

Digital Marketing Report

Impressions

How many ads were served:

898

Clicks

Times a user clicked on an ad

1

Click-Through Rate

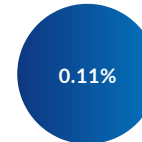
(Clicks/Impressions) x 100

0.11%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Metzler - Geo-Fencing Social Mlrror	439	0	0.00%	0.00
Metzler - Gardening/Landscaping/DIY Behavioral Social Mlrror	232	0	0.00%	0.00
Metzler - AI Social Mlrror	171	1	0.58%	8.35
Metzler - Geo-Retargeting Social Mirror	56	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	898	1	0.11%	1.59

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00008	Photo	Click to View	17.29%	0.35%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00010	Photo	Click to View	9.28%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: Original	Photo	Click to View	9.22%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00013	Photo	Click to View	8.25%	0.74%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00004	Photo	Click to View	7.83%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00001	Photo	Click to View	6.43%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00003	Photo	Click to View	4.43%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00007	Photo	Click to View	4.19%	1.45%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00002	Photo	Click to View	3.70%	0.00%
Metzler_Social Mirror_5.14_Spring has Arrived at the Metzler Landscape Center	Variant: V_00009	Photo	Click to View	3.52%	1.72%

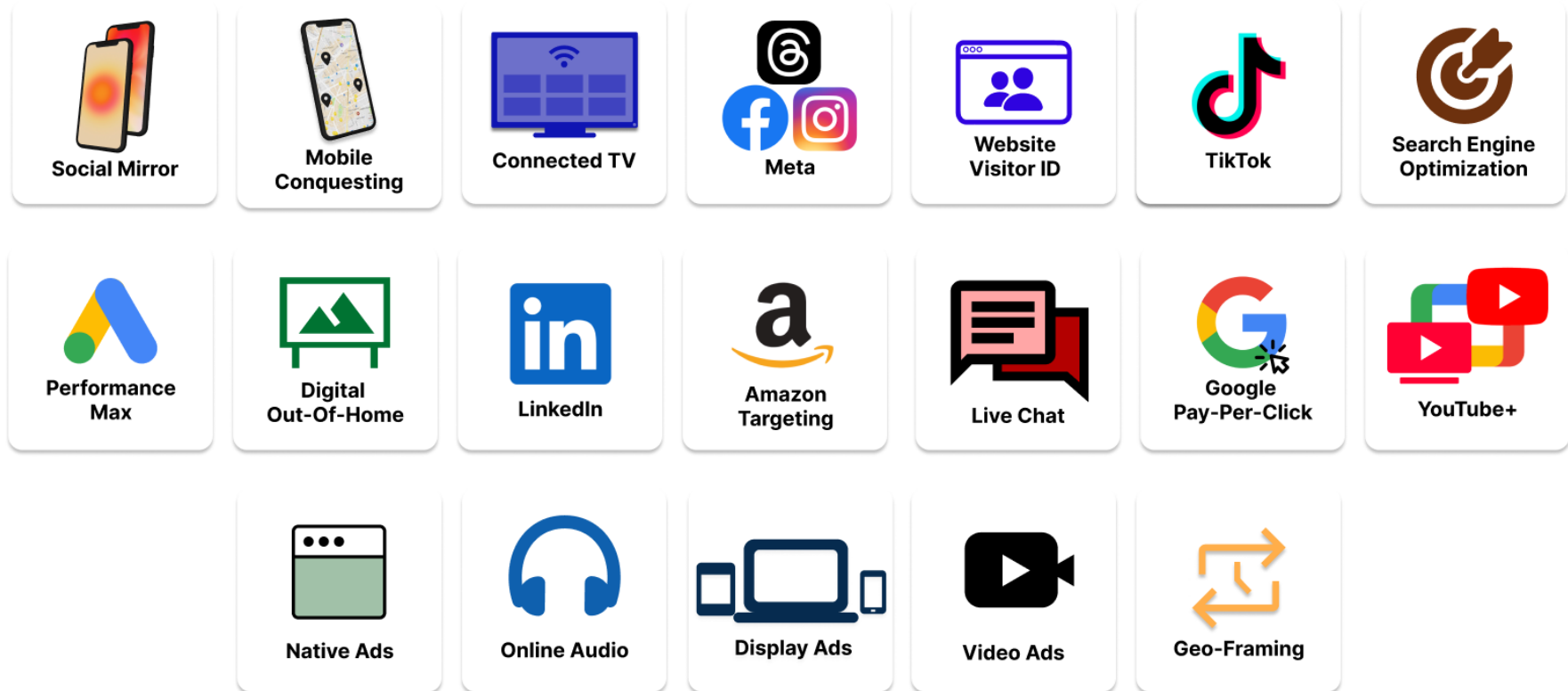
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	631	1	0.16%
Desktop	A personal computing device that remains stationary at one location.	252	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	15	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Weather - The Weather Channel	275	0	0.00%
statecollege.com	164	1	0.61%
Serializd	35	0	0.00%
blankcalendarpages.com	27	0	0.00%
Pinterest	20	0	0.00%
Podcast Player - Castbox	15	0	0.00%
BeReal. Your friends for real.	12	0	0.00%
Podcast Player	12	0	0.00%
sleepfoundation.org	12	0	0.00%
positivescope.net	6	0	0.00%
themandagies.com	6	0	0.00%
skyshards.com	5	0	0.00%
WPXI Channel 11	4	0	0.00%
MX Player	3	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.