

Digital Marketing Report

Impressions

How many ads were served:

80,917

Clicks

Times a user clicked on an ad

514

Click-Through Rate

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

0.64%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

48.12%

Percentage of users who watched the video from start
to finish

X the National Average

9.07

X the National Avg (.07%)

Total Engagement Rate

0.70%

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

*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%)
Adaptive Networks_2 - AI Social Mirror	32,387	391	1.21%	17.25
Adaptive Networks_2 - Small Business Owners/Executives/C-Suite B2B Social Mirror	32,315	58	0.18%	2.56
Adaptive Networks_2 - Keyword Social Mirror	16,215	65	0.40%	5.73

Social Mirror Click Conversions

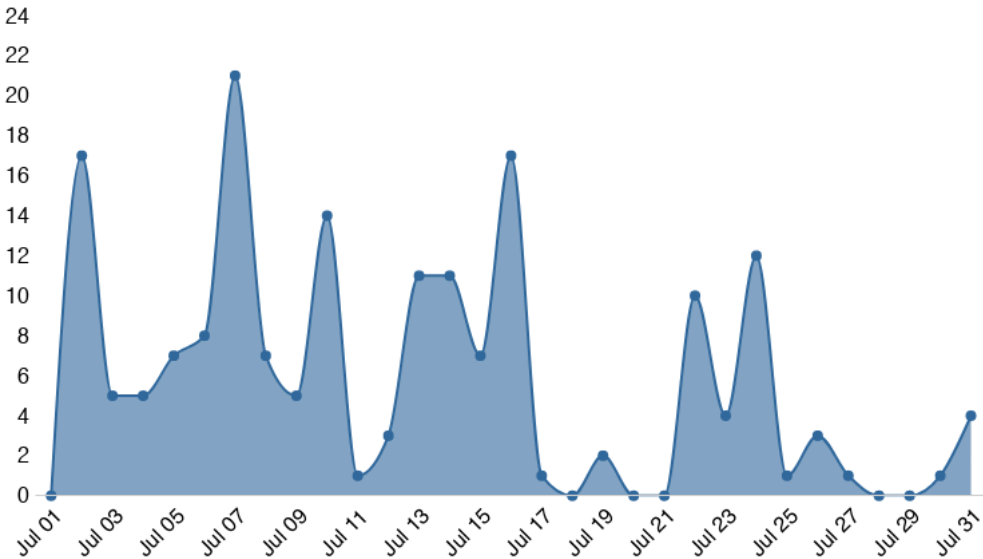


Times users clicked on an ad leading to your site and visited a page or completed an action

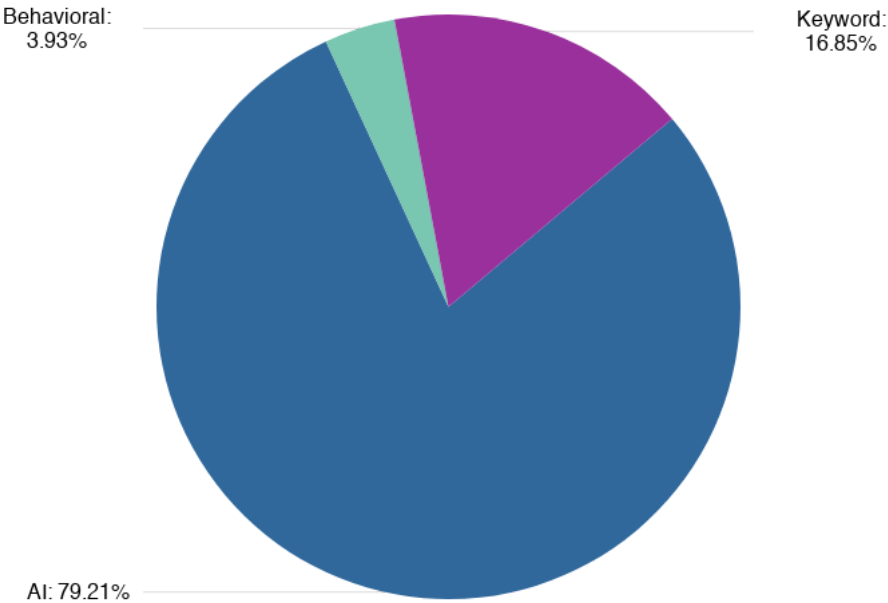
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Adaptive Networks Security Page View	111
Adaptive Networks Microsoft 365 Page View	24
Adaptive Networks Cloud Backup Services Bakersfield Page View	19
Adaptive Networks Contact Us Page View	15
Adaptive Networks Managed IT Services Page View	9

