

Digital Marketing Report

Impressions

How many ads were served:

159,105

Clicks

Times a user clicked on an ad

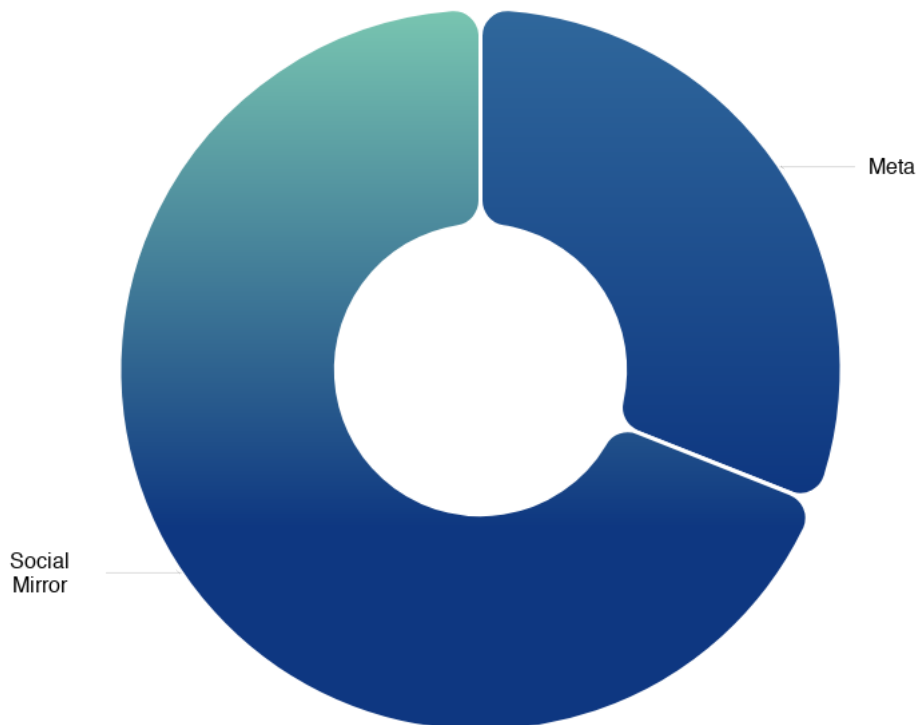
1,491

Click-Through Rate

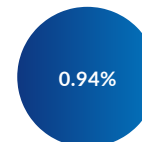
$(\text{Clicks} / \text{Impressions}) \times 100$

0.94%

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%)

*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%)
Brent Cogan Electrical - Homeowners/Lighting/Home Reno Behavioral Social Mirror	54,893	168	0.31%	4.37
Brent Cogan Electrical - Home Reno/Electrical/Lighting Premium Facebook	42,681	963	2.26%	32.23
Brent Cogan Electrical - AI Social Mirror	41,471	193	0.47%	6.65
Brent Cogan Electrical - Retargeting Social Mirror	13,382	21	0.16%	2.24
Brent Cogan Electrical - Retargeting Premium Facebook	6,678	146	2.19%	31.23

