.04%
theguardian.com	2,252	3	0.13%
hometalk.com	2,162	8	0.37%
newrepublic.com	2,155	1	0.05%
8newsnow.com	2,118	3	0.14%

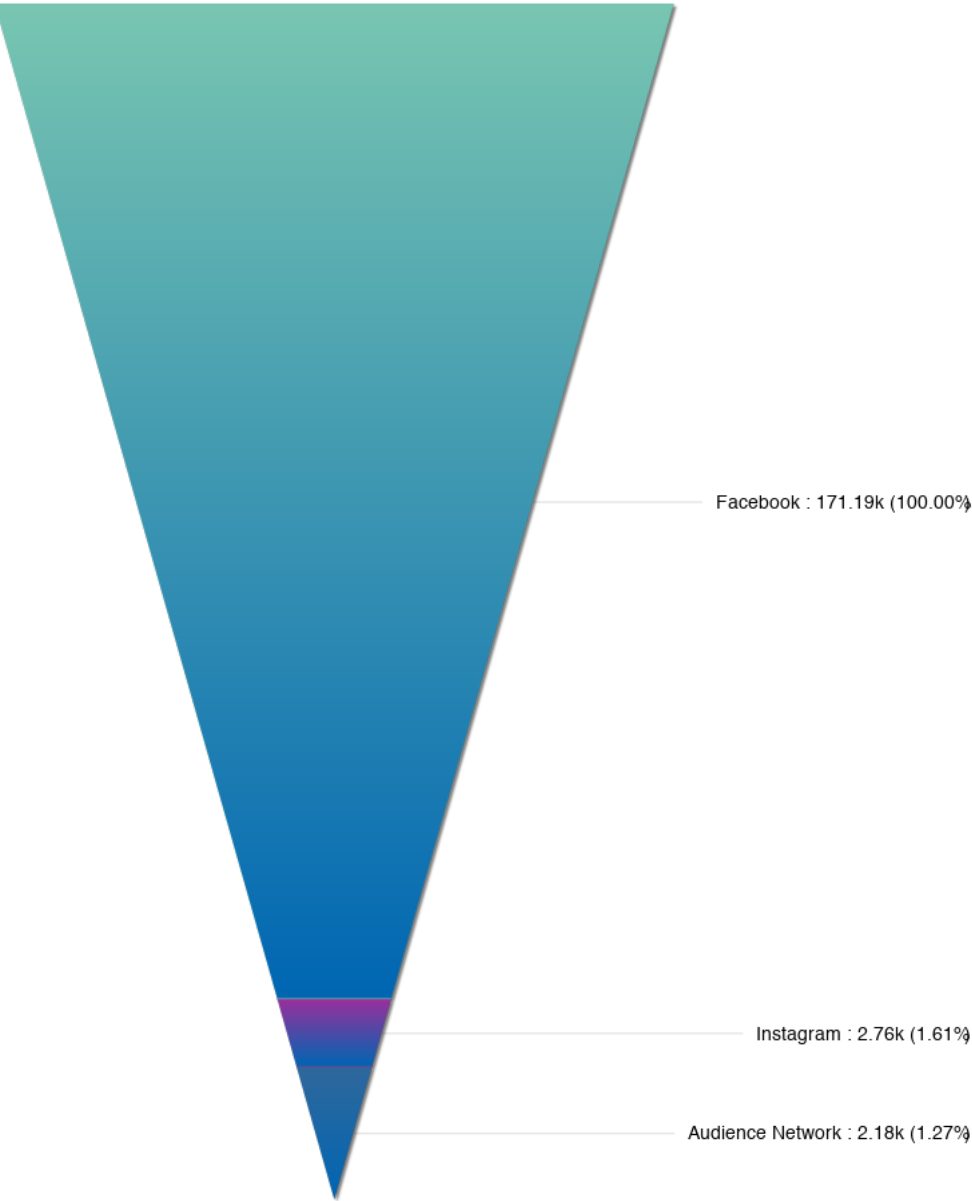


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	86,958	1,280	1.47%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	77,660	1,559	2.01%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,922	84	2.87%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2,010	15	0.75%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,906	51	2.68%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,543	22	1.43%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1,247	47	3.77%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	785	16	2.04%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	427	10	2.34%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	389	1	0.26%



