

Digital Marketing Report

Impressions

How many ads were served:

131,996

Clicks

Times a user clicked on an ad

179

Click-Through Rate

(Clicks/Impressions) x 100

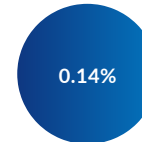
0.14%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

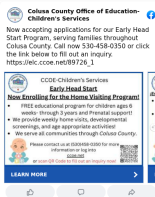
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Colusa County Office of Education Childrens Services - Low Income Behavioral Social Mirror	131,996	179	0.14%	1.94

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Colusa County Office of Education_Social Mirror_7.13_IG_Now accepting applications	74,361	78	0.10%	1.50
	Colusa County Office of Education_Social Mirror_6.11_IG_Now accepting applications	21,523	45	0.21%	2.99
Thumbnail not available	Colusa County Office of Education_Social Mirror_6.11_FB_Now accepting applications	28,363	42	0.15%	2.12
	Colusa County Office of Education_Social Mirror_7.13_FB_Now accepting applications_2	7,749	14	0.18%	2.58

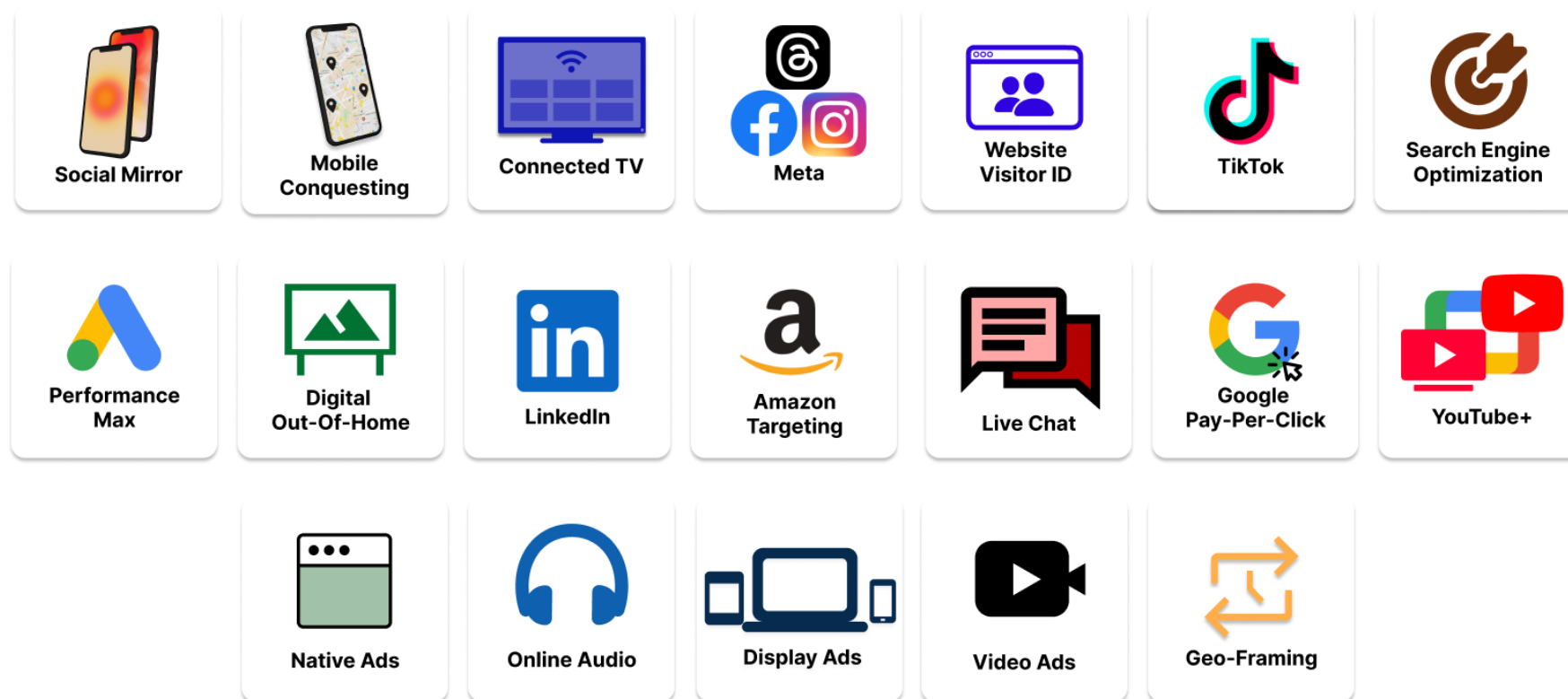
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	66,396	32	0.05%
Mobile	A portable electronic device that can connect to the internet.	61,035	143	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,565	4	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	17,761	2	0.01%
realtor.com	11,534	10	0.09%
zillow.com	6,378	0	0.00%
hostednovel.com	5,849	25	0.43%
lingojam.com	4,430	0	0.00%
x.com	3,372	0	0.00%
foxnews.com	3,359	0	0.00%
ebay.com	3,184	0	0.00%
Pinterest	3,061	9	0.29%
fishlaboratory.com	1,150	0	0.00%
calculatorsoup.com	1,119	0	0.00%
geography-lessons-7.live	1,010	0	0.00%
bonneville.com	972	0	0.00%
usatoday.com	943	0	0.00%
imdb.com	908	4	0.44%
Mad Skills BMX 2	822	0	0.00%
aol.com	783	0	0.00%
sfgate.com	729	7	0.96%
grandmapot.com	715	0	0.00%
pinterest.com	709	0	0.00%

All available products in our *toolbox*.



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