

Digital Marketing Report

Impressions

How many ads were served:

379,972

Clicks

Times a user clicked on an ad

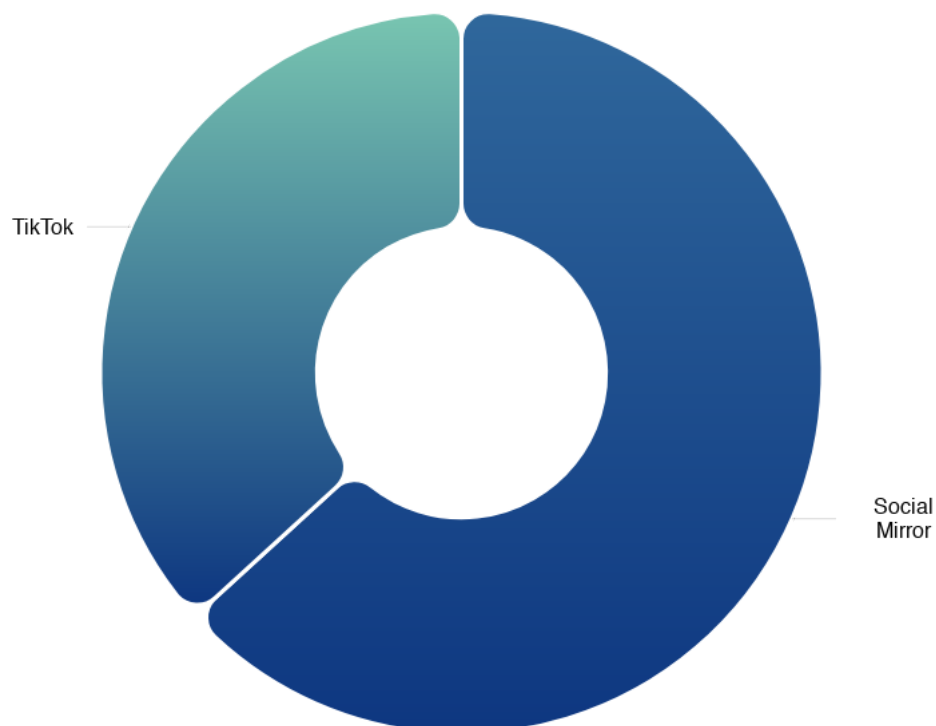
3,994

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

1.05%

Your Product Breakout by Impressions



Total Engagement Rate

1.15%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

15.02

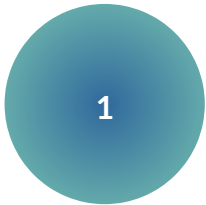
X the National Avg (.07%)

*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%)
Louisburg College - High School Students/College/#collegelife TikTok	135,627	2,077	1.53%	21.88
Louisburg College - Parents/College Intenders/College Admissions Behavioral Social Mirror	101,295	527	0.52%	7.43
Louisburg College - Keyword Social Mirror	94,989	1,002	1.05%	15.07
Louisburg College - Geo-Retargeting Social Mirror	40,275	274	0.68%	9.72
Louisburg College - Retargeting TikTok	4,096	43	1.05%	15.00
Louisburg College - Retargeting Social Mirror	2,767	65	2.35%	33.56
Louisburg College - Geo-Fencing Social Mirror	923	6	0.65%	9.29

