

Digital Marketing Report

Impressions

How many ads were served:

120,488

Clicks

Times a user clicked on an ad

101

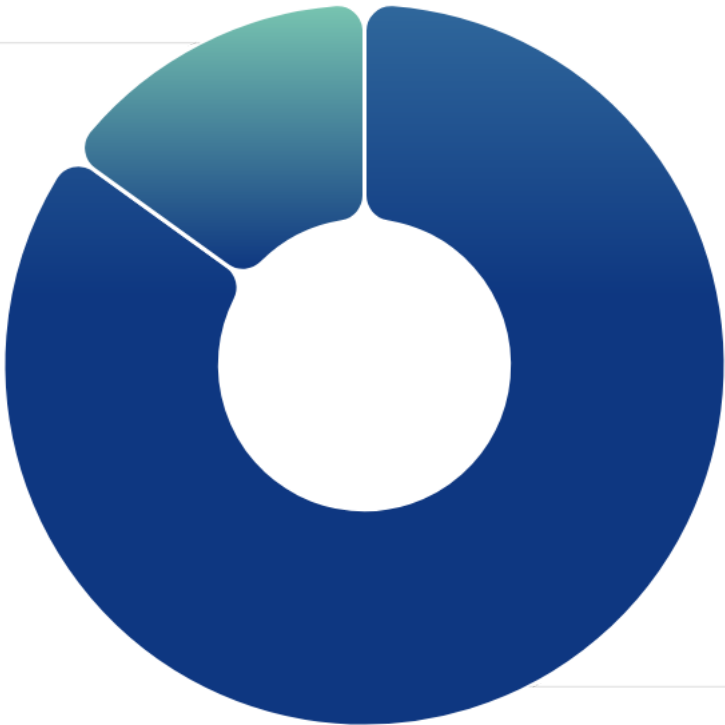
Click-Through Rate

(Clicks/Impressions) x 100

0.10%

Your Product Breakout by Impressions

Social
Mirror CTV



Mobile

CTV Completion Rate

95.13%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.10%

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

X the National Average

1.41

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.

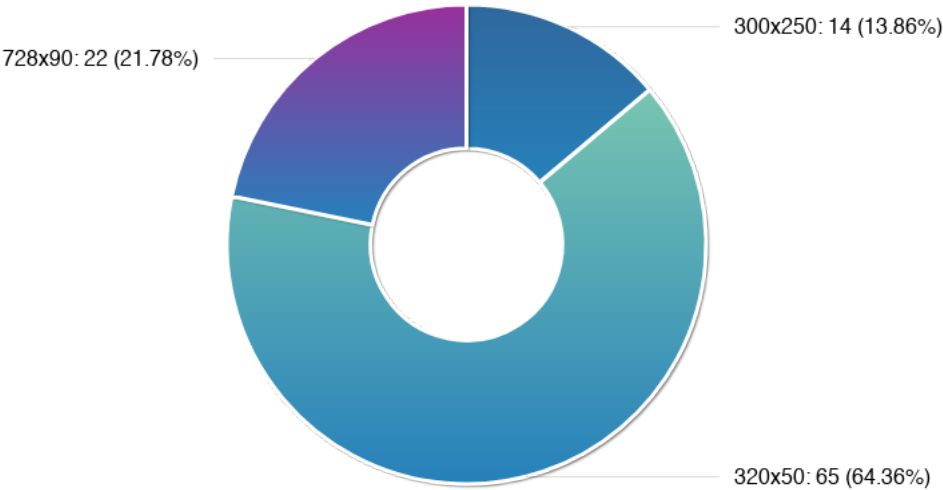
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
STANLEY STEEMER - DOTHAN - Geo-Retargeting Mobile	63,451	42	0.07%	0.95
STANLEY STEEMER - DOTHAN - Address Retargeting Mobile	24,680	29	0.12%	1.68
STANLEY STEEMER - DOTHAN - Recent Movers/Home Improvement Shoppers Mobile	12,085	24	0.20%	2.84
STANLEY STEEMER - DOTHAN - AI Social Mirror CTV	9,073	13	0.14%	2.05
STANLEY STEEMER - DOTHAN - Business Services/Offices/Cleaning Services B2B Behavioral Social Mirror CTV	9,070	11	0.12%	1.73
STANLEY STEEMER - DOTHAN - Geo-Fencing Mobile	2,082	6	0.29%	4.12
STANLEY STEEMER - DOTHAN - Address Targeting Mobile	47	0	0.00%	0.00

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	STANLEY STEEMER - DOTHAN_320x50.png	82,025	65	0.08%	1.13
	STANLEY STEEMER - DOTHAN_300x250.png	12,949	14	0.11%	1.54
	STANLEY STEEMER - DOTHAN_728x90.png	7,371	22	0.30%	4.26

Mobile Conquesting Click Performance by Ad Size



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	STANLEY STEEMER - DOTHAN_Social Mirror CTV_We clean carpet	10,080	96.27%
Thumbnail not available	STANLEY STEEMER - DOTHAN_Social Mirror CTV_Reposting from our influencer partner	4,269	94.12%
Thumbnail not available	STANLEY STEEMER - DOTHAN_Social Mirror CTV_These Dirt Balls are getting bold in the bathroom	3,794	96.40%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1093 Geneva Hwy	Enterprise	AL	36330			1,440	5	0.35%
	3489 Ross Clark Cir	Dothan	AL	36303			286	0	0.00%
	1301 Boll Weevil Cir	Enterprise	AL	36330			173	1	0.58%
	2671 Ross Clark Cir	Dothan	AL	36301			172	0	0.00%
	4860 Malloy Plaza	Marianna	FL	32448			7	0	0.00%
	2710 Ross Clark Cir	Dothan	AL	36301			3	0	0.00%
	4801 Montgomery Hwy	Dothan	AL	36303			1	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
36330	6,654	4	0.06%	0.86
36301	6,285	14	0.22%	3.18
36303	2,899	3	0.10%	1.48
36305	2,266	3	0.13%	1.89

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	12,566	12	0.10%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	5,577	12	0.22%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,446	99.13%
	Vizio - Vizio WatchFree+	3,392	98.72%
	Telly - The Truly Smart TV	3,146	94.47%
	Plex: Stream Movies, Shows, Live TV, Music, and More	161	100.00%
	VUit	111	100.00%
	Fawesome	106	99.38%

	FilmRise	74	99.57%
	Plex: Stream Movies & TV	55	100.00%
	LG Channel App	23	25.00%
	Plex	16	100.00%

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



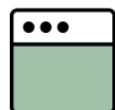
Live Chat



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.