



Digital Marketing Report

Impressions

How many ads were served:

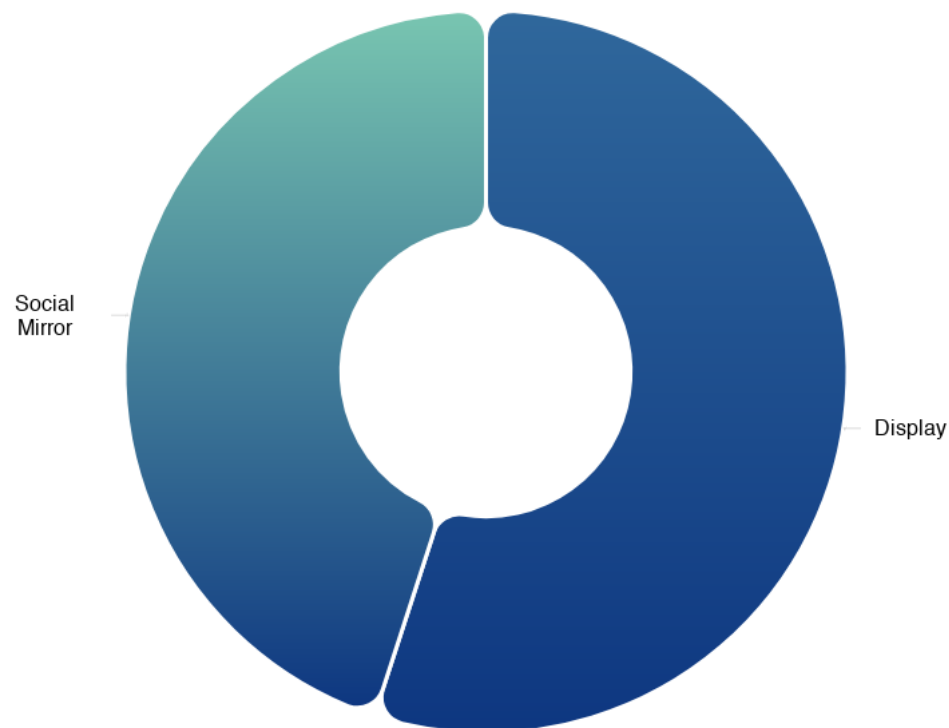
20

Total Engagement Rate

50.00%

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

Your Product Breakout by Impressions



**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.*

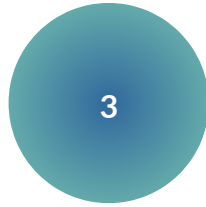


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Western Washington University - Geo-Fence Display	11	0	0.00%	0.00
Western Washington University - Ages 18-44/Associates Degree/Some College Social Mirror	6	0	0.00%	0.00
Western Washington University - Geo-Fence Social Mirror	3	0	0.00%	0.00



