

Digital Marketing Report

Impressions

How many ads were served:

140,304

Clicks

Times a user clicked on an ad

569

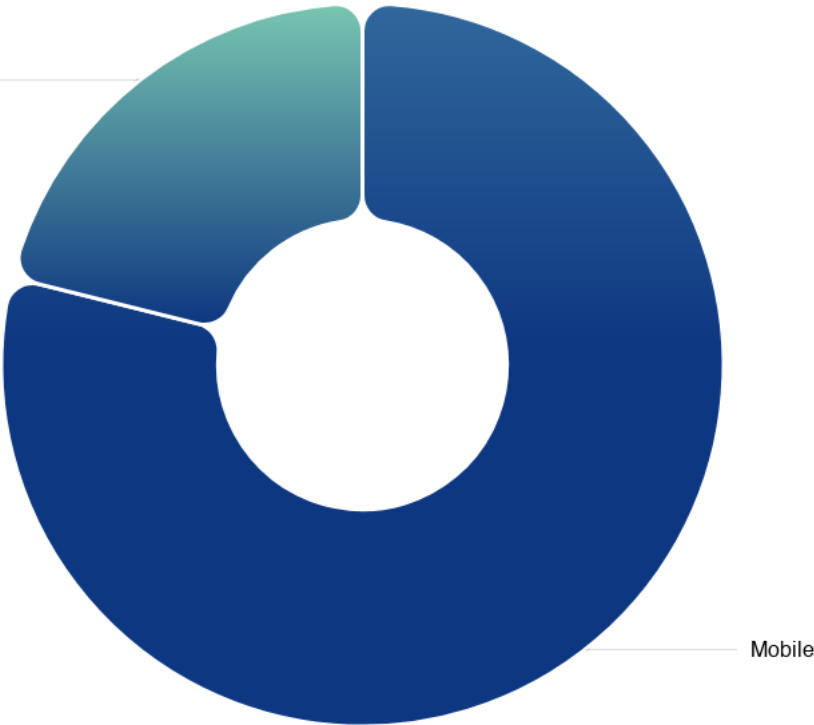
Click-Through Rate

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

0.41%

Your Product Breakout by Impressions

Social
Mirror



Total Engagement Rate

0.42%

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

X the National Average

5.79

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%)
Canoyer Garden Center Lincoln - Garden Center Shoppers/HHI 100K+/Recent Movers Mobile	70,443	185	0.26%	3.75
Canoyer Garden Center Lincoln - Geo-Retargeting Mobile	33,711	72	0.21%	3.05
Canoyer Garden Center - AI Social Mirror - Lincoln	29,358	252	0.86%	12.26
Canoyer Garden Center Lincoln - Site Retargeting Mobile	5,814	53	0.91%	13.02
Canoyer Garden Center Lincoln - Geo-Fencing Mobile	717	7	0.98%	13.95
Canoyer Garden Center - Mobile Cross Platform Social Mirror - Lincoln	261	0	0.00%	0.00

