

Digital Marketing Report

Impressions

How many ads were served:

6

Total Engagement Rate

83.33%

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

Your Product Breakout by Impressions



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%)
Bluespan - 25-74/New Movers/Internet Services Behavioral Social Mirror	6	0	0.00%	0.00

Social Mirror View-through Conversions

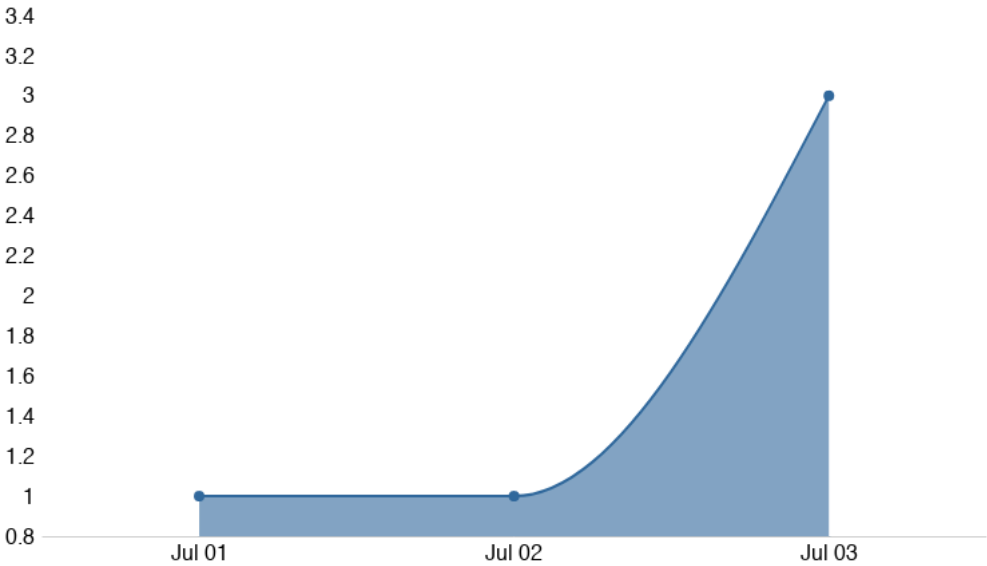


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

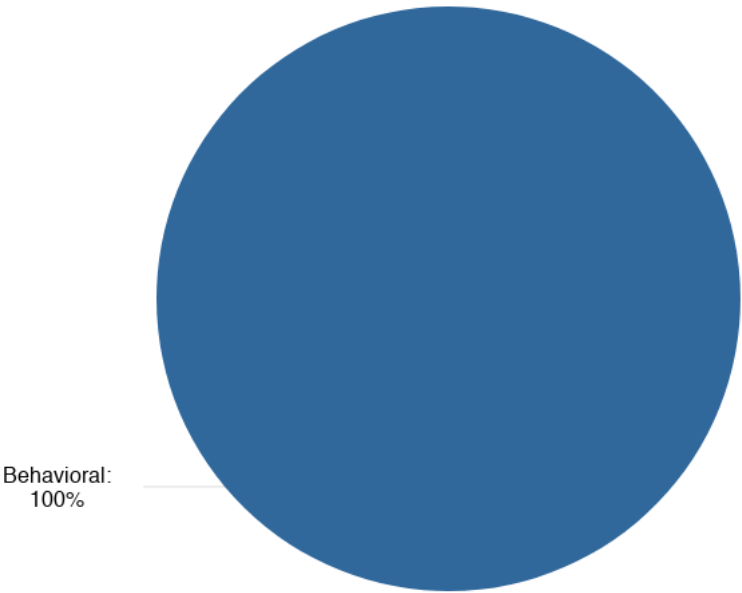
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bluespan Homepage Visits	5

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



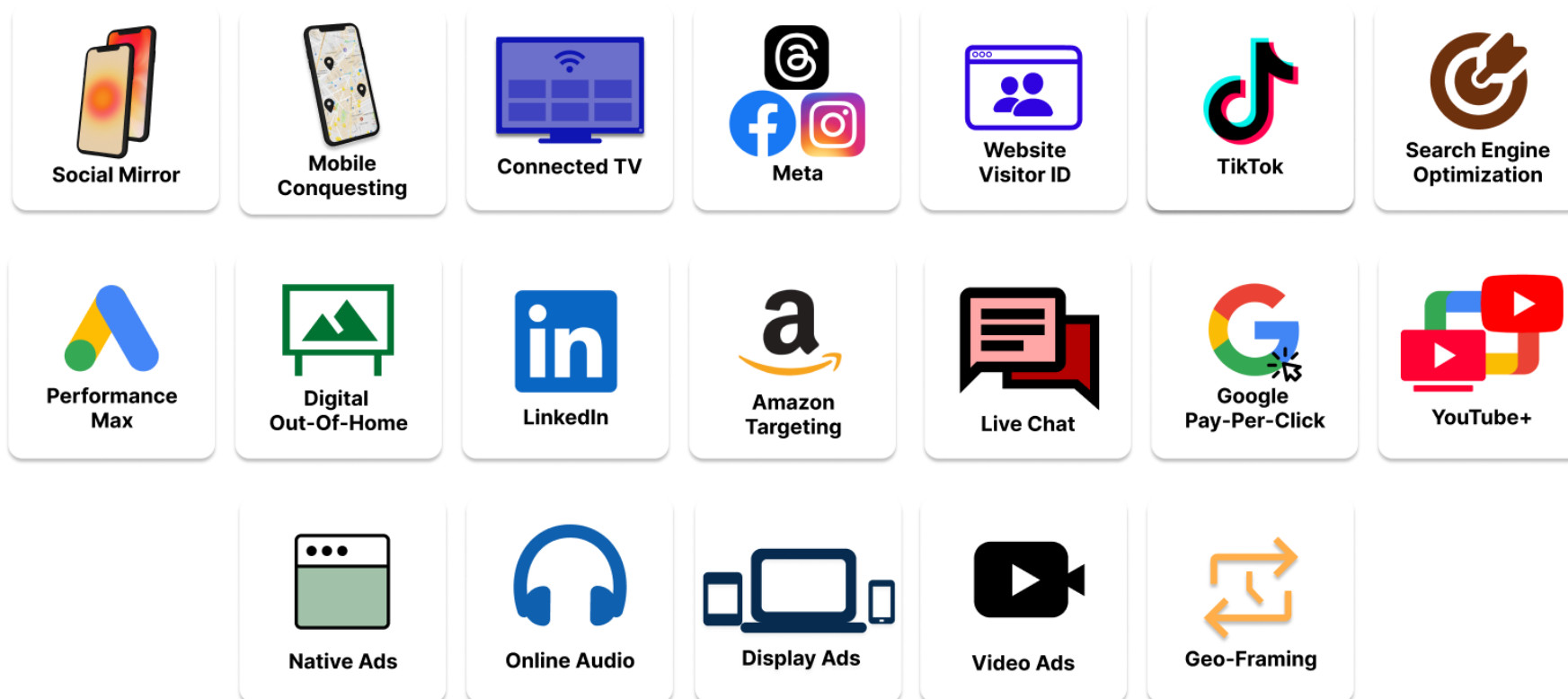
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Bluespan_Social Mirror_Bluespan_15s_v1	2	0	0.00%	0.00
	Bluespan_Social Mirror_Story	4	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	3	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	2	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	0	0.00%

All available products in our *toolbox*.



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