

# Digital Marketing Report

## Impressions

How many ads were served:

141,915

## Clicks

Times a user clicked on an ad

2,586

## Click-Through Rate

(Clicks/Impressions) x 100

1.82%

## Your Product Breakout by Impressions



Social  
Mirror

## CTV Completion Rate

31.55%

Percentage of users who watched the video from start  
to finish

## Total Engagement Rate

1.82%

(Clicks+View-throughs)/Impressions x 100\*

## X the National Average

26.03

X the National Avg (.07%)

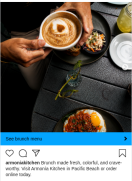
\*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

| Line Item Name                                                                   | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Armonia Kitchen - Behavioral Social Mirror                                       | 85,322        | 2,112  | 2.48% | 35.36                     |
| Armonia Kitchen - AI Social Mirror                                               | 26,324        | 401    | 1.52% | 21.76                     |
| Armonia Kitchen - Health Conscious Eaters/Casual Diners Behavioral Social Mirror | 15,270        | 25     | 0.16% | 2.34                      |
| Armonia Kitchen - Keyword Social Mirror                                          | 14,221        | 35     | 0.25% | 3.52                      |
| Armonia Kitchen - Retargeting Social Mirror                                      | 778           | 13     | 1.67% | 23.87                     |

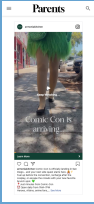
## Social Mirror Creative Performance

| Preview Image                                                                       | Creative Name                                                                    | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|    | Armonia Kitchen_Social<br>Mirror_6.30_Story_At Armonía Kitchen                   | 25,420      | 2,104    | 8.28% | 118.24                    |
|    | Armonia Kitchen_Social<br>Mirror_6.9_IG_Brunch favorites                         | 26,838      | 91       | 0.34% | 4.84                      |
|    | Armonia Kitchen_Social<br>Mirror_TT_6.22_Just what your Tuesday needed           | 17,802      | 87       | 0.49% | 6.98                      |
|   | Armonia Kitchen_Social<br>Mirror_6.9_IG_Eat Beautiful, Sip Fresh                 | 28,891      | 84       | 0.29% | 4.15                      |
| Thumbnail not available                                                             | Armonia Kitchen_Social<br>Mirror_7.22_IG_Comic-Con                               | 15,070      | 77       | 0.51% | 7.30                      |
|  | Armonia Kitchen_Social<br>Mirror_6.30_Looking for your next refreshing obsession | 10,565      | 58       | 0.55% | 7.84                      |

# Social Mirror Creative AI Performance

| Creative                                                            |                   |                 | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
|---------------------------------------------------------------------|-------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                       | Variant Name      | Creative Format |                               |                                  |       |
| Armonia Kitchen_Social Mirror_6.9_IG_Brunch favorites               | Variant: V_00040  | Carousel        | <a href="#">Click to View</a> | 8.15%                            | 1.12% |
| Armonia Kitchen_Social Mirror_TT_6.22_Just what your Tuesday needed | Variant: V_00009  | Video           | <a href="#">Click to View</a> | 4.18%                            | 1.84% |
| Armonia Kitchen_Social Mirror_6.9_IG_Eat Beautiful, Sip Fresh       | Variant: V_00031  | Carousel        | <a href="#">Click to View</a> | 4.02%                            | 1.05% |
| Armonia Kitchen_Social Mirror_TT_6.22_Just what your Tuesday needed | Variant: Original | Video           | <a href="#">Click to View</a> | 3.00%                            | 2.35% |
| Armonia Kitchen_Social Mirror_6.9_IG_Eat Beautiful, Sip Fresh       | Variant: Original | Carousel        | <a href="#">Click to View</a> | 2.56%                            | 1.07% |
| Armonia Kitchen_Social Mirror_6.9_IG_Eat Beautiful, Sip Fresh       | Variant: V_00044  | Carousel        | <a href="#">Click to View</a> | 2.08%                            | 1.00% |
| Armonia Kitchen_Social Mirror_6.9_IG_Eat Beautiful, Sip Fresh       | Variant: V_00038  | Carousel        | <a href="#">Click to View</a> | 1.99%                            | 1.12% |
| Armonia Kitchen_Social Mirror_6.9_IG_Brunch favorites               | Variant: V_00032  | Carousel        | <a href="#">Click to View</a> | 1.94%                            | 1.22% |
| Armonia Kitchen_Social Mirror_5.13_IG_Your Monday energy boost      | Variant: V_00024  | Carousel        | <a href="#">Click to View</a> | 1.70%                            | 1.35% |
| Armonia Kitchen_Social Mirror_6.9_IG_Brunch favorites               | Variant: V_00039  | Carousel        | <a href="#">Click to View</a> | 1.63%                            | 1.15% |

