

Digital Marketing Report

Impressions

How many ads were served:

105,550

Clicks

Times a user clicked on an ad

526

Click-Through Rate

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

0.50%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

48.65%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.52%

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

X the National Average

7.12

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%)
Pools, Patios and Porches - Swimming Pool Owners/Homeowners/Outdoor Furniture Behavioral Social Mirror	39,353	101	0.26%	3.67
Pools, Patios and Porches - AI Social Mirror	35,963	370	1.03%	14.70
Pools, Patios and Porches - Keyword Social Mirror	19,484	18	0.09%	1.32
Pools, Patios and Porches - Retargeting Social Mirror	10,750	37	0.34%	4.92

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

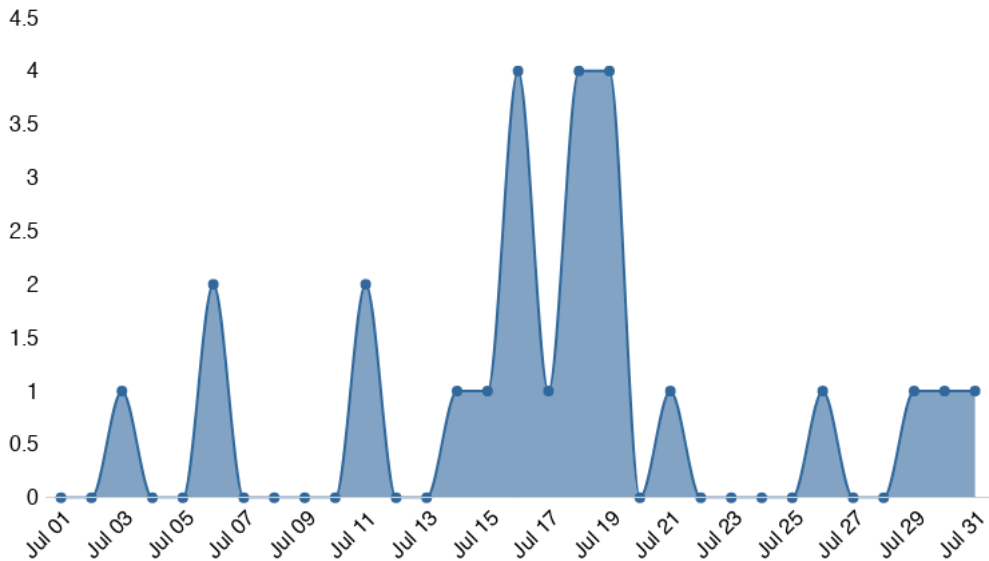
Conversion Name

[View-through Conversions](#) ↓

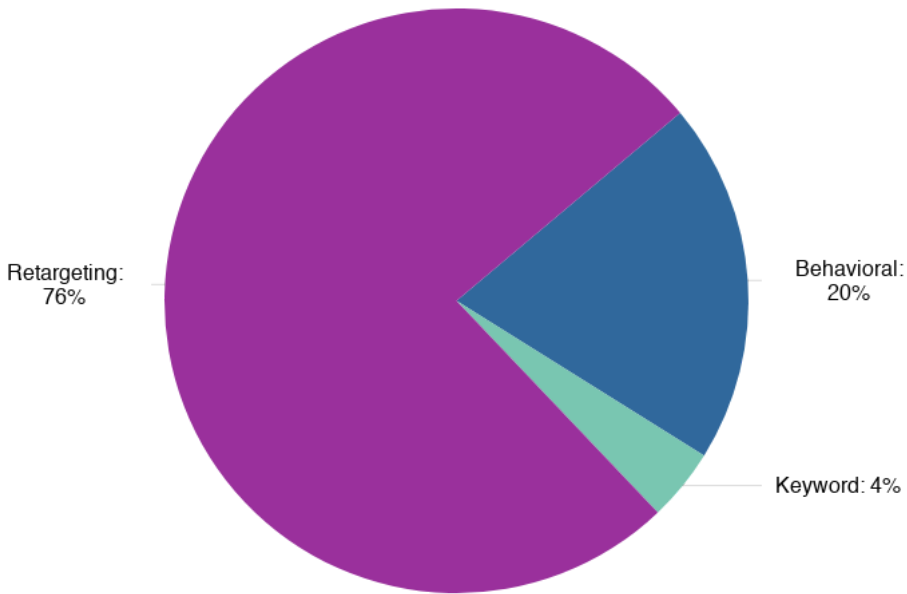
Pools Patios and Porches Homepage Visits

25

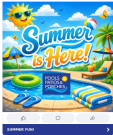
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Pools, Patios & Porches_5.29_Social Mirror_Automatic Pool Cleaners	56,080	250	0.45%	6.37
	Pools, Patios & Porches_6.23_Social Mirror_Outdoor Season is Here	25,838	162	0.63%	8.96
	Pools, Patios & Porches_6.23_Social Mirror_Summer Fun	23,632	114	0.48%	6.89

