



Digital Marketing Report

Impressions

How many ads were served:

96,575

Clicks

Times a user clicked on an ad

511

Click-Through Rate

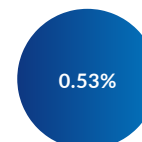
(Clicks/Impressions) x 100

0.53%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
AHIP Albemarle Housing Imprv Program - Charitable Donations/Volunteers/Affluent Households Behavioral Social Mirror	51,388	131	0.25%	3.64
AHIP Albemarle Housing Imprv Program - AI Social Mirror	45,187	380	0.84%	12.01



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	AHIP Albemarle Housing Imprv Program_Social Mirror_6.26_RTS Roof	51,438	264	0.51%	7.33
	AHIP Albemarle Housing Imprv Program_Social Mirror_6.26_House Party	45,137	247	0.55%	7.82



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	62,698	435	0.69%
Desktop	A personal computing device that remains stationary at one location.	26,589	56	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,288	20	0.27%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	12,729	116	0.91%
nypost.com	4,441	3	0.07%
huffpost.com	2,688	5	0.19%
washingtonpost.com	2,482	3	0.12%
theguardian.com	2,251	1	0.04%
nytimes.com	1,866	2	0.11%
buzzfeed.com	1,665	3	0.18%
npr.org	1,391	3	0.22%
Fox News - Daily Breaking News	1,199	0	0.00%
studentdoctor.net	922	2	0.22%
msn.com	890	0	0.00%
dailymail.com	807	4	0.50%
BuzzFeed - Quiz, Trivia & News	614	6	0.98%
apnews.com	587	1	0.17%
reuters.com	583	3	0.51%
zengm.com	549	0	0.00%
accuweather.com	544	0	0.00%
mediotiempo.com	505	5	0.99%
Timehop - Memories Then & Now	503	1	0.20%
courttv.com	488	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.