

Digital Marketing Report

**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.*

Social Mirror Click Conversions

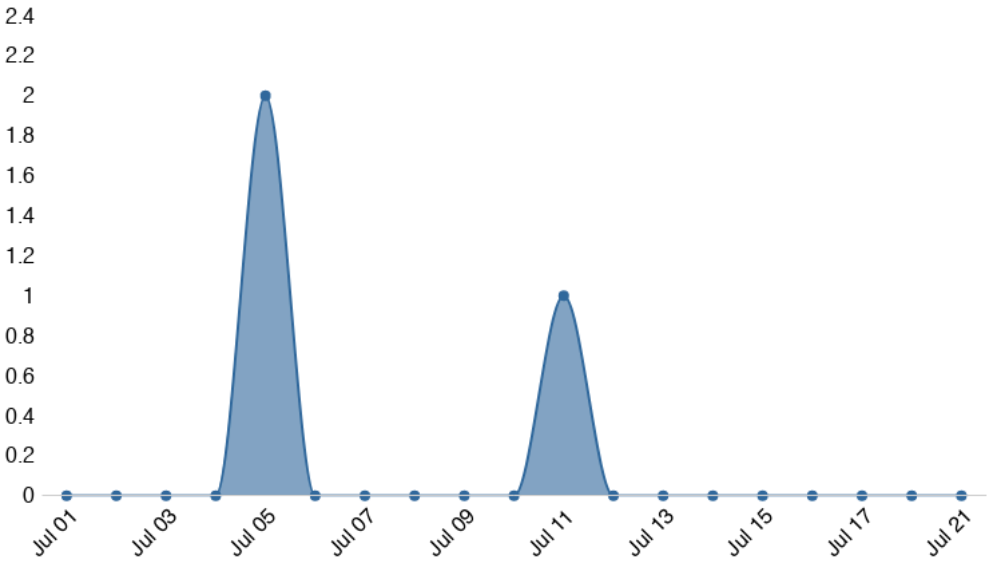


Times users clicked on an ad leading to your site and visited a page or completed an action

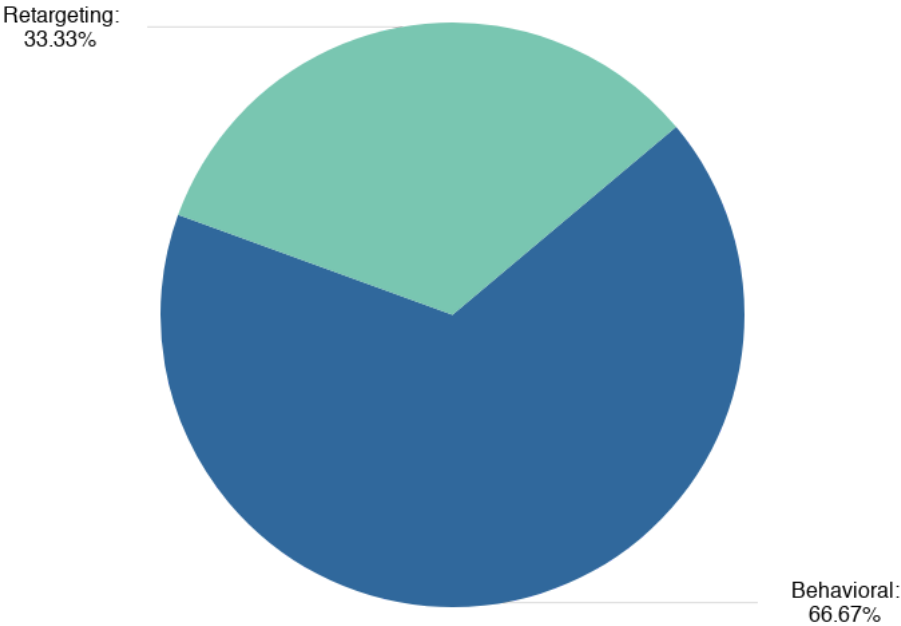
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Amtrak Cascades Train Status and Schedules Page View	2
Amtrak Cascades Ticket Purchase Conversion	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