Social Mirror Click Conversions

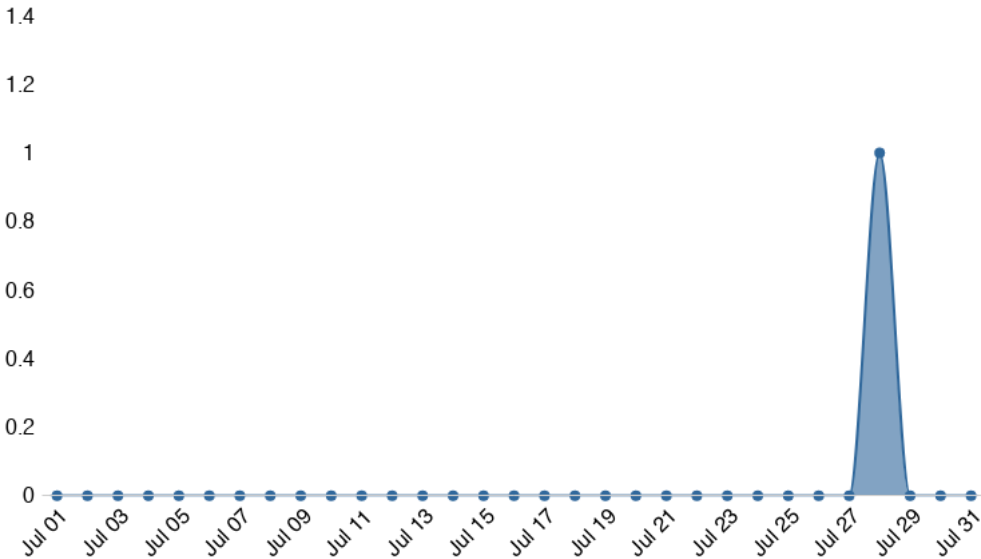


Times users clicked on an ad leading to your site and visited a page or completed an action

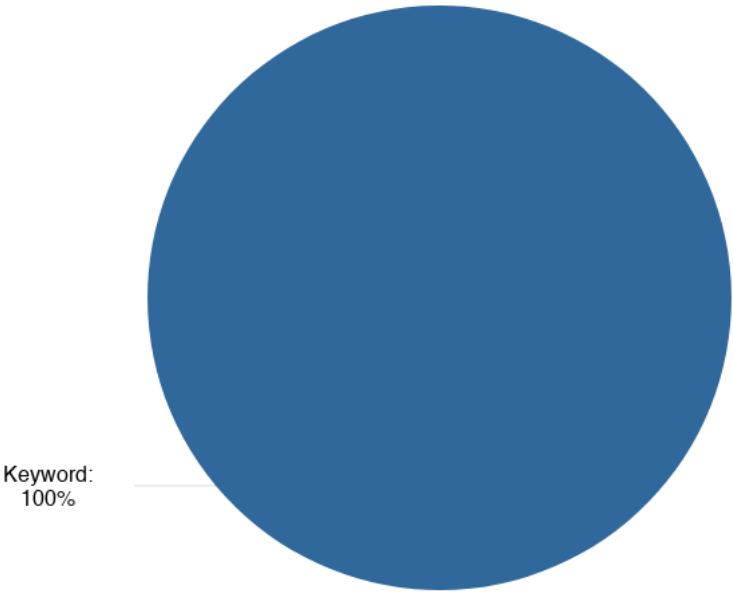
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Louisburg College Future Canes Register Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

