

Digital Marketing Report

Impressions

How many ads were served:

124,860

Clicks

Times a user clicked on an ad

220

Click-Through Rate

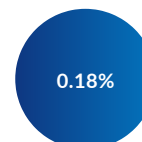
(Clicks/Impressions) x 100

0.18%

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%)
Superior Fence Myrtle Beach - Home Improvement/Fences/Recently Moved Behavioral Social Mirror	70,380	140	0.20%	2.84
Superior Fence Myrtle Beach - Keyword Social Mirror	43,126	66	0.15%	2.19
Superior Fence Myrtle Beach - Retargeting Social Mirror	11,354	14	0.12%	1.76

Social Mirror Click Conversions

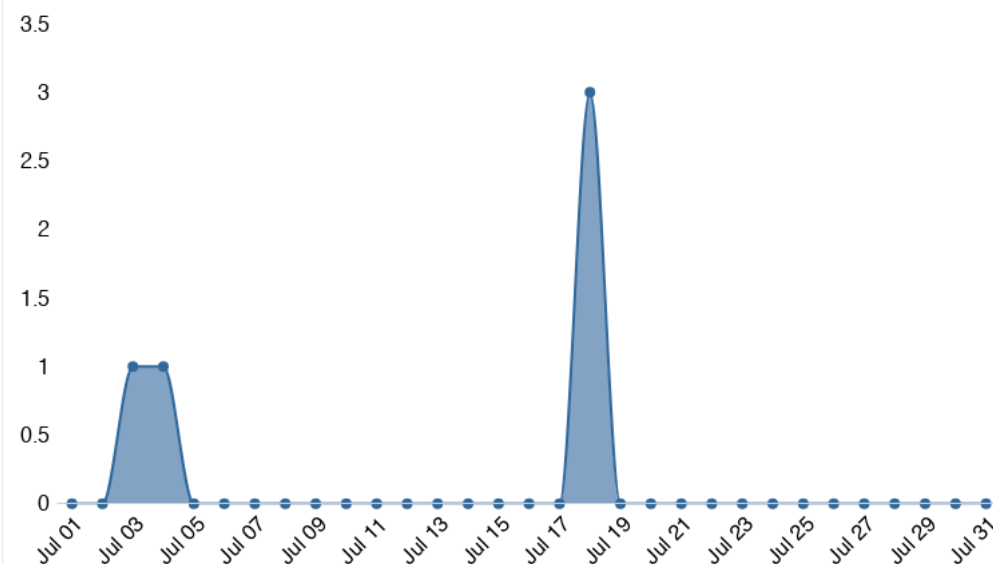


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

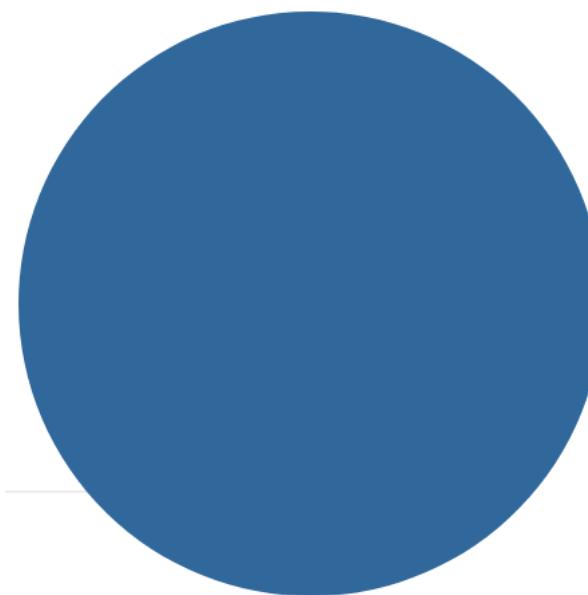
Conversion Name	Click Conversions ↓
Superior Fence Myrtle Beach Contact Us Page View	4
Superior Fence Myrtle Beach Request an Estimate Page View	1