Display View-through Conversions

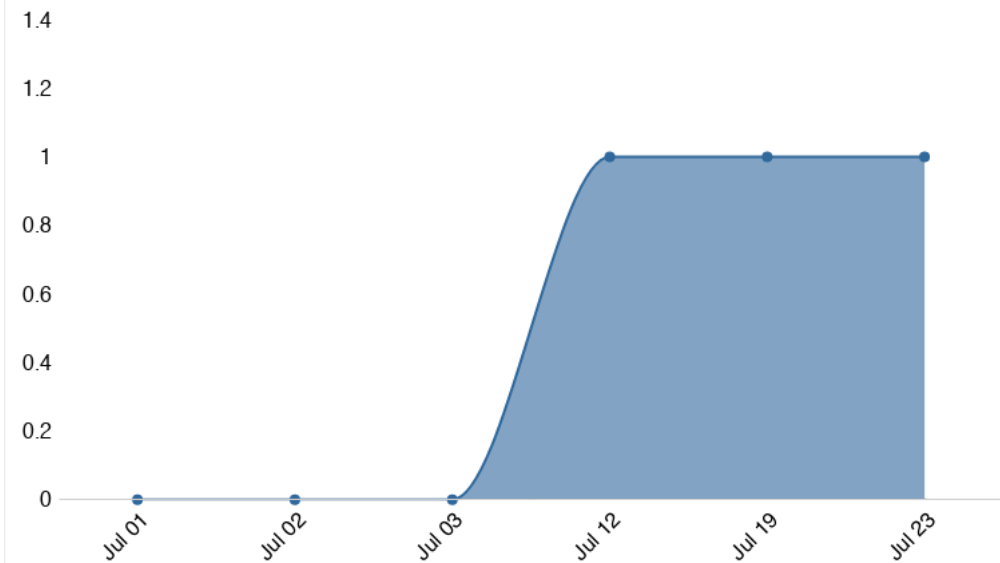


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

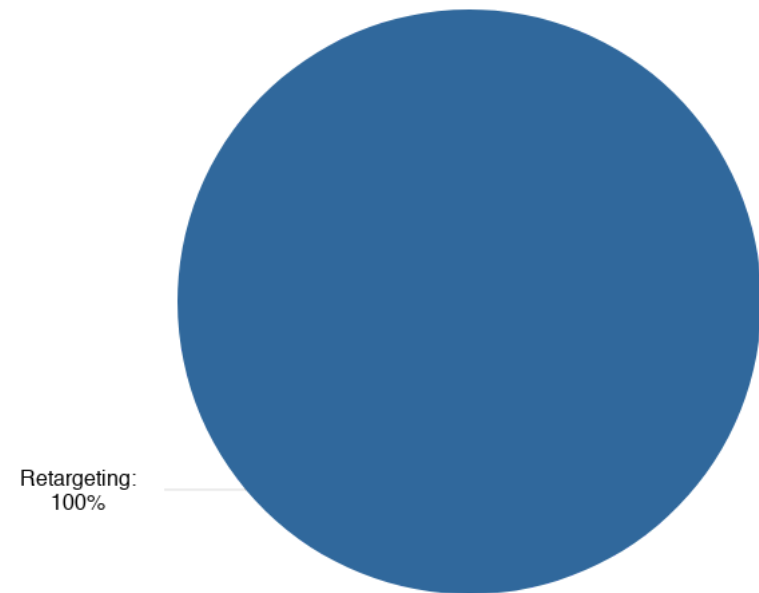
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Western Washington University Homepage Visits	3

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy





Social Mirror View-through Conversions

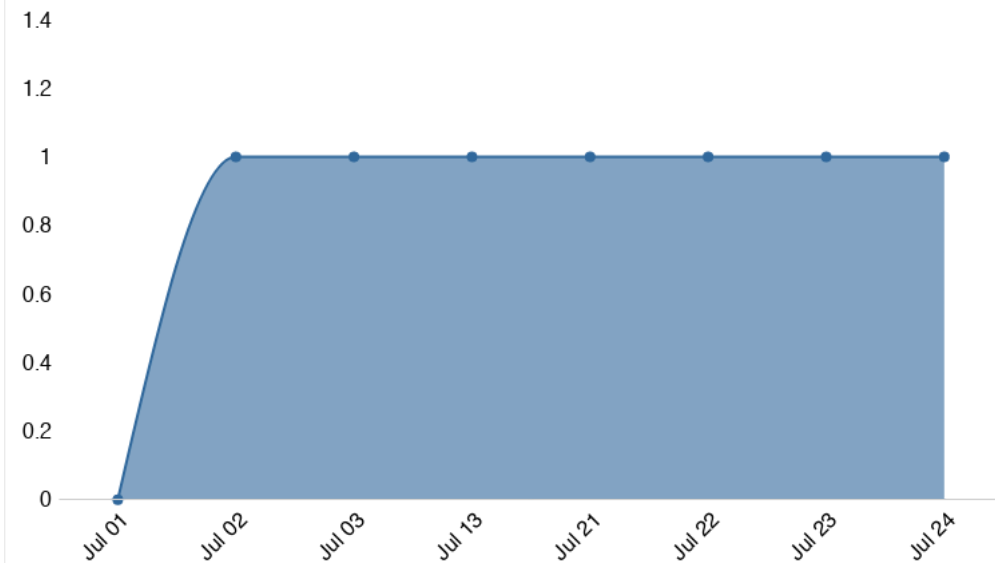


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

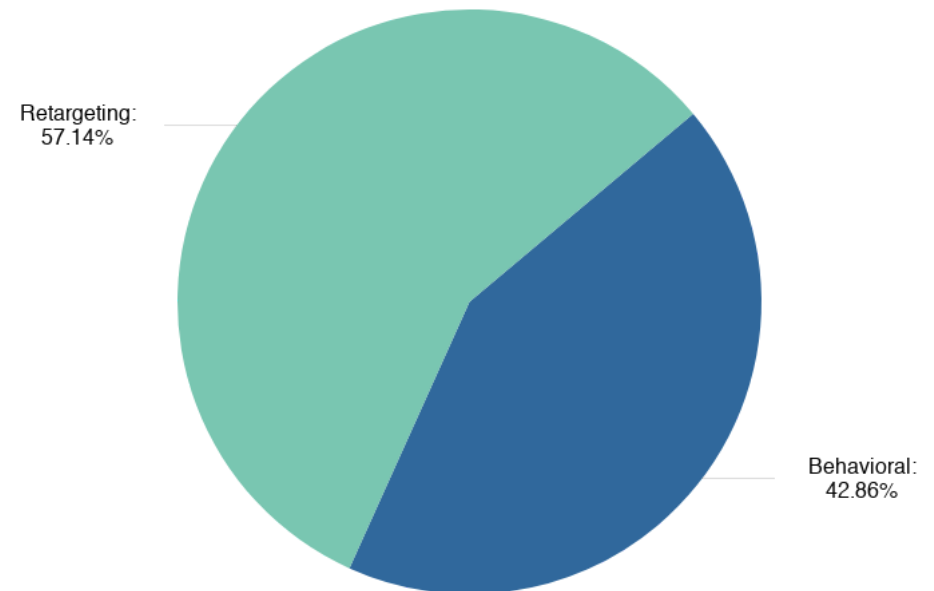
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Western Washington University Homepage Visits	7

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Business Bridge 300x250_300x250	2	0	0.00%	0.00
	Business bridge 320x50_320x50	1	0	0.00%	0.00
	Industrial and Systems Engineering 300x250_300x250	2	0	0.00%	0.00
	Industrial and Systems Engineering 320x50_320x50	3	0	0.00%	0.00
	Sociology for Professionals 300x250_300x250	3	0	0.00%	0.00



Display Conversion Performance by Ad Size





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Western Washington University_FB_Industrial and Systems Engineering Event	1	0	0.00%	0.00
	Western Washington University_FB_Sociology for Professionals Virtual Info Session	1	0	0.00%	0.00
	Western Washington University_IG Video_Did you earn your Associate in Arts degree from one of our community college partners	7	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	14	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	6	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.