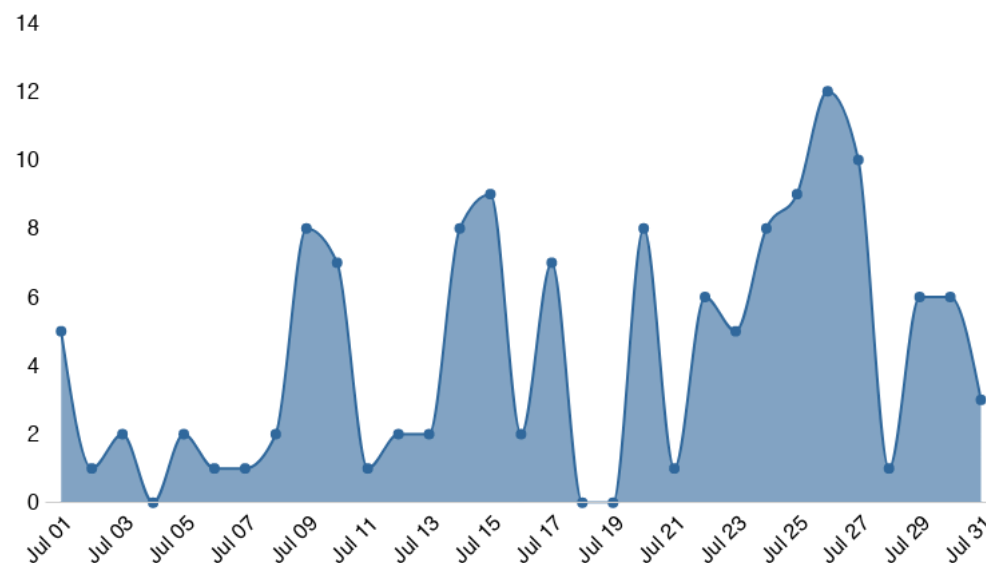


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

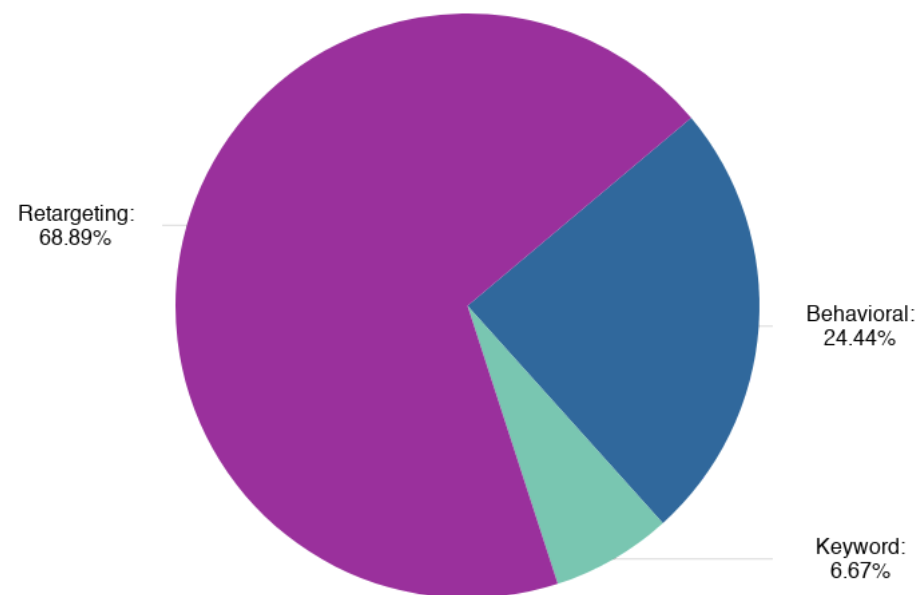
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Louisburg College Future Canes Homepage Visits	78
Louisburg College Homepage Visits	49
Louisburg College Future Canes Register Page View	4
Louisburg College Degree Options Page View	3
Louisburg College Schedule a Visit Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





TikTok Click and View-through Conversion Performance

Campaign Name ↓	Custom Event Type	Total Custom Page Event
Louisburg College #49496 - 115064	Louisburg College Athletics Page View	1
Louisburg College #49496 - 115064	Louisburg College Degree Options Page View	5
Louisburg College #49496 - 115064	Louisburg College Financial Aid Page View	7
Louisburg College #49496 - 115064	Louisburg College Future Canes Homepage Visits	96
Louisburg College #49496 - 115064	Louisburg College Homepage Visits	94
Louisburg College #49496 - 115064	Louisburg College How to Apply Page View	2
Louisburg College #49496 - 115064	Louisburg College Learning Partners Page View	1
Louisburg College #49496 - 115064	Louisburg College Residence Life Page View	15
Louisburg College #49496 - 115064	Louisburg College Schedule a Visit Page View	2
Louisburg College #49496 - 115064	Louisburg College Types of Visits Page View	1

