

Digital Marketing Report

Impressions

How many ads were served:

81,221

Clicks

Times a user clicked on an ad

752

Click-Through Rate

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

0.93%

Your Product Breakout by Impressions



CTV Completion Rate

38.73%

Percentage of users who watched the video from start to finish

Total Engagement Rate

1.19%

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

X the National Average

13.23

X the National Avg (.07%)

Social
Mirror

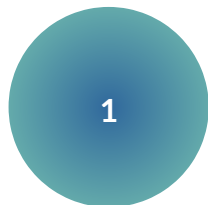
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
802 Subaru - AI Social Mirror	61,605	612	0.99%	14.19
802 Subaru - In-Market Subaru/Forester/Impreza Behavioral Social Mirror	14,682	111	0.76%	10.80
802 Subaru - Retargeting Social Mirror	4,934	29	0.59%	8.40

Social Mirror Click Conversions

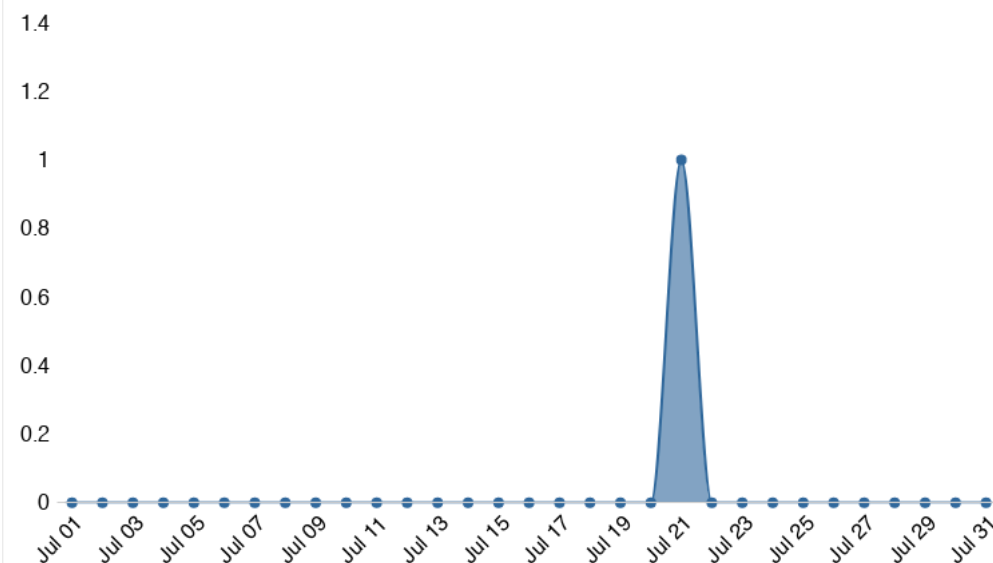


Times users clicked on an ad leading to your site and visited a page or completed an action

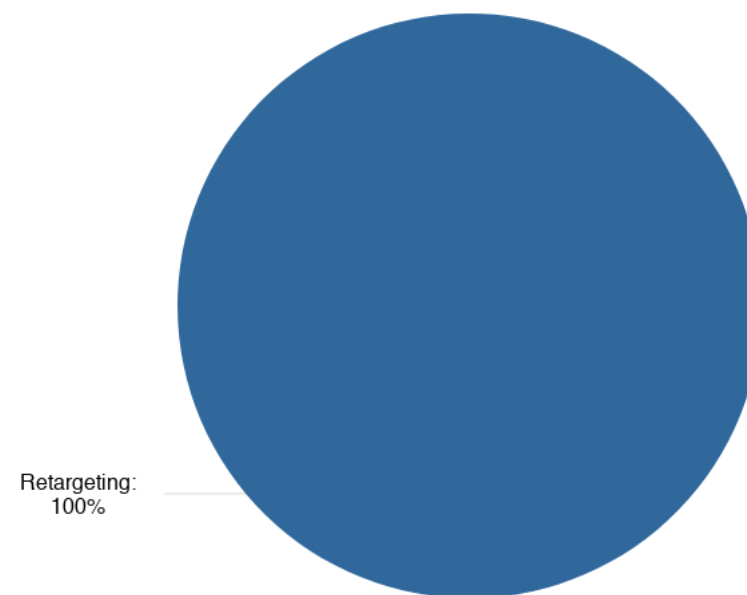
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
802 Subaru New Inventory Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