Social Mirror Click Conversions by Day

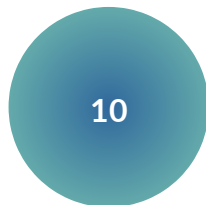


Top Social Mirror Click Conversions by Strategy

Behavioral:
100%



Social Mirror View-through Conversions

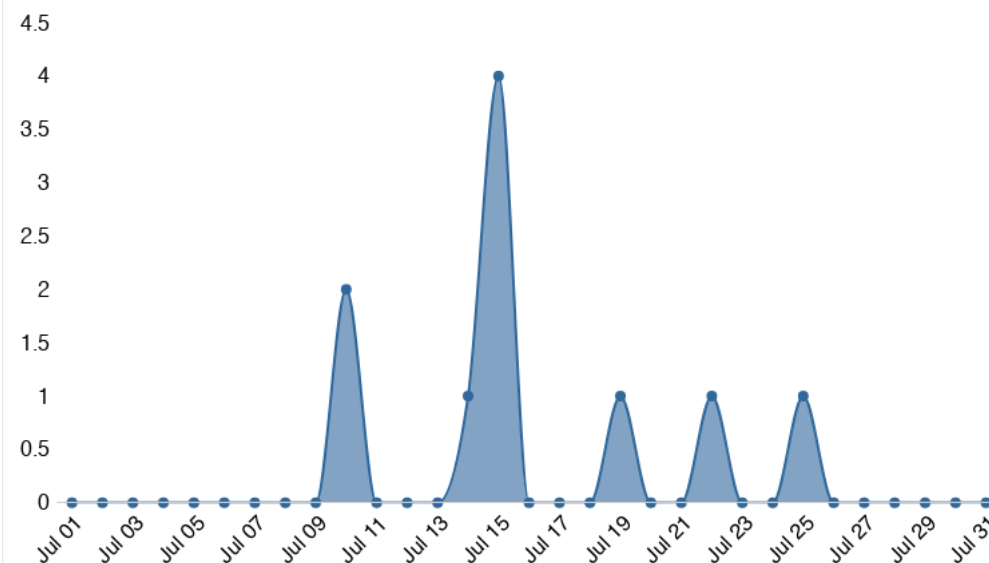


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

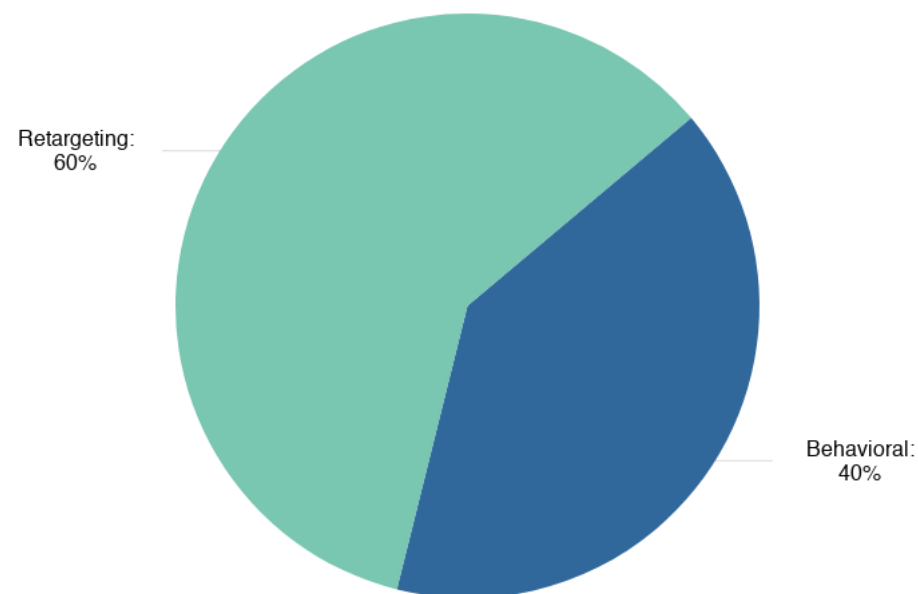
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Superior Fence Myrtle Beach Homepage Visits	6
Superior Fence Myrtle Beach Request an Estimate Page View	3
Superior Fence Myrtle Beach Contact Us Page View	1

