

Digital Marketing Report

Impressions

How many ads were served:

15,152

Clicks

Times a user clicked on an ad

14

Click-Through Rate

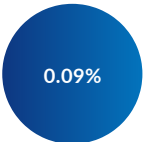
(Clicks/Impressions) x 100

0.09%

Your Product Breakout by Impressions



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%)
UBuildIt Wichita - Keyword Social Mirror	7,708	6	0.08%	1.11
UBuildIt Wichita - In-Market for Furniture/Ashley HomeStore/Homeowners Behavioral Social Mirror	7,444	8	0.11%	1.54

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	15,152	14	0.09%	1.32

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00008	Carousel	Click to View	20.26%	0.37%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00002	Carousel	Click to View	19.52%	0.21%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00011	Carousel	Click to View	10.46%	0.13%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00006	Carousel	Click to View	8.36%	0.16%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00001	Carousel	Click to View	7.29%	0.56%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00004	Carousel	Click to View	7.22%	0.28%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00007	Carousel	Click to View	6.49%	0.42%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00005	Carousel	Click to View	5.59%	0.72%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: Original	Carousel	Click to View	3.40%	0.20%
UBuildIt Wichita_6.4_Social Mirror_This is what happens when homeowners put their budget into upgrades	Variant: V_00003	Carousel	Click to View	3.32%	0.61%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	7,422	11	0.15%
Desktop	A personal computing device that remains stationary at one location.	7,344	3	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	386	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	678	0	0.00%
fillingthejars.com	422	0	0.00%
mahjong4friends.com	363	0	0.00%
Timehop - Memories Then & Now	340	2	0.59%
cs-tf.com	305	0	0.00%
hookedbykati.com	256	1	0.39%
plumbinglab.com	184	0	0.00%
livelovesara.com	165	0	0.00%
futbin.com	154	0	0.00%
conjuguemos.com	131	0	0.00%
cookerofdeliciousness.com	118	0	0.00%
WIBW News	116	0	0.00%
fool.com	98	0	0.00%
gluedtomycraftsblog.com	97	0	0.00%
KWCH News	96	0	0.00%
workkeyspracticetest.com	95	0	0.00%
FOX4 News Kansas City	94	0	0.00%
queensultimate.com	94	1	1.06%
clark.com	92	0	0.00%
diablo.trade	76	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



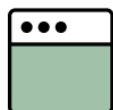
Live Chat



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.