

Digital Marketing Report

Impressions

How many ads were served:

78,216

Clicks

Times a user clicked on an ad

170

Click-Through Rate

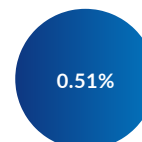
$(\text{Clicks} / \text{Impressions}) \times 100$

0.22%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

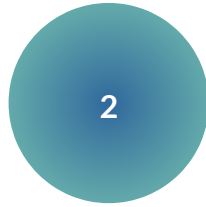
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Tea House - AI Social Mirror	62,207	128	0.21%	2.94
The Tea House - CBD Users/Joint Pain/Green Living Behavioral Social Mirror	13,155	31	0.24%	3.37
The Tea House - Retargeting Social Mirror	2,854	11	0.39%	5.51

Social Mirror Click Conversions

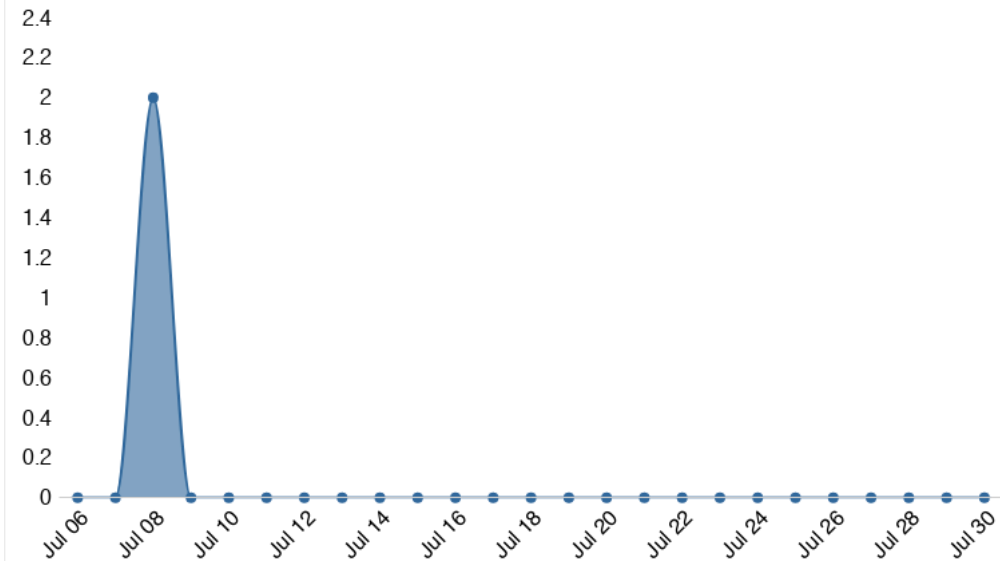


Times users clicked on an ad leading to your site and visited a page or completed an action

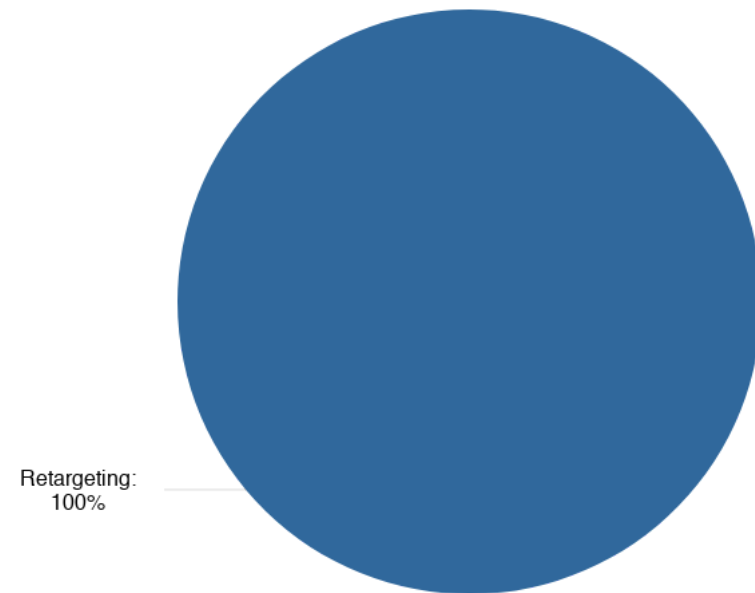
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