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

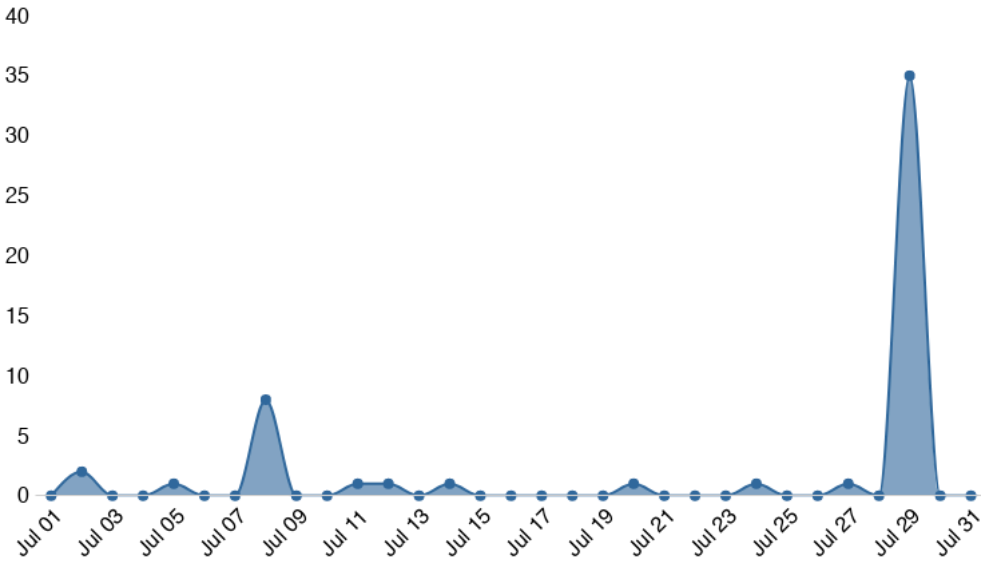


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

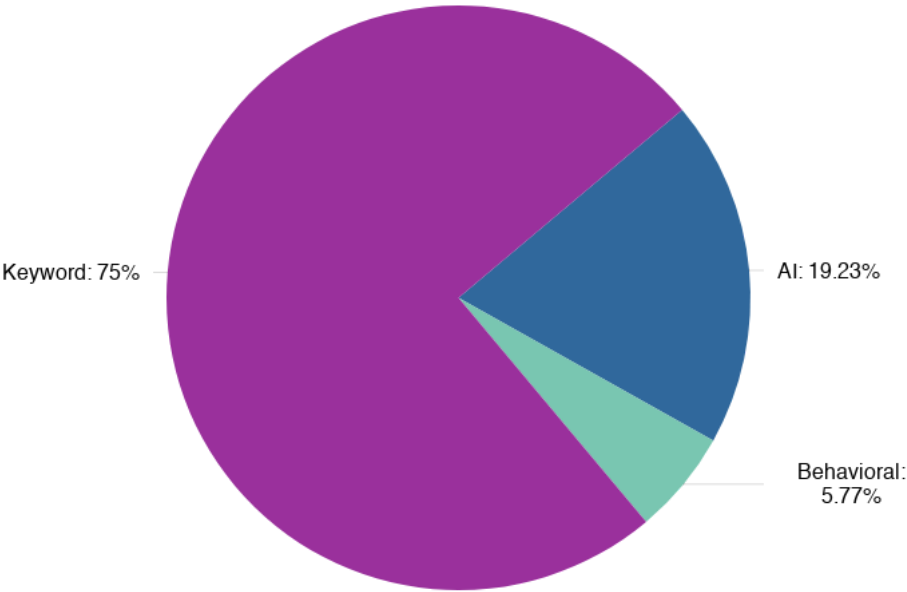
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Adaptive Networks Homepage Visits	36
Adaptive Networks Managed IT Services Page View	8
Adaptive Networks Microsoft 365 Page View	7
Adaptive Networks Contact Us 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	Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	80,917	514	0.64%	9.07