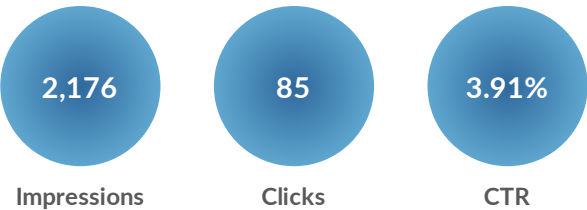
Social Placement Performance by Impressions



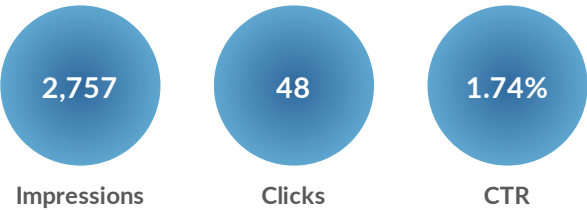
Facebook News Feed Performance



Audience Network Performance

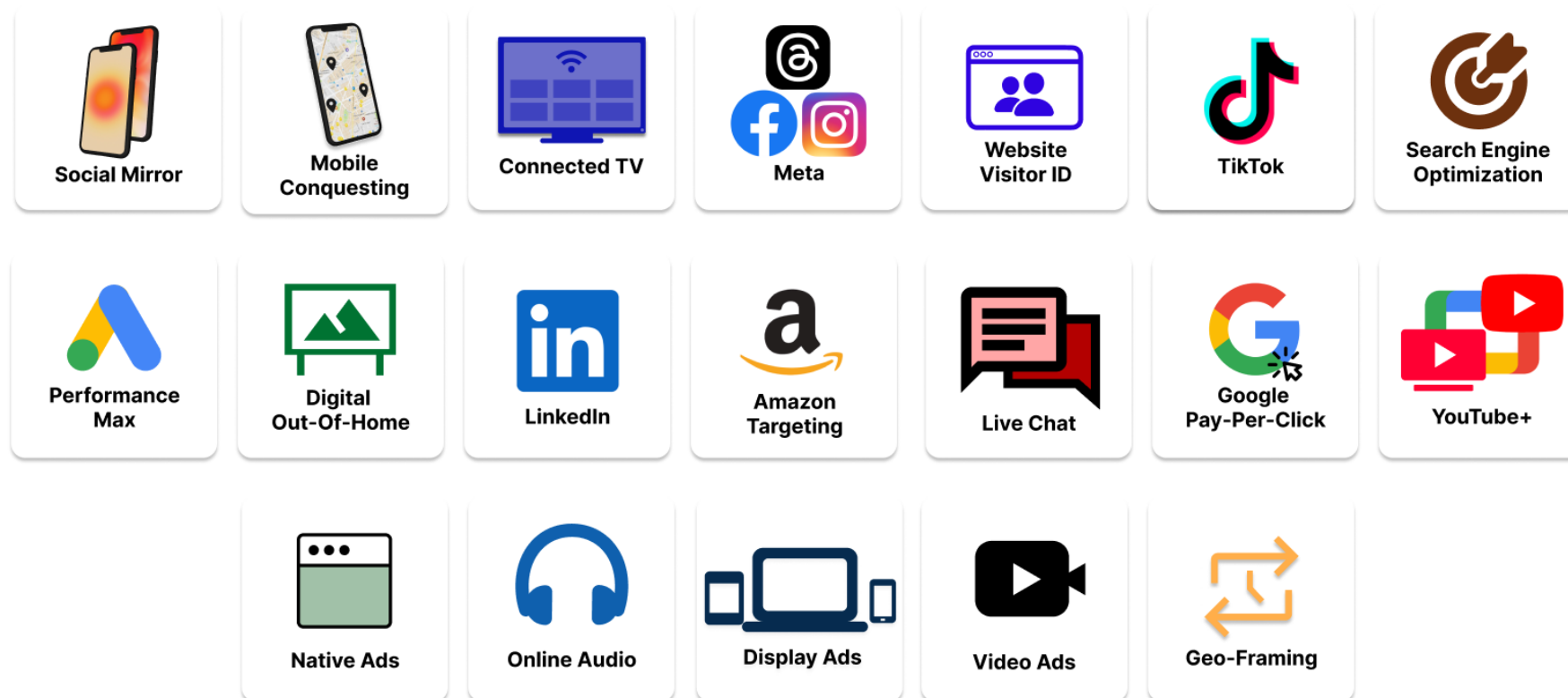


Instagram Performance





All available products in our *toolbox*.



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