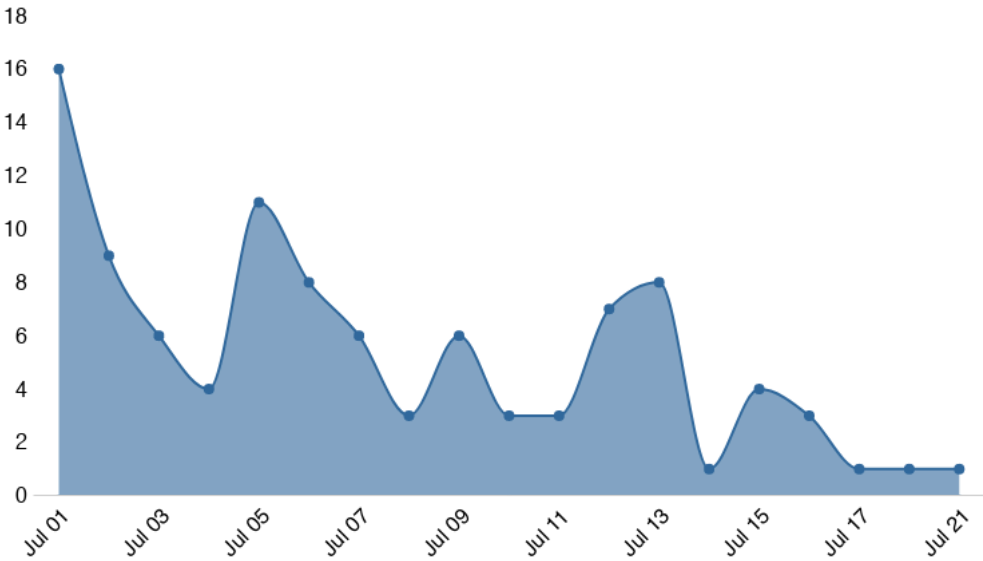
101

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

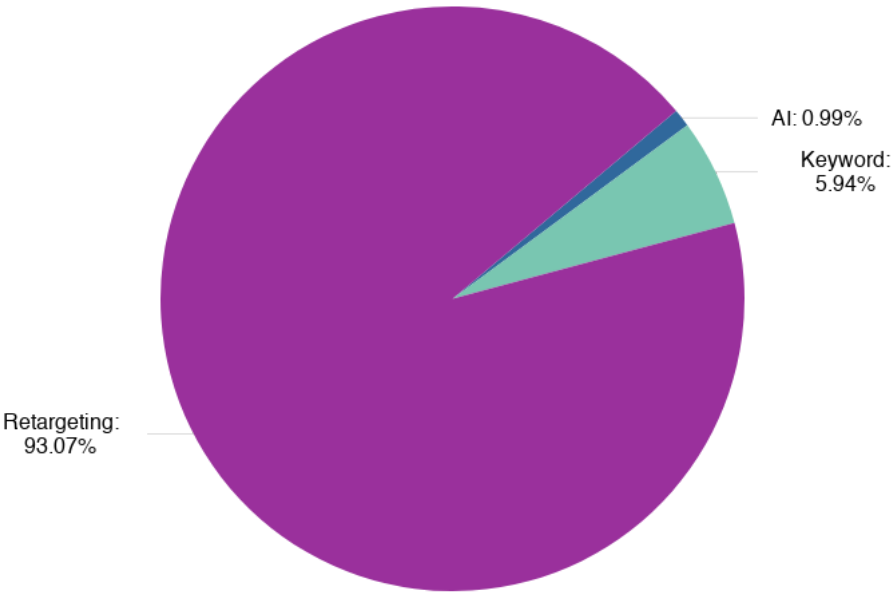
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Amtrak Cascades Train Status and Schedules Page View	33
Amtrak Cascades Homepage Visits	26
Amtrak Cascades Ticket Purchase Conversion	25
Amtrak Cascades Tickets Page View	12
Amtrak Cascades Contact Us Page View	2
Amtrak Cascades Riders Guide Page View	2
Amtrak Cascades Specials Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

