

Digital Marketing Report

Impressions

How many ads were served:

102,043

Clicks

Times a user clicked on an ad

1,474

Click-Through Rate

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

1.44%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

48.01%

Percentage of users who watched the video from start
to finish

X the National Average

20.64

X the National Avg (.07%)

Total Engagement Rate

1.44%

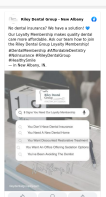
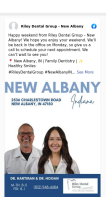
$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

*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.

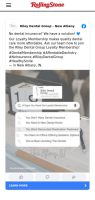
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Riley Dental Group - Parents of Kids/Parents of Teenagers Behavioral Social Mirror	70,733	410	0.58%	8.28
Riley Dental Group - AI Social Mirror	31,310	1,064	3.40%	48.55

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Riley Dental Group_Social Mirror_7.1_Your healthiest smile	38,206	699	1.83%	26.14
	Riley Dental Group_Social Mirror_7.1_Have a fantastic weekend	30,951	309	1.00%	14.26
	Riley Dental Group_Social Mirror_7.23_No dental insurance?	8,780	222	2.53%	36.12
	Riley Dental Group_Social Mirror_7.23_Happy weekend	9,950	131	1.32%	18.81
	Riley Dental Group_Social Mirror_7.23_Refresh	8,712	94	1.08%	15.41
Thumbnail not available	Riley Dental Group_Social Mirror 6.10 Dr. Hartman	1,834	8	0.44%	6.23

Social Mirror Ad Screenshots

	Riley Dental Group_Social Mirror_7.23_No dental insurance?
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	62,366	729	1.17%
Desktop	A personal computing device that remains stationary at one location.	29,616	594	2.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,061	151	1.50%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,225	5	0.16%
zillow.com	2,003	0	0.00%
T-Mobile Play	1,706	0	0.00%
theScore: Sports News & Scores	1,492	3	0.20%
nypost.com	1,139	6	0.53%
crispcrumbs.com	961	1	0.10%
arcamax.com	945	31	3.28%
realclearpolitics.com	863	0	0.00%
ddpcshares.com	774	0	0.00%
themompack.com	698	1	0.14%
aol.com	688	1	0.15%
rezepty.com	655	0	0.00%
hollywoodpq.com	598	5	0.84%
themirror.com	554	4	0.72%
ruralsprout.com	527	5	0.95%
bonsaimary.com	505	2	0.40%
usatoday.com	493	12	2.43%
tmz.com	487	5	1.03%
The Scoop	445	1	0.22%
cookandsharerecipes.com	427	1	0.23%

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.