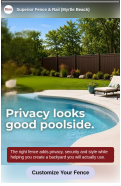
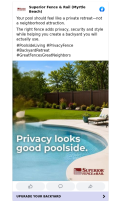
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	34,131	61	0.18%	2.55
Thumbnail not available	Superior Fence Myrtle Beach_Social Mirror_Story_6.24.26_Quick backyard walk-through idea	20,209	51	0.25%	3.61
	Superior Fence Myrtle Beach_Social Mirror_7.20.26_Your pool should feel like a private retreat	28,966	31	0.11%	1.53
	Superior Fence Myrtle Beach_Social Mirror_Story_7.8.26_Summer's just getting going	11,400	29	0.25%	3.63
	Superior Fence Myrtle Beach_Social Mirror_7.8.26_Summer's just getting going	9,468	26	0.27%	3.92
Thumbnail not available	Superior Fence Myrtle Beach_Social Mirror_6.24.26_Quick backyard walk-through idea	20,686	22	0.11%	1.52

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Superior Fence Myrtle Beach_Social Mirror_7.20.26_Your pool should feel like a private retreat	Variant: V_00014	Photo	Click to View	2.77%	1.19%
Superior Fence Myrtle Beach_Social Mirror_6.24.26_Quick backyard walk-through idea	Variant: V_00014	Photo	Click to View	2.62%	1.71%
Superior Fence Myrtle Beach_Social Mirror_7.20.26_Your pool should feel like a private retreat	Variant: V_00007	Photo	Click to View	2.36%	0.96%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00009	Story	Click to View	2.08%	0.69%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00012	Story	Click to View	2.06%	0.45%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00006	Story	Click to View	2.03%	1.20%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00003	Story	Click to View	2.00%	0.89%
Superior Fence Myrtle Beach_Social Mirror_7.20.26_Your pool should feel like a private retreat	Variant: V_00010	Photo	Click to View	1.96%	1.12%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00014	Story	Click to View	1.93%	0.66%
Superior Fence Myrtle Beach_Social Mirror_Story_7.20.26_Your pool should feel like a private retreat	Variant: V_00007	Story	Click to View	1.90%	1.25%

Social Mirror Ad Screenshots

	Superior Fence Myrtle Beach_Social Mirror_7.20.26_Your pool should feel like a private retreat	Superior Fence Myrtle Beach_Social Mirror_Story_7.8.26_Summer's just getting going
Screenshot		

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
29579	19,532	22	0.11%	1.61
29588	13,738	34	0.25%	3.54
29577	12,122	27	0.22%	3.18
29526	11,514	14	0.12%	1.74
29582	11,387	24	0.21%	3.01
29576	9,830	15	0.15%	2.18
29575	9,142	23	0.25%	3.59
29566	6,312	14	0.22%	3.17
29585	5,814	9	0.15%	2.21
29527	5,792	10	0.17%	2.47
29572	5,437	9	0.17%	2.36
29569	4,654	2	0.04%	0.61
29568	4,248	4	0.09%	1.35
29440	3,925	7	0.18%	2.55
29511	681	1	0.15%	2.10
29578	111	2	1.80%	25.74
29442	81	0	0.00%	0.00
29528	52	0	0.00%	0.00
29597	29	0	0.00%	0.00
29598	29	0	0.00%	0.00