Social Mirror Click Conversions

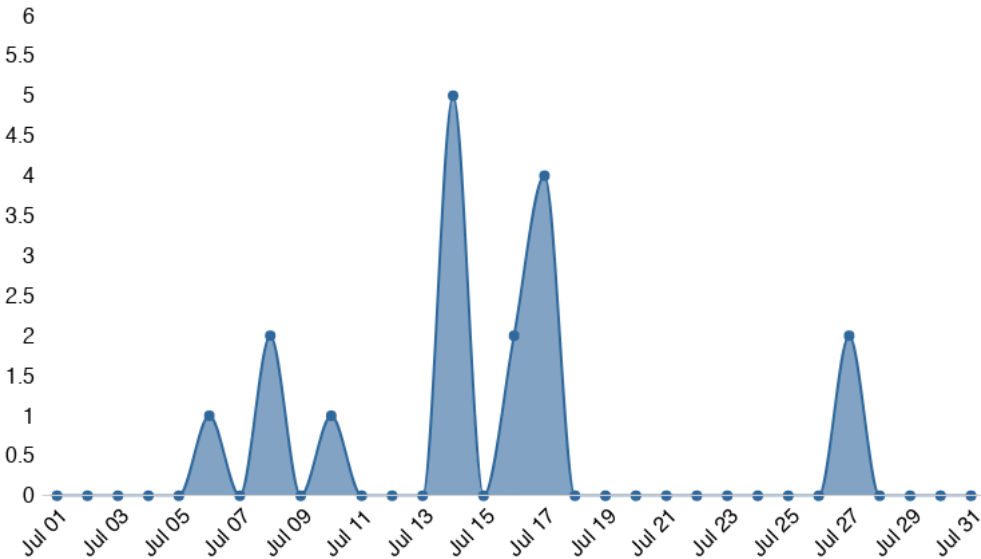


Times users clicked on an ad leading to your site and visited a page or completed an action

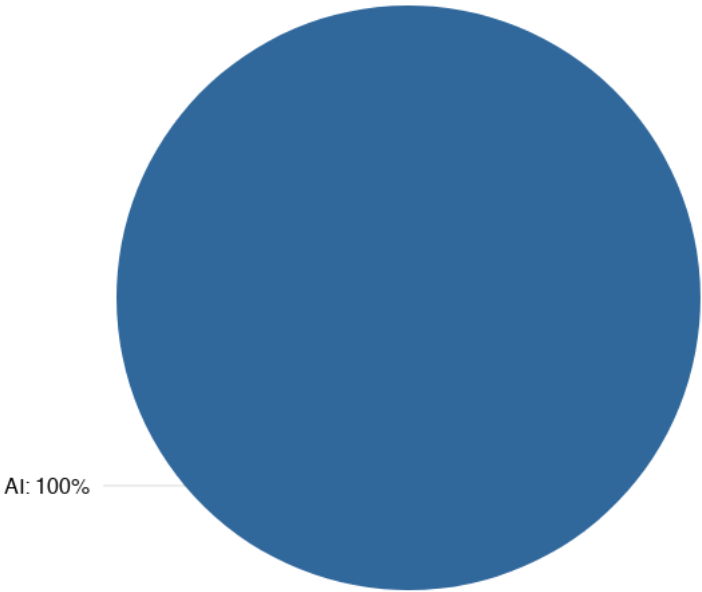
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Canoyer Garden Center Contact Page View	6
Canoyer Garden Center Giftcards Page View	6
Canoyer Garden Center Upcoming Events Page View	5

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Mobile Conquesting Click Conversions

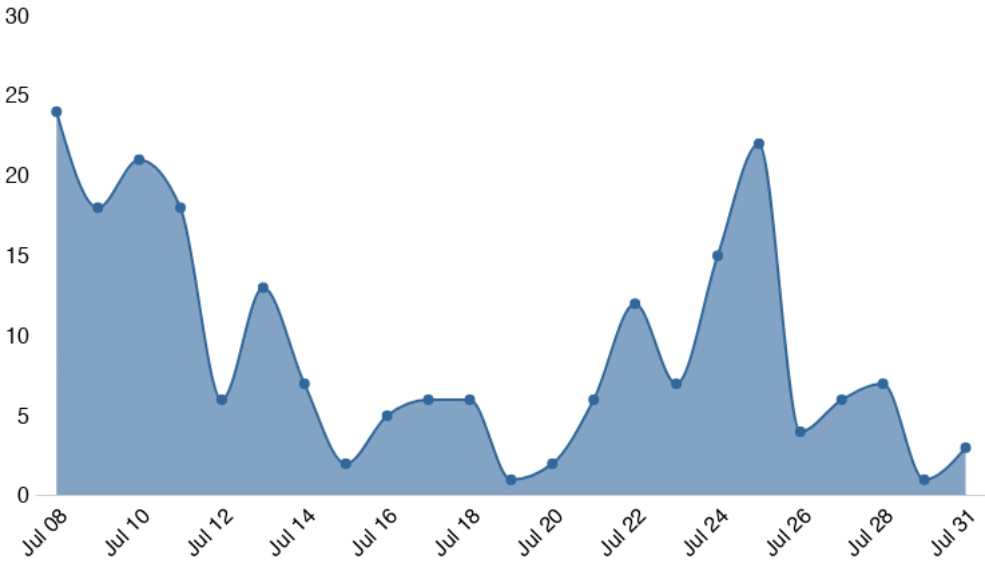


Times users clicked on an ad leading to your site and visited a page or completed an action