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
20878	12,621	76	0.60%	8.60
20874	8,871	43	0.48%	6.92
21740	7,301	31	0.42%	6.07
20176	6,323	29	0.46%	6.55
21157	5,922	28	0.47%	6.75
21702	3,863	13	0.34%	4.81
21701	3,301	8	0.24%	3.46
21784	3,033	7	0.23%	3.30
17201	3,008	9	0.30%	4.27
20877	2,990	11	0.37%	5.26
20132	2,600	26	1.00%	14.29
17325	2,381	9	0.38%	5.40
21704	2,326	7	0.30%	4.30
20175	2,273	12	0.53%	7.54
25401	2,199	13	0.59%	8.45
21703	2,060	10	0.49%	6.93
25414	1,909	20	1.05%	14.97
17268	1,755	9	0.51%	7.33
21771	1,685	3	0.18%	2.54
20872	1,618	11	0.68%	9.71

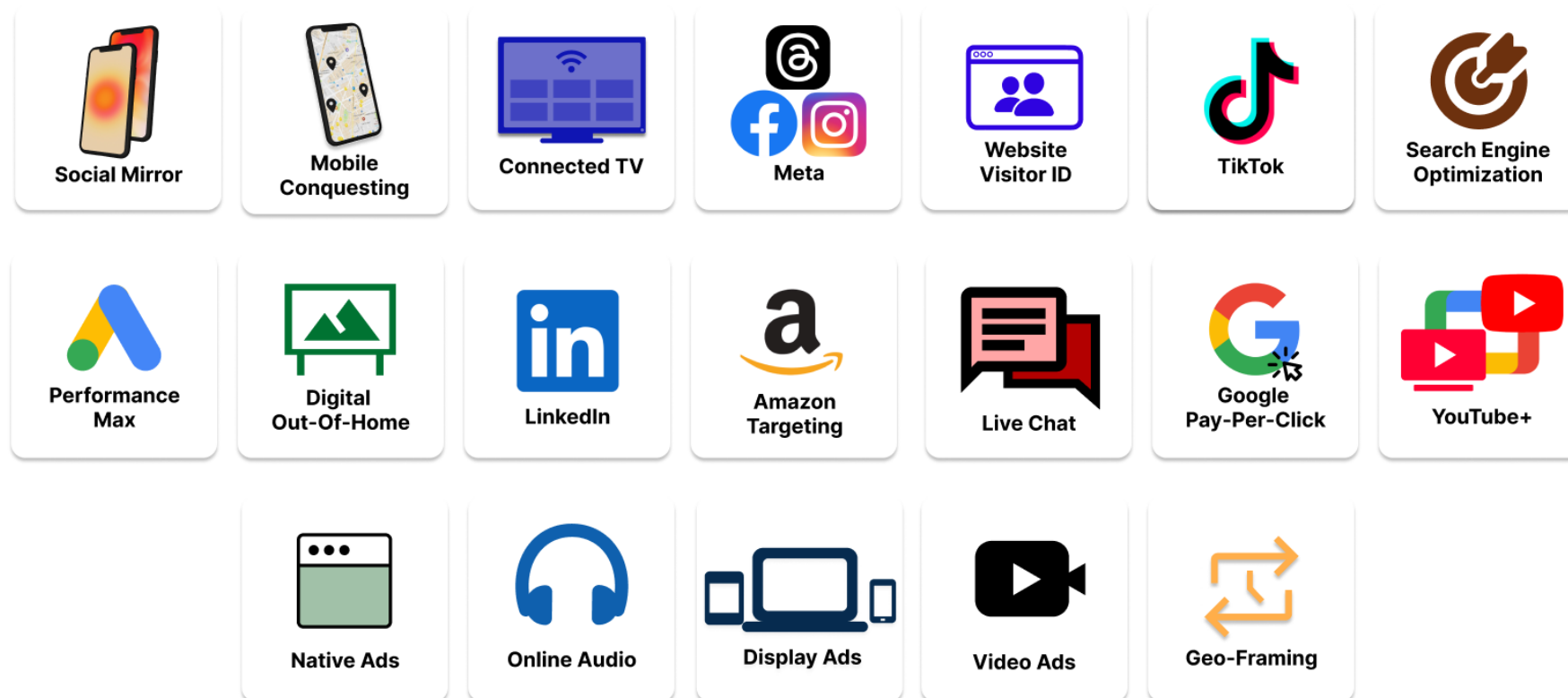
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	58,289	261	0.45%
Desktop	A personal computing device that remains stationary at one location.	39,585	244	0.62%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,676	21	0.27%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	5,640	1	0.02%
nypost.com	4,124	8	0.19%
OfferUp: Buy. Sell. Letgo.	3,543	6	0.17%
foxnews.com	3,338	2	0.06%
dailymail.com	2,687	9	0.33%
tmz.com	2,605	8	0.31%
huffpost.com	2,587	5	0.19%
realtor.com	1,659	0	0.00%
lawandcrime.com	1,507	2	0.13%
wtop.com	1,182	5	0.42%
theguardian.com	1,068	2	0.19%
libero.pe	1,050	1	0.10%
hollywoodpq.com	929	4	0.43%
courttv.com	673	1	0.15%
milousarchive.com	652	0	0.00%
goodhousekeeping.com	609	2	0.33%
washingtonpost.com	600	0	0.00%
buzzfeed.com	541	1	0.18%
politicalwire.com	538	0	0.00%
aol.com	479	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.