

# Digital Marketing Report

## Impressions

How many ads were served:

104,869

## Clicks

Times a user clicked on an ad

372

## Click-Through Rate

(Clicks/Impressions) x 100

0.35%

## Your Product Breakout by Impressions



Social  
Mirror

## CTV Completion Rate

19.35%

Percentage of users who watched the video from start  
to finish

## Total Engagement Rate

2.21%

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

## X the National Average

5.07

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%) |
|--------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Northeast Texas Community College-Workforce - AI Social Mirror                                               | 53,803        | 111    | 0.21% | 2.95                      |
| Northeast Texas Community College-Workforce - Continuing Education/Job Seekers/Adult Education Social Mirror | 34,386        | 201    | 0.58% | 8.35                      |
| Northeast Texas Community College-Workforce - Keyword Social Mirror                                          | 10,802        | 48     | 0.44% | 6.35                      |
| Northeast Texas Community College-Workforce - Retargeting Social Mirror                                      | 5,878         | 12     | 0.20% | 2.92                      |

## Social Mirror Click Conversions

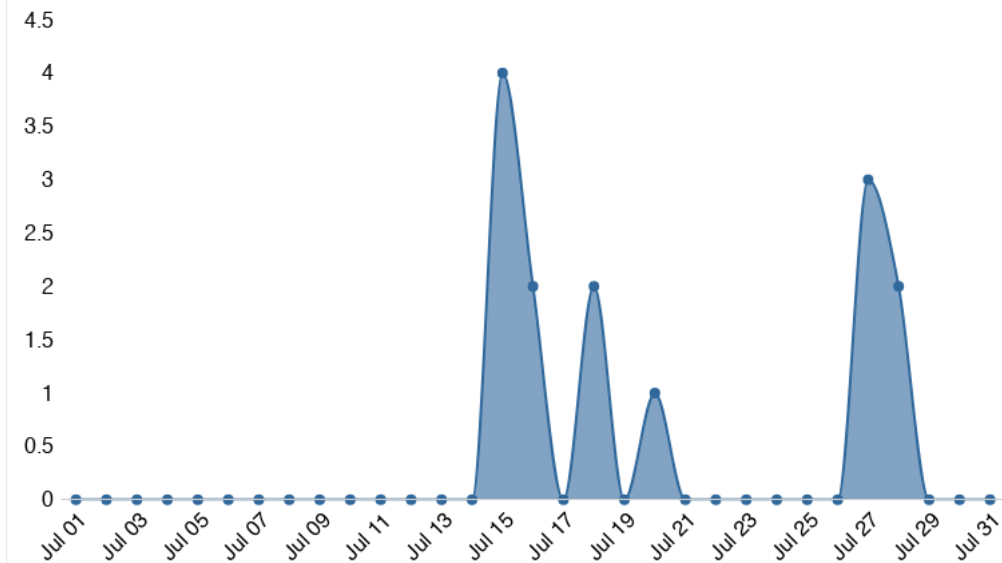


Times users clicked on an ad leading to your site and visited a page or completed an action

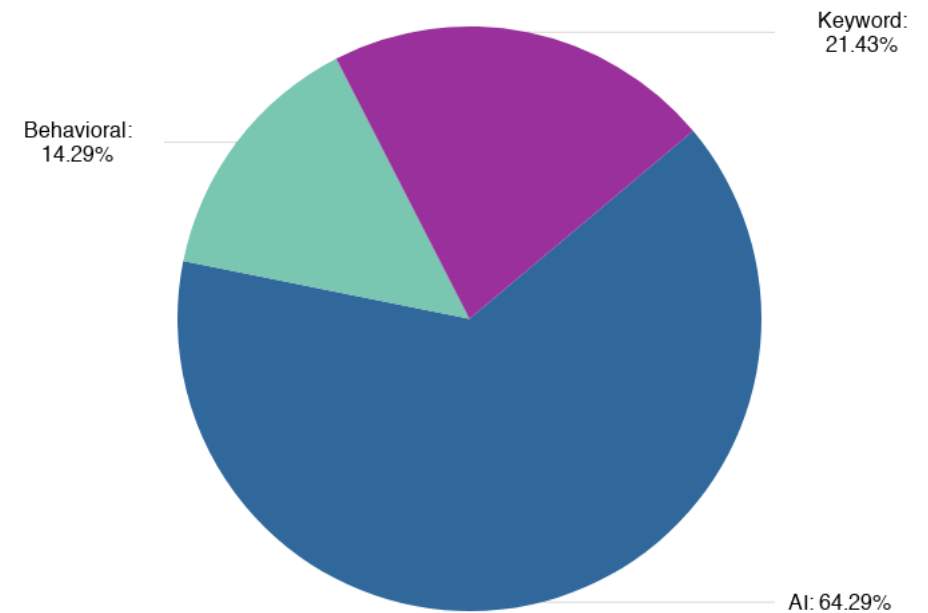
### Social Mirror Click Conversion Performance Breakout

