

Digital Marketing Report

Impressions

How many ads were served:

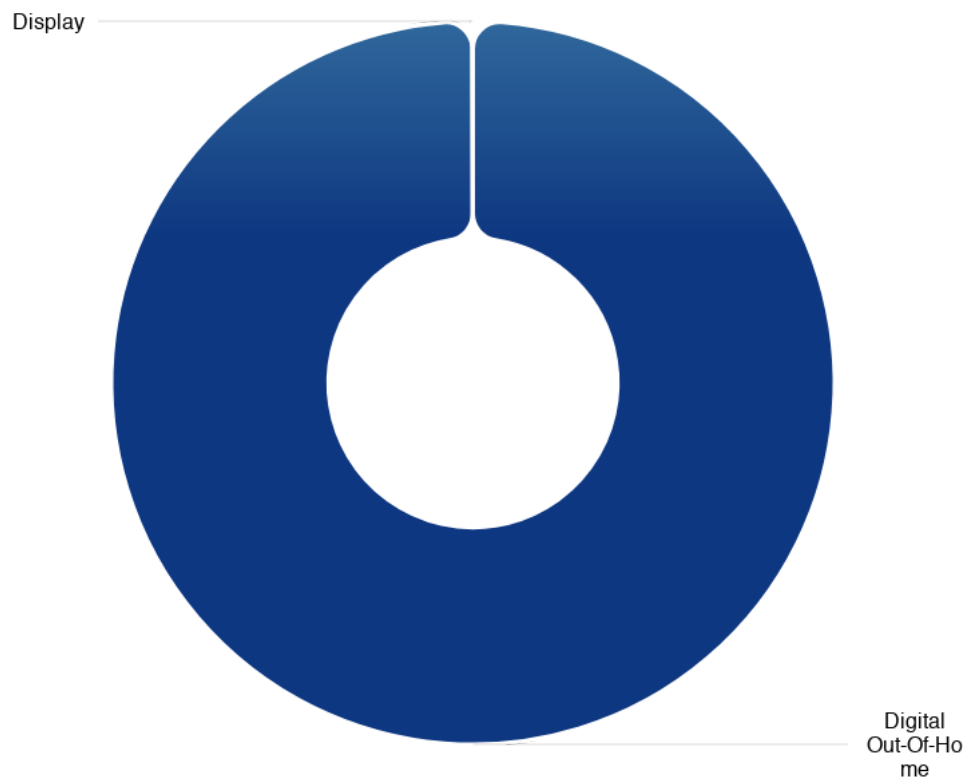
17,895

Total Engagement Rate

0.39%

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

Your Product Breakout by Impressions



**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.*

DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	17,889



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TPB Resorts - The Breakers St. Ignace - Family Travel/Family Vacation/Travel Behavioral Display	6	0	0.00%	0.00