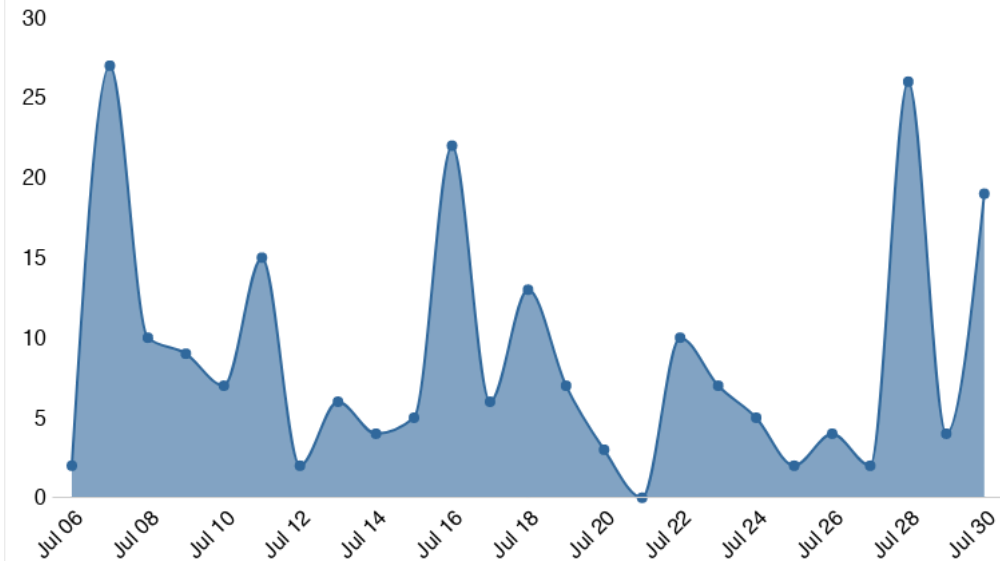


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

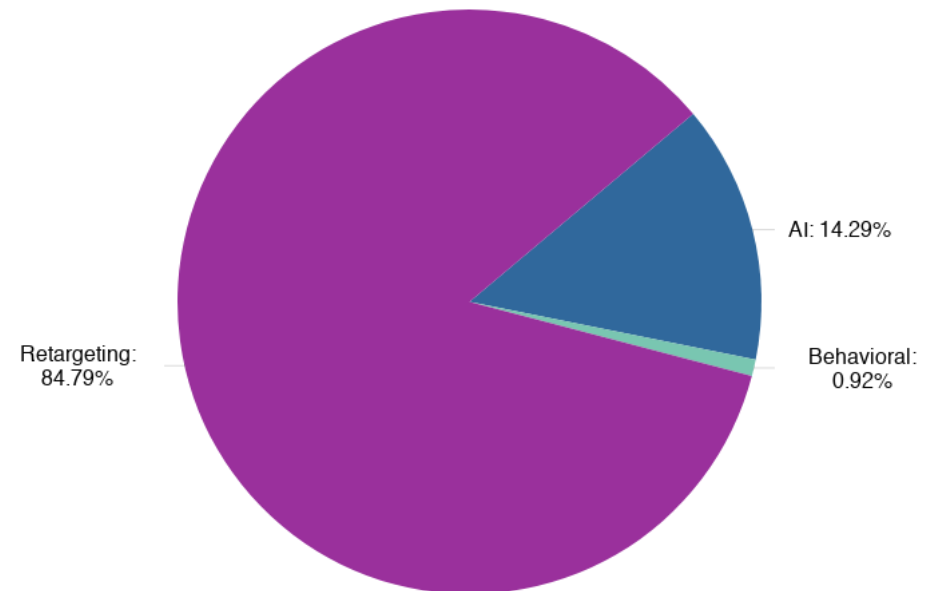
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
	115
The Tea House Homepage Visits	56
The Tea House Shop Now Click	44
The Tea House Cannabis 101 Page View	1
The Tea House High Priority Program 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%)
	The Tea House_Social Mirror_6.11_Order for Pickup	78,216	170	0.22%	3.10

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00009	Story	Click to View	12.43%	0.59%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00008	Story	Click to View	9.33%	0.45%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: Original	Story	Click to View	9.30%	0.48%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00004	Story	Click to View	9.15%	0.61%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00010	Story	Click to View	8.89%	0.69%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00011	Story	Click to View	8.62%	0.63%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00001	Story	Click to View	7.96%	0.73%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00007	Story	Click to View	7.16%	0.44%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00003	Story	Click to View	7.08%	0.44%
The Tea House_Social Mirror_6.11_Order for Pickup	Variant: V_00006	Story	Click to View	7.04%	0.53%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	42,585	42	0.10%
Mobile	A portable electronic device that can connect to the internet.	36,598	136	0.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,479	3	0.12%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	10,463	23	0.22%
nypost.com	7,978	15	0.19%
dailymail.com	5,834	11	0.19%
msn.com	4,567	12	0.26%
huffpost.com	2,522	9	0.36%
theguardian.com	1,790	10	0.56%
screenrant.com	1,168	6	0.51%
thedailybeast.com	1,107	2	0.18%
apnews.com	1,079	1	0.09%
bbc.com	797	1	0.13%
foxbusiness.com	599	0	0.00%
escapefromtarkov.fandom.com	596	0	0.00%
salon.com	572	0	0.00%
worldlifestyle.com	414	1	0.24%
quora.com	409	0	0.00%
worldle.teuteuf.fr	363	0	0.00%
wcax.com	341	0	0.00%
tumblr.com	286	0	0.00%
reuters.com	281	0	0.00%
dangtravelers.com	250	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.