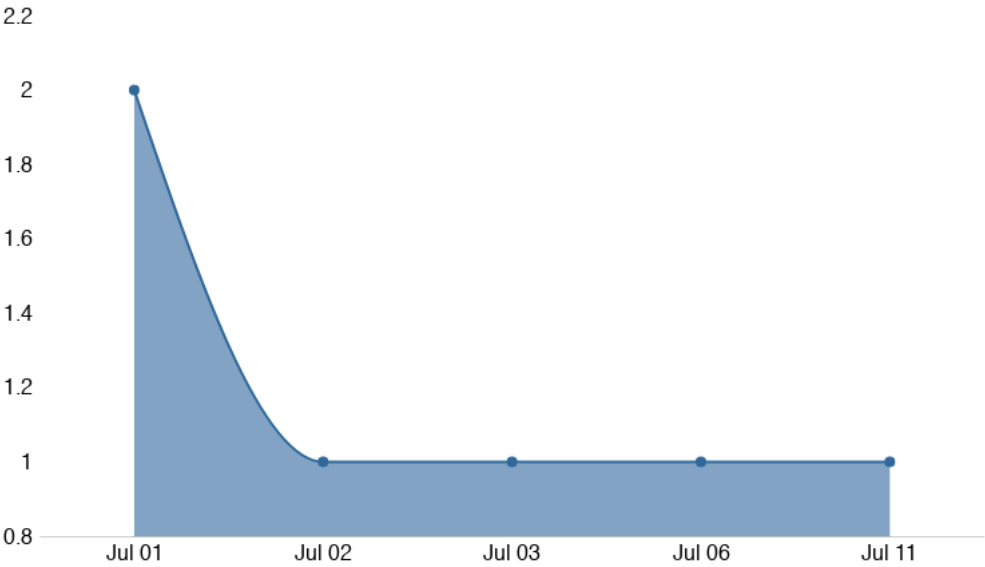


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

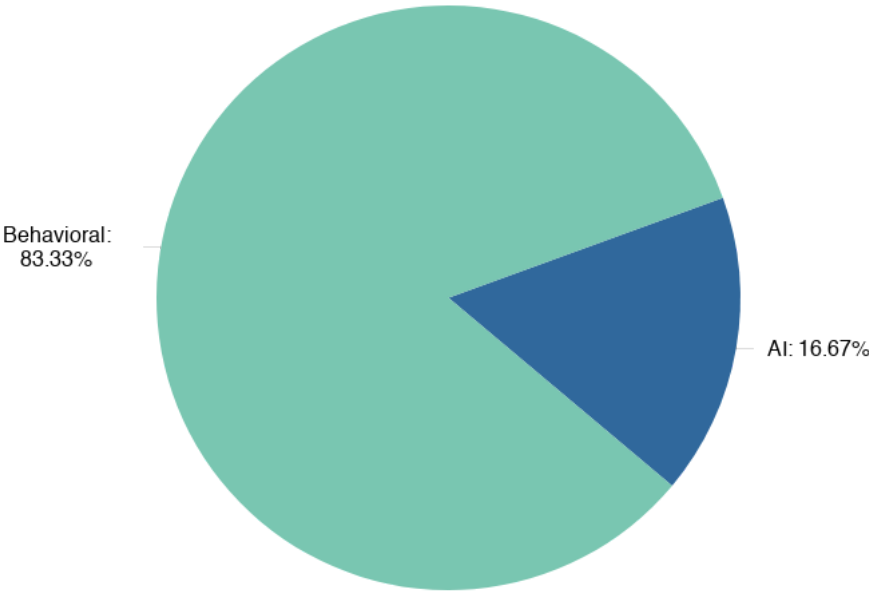
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Amtrak Cascades Ticket Purchase Conversion	6