Social Mirror Ad Screenshots

|            | Armonia Kitchen_Social Mirror_6.30_Story_At Armonia Kitchen                       | Armonia Kitchen_Social Mirror_7.22_IG_Comic-Con                                     | Armonia Kitchen_Social Mirror_IG_7.28_Brunch plans                                  |
|------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Screenshot |  |  |  |

## BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 92101    | 27,956        | 642    | 2.30% | 32.81                     |
| 92109    | 9,961         | 171    | 1.72% | 24.52                     |
| 92037    | 7,712         | 54     | 0.70% | 10.00                     |
| 92117    | 6,835         | 72     | 1.05% | 15.05                     |
| 92126    | 6,315         | 161    | 2.55% | 36.42                     |
| 92103    | 6,300         | 107    | 1.70% | 24.26                     |
| 92122    | 6,199         | 50     | 0.81% | 11.52                     |
| 92111    | 5,883         | 51     | 0.87% | 12.38                     |
| 92105    | 5,319         | 115    | 2.16% | 30.89                     |
| 92107    | 5,145         | 43     | 0.84% | 11.94                     |
| 92121    | 5,103         | 36     | 0.71% | 10.08                     |
| 92102    | 4,584         | 102    | 2.23% | 31.79                     |
| 92115    | 4,116         | 133    | 3.23% | 46.16                     |
| 92113    | 4,074         | 176    | 4.32% | 61.72                     |
| 92104    | 4,001         | 70     | 1.75% | 24.99                     |
| 92110    | 3,984         | 62     | 1.56% | 22.23                     |
| 92123    | 3,765         | 51     | 1.35% | 19.35                     |
| 92116    | 3,028         | 53     | 1.75% | 25.00                     |
| 92108    | 2,995         | 92     | 3.07% | 43.88                     |
| 92124    | 2,601         | 51     | 1.96% | 28.01                     |

Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 94,541        | 2,385  | 2.52% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 40,892        | 178    | 0.44% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 6,482         | 23     | 0.35% |

## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR    |
|--------------------------------|---------------|--------|--------|
| OfferUp: Buy. Sell. Letgo.     | 17,632        | 2,029  | 11.51% |
| arcamax.com                    | 3,021         | 6      | 0.20%  |
| usatoday.com                   | 2,776         | 10     | 0.36%  |
| msn.com                        | 2,338         | 1      | 0.04%  |
| brezzamistica.info             | 2,008         | 0      | 0.00%  |
| nypost.com                     | 1,883         | 17     | 0.90%  |
| tmz.com                        | 1,710         | 8      | 0.47%  |
| huffpost.com                   | 1,504         | 4      | 0.27%  |
| travelonthereg.com             | 1,352         | 4      | 0.30%  |
| sfgate.com                     | 1,326         | 13     | 0.98%  |
| realclearpolitics.com          | 1,286         | 2      | 0.16%  |
| buzzfeed.com                   | 1,197         | 6      | 0.50%  |
| foxnews.com                    | 1,112         | 7      | 0.63%  |
| Bleacher Report: Sports News   | 1,072         | 3      | 0.28%  |
| theguardian.com                | 991           | 7      | 0.71%  |
| aol.com                        | 865           | 0      | 0.00%  |
| TMZ                            | 841           | 3      | 0.36%  |
| themirror.com                  | 803           | 7      | 0.87%  |
| BuzzFeed - Quiz, Trivia & News | 772           | 8      | 1.04%  |
| mediotiempo.com                | 709           | 7      | 0.99%  |

