

Digital Marketing Report

Impressions

How many ads were served:

1,016

Clicks

Times a user clicked on an ad

1

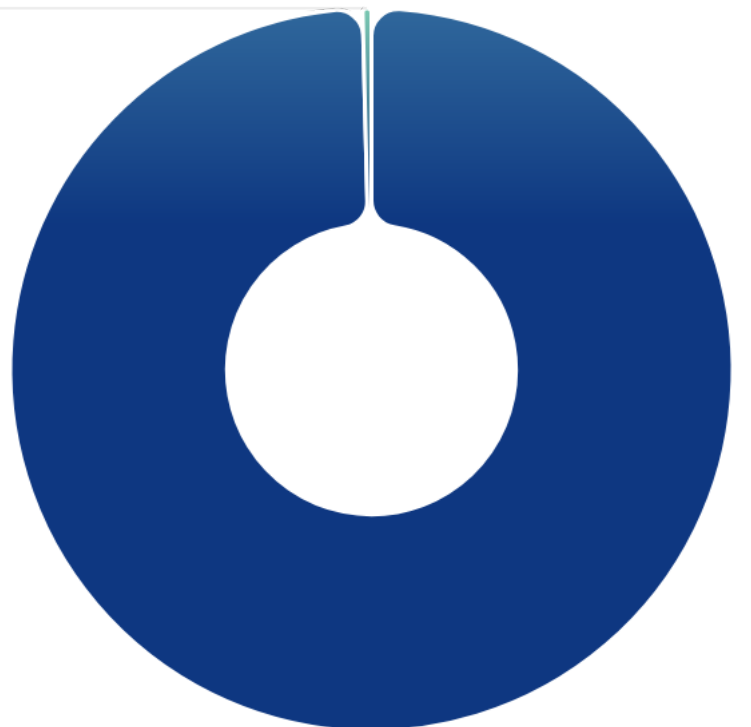
Click-Through Rate

(Clicks/Impressions) x 100

0.10%

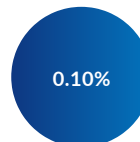
Your Product Breakout by Impressions

Social
Mirror



Online
Audio

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



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%)
SAC Health - AI Audio	513	1	0.19%	2.78
SAC Health - Parents with Kids/Low Income/Middle Income Behavioral Audio	499	0	0.00%	0.00
SAC Health - Parents with Kids/Low Income/Middle Income Behavioral Social Mirror	4	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	SAC Health_5.15_Social Mirror_Let's talk about Kids Vaccination	4	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00001	Video	Click to View	27.06%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00015	Video	Click to View	13.09%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00003	Video	Click to View	7.87%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00002	Video	Click to View	7.06%	1.04%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00010	Video	Click to View	6.62%	1.11%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00005	Video	Click to View	5.74%	1.28%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00013	Video	Click to View	4.93%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: Original	Video	Click to View	4.56%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00008	Video	Click to View	4.41%	0.00%
SAC Health_5.15_Social Mirror_"Let\'s talk about Kids Vaccination"	Variant: V_00006	Video	Click to View	3.82%	0.00%

Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
SAC Health_SAC Health New Brier Campus Tammy 30 FullMix 10.24.25.mp3	1,012	1	0.10%	1.41

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
SAC Health - Parents with Kids/Low Income/Middle Income Behavioral Audio	97.60%	97.19%	96.59%	96.59%
SAC Health - AI Audio	94.35%	93.96%	93.57%	92.98%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	487	1	0.21%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	344	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	72	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	28	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	27	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	333	1	0.30%
Vizio	205	0	0.00%
Samsung	114	0	0.00%
Amazon	25	0	0.00%
Motorola	18	0	0.00%
Google	15	0	0.00%
TCL	5	0	0.00%
Hisense	2	0	0.00%
LG	2	0	0.00%
Huawei	1	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	317	1	0.32%
Spotify: Play music & podcasts	124	0	0.00%
libsyn.com	64	0	0.00%
spotify.com	14	0	0.00%
rollingstone.com	7	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.