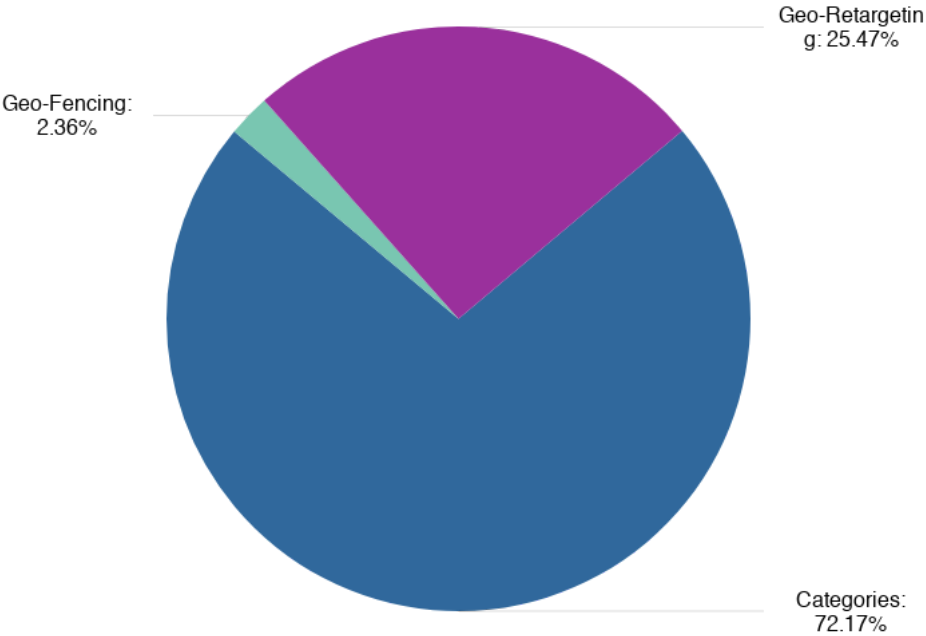
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Canoyer Garden Center Gallery Page View	212

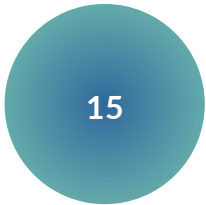
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

