

Digital Marketing Report

Impressions

How many ads were served:

96,427

Clicks

Times a user clicked on an ad

119

Click-Through Rate

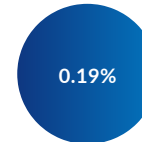
(Clicks/Impressions) x 100

0.12%

Your Product Breakout by Impressions



Total Engagement Rate



0.19%

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

X the National Average



1.76

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%)
Surplus City - AI Social Mirror	44,688	65	0.15%	2.08
Surplus City - Crafting/Hardware/Auto Repair Shoppers Social Mirror	41,855	45	0.11%	1.54
Surplus City - Retargeting Social Mirror	9,884	9	0.09%	1.30

Social Mirror Click Conversions

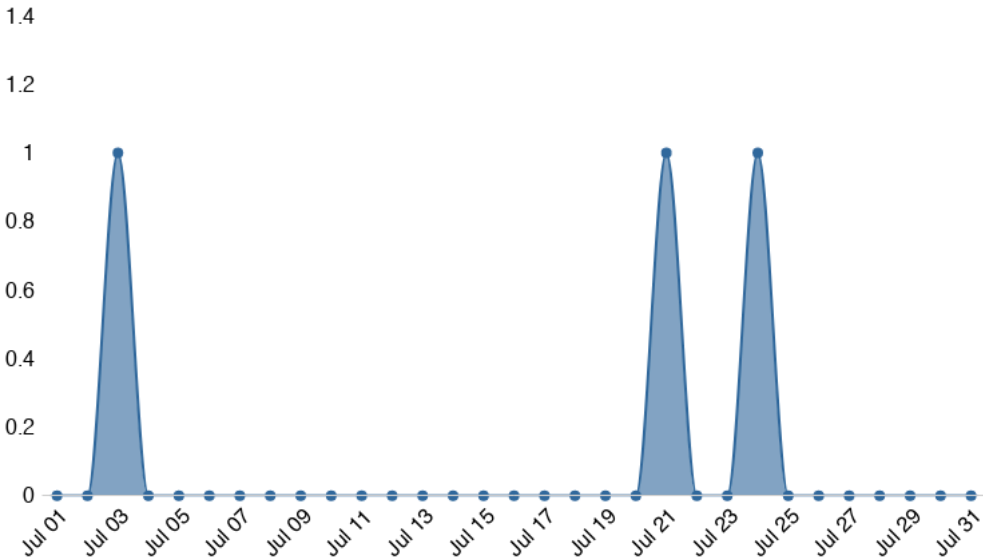


Times users clicked on an ad leading to your site and visited a page or completed an action

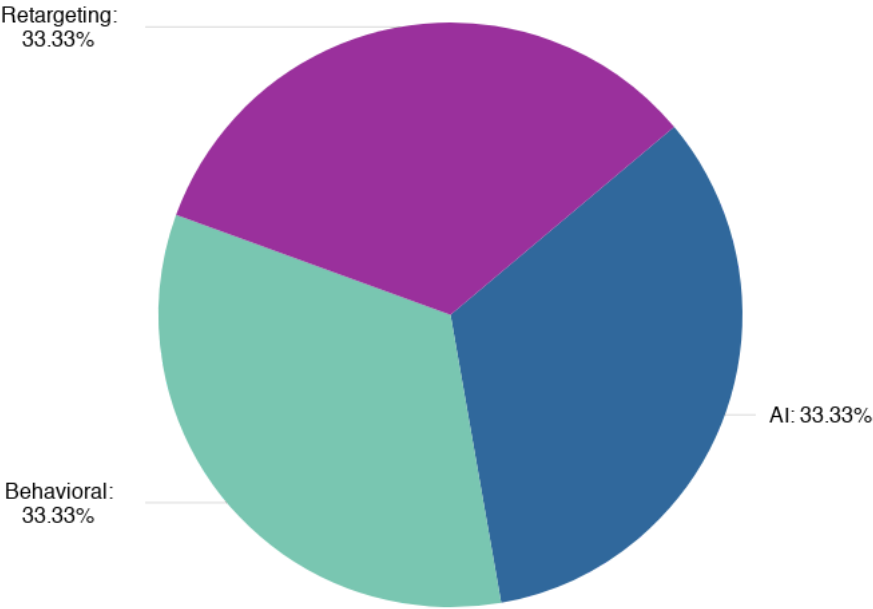
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Surplus City Locations Page View	2
Surplus City Crafts Fabrics Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