## Google Analytics 4 Performance

|       |                   |                  |                       |              |           |             |
|-------|-------------------|------------------|-----------------------|--------------|-----------|-------------|
| 1,764 | 995               | 365              | 36.68%                | 934          | 904       | 946         |
| VIEWS | SESSIONS          | ENGAGED SESSIONS | ENGAGEMENT RATE       | ACTIVE USERS | NEW USERS | TOTAL USERS |
|       | 1.07              |                  | 6:23:42               |              |           |             |
|       | SESSIONS PER USER |                  | TOTAL USER ENGAGEMENT |              |           |             |

**Views:** The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

**Sessions:** The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

**Engaged Sessions:** The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

**Engagement Rate:** Engaged Sessions / Total Sessions

**Active Users:** The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

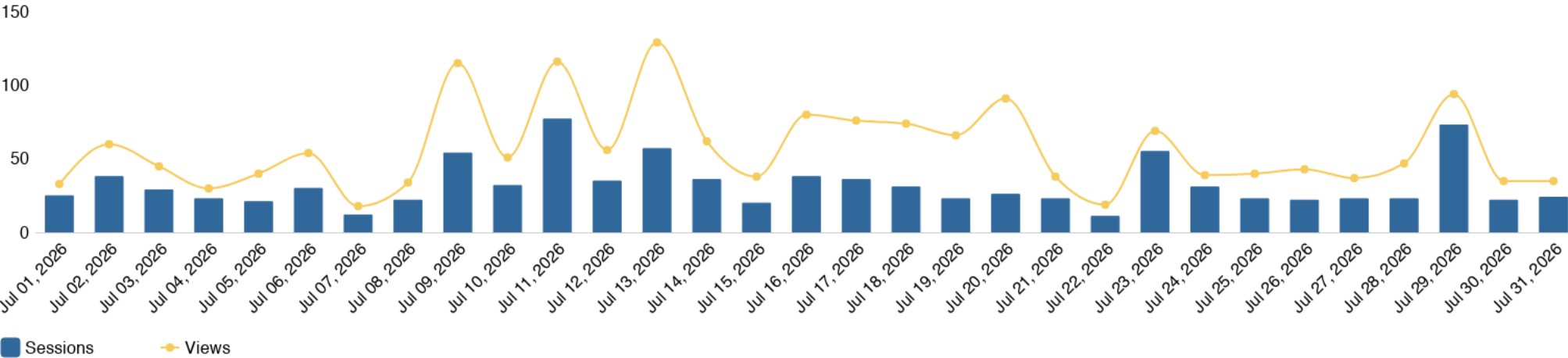
**New Users:** The number of new unique user IDs who interacted with your site or launched your app for the first time.

**Total Users:** The number of unique user IDs that triggered any events.

**Sessions Per User:** The average number of sessions per user.

**Total User Engagement:** The length of total time that your app screen was in the foreground or your web page was in focus.

