



Digital Marketing Report

Impressions

How many ads were served:

189,035

Clicks

Times a user clicked on an ad

1,236

Click-Through Rate

(Clicks/Impressions) x 100

0.89%

Your Product Breakout by Impressions



CTV Completion Rate

97.05%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.89%

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

X the National Average

10.44

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%)
Southern Kentucky Performing Arts Center (SKyPAC) - Concerts/#broadway TikTok	53,415	614	1.15%	16.42
Southern Kentucky Performing Arts Center (SKyPAC) - Broadway/Theater/Concert Tickets YouTube+	32,517	17	0.05%	0.75
Southern Kentucky Performing Arts Center (SKyPAC) - Retargeting TikTok	27,606	245	0.89%	12.68
Southern Kentucky Performing Arts Center (SKyPAC) - AI Social Mirror	22,748	170	0.75%	10.68
Southern Kentucky Performing Arts Center (SKyPAC) - Concert Goers/Live Events/Music Lovers Behavioral Social Mirror	22,686	124	0.55%	7.81
Southern Kentucky Performing Arts Center (SKyPAC) - Concerts/Events Behavioral Social Mirror CTV	10,717	52	0.49%	6.93
Southern Kentucky Performing Arts Center (SKyPAC) - Keyword Social Mirror	9,896	64	0.65%	9.24
Southern Kentucky Performing Arts Center (SKyPAC) - AI Social Mirror CTV	8,533	28	0.33%	4.69
Southern Kentucky Performing Arts Center (SKyPAC) - Broadway/Theater/Concert Tickets YouTube TV	595	0	0.00%	0.00
Southern Kentucky Performing Arts Center (SKyPAC) - Site Retargeting Social Mirror	305	2	0.66%	9.37
Southern Kentucky Performing Arts Center (SKyPAC) - Site Retargeting Social Mirror CTV	17	0	0.00%	0.00



TikTok Likes



The number of likes your video creative received

TikTok Comments



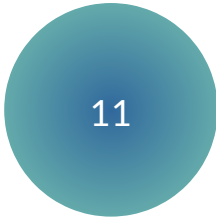
The number of comments your video creative received