Social Mirror Click Conversions

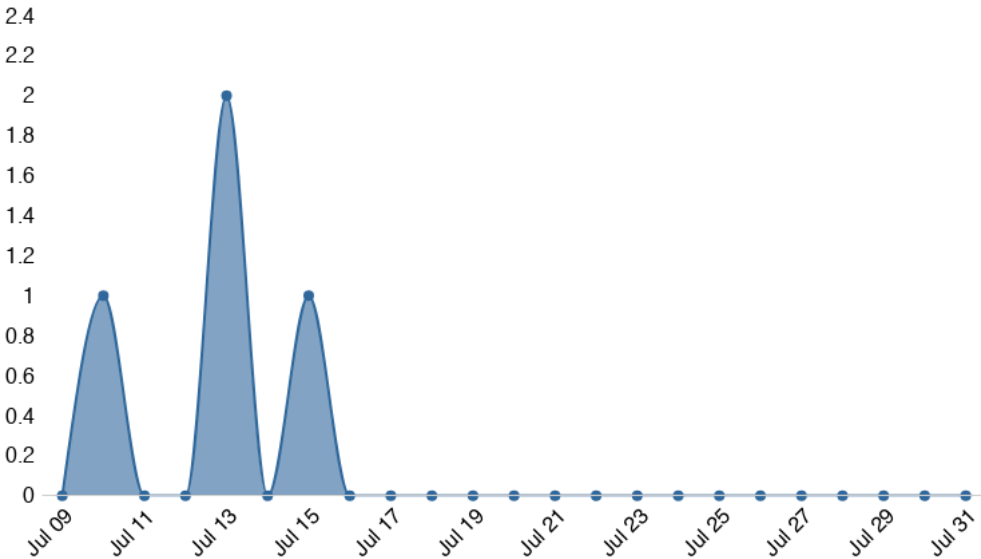


Times users clicked on an ad leading to your site and visited a page or completed an action

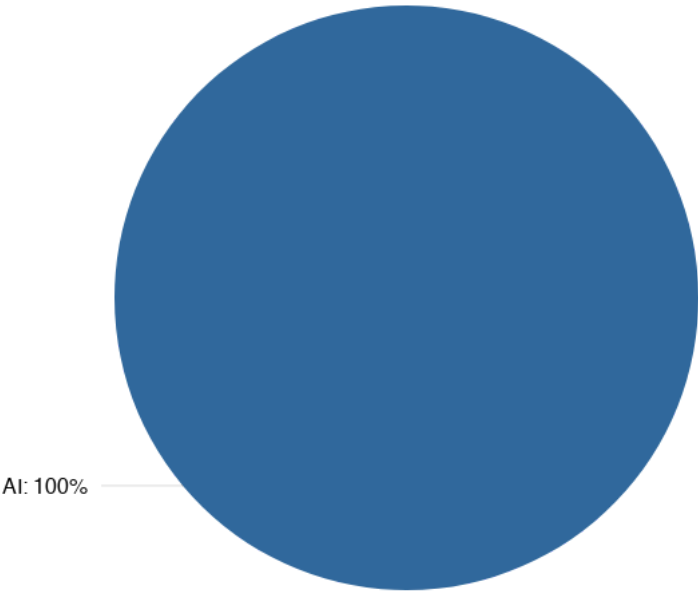
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Brent Cogan Electrical Commercial Page View	2
Brent Cogan Electrical Lighting Design Page View	1
Brent Cogan Electrical Service Maintenance Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