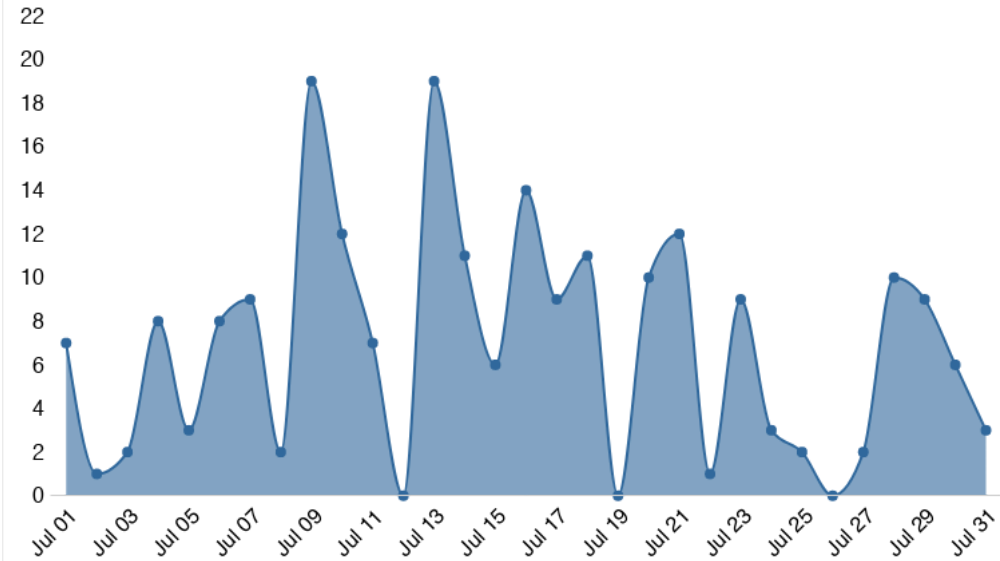


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

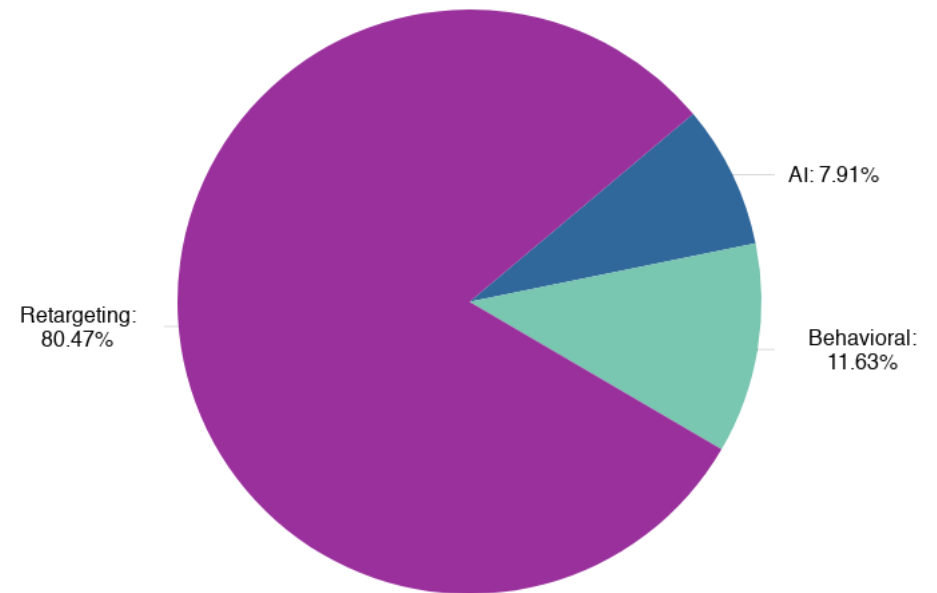
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
802 Subaru Homepage Visits	122
802 Subaru Used Inventory Page View	67
802 Subaru New Inventory Page View	23
802 Subaru Careers Page View	2
802 Subaru Deals 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%)
Thumbnail not available	802 Subaru_Social Mirror_4.10_Let Love Bloom	42,393	407	0.96%	13.72
	802 Subaru_Social Mirror_7.16_Subaru Summer Story	24,123	272	1.13%	16.11
	802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	14,705	73	0.50%	7.09

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00002	Video	Click to View	17.64%	3.07%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00003	Video	Click to View	7.55%	3.03%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00005	Video	Click to View	7.24%	3.07%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00014	Video	Click to View	7.12%	3.02%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00009	Video	Click to View	6.68%	3.84%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00004	Video	Click to View	5.22%	3.72%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00015	Video	Click to View	5.07%	4.10%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00006	Video	Click to View	5.06%	3.84%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00010	Video	Click to View	5.02%	4.42%
802 Subaru_Social Mirror_7.16_Shop Accessories at 802 Subaru	Variant: V_00001	Video	Click to View	4.99%	3.20%