Display View-through Conversions

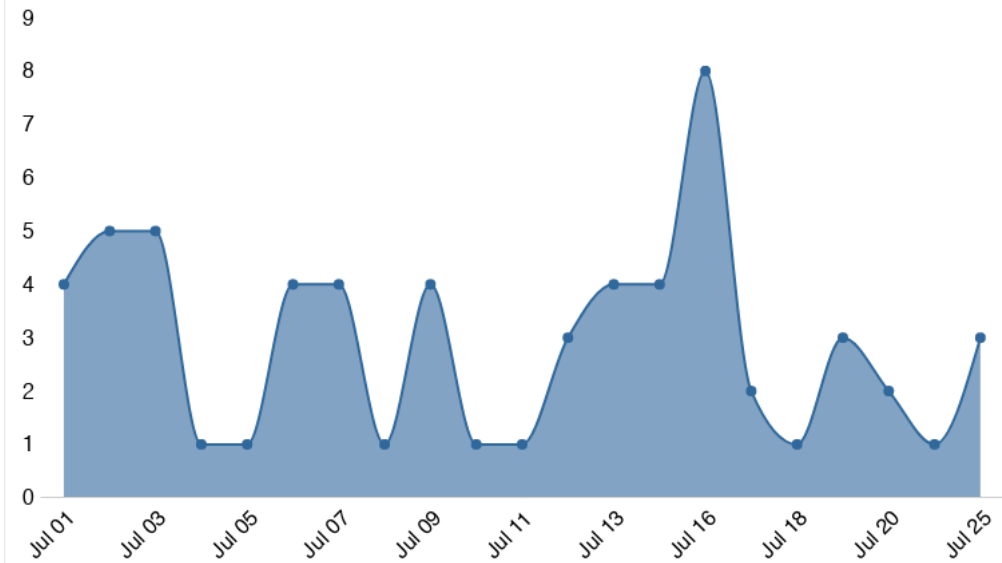


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

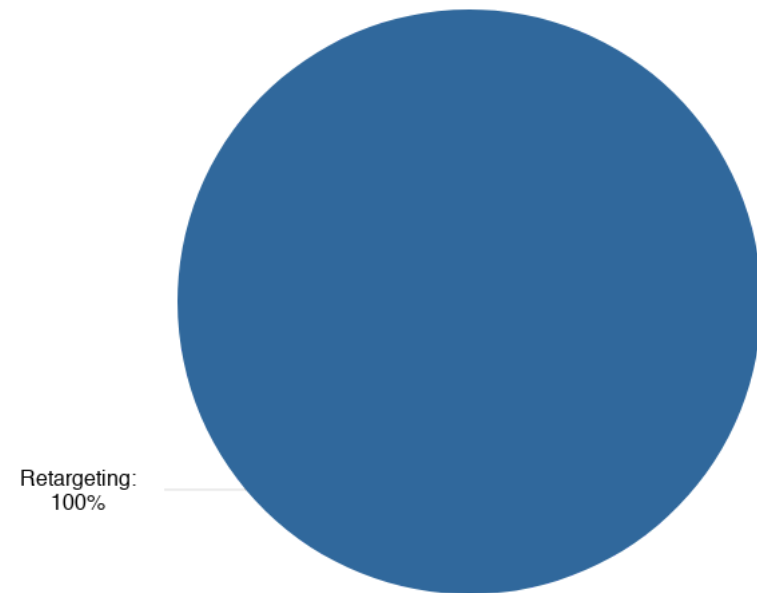
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
TPB Resorts - The Breakers St. Ignace Homepage Visits	62

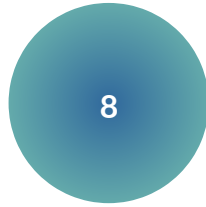
Display View-through Conversions by Day



Top Display View-through 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

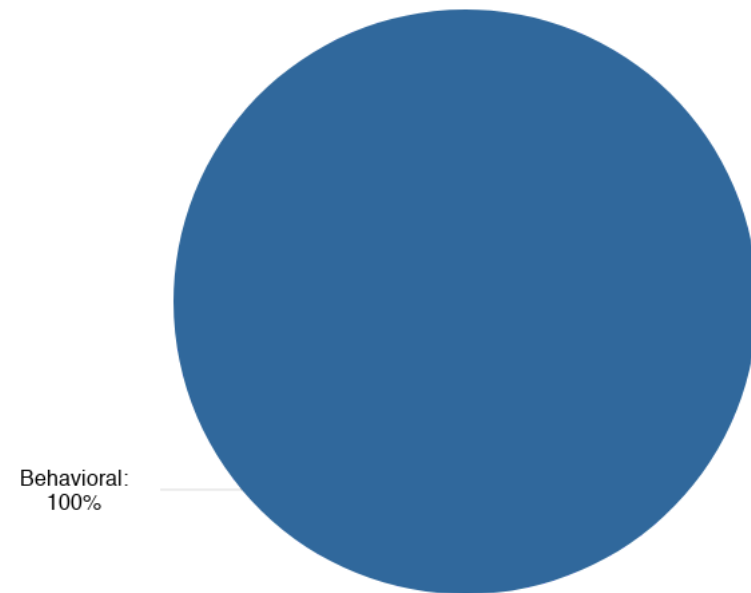
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
TPB Resorts - The Breakers St. Ignace Homepage Visits	8