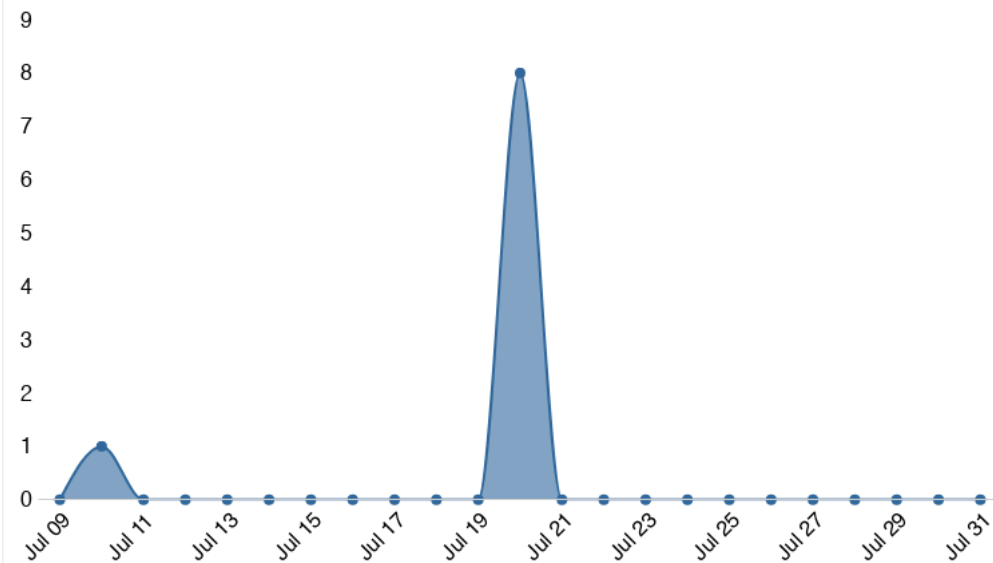


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

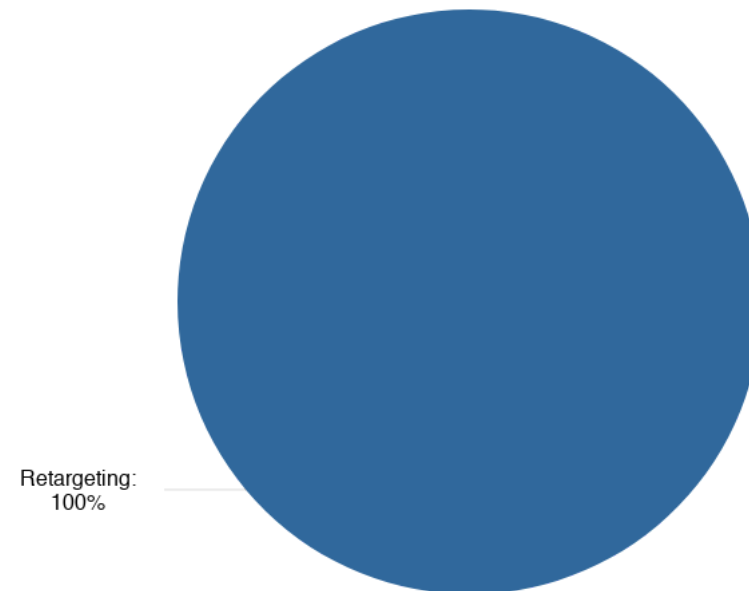
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Brent Cogan Electrical Lighting Design Page View	3
Brent Cogan Electrical Residential Page View	3
Brent Cogan Electrical Commercial Page View	2
Brent Cogan Electrical Our Team Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions