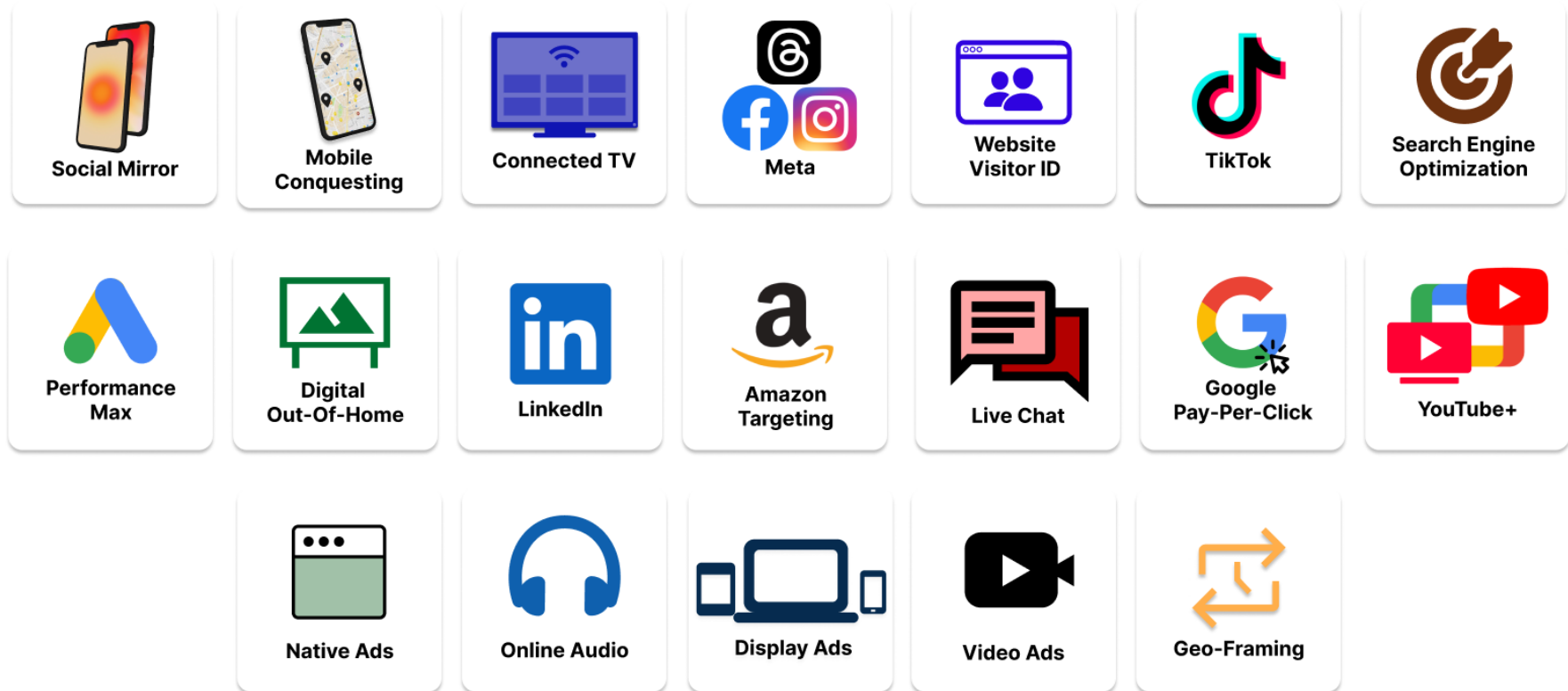
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	53,326	654	1.23%
Desktop	A personal computing device that remains stationary at one location.	22,289	81	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,606	17	0.30%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
WCAX Channel 3 News: VT-NY-NH	18,316	406	2.22%
nypost.com	3,141	5	0.16%
huffpost.com	1,798	4	0.22%
theguardian.com	1,642	2	0.12%
apnews.com	1,463	9	0.62%
tmz.com	958	0	0.00%
mynbc5.com	785	2	0.25%
tunein.com	723	4	0.55%
accuweather.com	702	1	0.14%
foxnews.com	603	6	1.00%
wcax.com	601	0	0.00%
arcamax.com	590	1	0.17%
themompack.com	584	2	0.34%
themirror.com	569	0	0.00%
hollywoodpq.com	519	4	0.77%
tumblr.com	514	0	0.00%
imdb.com	468	4	0.85%
ruralsprout.com	383	6	1.57%
bostonglobe.com	380	6	1.58%
buzzfeed.com	366	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.