



Digital Marketing Report

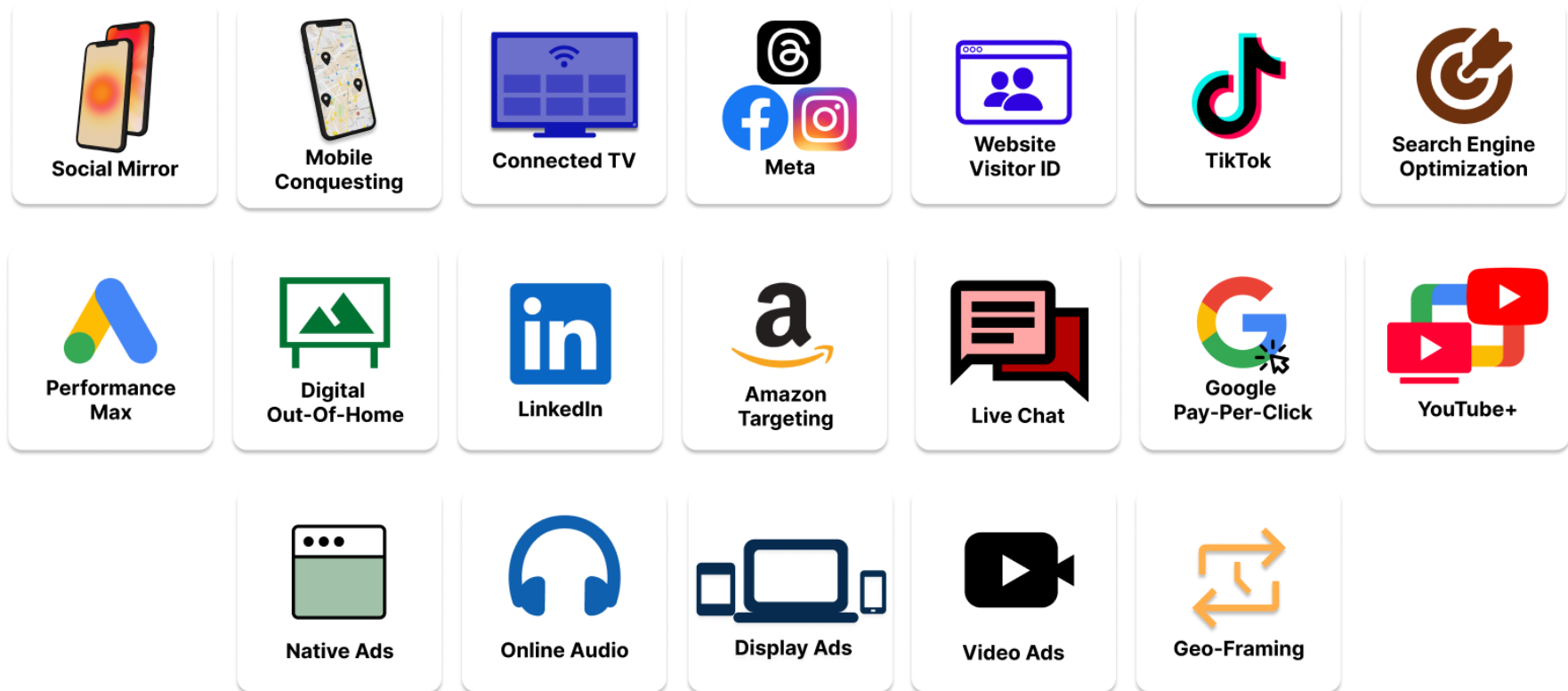
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Spectra Wood_Social Mirror_6.18	Variant: V_00008	Photo	Click to View	10.38%	40.74%
Spectra Wood_Social Mirror_6.18	Variant: V_00004	Photo	Click to View	6.54%	82.35%
Spectra Wood_Social Mirror_6.18	Variant: V_00009	Photo	Click to View	6.54%	76.47%
Spectra Wood_Social Mirror_6.18	Variant: V_00007	Photo	Click to View	5.77%	86.67%
Spectra Wood_Social Mirror_6.18	Variant: V_00005	Photo	Click to View	5.77%	60.00%
Spectra Wood_Social Mirror_6.18	Variant: V_00012	Photo	Click to View	5.77%	80.00%
Spectra Wood_Social Mirror_6.18	Variant: V_00002	Photo	Click to View	5.38%	78.57%
Spectra Wood_Social Mirror_6.18	Variant: V_00014	Photo	Click to View	5.00%	76.92%
Spectra Wood_Social Mirror_6.18	Variant: Original	Photo	Click to View	4.62%	83.33%
Spectra Wood_Social Mirror_6.18	Variant: V_00006	Photo	Click to View	4.62%	66.67%

All available products in our *toolbox*.



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