TikTok Profile Visits



The number of profile visits the ad drove

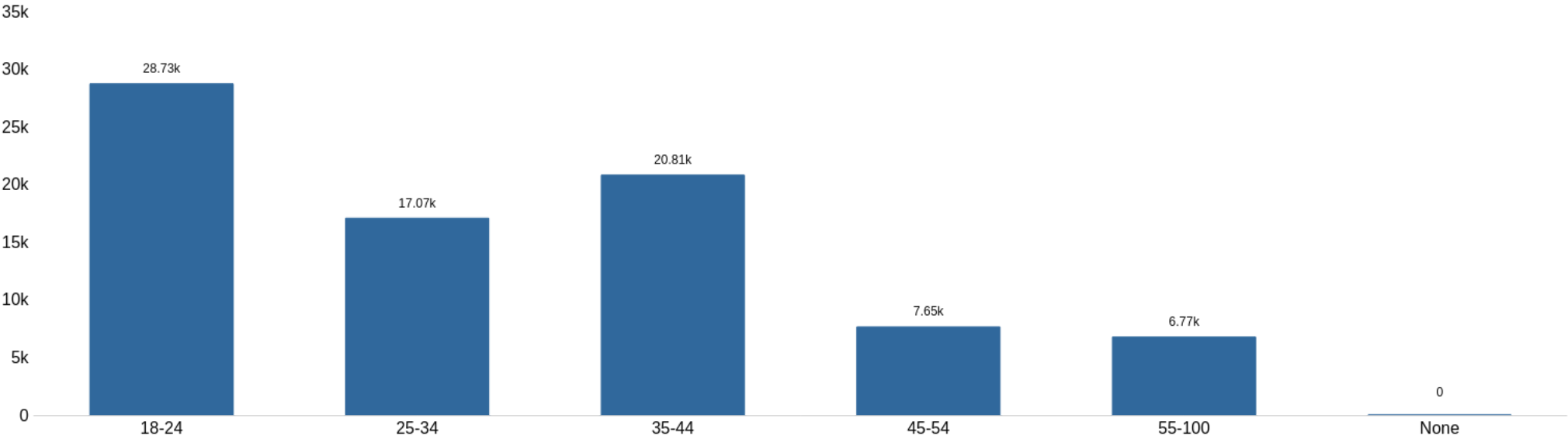
TikTok Shares



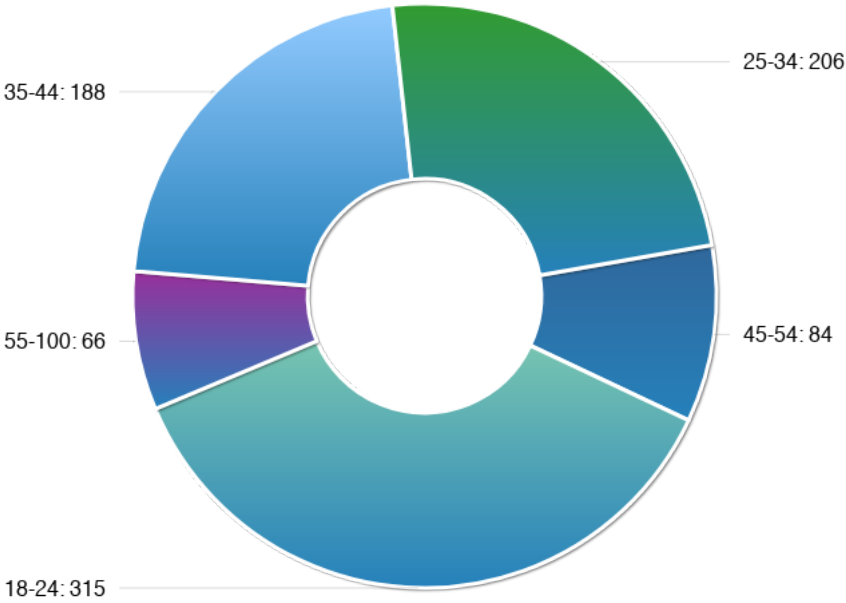
The number of times your video creative was shared



Impression Performance by Age



Click Performance by Age



Impression Performance by Gender

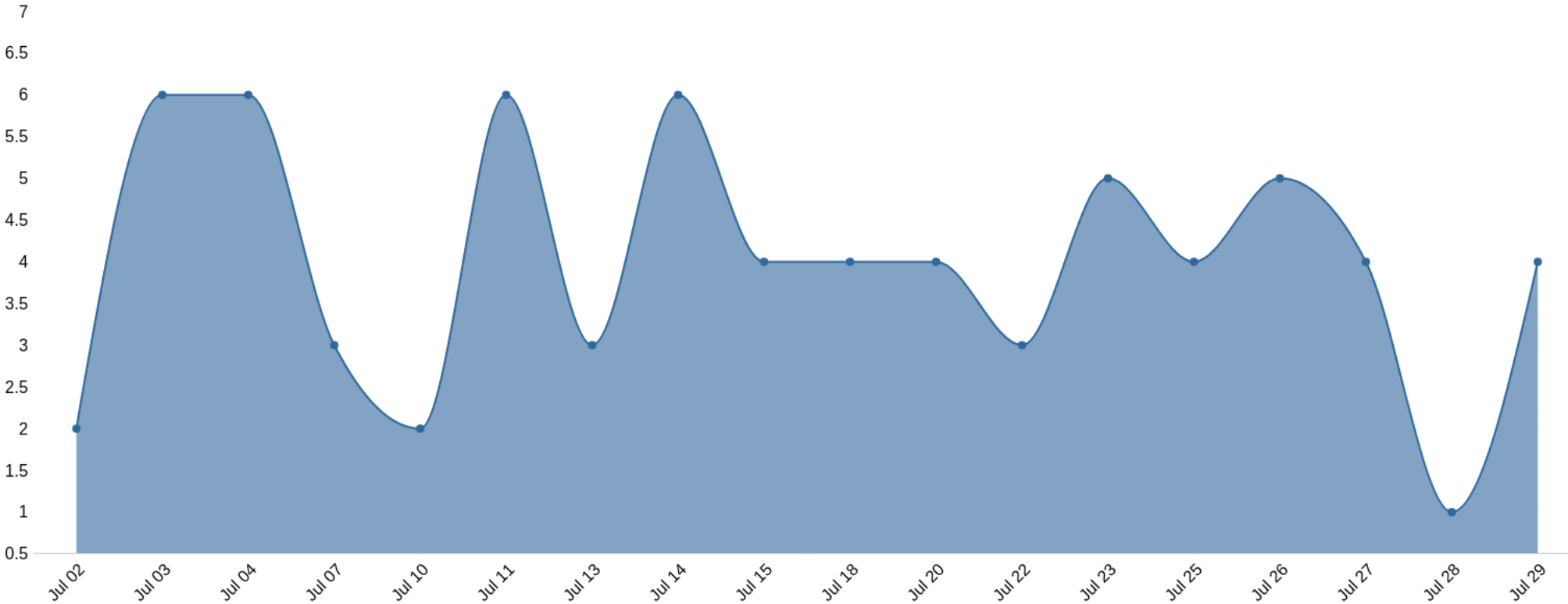


QR Code Scan Performance



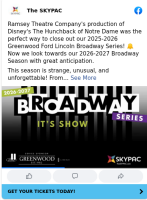
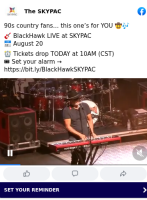
Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day