TikTok Likes



The number of likes your video creative received

TikTok Profile Visits



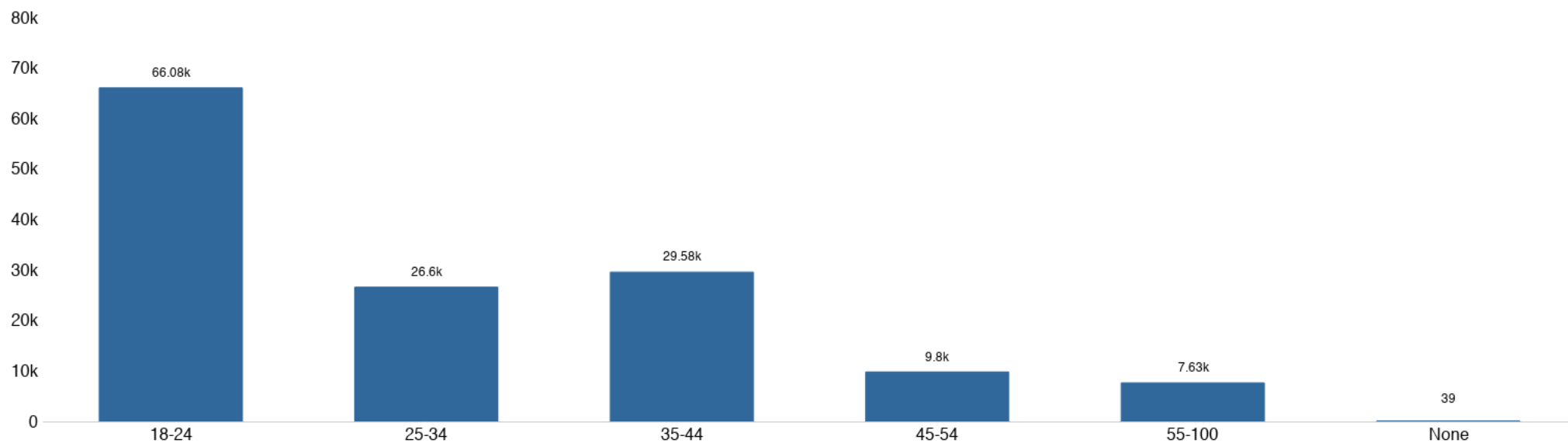
The number of profile visits the ad drove