| Conversion Name                              | Click Conversions ↓ |
|----------------------------------------------|---------------------|
| NTCC Workforce Phone Number Click            | 11                  |
| NTCC Workforce Cosmetology Click             | 1                   |
| NTCC Workforce Health Science Programs Click | 1                   |
| NTCC Workforce Home Icon Click               | 1                   |

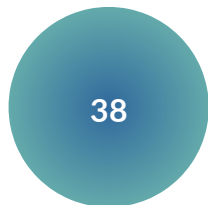
## Social Mirror Click Conversions by Day



## Top Social Mirror Click Conversions by Strategy



## Social Mirror View-through Conversions

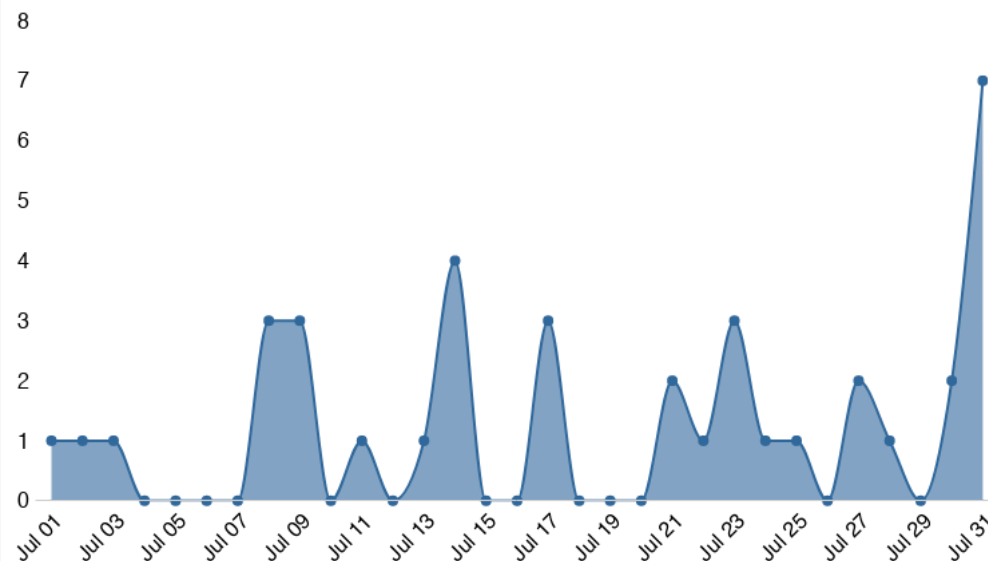


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

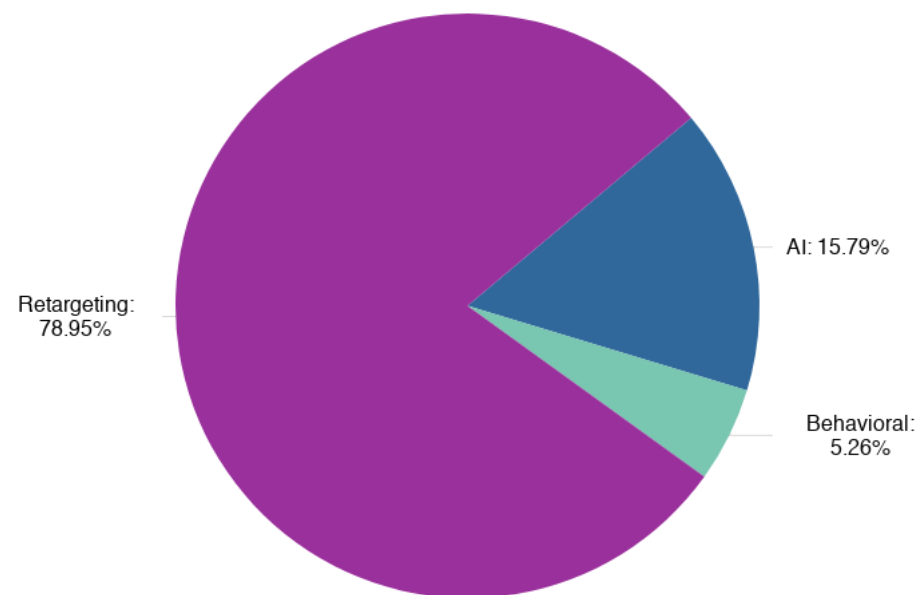
### Social Mirror View-through Conversion Performance Breakout