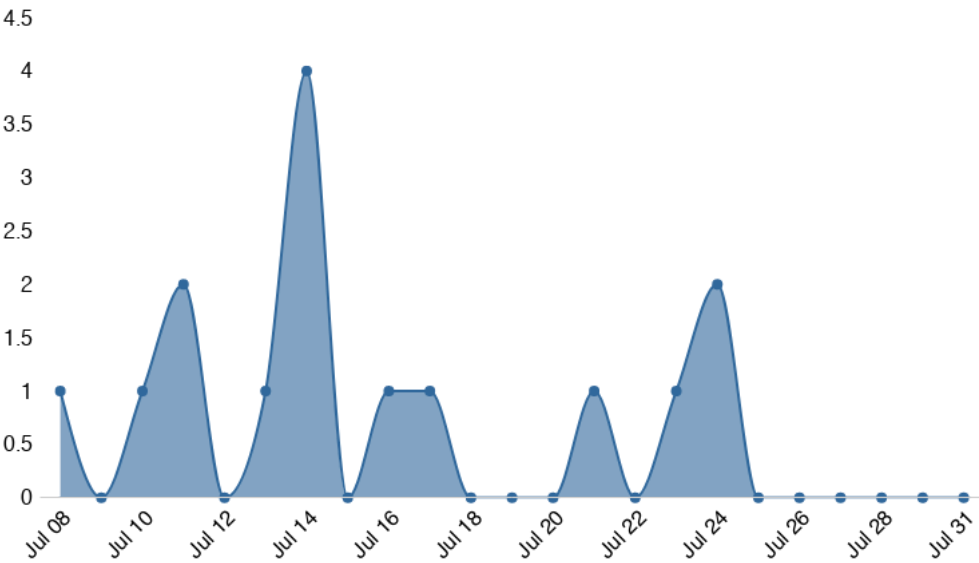


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

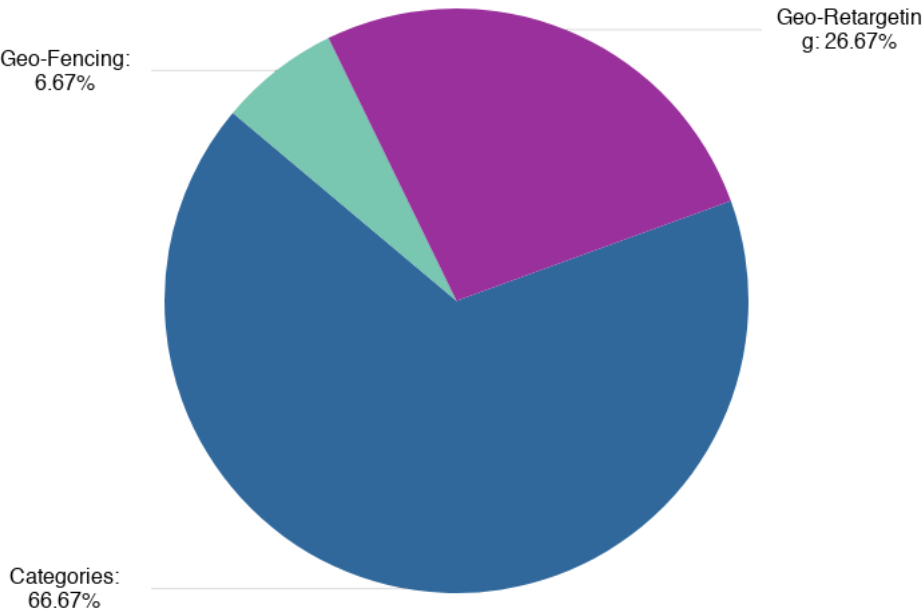
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Canoyer Garden Center Gallery Page View	15

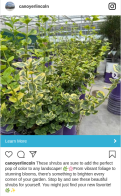
Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Canoyer Garden Center_SM_7.6_These shrubs are sure to add the perfect pop of color	11,804	128	1.08%	15.49
Thumbnail not available	Canoyer Garden Center Lincoln_SM_6.22_The Fourth of July is coming up	13,813	89	0.64%	9.20
	Canoyer Garden Center Lincoln_SM_7.27_Makers Market	4,002	35	0.87%	12.49

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Canoyer Garden Center_SM_7.27_Makers Market	Variant: V_00015	Event	Click to View	8.33%	4.97%
Canoyer Garden Center_SM_7.27_Makers Market	Variant: V_00013	Event	Click to View	8.21%	4.37%
Canoyer Garden Center_SM_7.27_Makers Market	Variant: V_00002	Event	Click to View	8.08%	4.61%
Canoyer Garden Center_SM_7.27_Makers Market	Variant: Original	Event	Click to View	4.72%	3.22%
Canoyer Garden Center_SM_7.27_Makers Market	Variant: V_00007	Event	Click to View	4.69%	4.71%
Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	Variant: V_00007	Photo	Click to View	3.60%	3.07%
Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	Variant: V_00009	Photo	Click to View	3.25%	5.08%
Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	Variant: Original	Photo	Click to View	3.17%	3.04%
Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	Variant: V_00006	Photo	Click to View	3.05%	5.43%
Canoyer Garden Center Papillion_SM_7.27_What a beautiful day	Variant: V_00012	Photo	Click to View	3.02%	1.83%