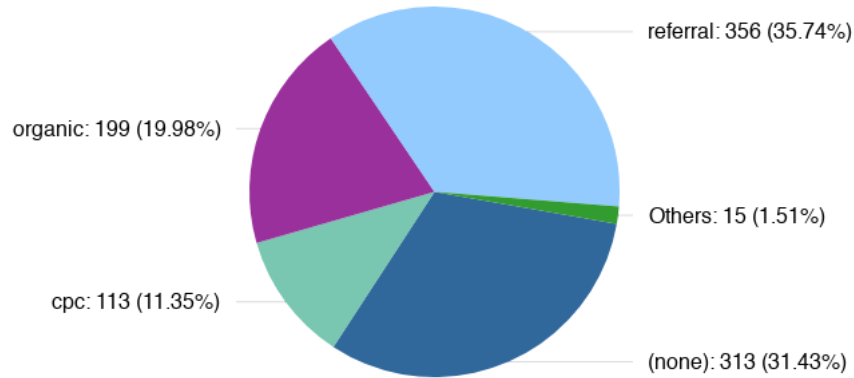
Google Analytics 4 Performance by Day



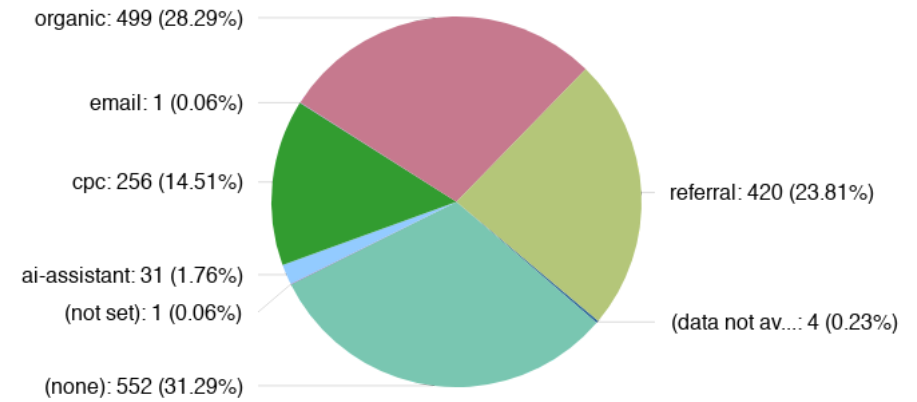
Google Analytics 4 Account Performance

| <a href="#">Analytics Account Name</a> ↑ | Sessions | Views | Total User Engagement | Pages / Session | Engagement rate |
|------------------------------------------|----------|-------|-----------------------|-----------------|-----------------|
| Total                                    | 995      | 1,764 | 6:23:42               | 1.77            | 36.68%          |
| Armonia Analytics                        | 995      | 1,764 | 06:23:42              | 1.77            | 36.68%          |

