

Digital Marketing Report

Impressions

How many ads were served:

137,581

Clicks

Times a user clicked on an ad

165

Click-Through Rate

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

0.12%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

25.69%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.12%

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

X the National Average

1.71

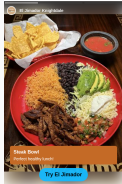
X the National Avg (.07%)

*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%)
El Jimador - Geo-Retargeting Social Mirror	62,870	109	0.17%	2.48
El Jimador - Mexican Food/Restaurants/Families Behavioral Social Mirror	37,600	20	0.05%	0.76
El Jimador - AI Social Mirror	23,422	27	0.12%	1.65
El Jimador - Keyword Social Mirror	13,640	9	0.07%	0.94
El Jimador - Retargeting Social Mirror	37	0	0.00%	0.00
El Jimador - Geo-Fencing Social Mirror	12	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	El Jimador_Social Mirror_3.12.26_Video_300x250	61,300	82	0.13%	1.91
Thumbnail not available	El Jimdaor_Social Mirror_General_300x250	56,807	51	0.09%	1.28
	El Jimdaor_Social Mirror_General_300x600	13,944	16	0.11%	1.64
	El Jimador_Social Mirror_3.12.26_Story_300x250	4,124	14	0.34%	4.85
	El Jimador_Social Mirror_3.12.26_Story_300x600	835	2	0.24%	3.42
	El Jimador_Social Mirror_3.12.26_Video_300x600	553	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
El Jimador_Social Mirror_3.12.26_Video	Variant: V_00002	Video	Click to View	17.83%	0.32%
El Jimdaor_Social Mirror_General	Variant: V_00001	Video	Click to View	14.94%	0.40%
El Jimdaor_Social Mirror_General	Variant: Original	Video	Click to View	14.13%	0.36%
El Jimdaor_Social Mirror_General	Variant: V_00003	Video	Click to View	11.43%	0.40%
El Jimador_Social Mirror_3.12.26_Video	Variant: V_00003	Video	Click to View	10.94%	0.27%
El Jimdaor_Social Mirror_General	Variant: V_00002	Video	Click to View	10.89%	0.32%
El Jimador_Social Mirror_3.12.26_Video	Variant: Original	Video	Click to View	8.90%	0.35%
El Jimador_Social Mirror_3.12.26_Video	Variant: V_00001	Video	Click to View	7.07%	0.48%
El Jimador_Social Mirror_3.12.26_Story	Variant: V_00007	Story	Click to View	0.42%	0.18%
El Jimador_Social Mirror_3.12.26_Story	Variant: V_00002	Story	Click to View	0.35%	0.64%

Social Mirror Ad Screenshots

	El Jimador_Social Mirror_7.8.26_Long day?_300x250
Screenshot	

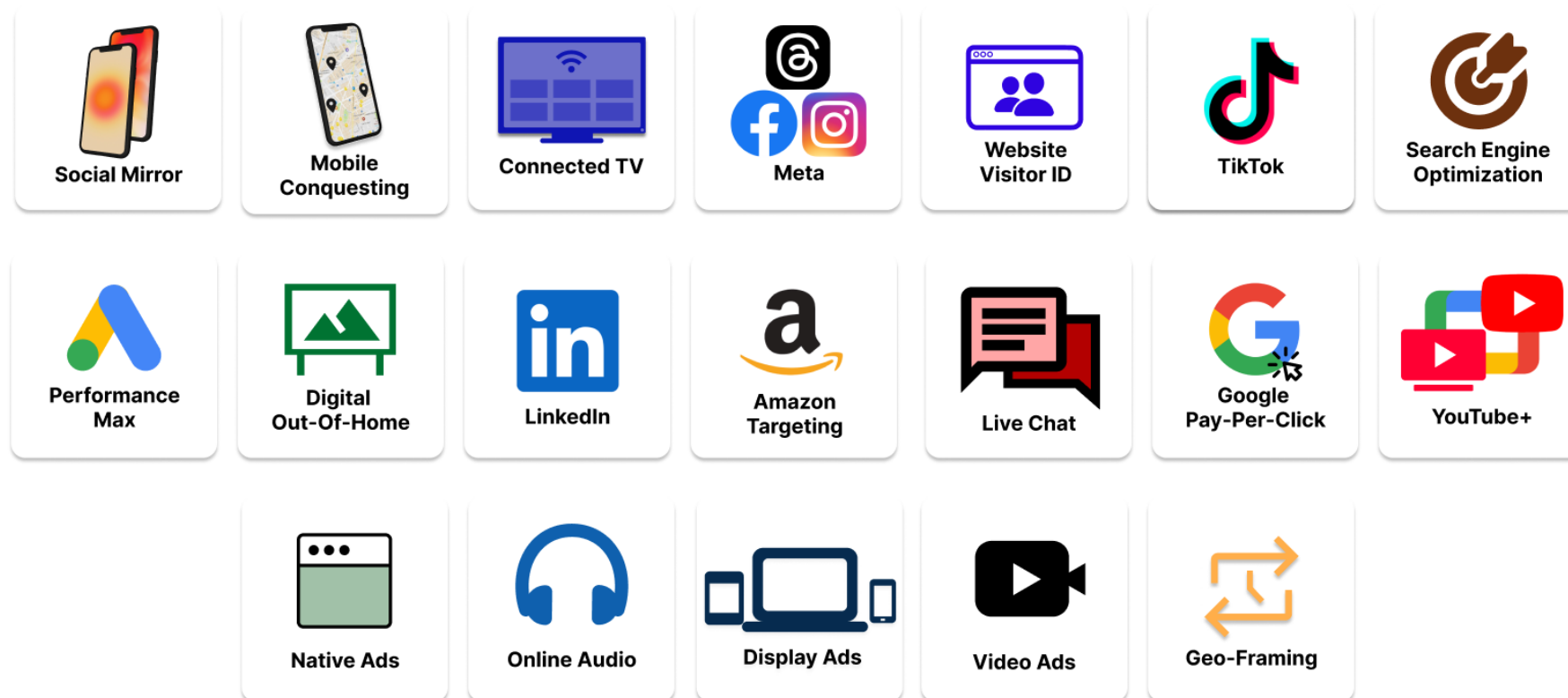
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	70,640	55	0.08%
Mobile	A portable electronic device that can connect to the internet.	62,800	107	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,141	3	0.07%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	21,843	3	0.01%
foxnews.com	8,460	20	0.24%
aol.com	3,144	3	0.10%
Pinterest	3,004	2	0.07%
nypost.com	2,758	5	0.18%
biblegateway.com	2,261	0	0.00%
theguardian.com	1,758	0	0.00%
huffpost.com	1,739	4	0.23%
tmz.com	1,644	0	0.00%
queensultimate.com	1,591	0	0.00%
apnews.com	1,240	1	0.08%
Fox News - Daily Breaking News	978	0	0.00%
merriam-webster.com	893	1	0.11%
americanoceans.org	883	1	0.11%
abakingjourney.com	836	0	0.00%
washingtonpost.com	835	1	0.12%
people.com	712	4	0.56%
buzzfeed.com	695	1	0.14%
dailymail.com	657	0	0.00%
nctripping.com	628	0	0.00%

All available products in our *toolbox*.



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