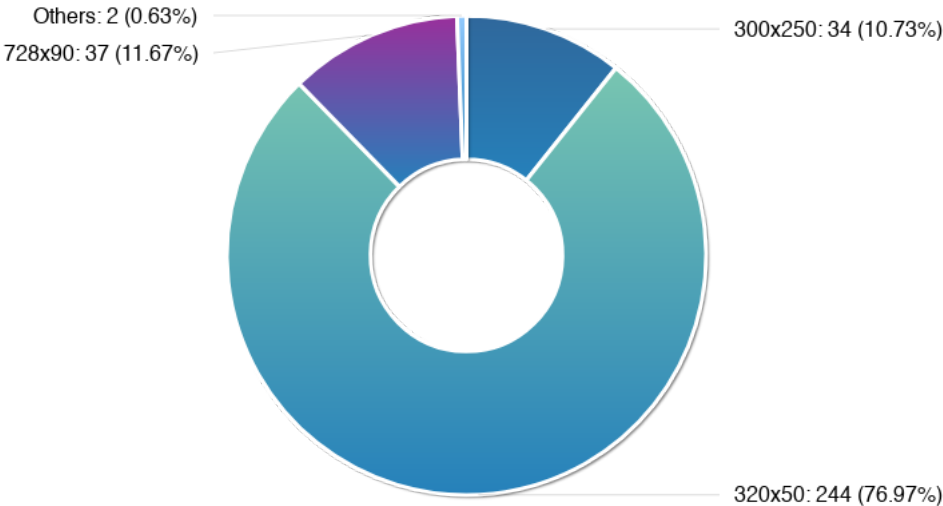
Social Mirror Ad Screenshots

	Canoyer Garden Center Lincoln_SM_ 7.27_ Makers Market	Canoyer Garden Center_SM_7.6_These shrubs are sure to add the perfect pop of color
Screenshot		

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Canoyer Garden Center_7.7_Lincoln_More than a garden center 320 x 50.png	37,063	96	0.26%	3.70
	Canoyer Garden Center_Lincoln_7.7_Scrolling Banner	36,744	122	0.33%	4.74
	Canoyer Garden Center_5.11_Scrolling Banner	11,729	18	0.15%	2.19
	Canoyer Garden Center_5.11_Lincoln_Canoyer (320 x 50 px) (1).gif	11,045	8	0.07%	1.03
	Canoyer Garden Center_7.7_Lincoln_More than a garden center 728x90 (1).png	6,232	37	0.59%	8.48
	Canoyer Garden Center_7.7_Lincoln_More than a garden center 728x90 (2).png	3,487	33	0.95%	13.52
	Canoyer Garden Center_5.11_Lincoln_Yard_ (6).gif	2,146	1	0.05%	0.67
	Canoyer Garden Center_5.11_Lincoln_Canoyer 728x90.gif	1,728	0	0.00%	0.00
	Canoyer Garden Center_LincolnTV	434	0	0.00%	0.00
	Canoyer Garden Center_7.7_Lincoln_More than a garden center 320 x 480.png	65	2	3.08%	43.96

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Earl May Garden Center	5555 S 48th St Ste G	Lincoln	NE	68516			629	6	0.95%
Earl May Garden Center	100 Wedgewood Dr	Lincoln	NE	68510			44	1	2.27%
Country Club of Lincoln	3200 S 24th St	Lincoln	NE	68502			37	0	0.00%
Campbell's Nurseries & Garden Centers, Inc.	2342 S 40th St	Lincoln	NE	68506			5	0	0.00%
Great Plains Pool & Spa	8720 Executive Woods Dr	Lincoln	NE	68512			1	0	0.00%
Hillcrest Country Club	8901 E O St	Lincoln	NE	68520			1	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	18,019	196	1.09%
Desktop	A personal computing device that remains stationary at one location.	8,392	50	0.60%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,208	6	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	2,018	1	0.05%
imdb.com	620	1	0.16%
BuzzFeed - Quiz, Trivia & News	445	2	0.45%
accuweather.com	418	0	0.00%
huffpost.com	373	1	0.27%
viber.com	289	0	0.00%
studentdoctor.net	278	0	0.00%
rapidtables.com	250	1	0.40%
Pandora - Music & Podcasts	236	0	0.00%
theguardian.com	233	3	1.29%
lawandcrime.com	231	0	0.00%
Weather - The Weather Channel	221	2	0.90%
buzzfeed.com	217	1	0.46%
buzzliftnow.site	194	0	0.00%
wildfreinds.website	176	0	0.00%
Pinger: Calling + Phone App	163	0	0.00%
tmz.com	158	2	1.27%
foxnews.com	157	0	0.00%
brezzamistica.info	134	0	0.00%
dailymail.com	130	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



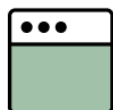
Live Chat



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.