

Digital Marketing Report

Impressions

How many ads were served:

165,643

Clicks

Times a user clicked on an ad

277

Click-Through Rate

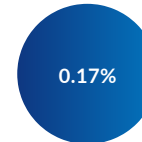
$(\text{Clicks} / \text{Impressions}) \times 100$

0.17%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

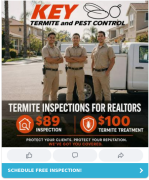
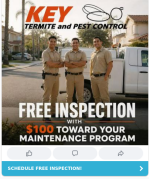
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Key Termite and Pest Control - Real Estate Agents and Brokers B2B Behavioral Social Mirror	165,643	277	0.17%	2.39

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Key Termite and Pest Control_IG_Check out the first step of a Drywood Termite	89,391	150	0.17%	2.40
Thumbnail not available	Key Termite and Pest Control_FB_Worried about cockroach infestations?	67,148	94	0.14%	2.00
	Key Termite and Pest Control_FB_Termite Inspections for Realtors	4,532	21	0.46%	6.62
	Key Termite and Pest Control_FB_Free Inspection with \$100	4,572	12	0.26%	3.75

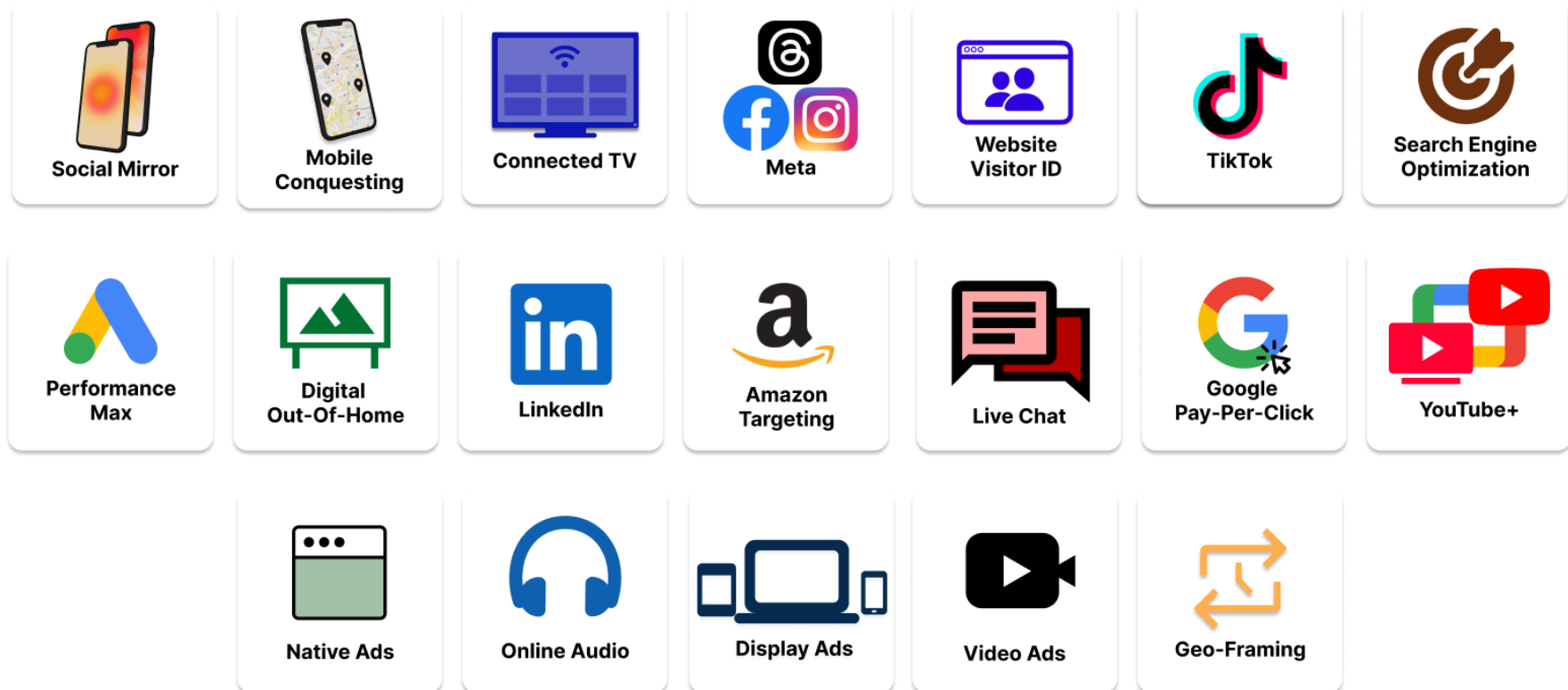
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	120,228	223	0.19%
Desktop	A personal computing device that remains stationary at one location.	35,647	45	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,768	9	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,773	10	0.17%
The Scoop	3,936	4	0.10%
usatoday.com	3,733	2	0.05%
Fox News - Daily Breaking News	2,807	0	0.00%
nypost.com	2,573	6	0.23%
dailymail.com	2,539	5	0.20%
theScore: Sports News & Scores	2,529	1	0.04%
sfgate.com	2,401	3	0.12%
ksby.com	2,139	4	0.19%
tmz.com	2,097	5	0.24%
imdb.com	2,084	3	0.14%
nytimes.com	2,052	2	0.10%
OfferUp: Buy. Sell. Letgo.	2,052	2	0.10%
Pandora - Music & Podcasts	2,018	2	0.10%
huffpost.com	2,016	1	0.05%
buzzfeed.com	1,974	6	0.30%
T-Mobile Play	1,883	0	0.00%
baseball-reference.com	1,852	1	0.05%
arcamax.com	1,652	4	0.24%
abcnews.com	1,534	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.