TikTok Shares

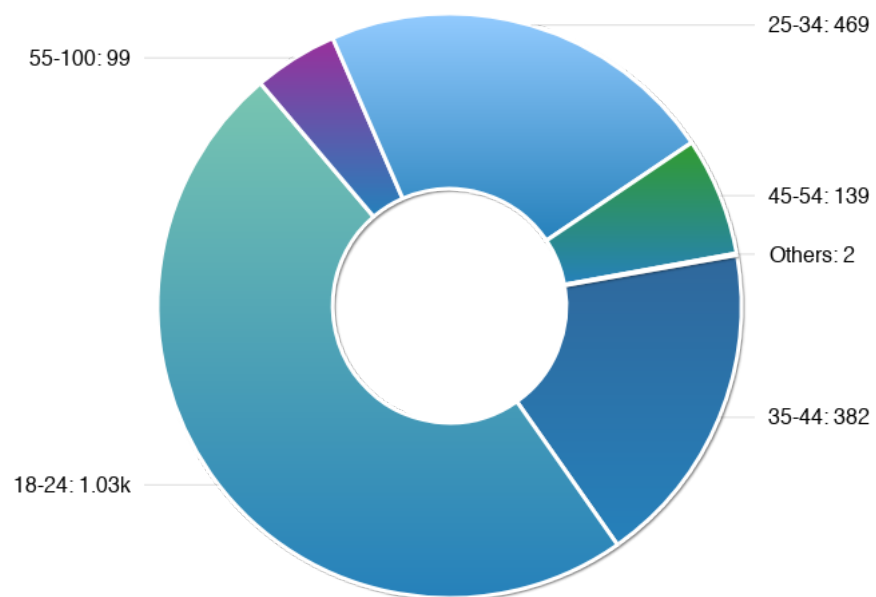


The number of times your video creative was shared

Impression Performance by Age



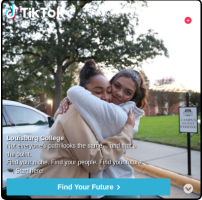
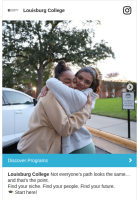
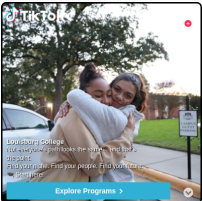
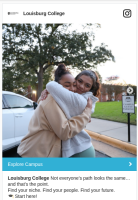
Click Performance by Age



Impression Performance by Gender



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Louisburg College_Social Mirror_TikTok_2026_Carousel_300 x250	51,230	1,445	2.82%	40.29
	Louisburg College_Social Mirror_2026_Story_300x250	53,253	119	0.22%	3.19
	Louisburg College_Social Mirror_Insta_2026_Carousel_300x2 50	53,545	93	0.17%	2.48
Thumbnail not available	Louisburg College_Social Mirror_FB_2026_Carousel_300x250	53,318	87	0.16%	2.33
	Louisburg College_Social Mirror_TikTok_2026_Carousel_300 x600	7,418	70	0.94%	13.48
	Louisburg College_Social Mirror_Insta_2026_Carousel_300x6 00	7,238	27	0.37%	5.33
	Louisburg College_Social Mirror_2026_Story_300x600	7,085	18	0.25%	3.63

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Louisburg College_Social Mirror_TikTok_2026_Carousel	Variant: Original	Carousel	Click to View	8.69%	2.78%
Louisburg College_Social Mirror_Insta_2026_Carousel	Variant: V_00002	Carousel	Click to View	6.99%	0.36%
Louisburg College_Social Mirror_Insta_2026_Carousel	Variant: Original	Carousel	Click to View	6.61%	0.49%
Louisburg College_Social Mirror_Insta_2026_Carousel	Variant: V_00003	Carousel	Click to View	6.42%	0.40%
Louisburg College_Social Mirror_2026_Story	Variant: Original	Story	Click to View	6.34%	0.59%
Louisburg College_Social Mirror_2026_Story	Variant: V_00002	Story	Click to View	6.33%	0.55%
Louisburg College_Social Mirror_FB_2026_Carousel	Variant: Original	Carousel	Click to View	6.33%	0.41%
Louisburg College_Social Mirror_FB_2026_Carousel	Variant: V_00002	Carousel	Click to View	6.32%	0.39%
Louisburg College_Social Mirror_FB_2026_Carousel	Variant: V_00001	Carousel	Click to View	6.30%	0.46%
Louisburg College_Social Mirror_2026_Story	Variant: V_00001	Story	Click to View	6.27%	0.56%

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Louisburg College_Louisburg04_3	97,420	1,197	1.23%	17.55
Louisburg College_Louisburg01_3	42,303	923	2.18%	31.17

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	234,058	3,668	1.57%
Desktop	A personal computing device that remains stationary at one location.	117,846	109	0.09%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	28,032	217	0.77%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	16,523	207	1.25%
msn.com	15,438	2	0.01%
aol.com	14,995	0	0.00%
pinterest.com	6,452	0	0.00%
unitedstateszipcodes.org	4,402	7	0.16%
ebay.com	3,474	1	0.03%
Podcast Player	3,343	2	0.06%
imdb.com	2,994	2	0.07%
foxnews.com	2,621	52	1.98%
zillow.com	2,064	0	0.00%
apnews.com	1,771	12	0.68%
spacedaily.com	1,711	26	1.52%
usatoday.com	1,452	6	0.41%
merriam-webster.com	1,395	1	0.07%
Police Scanner - Scanner Radio	1,212	0	0.00%
screenrant.com	982	12	1.22%
lovewhatmatters.com	976	19	1.95%
biblegateway.com	974	1	0.10%
britannica.com	963	2	0.21%
realtor.com	914	12	1.31%

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.