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

Meta Click Conversion Performance

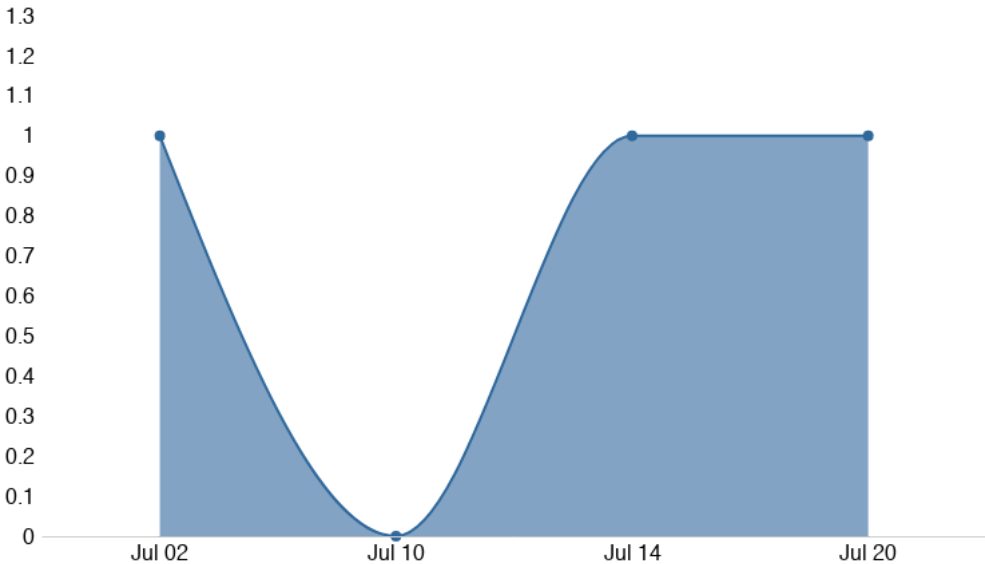
Conversion Name

[Click Conversions](#) ↓

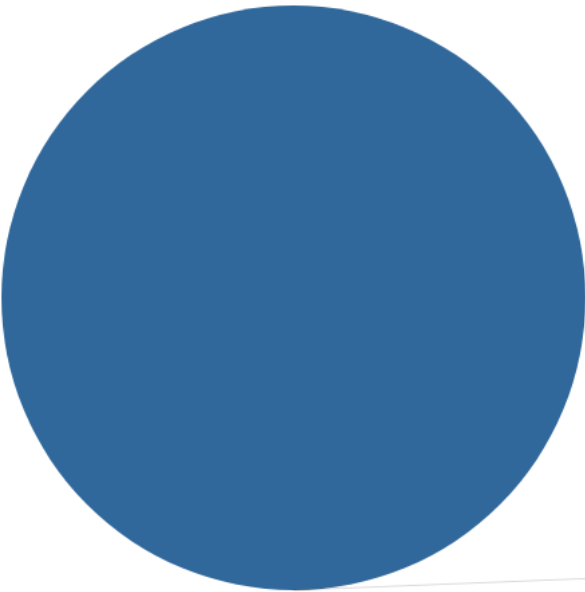
Brent Cogan Electrical Residential Page View

3

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

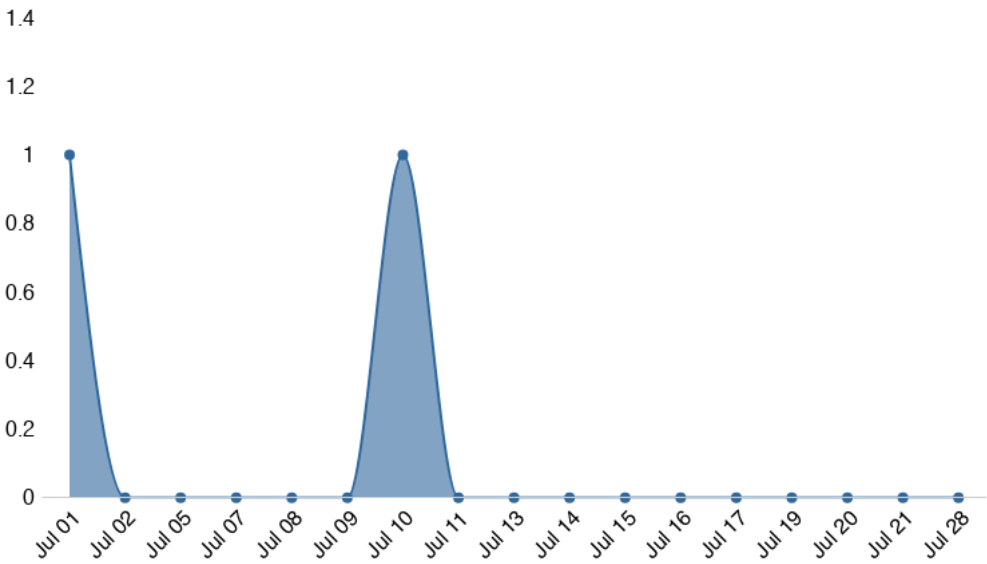


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

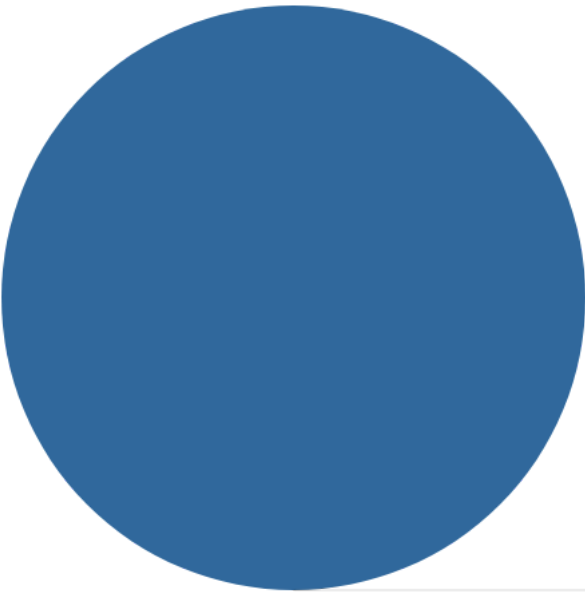
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Brent Cogan Electrical Homepage Visits	1
Brent Cogan Electrical Our Team Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
100%

Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	71,031	239	0.34%	4.81
	Brent Cogan Electrical_SM_7.17.26_Storm Season	36,090	124	0.34%	4.91
	Brent Cogan Electrical_SM_7.29.26_Every wire we run	2,625	19	0.72%	10.34

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: Original	Carousel	Click to View	11.77%	1.91%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00013	Carousel	Click to View	7.15%	1.66%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00009	Carousel	Click to View	5.75%	1.25%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00012	Carousel	Click to View	5.54%	1.92%
Brent Cogan Electrical_SM_7.17.26_Storm Season	Variant: V_00003	Photo	Click to View	4.76%	1.96%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00010	Carousel	Click to View	4.63%	1.83%
Brent Cogan Electrical_SM_7.17.26_Storm Season	Variant: V_00009	Photo	Click to View	4.47%	2.64%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00014	Carousel	Click to View	4.00%	1.37%
Brent Cogan Electrical_SM_6.29.26_A huge THANK YOU to our amazing customers	Variant: V_00015	Carousel	Click to View	3.82%	1.88%

Social Mirror Ad Screenshots

Brent Cogan Electrical_SM_7.29.26_Every wire we run	
Screenshot	

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Brent Cogan Electrical_6.29_Carousel	30,234	754	2.49%	35.63
Brent Cogan Electrical_7.20_26.06_-_Brent_Cogan_Electrical_-_June_Ads_-_FB_1080x1080 (3).png	13,459	223	1.66%	23.67
Brent Cogan Electrical_7.29.26_COGAN-JULY-01 (2).jpg	2,848	69	2.42%	34.61
Brent Cogan Electrical_7.20_Carousel	2,818	63	2.24%	31.94

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Brent Cogan Electrical Services, Inc.	Brent Cogan Electrical_6.29_Carousel	386
4: Brent Cogan Electrical	Brent Cogan Electrical_6.29_Carousel	123
3: Brent Cogan Electrical	Brent Cogan Electrical_6.29_Carousel	59
6: Brent Cogan Electrical	Brent Cogan Electrical_6.29_Carousel	46
1: Brent Cogan Electrical	Brent Cogan Electrical_6.29_Carousel	31

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	120,138	1,350	1.12%
Desktop	A personal computing device that remains stationary at one location.	31,012	89	0.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,763	46	0.59%
Unknown	---	192	6	3.13%