Google Analytics 4 Sessions by Medium



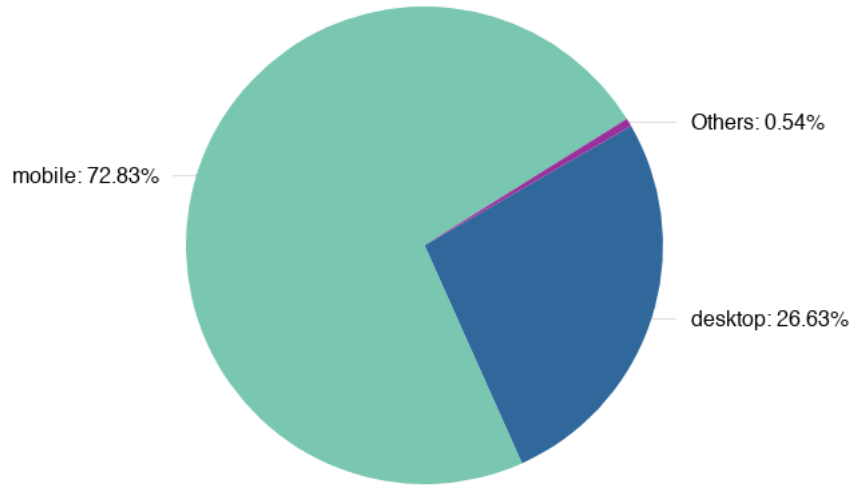
Google Analytics 4 Page Views by Medium



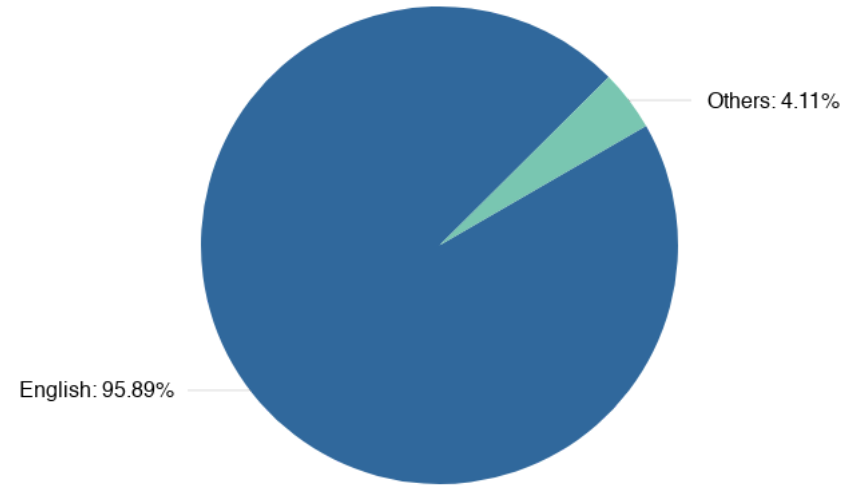
Google Analytics 4 Event Performance

| Event name      | Event count <a href="#">↓</a> |
|-----------------|-------------------------------|
| Total           | 4,515                         |
| page_view       | 1,764                         |
| session_start   | 1,000                         |
| first_visit     | 904                           |
| scroll          | 524                           |
| user_engagement | 289                           |
| click           | 19                            |
| purchase        | 10                            |
| form_start      | 5                             |

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

| Browser         | Sessions ↓ | Views | Engaged sessions | Engagement rate | Total User Engagement |
|-----------------|------------|-------|------------------|-----------------|-----------------------|
| Total           | 1,000      | 1,764 | 368              | 36.80%          | 6:23:42               |
| Chrome          | 544        | 768   | 147              | 27.02%          | 02:07:19              |
| Safari          | 281        | 807   | 201              | 71.53%          | 04:04:43              |
| Edge            | 79         | 86    | 11               | 13.92%          | 00:04:41              |
| Firefox         | 57         | 61    | 4                | 7.02%           | 00:02:11              |
| Android Webview | 32         | 35    | 2                | 6.25%           | 00:01:27              |

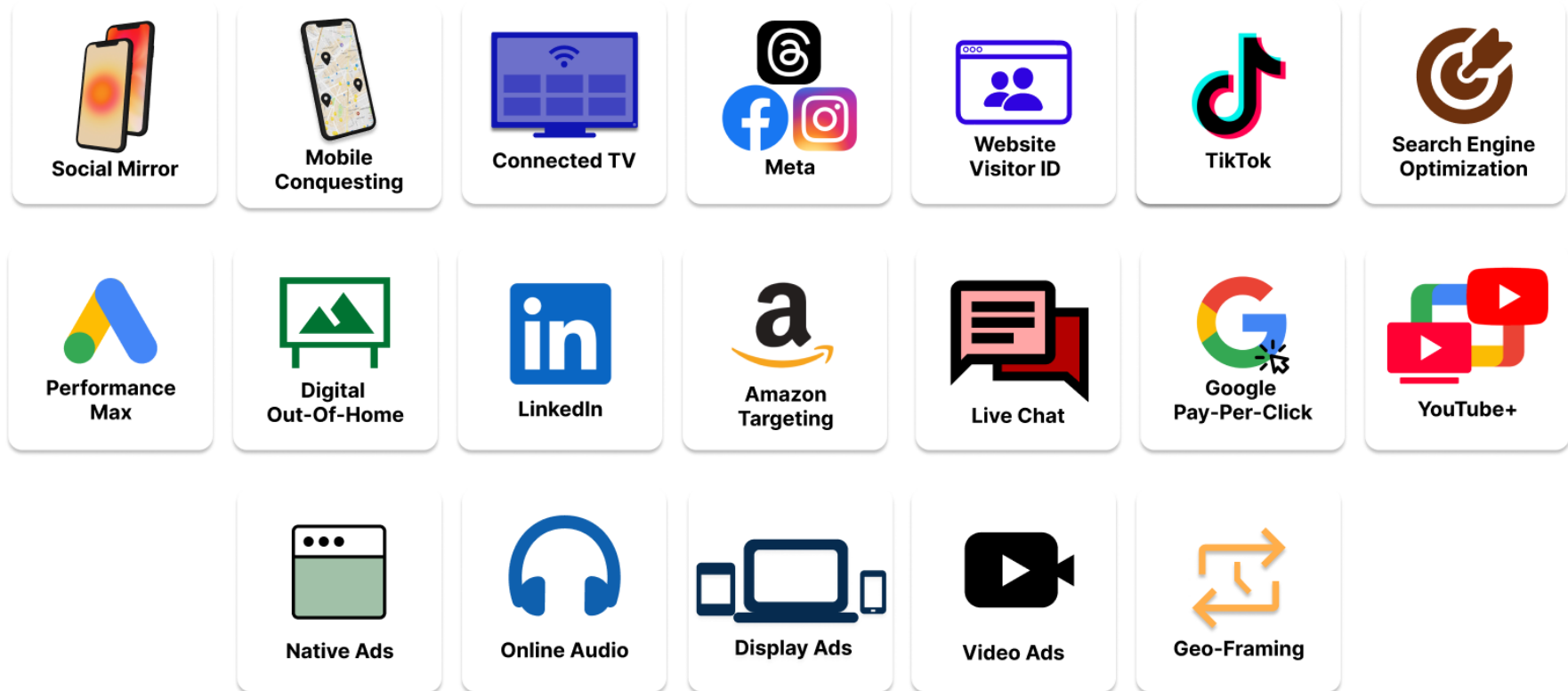
## Google Analytics 4 Page Path Performance

