

Digital Marketing Report

Impressions

How many ads were served:

91,006

Clicks

Times a user clicked on an ad

161

Click-Through Rate

(Clicks/Impressions) x 100

0.18%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

49.17%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.18%

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

X the National Average

2.53

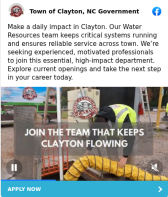
X the National Avg (.07%)

*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%)
Town of Clayton - Water Supply Jobs/Recruitment/Waste Service Behavioral B2B Social Mirror	51,545	78	0.15%	2.16
Town of Clayton - Keyword B2B Social Mirror	18,601	50	0.27%	3.84
Town of Clayton - Geo-Retargeting B2B Social Mirror	15,607	24	0.15%	2.20
Town of Clayton - Geo-Fencing B2B Social Mirror	5,253	9	0.17%	2.45

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Town of Clayton_Social Mirror_4.16.26_Story_300x250	26,995	72	0.27%	3.81
Thumbnail not available	Town of Clayton_Social Mirror_7.7.26_Carousel_300x250	20,658	44	0.21%	3.04
Thumbnail not available	Town of Clayton_Social Mirror_Recruitment Water Short_300x250	26,938	28	0.10%	1.48
	Town of Clayton_Social Mirror_7.7.26_Carousel_300x600	2,864	6	0.21%	2.99
	Town of Clayton_Social Mirror_Recruitment Water Short_300x600	4,001	6	0.15%	2.14
	Town of Clayton_Social Mirror_4.16.26_Story_300x600	3,895	3	0.08%	1.10
	Town of Clayton_Social Mirror Recruitment Instrument	4,825	1	0.02%	0.30

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00016	Story	Click to View	4.77%	1.11%
Town of Clayton_Social Mirror_7.7.26_Carousel	Variant: V_00007	Carousel	Click to View	4.17%	1.82%
Town of Clayton_Social Mirror_7.7.26_Carousel	Variant: V_00005	Carousel	Click to View	4.02%	1.80%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00019	Story	Click to View	3.89%	1.12%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00021	Story	Click to View	3.83%	0.94%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00024	Story	Click to View	3.72%	1.12%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: Original	Story	Click to View	3.68%	0.52%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00029	Story	Click to View	3.63%	0.89%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00022	Story	Click to View	3.62%	0.73%
Town of Clayton_Social Mirror_4.16.26_Story	Variant: V_00018	Story	Click to View	3.50%	0.76%

Social Mirror Ad Screenshots

	Town of Clayton_Social Mirror_7.7.26_Carousel_300x250
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	46,138	33	0.07%
Mobile	A portable electronic device that can connect to the internet.	41,713	121	0.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,155	7	0.22%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,697	1	0.01%
aol.com	4,996	1	0.02%
cryptostreetledger.com	3,173	13	0.41%
Pinterest	3,079	6	0.19%
allkpop.com	1,478	1	0.07%
pinterest.com	1,151	0	0.00%
zillow.com	1,131	0	0.00%
ebay.com	1,095	0	0.00%
sheknows.com	1,093	1	0.09%
imdb.com	1,078	1	0.09%
foxnews.com	972	2	0.21%
33bridges.com	850	0	0.00%
starnewsonline.com	711	1	0.14%
x.com	678	0	0.00%
spinmagazine.com	537	3	0.56%
realtor.com	528	2	0.38%
hollywoodreporter.com	494	0	0.00%
merriam-webster.com	438	1	0.23%
screenrant.com	421	1	0.24%
rarethief.com	415	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.