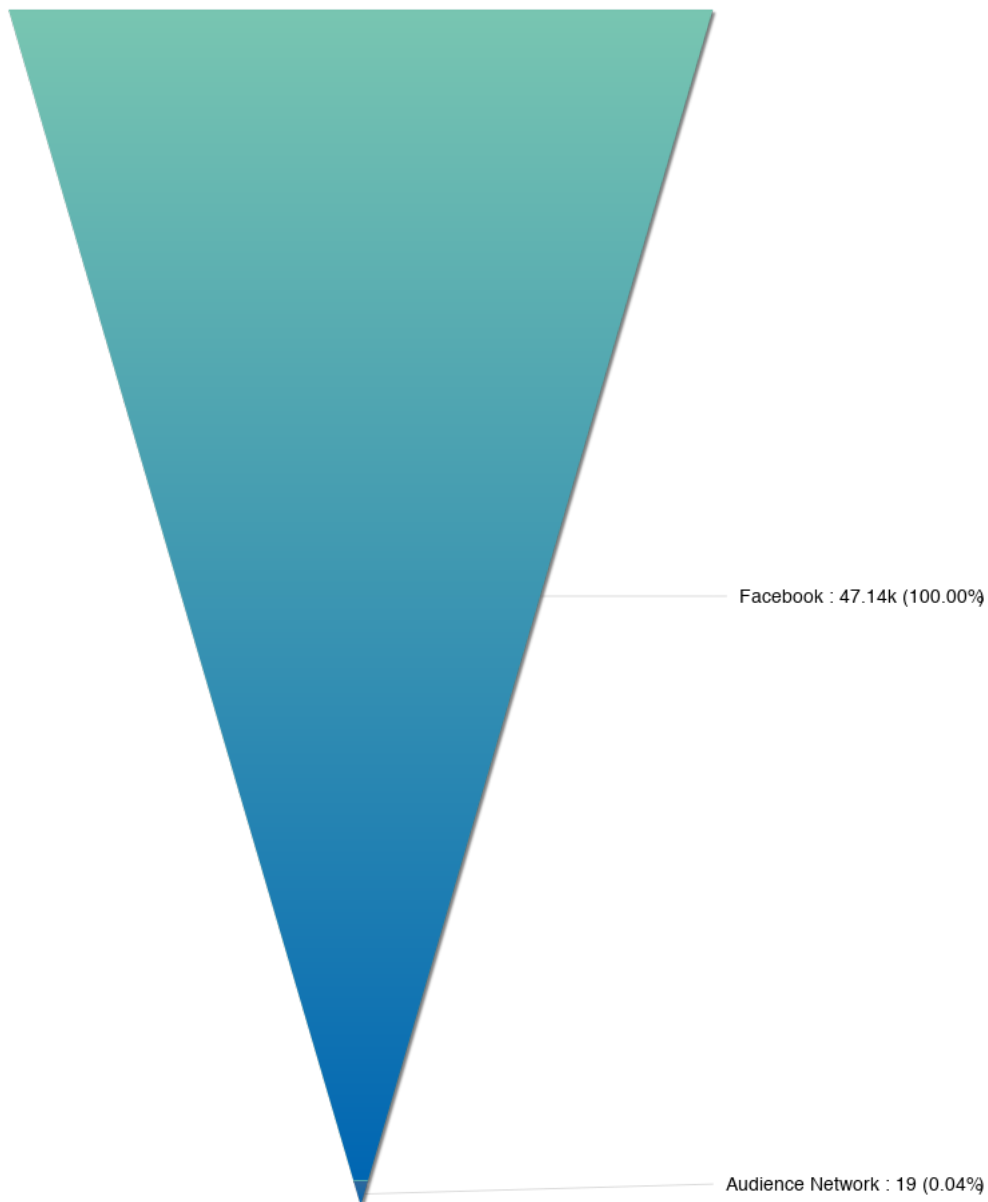
Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	6,664	14	0.21%
arcamax.com	4,382	3	0.07%
nypost.com	4,292	5	0.12%
msn.com	3,025	1	0.03%
usatoday.com	2,762	12	0.43%
hollywoodpq.com	2,713	13	0.48%
themirror.com	2,298	9	0.39%
tmz.com	2,189	2	0.09%
imdb.com	2,183	5	0.23%
foxnews.com	1,850	5	0.27%
T-Mobile Play	1,616	0	0.00%
huffpost.com	1,105	2	0.18%
wjactv.com	1,085	1	0.09%
wtaj.com	990	1	0.10%
dailymail.com	946	9	0.95%
accuweather.com	836	1	0.12%
lawandcrime.com	813	1	0.12%
bitcoinisok.com	777	0	0.00%
realclearpolitics.com	681	1	0.15%
Fox News - Daily Breaking News	614	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	31,780	507	1.60%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	10,935	399	3.65%
Facebook Notification	Your ads appear within a user's notifications feed.	2,157	138	6.40%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,850	35	1.89%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,635	16	0.98%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	723	6	0.83%
Facebook Stories	Your ads appear in people's Stories on Facebook.	220	8	3.64%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	30	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	19	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	10	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

Audience Network Performance



Impressions



Clicks



CTR

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.