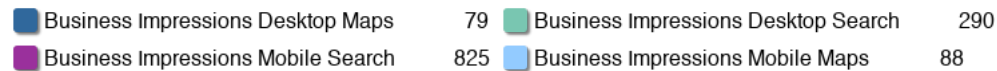
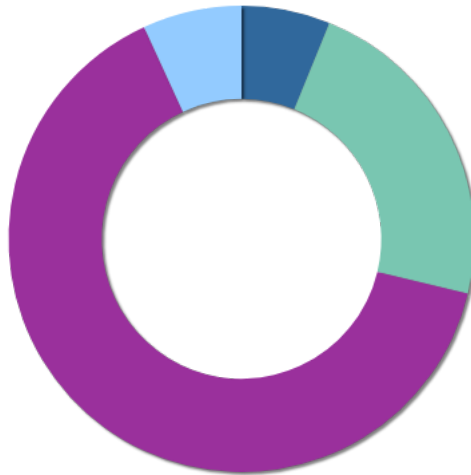
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	63,435	152	0.24%
Desktop	A personal computing device that remains stationary at one location.	52,095	51	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,330	17	0.18%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	18,113	1	0.01%
realtor.com	4,712	3	0.06%
nypost.com	4,058	12	0.30%
foxnews.com	3,215	5	0.16%
aol.com	2,521	0	0.00%
homestratosphere.com	2,095	2	0.10%
wmbfnews.com	1,967	1	0.05%
Fox News - Daily Breaking News	1,928	0	0.00%
hollywoodpq.com	1,668	2	0.12%
tmz.com	1,340	2	0.15%
brezzamistica.info	1,213	0	0.00%
myrtlebeachonline.com	1,111	2	0.18%
WMBF Breaking News & Weather	854	9	1.05%
appgamer.com	683	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	682	2	0.29%
dailymail.com	663	4	0.60%
biblegateway.com	651	0	0.00%
washingtonpost.com	603	2	0.33%
studentdoctor.net	600	1	0.17%
tumblr.com	532	0	0.00%

How customers search for your business on Google



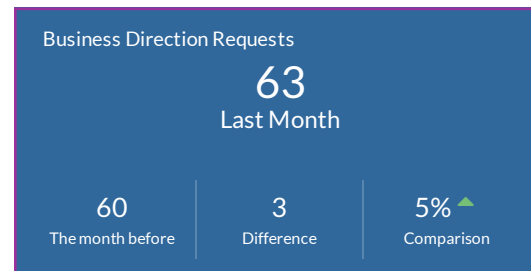
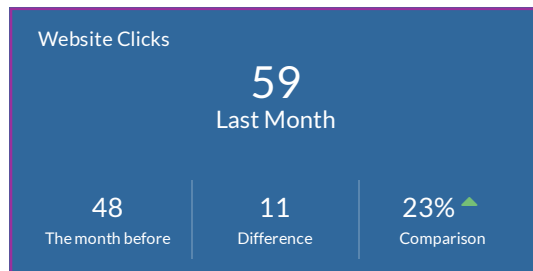
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

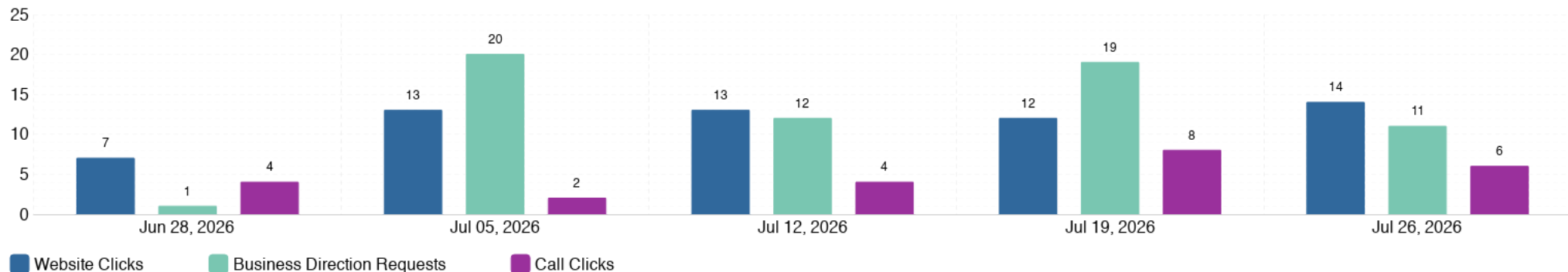
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