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative				
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00004	Video	Click to View	8.92%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00015	Video	Click to View	7.84%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00012	Video	Click to View	7.83%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00005	Video	Click to View	7.59%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00001	Video	Click to View	7.17%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00003	Video	Click to View	7.07%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00008	Video	Click to View	6.97%
Adaptive Networks2_5.22.26_Social Mirror_There's a difference between having IT and having IT aligned with your business	Variant: V_00013	Video	Click to View	6.27%
				CTR
				1.48%
				0.92%
				0.89%
				1.07%
				1.25%
				0.95%
				1.21%
				0.78%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,573	260	0.52%
Desktop	A personal computing device that remains stationary at one location.	24,922	241	0.97%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,422	13	0.20%

Site and App Performance

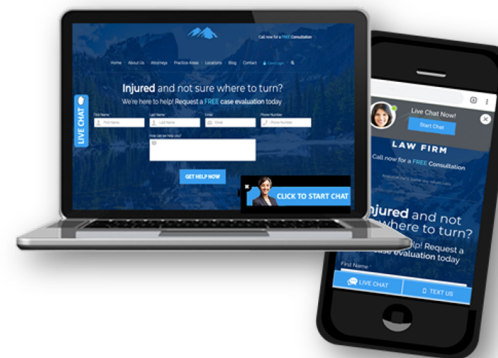
Name	Impressions ↓	Clicks	CTR
nypost.com	4,188	6	0.14%
tmz.com	2,748	3	0.11%
ksby.com	2,471	1	0.04%
buzzfeed.com	1,958	5	0.26%
foxnews.com	1,805	6	0.33%
huffpost.com	1,785	8	0.45%
OfferUp - Buy. Sell. Letgo.	1,119	2	0.18%
lawandcrime.com	1,019	0	0.00%
theguardian.com	1,001	3	0.30%
dailymail.com	855	0	0.00%
fresnobee.com	780	1	0.13%
mediotiempo.com	768	3	0.39%
shopgoodwill.com	758	2	0.26%
Bleacher Report: Sports News	582	1	0.17%
courttv.com	560	0	0.00%
outdoorrevival.com	517	1	0.19%
debate.com.mx	495	0	0.00%
reuters.com	464	2	0.43%
wildfreinds.website	428	4	0.93%
ultimate-guitar.com	409	2	0.49%

20

CHATS

1

LEADS



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

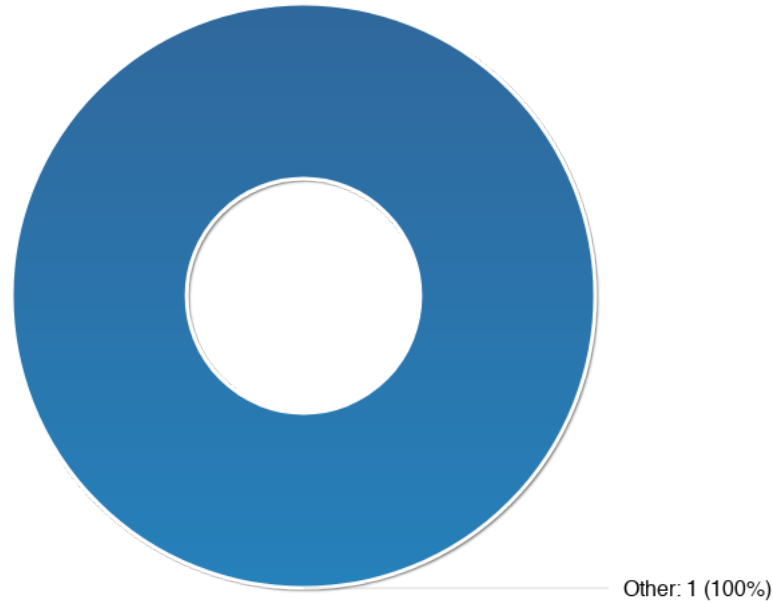
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							0	0	1
Jul 14, 2026	Adaptive Networks_2	79867126	Other	Eric Clark		ericc@proonlinepages.com	0	0	1