Social Mirror View-through Conversions by Day



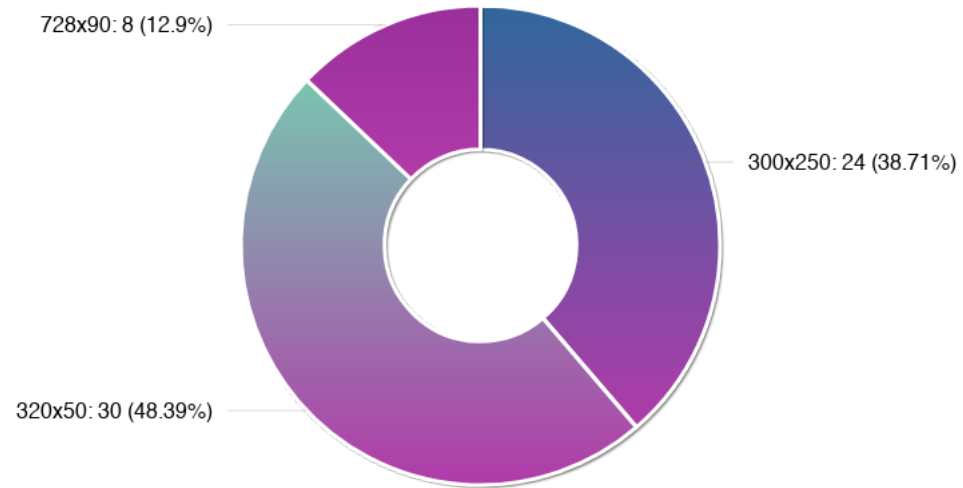
Top Social Mirror View-through Conversions by Strategy



Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	TPB Resorts - The Breakers St. Ignace_BREAKERS ST. IGNACE 300X250 BIG VIEWS BETTER VALUE.png_300x250	3	0	0.00%	0.00
	TPB Resorts - The Breakers St. Ignace_BREAKERS ST. IGNACE 320X50 BIG VIEWS BETTER VALUE.png_320x50	1	0	0.00%	0.00
	TPB Resorts - The Breakers St. Ignace_BREAKERS ST. IGNACE 300X250 no flight.png_300x250	2	0	0.00%	0.00

Display Conversion Performance by Ad Size



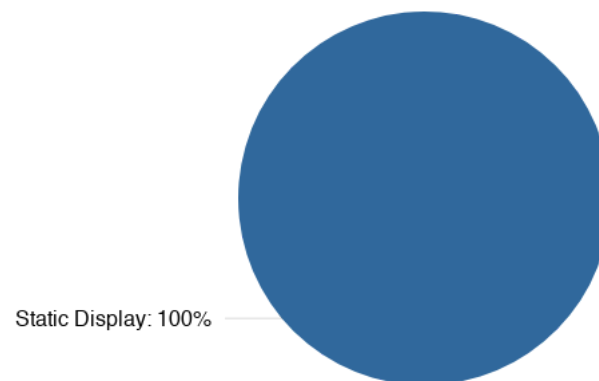
Social Mirror Creative AI Performance

Creative				
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓
Breakers Resort & Beach Bar- Saint Ignace_Social Mirror_The view.The beach.The club	Variant: V_00012	Photo	Click to View	33.33%
Breakers Resort & Beach Bar- Saint Ignace_Social Mirror_The view.The beach.The club	Variant: V_00010	Photo	Click to View	33.33%
Breakers Resort & Beach Bar- Saint Ignace_Social Mirror_The view.The beach.The club	Variant: V_00008	Photo	Click to View	33.33%
				CTR
				0.00%
				0.00%
				0.00%