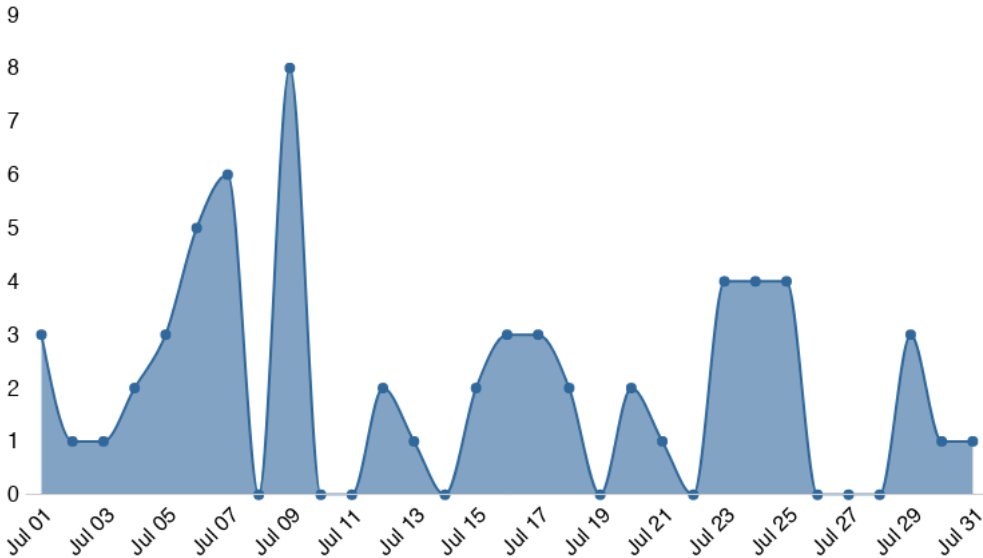


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

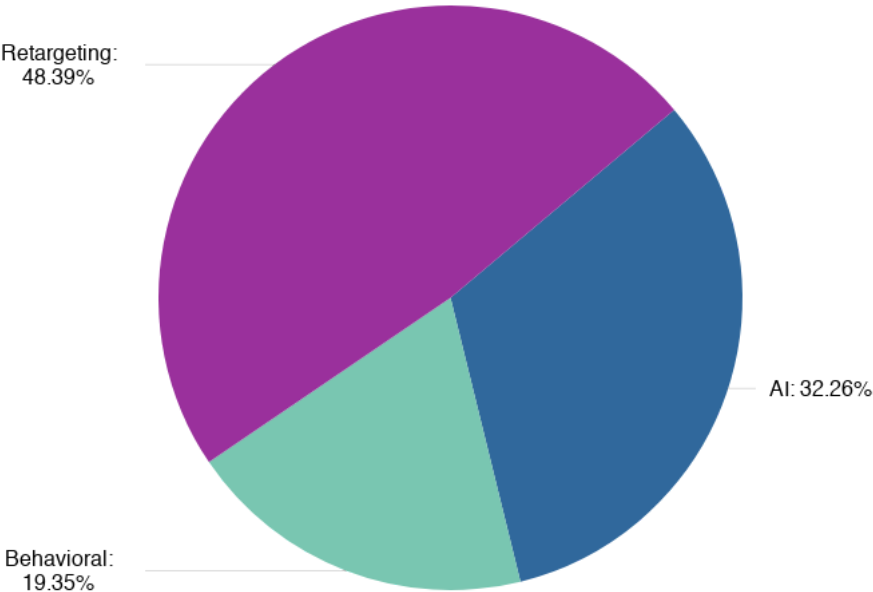
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Surplus City Auto Hardware Page View	26
Surplus City Crafts Fabrics Page View	18
Surplus City Current Flyer Page View	12
Surplus City Locations Page View	4
Surplus City About Page View	2

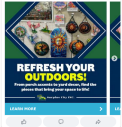
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Surplus City_SM_7.15.26_Carousel	50,271	78	0.16%	2.22
	Surplus City_SM_4.20.26_Celebrating 50 years of savings	46,156	41	0.09%	1.27

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	64,944	42	0.06%
Mobile	A portable electronic device that can connect to the internet.	28,160	75	0.27%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,323	2	0.06%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	16,564	2	0.01%
msn.com	9,375	2	0.02%
foxnews.com	3,527	2	0.06%
Pinterest	2,700	7	0.26%
huffpost.com	1,253	4	0.32%
biblegateway.com	1,246	0	0.00%
nypost.com	981	8	0.82%
washingtonpost.com	901	0	0.00%
merriam-webster.com	841	0	0.00%
mahjong4friends.com	598	3	0.50%
screenrant.com	550	1	0.18%
statecollege.com	528	0	0.00%
buzzfeed.com	486	0	0.00%
baseball-reference.com	476	2	0.42%
legacy.com	429	1	0.23%
realtor.com	387	0	0.00%
apnews.com	352	4	1.14%
cumberlink.com	325	0	0.00%
fox5dc.com	290	0	0.00%
fox29.com	270	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.