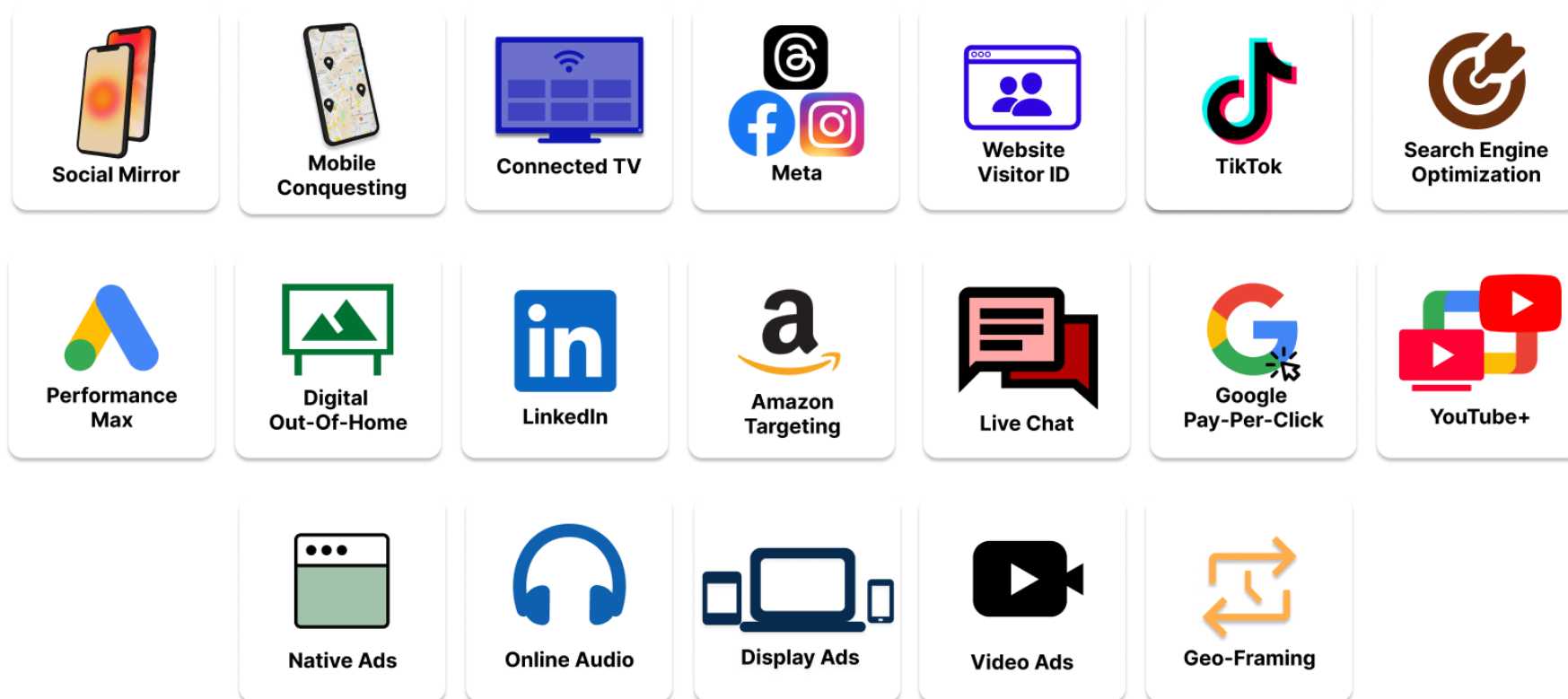
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



All available products in our *toolbox*.



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