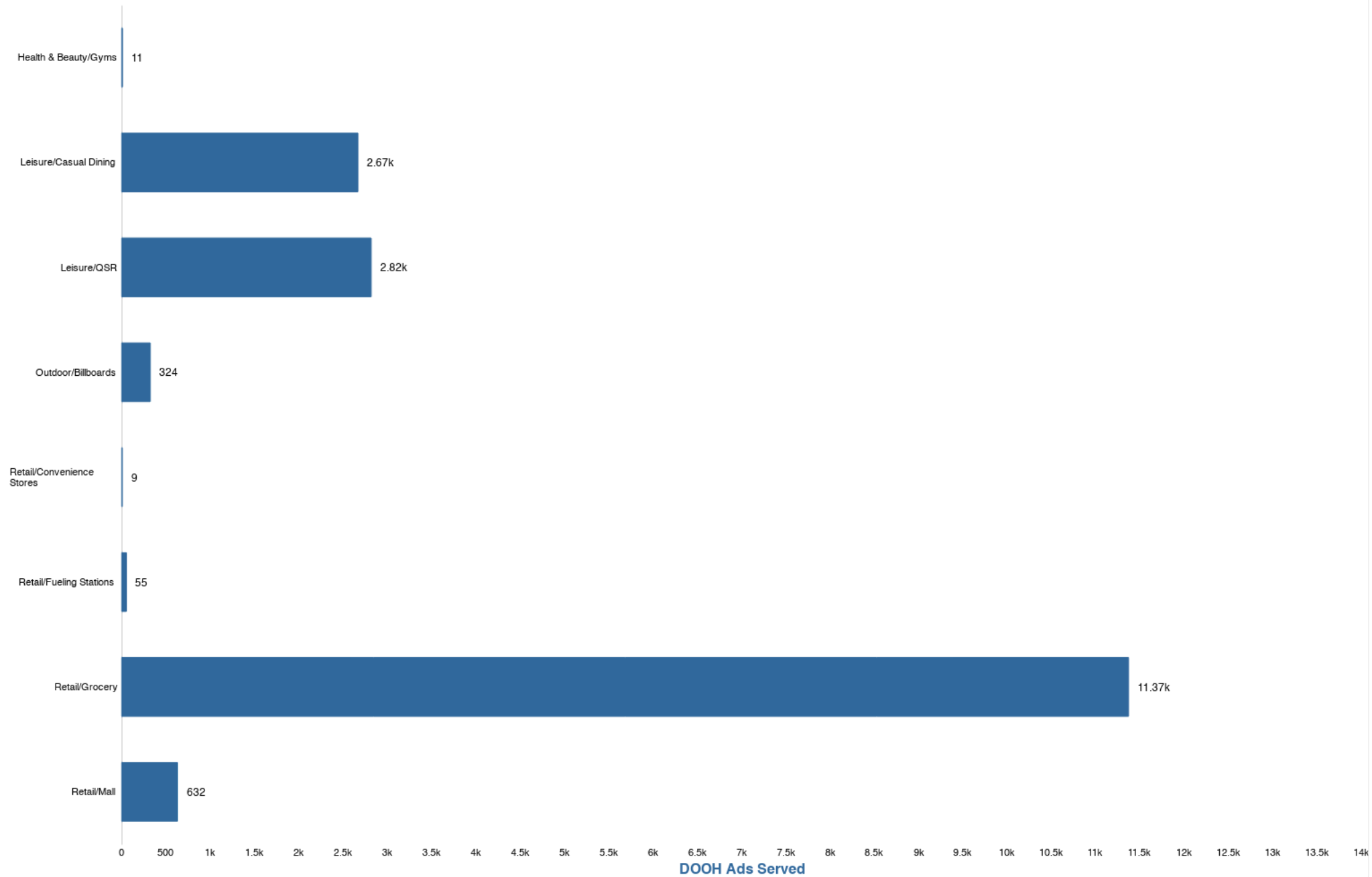
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
The Club @ Breakers Live Music 1920x1080.png	TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	10,795
The CLub @ Breakers The Best Table 1080x1920.png	TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	6,427
The Club @ Breakers Locals Welcome 1400x400.png	TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	324
The Club @ Breakers Lake Huron Patio 1600x900.png	TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	289
The Club @ Breakers Wood Fired Pizza 1280x720.png	TPB Resorts - The Breakers St. Ignace - Venue Targeting DOOH Display	54
Total		17,889

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
49721	8,550
49783	4,767
49706	1,608
49740	627
49749	534
49781	507
49701	324
49791	217
49716	168
49757	96

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	17,889	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	4	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	2	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
atmosphere.com	5,329	0	0.00%
grocery-tv.com	5,301	0	0.00%
screenverse---keyme.com	4,340	0	0.00%
pursuant-health---walmart.com	1,424	0	0.00%
screenverse---touchtunes-us.com	413	0	0.00%
vengo.com	65	0	0.00%
screenversemedia.com	54	0	0.00%
key.me	24	0	0.00%
atmosphere.tv	17	0	0.00%
circle-k---us.com	9	0	0.00%
lamar.com	3	0	0.00%
gstv.com	1	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.