

Digital Marketing Report

Impressions

How many ads were served:

103,008

Clicks

Times a user clicked on an ad

643

Click-Through Rate

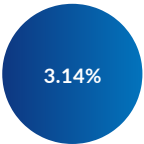
(Clicks/Impressions) x 100

0.62%

Your Product Breakout by Impressions

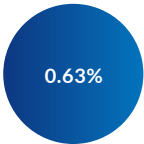


CTV Completion Rate



Percentage of users who watched the video from start to finish

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%)
Family Centered Resources, Inc. - Grandparents/Doctor Visitor/Health & Wellness Behavioral Social Mirror	97,210	632	0.65%	9.29
Family Centered Resources, Inc. - Geo-Fencing Social Mirror	3,545	3	0.08%	1.21
Family Centered Resources, Inc. - Retargeting Social Mirror	2,253	8	0.36%	5.07

Social Mirror Click Conversions

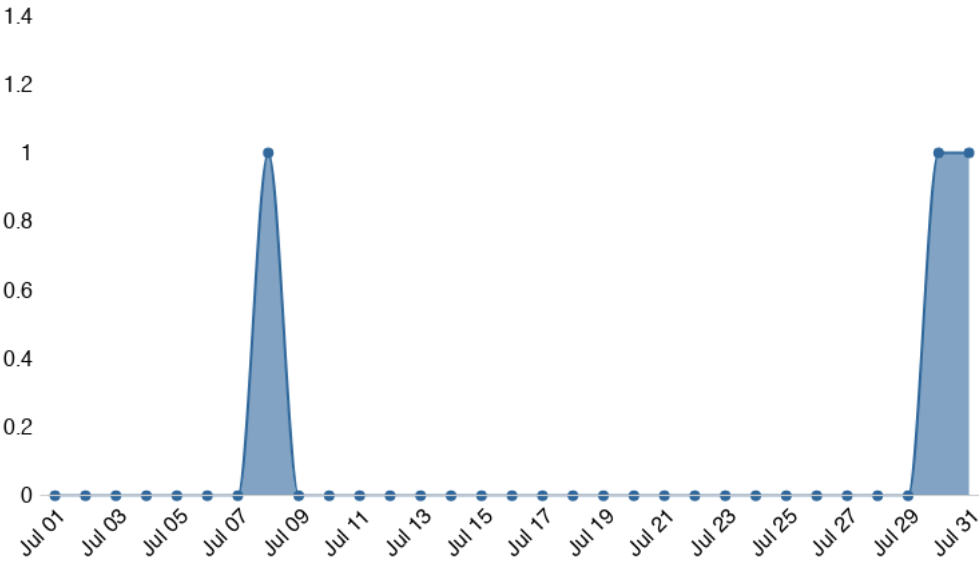


Times users clicked on an ad leading to your site and visited a page or completed an action

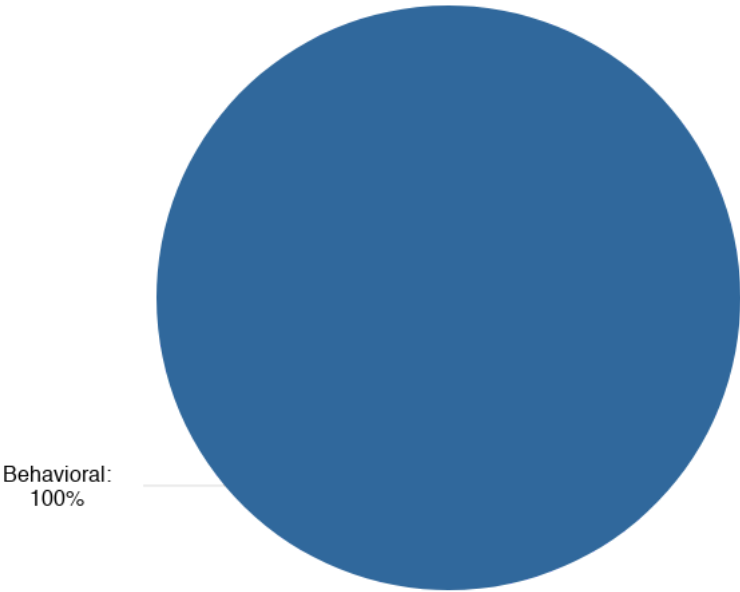
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Family Centered Resources Inc. About Page View	2
Family Centered Resources Inc. Contact Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