| Conversion Name                   | View-through Conversions ↓ |
|-----------------------------------|----------------------------|
| NTCC Workforce Phone Number Click | 14                         |
| NTCC Workforce Home Icon Click    | 12                         |
| NTCC Workforce Apply Now Click    | 7                          |
| NTCC Workforce Agriculture Click  | 2                          |
| NTCC Workforce Welding Click      | 2                          |
| NTCC Workforce Cosmetology Click  | 1                          |

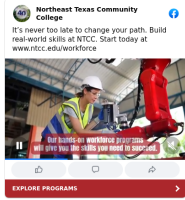
## Social Mirror View-through Conversions by Day



## Top Social Mirror View-through Conversions by Strategy



## Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                                                          | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                           | Northeast Texas Community College - Workforce_Social Mirror_Story                                      | 37,936      | 245      | 0.65% | 9.23                      |
|  | Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path IG | 32,346      | 79       | 0.24% | 3.49                      |
|  | Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | 34,587      | 48       | 0.14% | 1.98                      |



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 |                               |                     |       |
| Northeast Texas Community College - Workforce_Social Mirror_Story                                      | Variant: V_00008 | Story           | <a href="#">Click to View</a> | 3.67%               | 1.09% |
| Northeast Texas Community College - Workforce_Social Mirror_Story                                      | Variant: V_00001 | Story           | <a href="#">Click to View</a> | 3.66%               | 1.04% |
| Northeast Texas Community College - Workforce_Social Mirror_Story                                      | Variant: V_00009 | Story           | <a href="#">Click to View</a> | 3.62%               | 0.89% |
| Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | Variant: V_00010 | Video           | <a href="#">Click to View</a> | 3.47%               | 0.90% |
| Northeast Texas Community College - Workforce_Social Mirror_Story                                      | Variant: V_00010 | Story           | <a href="#">Click to View</a> | 3.42%               | 1.32% |
| Northeast Texas Community College - Workforce_Social Mirror_Story                                      | Variant: V_00005 | Story           | <a href="#">Click to View</a> | 3.32%               | 0.94% |
| Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | Variant: V_00001 | Video           | <a href="#">Click to View</a> | 3.16%               | 0.76% |
| Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | Variant: V_00008 | Video           | <a href="#">Click to View</a> | 3.07%               | 0.95% |
| Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | Variant: V_00009 | Video           | <a href="#">Click to View</a> | 2.99%               | 0.67% |
| Northeast Texas Community College - Workforce_Social Mirror_It's never too late to change your path FB | Variant: V_00006 | Video           | <a href="#">Click to View</a> | 2.91%               | 0.74% |



