

Digital Marketing Report

Impressions

How many ads were served:

138,838

Clicks

Times a user clicked on an ad

1,259

Click-Through Rate

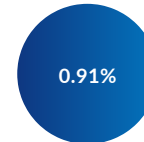
(Clicks/Impressions) x 100

0.91%

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

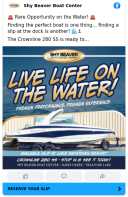
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Shy Beaver Boat Center - Boat Owners/Boat Enthusiasts/HHI \$150K+ Behavioral Social Mirror	72,740	184	0.25%	3.61
Shy Beaver Boat Center - AI Social Mirror	60,319	1,062	1.76%	25.15
Shy Beaver Boat Center - Site Retargeting Social Mirror	5,779	13	0.22%	3.21

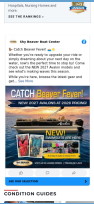
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	100,626	949	0.94%	13.47
	Shy Beaver Boat Center_SM_6.16.26_Beaver Fever is officially heating up	15,029	98	0.65%	9.32
	Shy Beaver Boat Center_SM_7.24.26_Rare Opportunity on the Water	7,615	93	1.22%	17.45
Thumbnail not available	Shy Beaver Boat Center_SM_6.18.26_One name has meant boating done right	12,394	86	0.69%	9.91
	Shy Beaver Boat Center_SM_7.31.26_The lake is calling... are you ready to answer	3,174	33	1.04%	14.85

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00012	Photo	Click to View	11.27%	2.71%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00003	Photo		8.93%	2.22%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00016	Photo		4.48%	0.88%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00005	Photo		3.24%	3.06%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00002	Photo		3.20%	2.99%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00014	Photo	Click to View	2.74%	2.29%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00030	Photo		2.61%	0.92%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00013	Photo	Click to View	2.41%	2.12%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00027	Photo		2.34%	0.62%
Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Variant: V_00022	Photo	Click to View	2.28%	0.70%

Social Mirror Ad Screenshots

	Shy Beaver Boat Center_SM_7.13.26_Catch Beaver Fever!	Shy Beaver Boat Center_SM_7.24.26_Rare Opportunity on the Water	Shy Beaver Boat Center_SM_7.31.26_The lake is calling... are you ready to answer
Screenshot			

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,242	987	1.37%
Desktop	A personal computing device that remains stationary at one location.	60,521	225	0.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,075	47	0.77%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,099	3	0.10%
foxnews.com	2,269	6	0.26%
tumblr.com	2,155	1	0.05%
washingtonpost.com	2,103	0	0.00%
courttv.com	2,029	3	0.15%
tmz.com	2,023	5	0.25%
msn.com	1,790	0	0.00%
aol.com	1,260	0	0.00%
studentdoctor.net	1,234	0	0.00%
Fox News - Daily Breaking News	1,216	0	0.00%
imdb.com	1,203	3	0.25%
T-Mobile Play	1,188	0	0.00%
huffpost.com	1,126	2	0.18%
dailymail.com	1,097	6	0.55%
petmoniker.com	1,064	12	1.13%
apnews.com	967	6	0.62%
lawandcrime.com	950	0	0.00%
shopgoodwill.com	914	1	0.11%
bonsaimary.com	847	1	0.12%
theguardian.com	833	8	0.96%

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.