Lead Type Performance



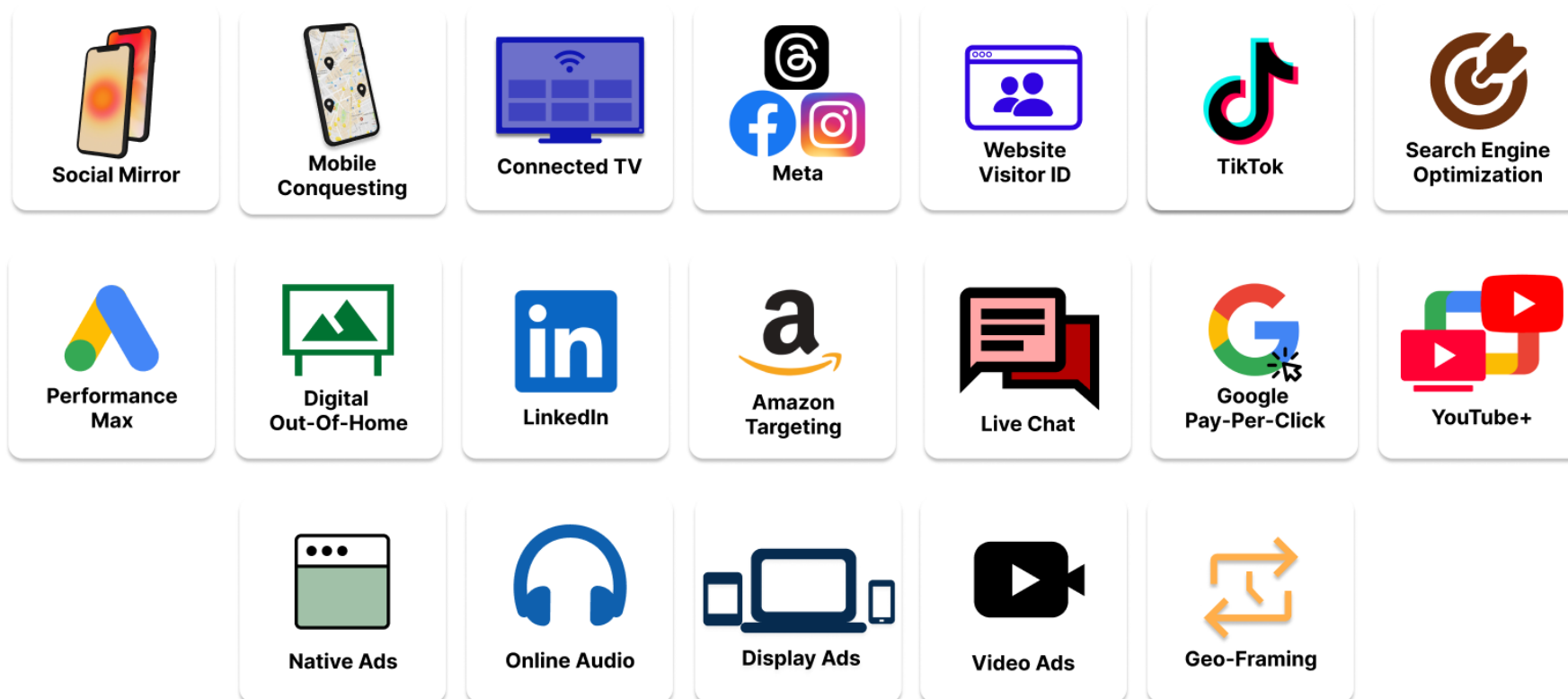
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



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