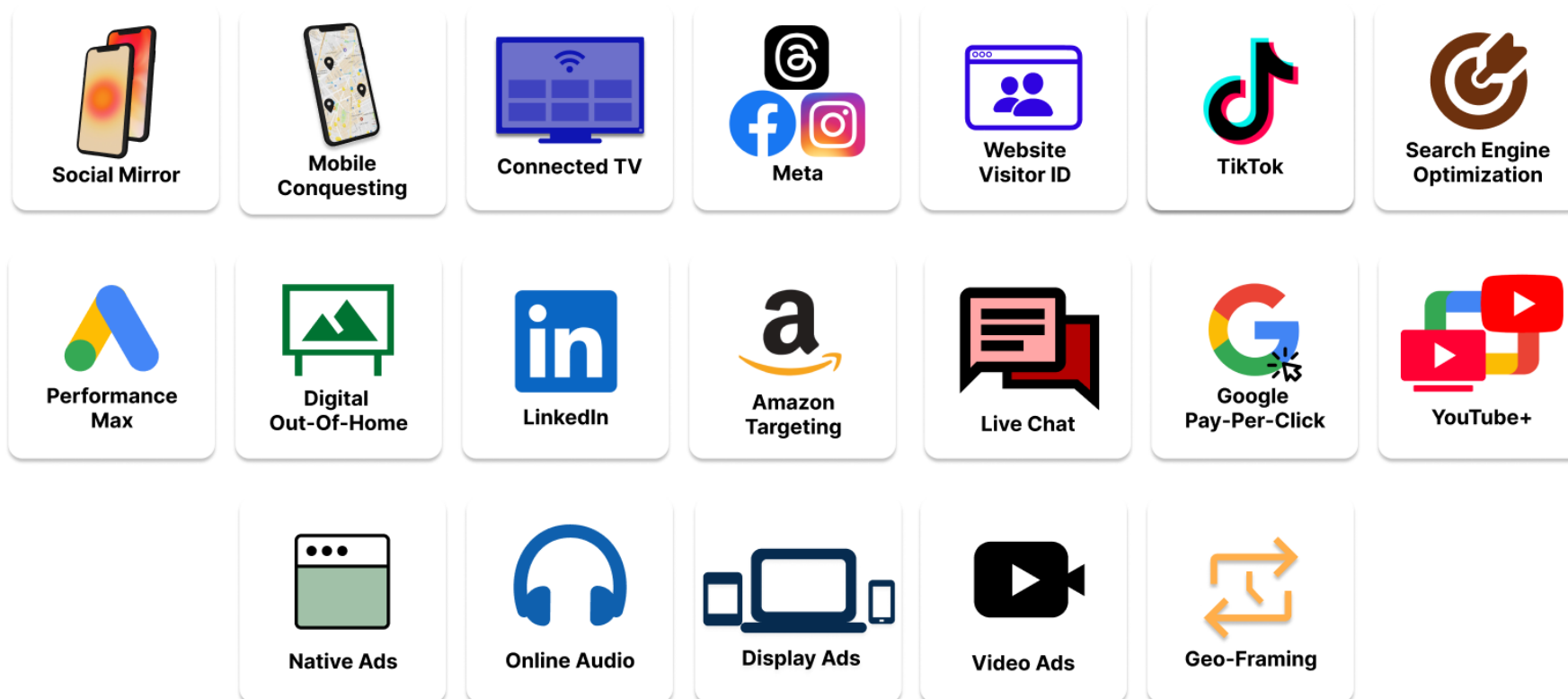
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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