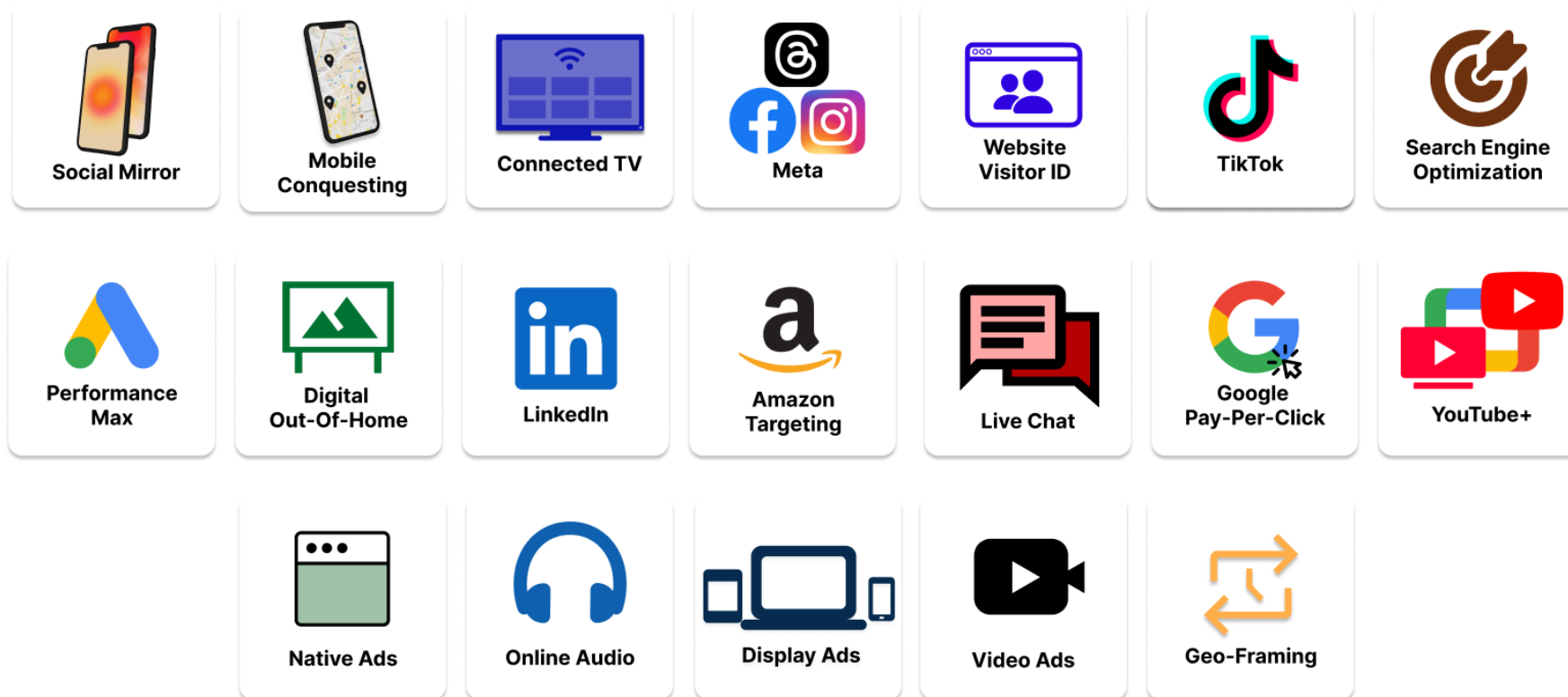
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 69,456        | 314    | 0.45% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 28,994        | 45     | 0.16% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 6,418         | 13     | 0.20% |

## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| imdb.com                       | 10,997        | 0      | 0.00% |
| The Scoop                      | 2,808         | 3      | 0.11% |
| aol.com                        | 1,744         | 0      | 0.00% |
| themirror.com                  | 977           | 8      | 0.82% |
| Weather - The Weather Channel  | 916           | 1      | 0.11% |
| storyseedling.com              | 805           | 0      | 0.00% |
| nypost.com                     | 784           | 1      | 0.13% |
| foxnews.com                    | 766           | 2      | 0.26% |
| apnews.com                     | 704           | 1      | 0.14% |
| usatoday.com                   | 683           | 1      | 0.15% |
| tumblr.com                     | 670           | 0      | 0.00% |
| zillow.com                     | 579           | 0      | 0.00% |
| Fox News - Daily Breaking News | 560           | 0      | 0.00% |
| bikersbyte.com                 | 524           | 2      | 0.38% |
| accuweather.com                | 513           | 0      | 0.00% |
| petmaximalist.com              | 487           | 0      | 0.00% |
| msn.com                        | 474           | 1      | 0.21% |
| thedailybs.com                 | 461           | 0      | 0.00% |
| america-focus.com              | 441           | 3      | 0.68% |
| wideopencountry.com            | 421           | 21     | 4.99% |

# All available products in our *toolbox*.



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