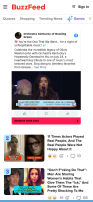


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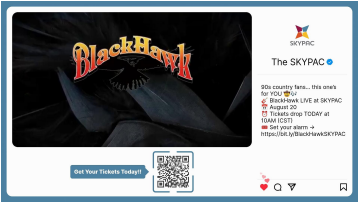
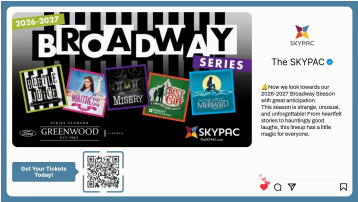
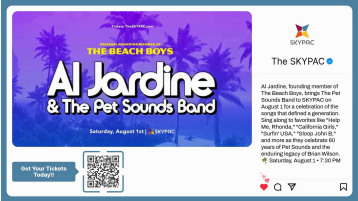
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Southern Kentucky Performing Arts Center_SM_5.26.26_Afroman_July 31	18,682	119	0.64%	9.10
	Southern Kentucky Performing Arts Center_SM_7.8.26_Broadway Nov 21	19,459	98	0.50%	7.19
Thumbnail not available	Southern Kentucky Performing Arts Center_SM_7.8.26_Hopelessly Devoted July 17	5,477	51	0.93%	13.30
	Southern Kentucky Performing Arts Center_SM_4.24.26_Jay Leno_Sept 19	3,750	41	1.09%	15.62
Thumbnail not available	Southern Kentucky Performing Arts Center_SM_7.8.26_A.J. Croce July 10	1,144	23	2.01%	28.72
	Southern Kentucky Performing Arts Center (SKyPAC)_Social Mirror_3.27.26_90s country fans_Aug 20	3,869	15	0.39%	5.54
	Southern Kentucky Performing Arts	2,252	12	0.40%	5.71

Social Mirror Ad Screenshots

	Southern Kentucky Performing Arts Center_SM_7.8.26_Hopelessly Devoted July 17		
Screenshot			

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	Southern Kentucky Performing Arts Center_SM CTV_BlackHawk_Aug 20	12,844	96.78%
	Southern Kentucky Performing Arts Center_SM CTV_Ramsey Theatre Co	3,964	97.89%
Thumbnail not available	Southern Kentucky Performing Arts Center_SM CTV_Afroman_Jul 31	2,065	96.79%
	Southern Kentucky Performing Arts Center_SM CTV_Jardine_July 17	394	99.49%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Southern Kentucky Performing Arts Center_5.22.26_Ann Wilson Sept 22	6,771	5	95.98%	0.04
Southern Kentucky Performing Arts Center_5.26.26_Afroman_July 31	5,974	4	96.59%	0.04
Southern Kentucky Performing Arts Center_5.22.26_Afroman July 31	5,779	1	96.17%	0.04
Southern Kentucky Performing Arts Center_5.26.26_Aaron Lewis_July 23	4,801	3	95.06%	0.04
Southern Kentucky Performing Arts Center_Jardine_Aug 1	4,293	0	96.48%	0.04
Southern Kentucky Performing Arts Center_Chris Young_Aug 8	4,277	4	95.74%	0.04
Southern Kentucky Performing Arts Center_Hopelessly Devoted_July 17	620	0	94.99%	0.04

Grid contains more rows, but they have been clipped.

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Southern Kentucky Performing Arts Center_Jardine_Aug 1	97.48%	97.02%	96.74%	96.48%
Southern Kentucky Performing Arts Center_5.26.26_Afroman_July 31	97.45%	97.03%	96.79%	96.59%
Southern Kentucky Performing Arts Center_5.22.26_Ann Wilson Sept 22	97.34%	96.69%	96.22%	95.98%
Southern Kentucky Performing Arts Center_5.22.26_Afroman July 31	97.29%	96.78%	96.52%	96.17%
Southern Kentucky Performing Arts	97.22%	96.54%	96.07%	95.74%

