

Digital Marketing Report

Impressions

How many ads were served:

12

Your Product Breakout by Impressions



Social
Mirror

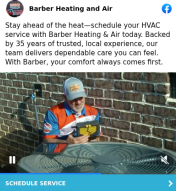
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Barber Heating and Air - Parents AND Homeowners/High Credit Score Behavioral Social Mirror	8	0	0.00%	0.00
Barber Heating and Air - Keyword Social Mirror	2	0	0.00%	0.00
Barber Heating and Air - Retargeting Social Mirror	2	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Barber Heating and Air_Social Mirror_Don't wait on comfort_300x250	6	0	0.00%	0.00
	Barber Heating and Air_Social Mirror_Don't wait on comfort_300x600	1	0	0.00%	0.00
Thumbnail not available	Barber Heating and Air_Social Mirror_Stay ahead of the heat_300x250	3	0	0.00%	0.00
	Barber Heating and Air_Social Mirror_Stay ahead of the heat_300x600	2	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Barber Heating and Air_Social Mirror_Don't wait on comfort	Variant: V_00002	Photo	Click to View	21.46%	0.00%
Barber Heating and Air_Social Mirror_Stay ahead of the heat	Variant: Original	Video	Click to View	20.49%	0.00%
Barber Heating and Air_Social Mirror_Don't wait on comfort	Variant: V_00003	Photo	Click to View	19.51%	0.00%
Barber Heating and Air_Social Mirror_Stay ahead of the heat	Variant: V_00001	Video	Click to View	16.59%	0.00%
Barber Heating and Air_Social Mirror_Stay ahead of the heat	Variant: V_00003	Video	Click to View	10.98%	0.00%
Barber Heating and Air_Social Mirror_Don't wait on comfort	Variant: V_00001	Photo	Click to View	6.34%	0.00%
Barber Heating and Air_Social Mirror_Don't wait on comfort	Variant: Original	Photo	Click to View	2.68%	0.00%
Barber Heating and Air_Social Mirror_Stay ahead of the heat	Variant: V_00002	Video	Click to View	1.95%	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	6	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	6	0	0.00%

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.