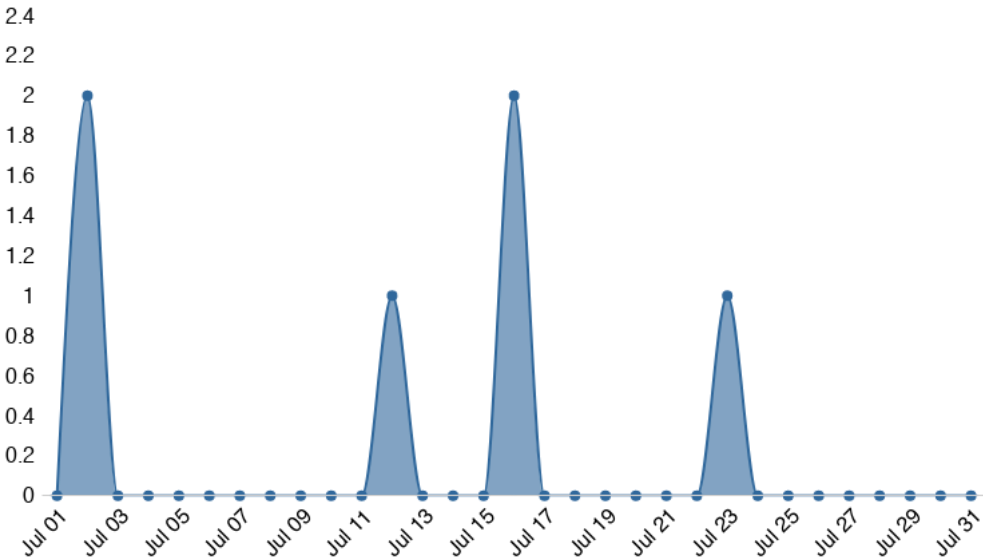


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

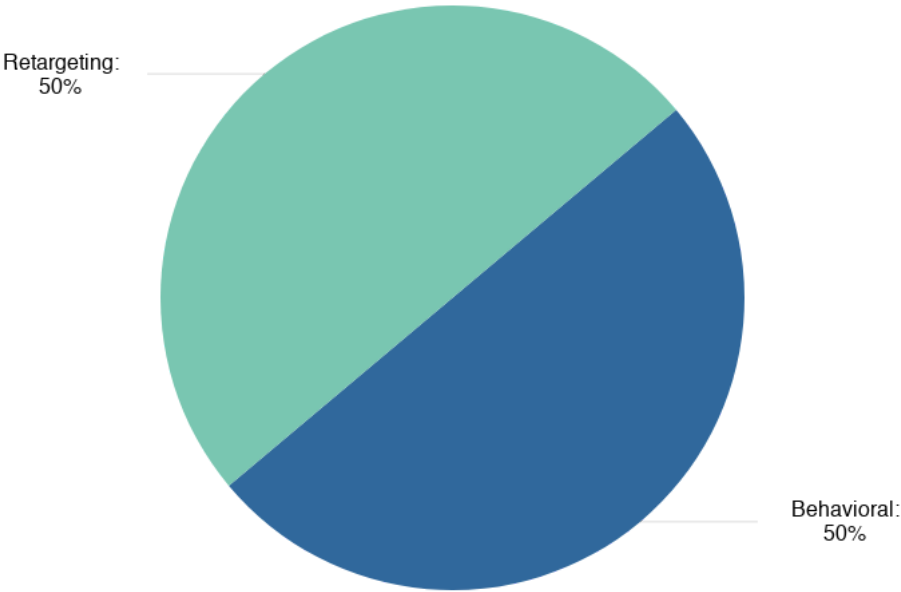
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Family Centered Resources Inc. Homepage Visits	5
Family Centered Resources Inc. Services Page View	1

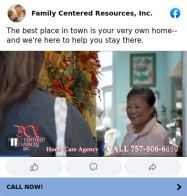
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Family Centered Resources, Inc._Social Mirror_The best place in town is your very own home	103,008	643	0.62%	8.92

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00006	Video	Click to View	15.84%	0.77%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00013	Video	Click to View	14.20%	1.29%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00015	Video	Click to View	9.86%	0.81%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00011	Video	Click to View	8.05%	1.18%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00004	Video	Click to View	6.22%	1.19%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00007	Video	Click to View	5.71%	1.12%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00010	Video	Click to View	5.54%	0.67%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00002	Video	Click to View	5.36%	0.81%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00012	Video	Click to View	5.36%	0.65%
Family Centered Resources, Inc_Social Mirror_The best place in town is your very own home	Variant: V_00008	Video	Click to View	5.29%	0.84%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	66,786	500	0.75%
Desktop	A personal computing device that remains stationary at one location.	27,708	127	0.46%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,514	16	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,889	1	0.03%
T-Mobile Play	3,330	0	0.00%
arcamax.com	1,884	4	0.21%
wtkr.com	1,728	0	0.00%
realclearpolitics.com	1,621	1	0.06%
nypost.com	1,592	4	0.25%
zillow.com	1,427	0	0.00%
theScore: Sports News & Scores	1,389	0	0.00%
foxnews.com	1,152	3	0.26%
The Scoop	1,039	1	0.10%
crispcrumbs.com	958	1	0.10%
themompack.com	738	0	0.00%
abcnews.com	650	0	0.00%
wtvr.com	607	0	0.00%
rezepty.com	549	4	0.73%
cookandsharerecipes.com	546	1	0.18%
tmz.com	545	0	0.00%
usatoday.com	521	1	0.19%
sondakika.com	475	0	0.00%
kindnessstorieshub.com	463	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



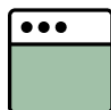
Live Chat



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.