| Page path                                                                            | Engaged sessions ↓ |
|--------------------------------------------------------------------------------------|--------------------|
| <b>Total</b>                                                                         | <b>897</b>         |
| /                                                                                    | 335                |
| /view-menu                                                                           | 156                |
| /order                                                                               | 143                |
| /order/armoniakitchen                                                                | 63                 |
| /checkout                                                                            | 18                 |
| /order/armoniakitchen/item-breakfast-burritos_7d883a05-6ffb-416e-84f0-f95167cd91b0   | 16                 |
| /hours--location                                                                     | 12                 |
| /order/armoniakitchen/item-mexican-asian-fusion_d9a7738a-7efa-49c6-a2e2-062080dab97f | 10                 |
| /order/armoniakitchen/item-aa-bowl_3d5840a4-d4e4-40ac-8bf8-555da38ef418              | 9                  |
| /order/armoniakitchen/item-carne-asada-bowl_537d70e2-e78c-426f-81ed-f6e0f3c37422     | 8                  |

## Google Analytics 4 Performance by Geo

| City             | Region     | Sessions ↓   | Views        | Engaged sessions | Engagement rate | Total User Engagement |
|------------------|------------|--------------|--------------|------------------|-----------------|-----------------------|
| <b>Total</b>     |            | <b>1,030</b> | <b>1,764</b> | <b>398</b>       | <b>38.64%</b>   | <b>6:23:42</b>        |
| Las Vegas Valley | Nevada     | 147          | 154          | 3                | 2.04%           | 00:02:37              |
| Los Angeles      | California | 64           | 159          | 46               | 71.88%          | 00:38:13              |
| (not set)        | (not set)  | 59           | 65           | 4                | 6.78%           | 00:01:00              |
| San Diego        | California | 41           | 117          | 35               | 85.37%          | 00:30:00              |
| Dallas           | Texas      | 27           | 39           | 8                | 29.63%          | 00:09:06              |
| Helsinki         | Uusimaa    | 25           | 25           | 0                | 0.00%           | 00:00:00              |
| Seattle          | Washington | 24           | 79           | 22               | 91.67%          | 00:27:01              |
| Phoenix          | Arizona    | 21           | 65           | 19               | 90.48%          | 00:25:45              |
| San Antonio      | Texas      | 20           | 21           | 1                | 5.00%           | 00:00:00              |
| Centralia        | Washington | 18           | 18           | 0                | 0.00%           | 00:00:00              |
| Denver           | Colorado   | 18           | 57           | 15               | 83.33%          | 00:21:24              |
| (not set)        | California | 17           | 54           | 13               | 76.47%          | 00:14:23              |
| (not set)        | (not set)  | 17           | 17           | 0                | 0.00%           | 00:00:03              |
| Ashburn          | Virginia   | 17           | 27           | 17               | 100.00%         | 00:07:26              |
| Atlanta          | Georgia    | 16           | 28           | 8                | 50.00%          | 00:05:35              |

# All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.