

Digital Marketing Report

Impressions

How many ads were served:

108,721

Clicks

Times a user clicked on an ad

220

Click-Through Rate

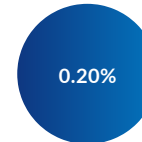
$(\text{Clicks}/\text{Impressions}) \times 100$

0.20%

Your Product Breakout by Impressions



Total Engagement Rate



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

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%)
Safe Harbor Wills & Trusts - Watertown - AI Social Mirror	64,609	146	0.23%	3.23
Safe Harbor Wills & Trusts - Syracuse - Senior Citizens Behavioral Social Mirror	44,112	74	0.17%	2.40

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Safe Harbor_Watertown _FB_7.9_Attorney John M. Murphy Jr., Esq. has dedicated his life to helping families	44,096	90	0.20%	2.92
Thumbnail not available	Safe Harbor_Watertown _FB_7.9_You can't predict tomorrow	41,583	74	0.18%	2.54
	Safe Harbor_Watertown_FB_7.9_If you've been meaning to make a will or trust	23,042	56	0.24%	3.47

Social Mirror Ad Screenshots

	Safe Harbor_Watertown_FB_7.9_You can't predict tomorrow
Screenshot	

Device Performance

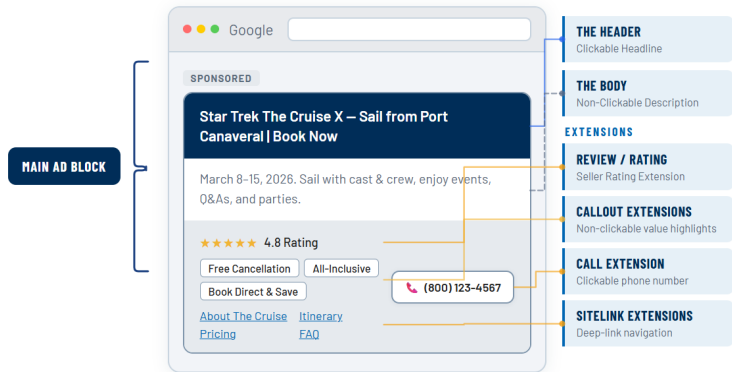
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,897	147	0.20%
Desktop	A personal computing device that remains stationary at one location.	26,652	45	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,172	28	0.31%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,671	8	0.17%
usatoday.com	2,538	6	0.24%
apnews.com	2,470	3	0.12%
syracuse.com	2,351	1	0.04%
dailymail.com	2,129	0	0.00%
accuweather.com	1,520	0	0.00%
arcamax.com	1,452	9	0.62%
huffpost.com	1,328	0	0.00%
themirror.com	1,302	8	0.61%
buzzfeed.com	1,074	0	0.00%
courttv.com	958	0	0.00%
tmz.com	919	0	0.00%
wkbw.com	638	0	0.00%
lawandcrime.com	605	0	0.00%
tunein.com	565	1	0.18%
hollywoodpq.com	538	0	0.00%
thegardenbeds.com	538	0	0.00%
ruralsprout.com	531	4	0.75%
pressconnects.com	498	2	0.40%
theguardian.com	498	1	0.20%

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.

Location Extensions are not currently available to be shown.

"Phone calls" are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.