

Digital Marketing Report

Impressions

How many ads were served:

103,881

Clicks

Times a user clicked on an ad

93

Click-Through Rate

(Clicks/Impressions) x 100

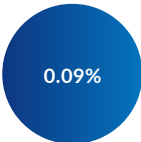
0.09%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



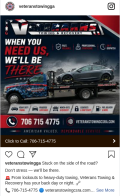
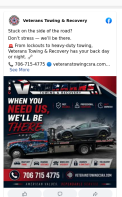
X the National Avg (.07%)

*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%)
Veterans Towing and Recovery - Towing/Flat Tire/Car Repair Behavioral Social Mirror	54,903	33	0.06%	0.86
Veterans Towing and Recovery - Keyword Social Mirror	47,418	58	0.12%	1.75
Veterans Towing and Recovery - Retargeting Social Mirror	1,560	2	0.13%	1.83

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Veterans Towing & Recovery_Social Mirror_Insta_6.4.26_Stuck on the side of the road?	27,718	35	0.13%	1.80
	Veterans Towing & Recovery_Social Mirror_LinkedIn_6.4.26_Stuck on the side of the road?	29,831	32	0.11%	1.53
	Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	46,332	26	0.06%	0.80

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Veterans Towing & Recovery_Social Mirror_LinkedIn_6.4.26_Stuck on the side of the road?	Variant: Original	Photo	Click to View	8.05%	0.75%
Veterans Towing & Recovery_Social Mirror_LinkedIn_6.4.26_Stuck on the side of the road?	Variant: V_00001	Photo	Click to View	7.92%	0.57%
Veterans Towing & Recovery_Social Mirror_LinkedIn_6.4.26_Stuck on the side of the road?	Variant: V_00003	Photo	Click to View	6.70%	0.44%
Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	Variant: V_00008	Photo	Click to View	6.31%	0.38%
Veterans Towing & Recovery_Social Mirror_LinkedIn_6.4.26_Stuck on the side of the road?	Variant: V_00002	Photo	Click to View	6.19%	0.41%
Veterans Towing & Recovery_Social Mirror_Insta_6.4.26_Stuck on the side of the road?	Variant: V_00015	Photo	Click to View	4.04%	0.52%
Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	Variant: V_00014	Photo	Click to View	3.20%	0.38%
Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	Variant: Original	Photo	Click to View	3.04%	0.43%
Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	Variant: V_00001	Photo	Click to View	3.02%	0.43%
Veterans Towing & Recovery_Social Mirror_FB_6.4.26_Stuck on the side of the road?	Variant: V_00013	Photo	Click to View	2.94%	0.41%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	62,880	28	0.04%
Mobile	A portable electronic device that can connect to the internet.	37,608	62	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,393	3	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	16,942	2	0.01%
aol.com	6,040	0	0.00%
foxnews.com	3,040	1	0.03%
rvingknowhow.com	2,684	0	0.00%
zillow.com	1,475	0	0.00%
OfferUp: Buy. Sell. Letgo.	1,332	4	0.30%
Pinterest	1,331	0	0.00%
ebay.com	1,319	0	0.00%
usatoday.com	1,062	1	0.09%
imdb.com	1,022	1	0.10%
brezzamistica.info	963	0	0.00%
cargurus.com	937	0	0.00%
biblegateway.com	743	1	0.13%
wrdw.com	739	1	0.14%
fox5atlanta.com	704	0	0.00%
ign.com	703	3	0.43%
pinterest.com	684	0	0.00%
itexamanswers.net	683	0	0.00%
dealnews.com	678	0	0.00%
legacy.com	584	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.