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Southern Kentucky Performing Arts Center_5.26.26_Afroman_July 31	41,196	497	1.21%	17.23
Southern Kentucky Performing Arts Center_5.22.26_Ann Wilson Sept 22	11,930	105	0.88%	12.57
Southern Kentucky Performing Arts Center_4.24.26_Aaron Lewis_July 23	8,762	72	0.82%	11.74
Southern Kentucky Performing Arts Center_4.24.26_Jay Leno_Sept 19	7,560	53	0.70%	10.02
Southern Kentucky Performing Arts Center_5.26.26_Orchestra Kentucky	6,794	45	0.66%	9.46
Southern Kentucky Performing Arts Center_Trace Atkins_Nov 6	4,779	87	1.82%	26.01

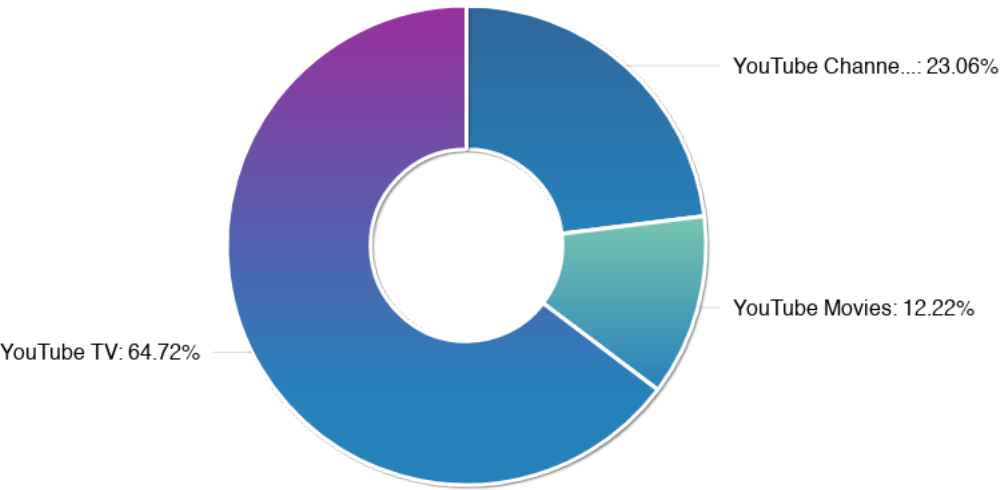
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	110,635	1,001	0.90%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	38,376	39	0.10%
Desktop	A personal computing device that remains stationary at one location.	17,265	145	0.84%
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.	13,233	58	0.44%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,922	73	0.82%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
hollywoodpq.com	1,571	3	0.19%
foxnews.com	1,461	1	0.07%
buzzfeed.com	1,005	1	0.10%
Timehop - Memories Then & Now	987	3	0.30%
tmz.com	904	5	0.55%
lawandcrime.com	851	0	0.00%
Fox News - Daily Breaking News	758	2	0.26%
ultimate-guitar.com	716	6	0.84%
huffpost.com	691	2	0.29%
reuters.com	571	1	0.18%
digitalmarketingfc.com	533	4	0.75%
apnews.com	527	0	0.00%
baseball-reference.com	430	2	0.47%
courttv.com	428	2	0.47%
nypost.com	413	10	2.42%
mediotiempo.com	374	0	0.00%
thecollector.com	348	8	2.30%
Weather - The Weather Channel	345	6	1.74%
viber.com	336	0	0.00%
aol.com	324	3	0.93%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	228	0	0.00%
Midwest Safety	213	1	0.47%
CaseOh	187	0	0.00%
GLIV	133	0	0.00%
Joe Bart Games	122	0	0.00%
HISTORY	78	0	0.00%
SML	70	0	0.00%
Joe Bartolozzi	68	1	1.47%
Pop The Balloon	55	0	0.00%
WatchMojo.com	50	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	2,948
(YouTube TV) CNN	393
(YouTube TV) MS NOW	358
(YouTube TV) ESPN	307
(YouTube TV) Hallmark TV	157
(YouTube TV) TV Land	145
(YouTube TV) FOX Business	140
(YouTube TV) Investigation Discovery	121
(YouTube TV) CNBC	85
(YouTube TV) Nickelodeon	83



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	1,180	99.62%
		The Roku Channel	759	98.92%
		SAMSUNG TV PLUS	730	98.91%
		Tubi - Free Movies & TV	674	59.64%
		Telly - The Truly Smart TV	504	100.00%
		DIRECTV	184	100.00%

	Pluto TV - Live TV and Movies	144	23.82%
	Tubi - Movies & TV Shows	117	91.67%
	Philo TV	98	100.00%
	Scripps News	67	97.62%

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.