

Digital Marketing Report

Impressions

How many ads were served:

107,855

Clicks

Times a user clicked on an ad

349

Click-Through Rate

(Clicks/Impressions) x 100

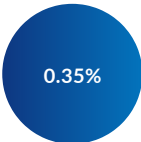
0.32%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



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%)
Blair Mill Outlet Hollidaysburg - In-Market For Carpet/Flooring/Home Reno Social Mirror	50,141	171	0.34%	4.87
Blair Mill Outlet Hollidaysburg - AI Social Mirror	48,944	160	0.33%	4.67
Blair Mill Outlet Hollidaysburg - Retargeting Social Mirror	8,770	18	0.21%	2.93

Social Mirror View-through Conversions

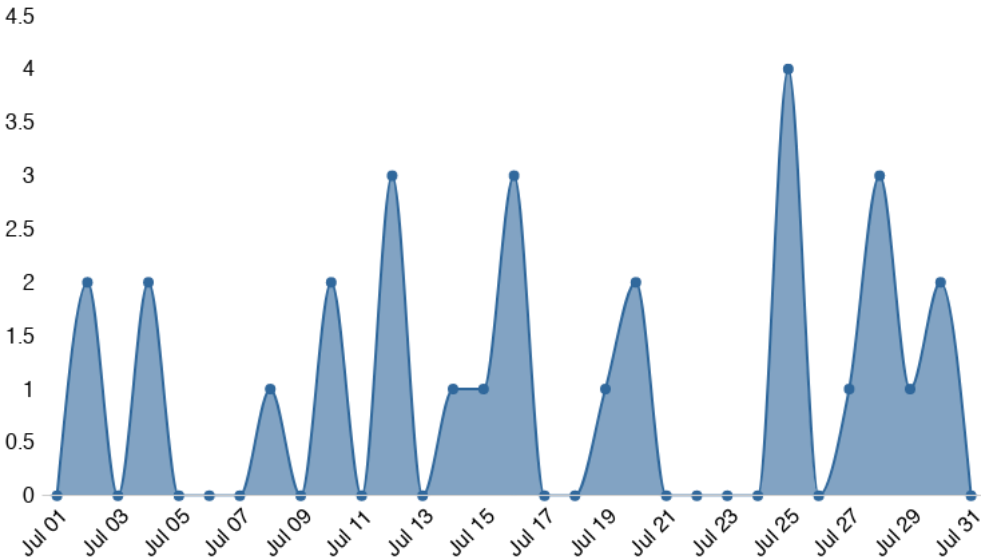


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

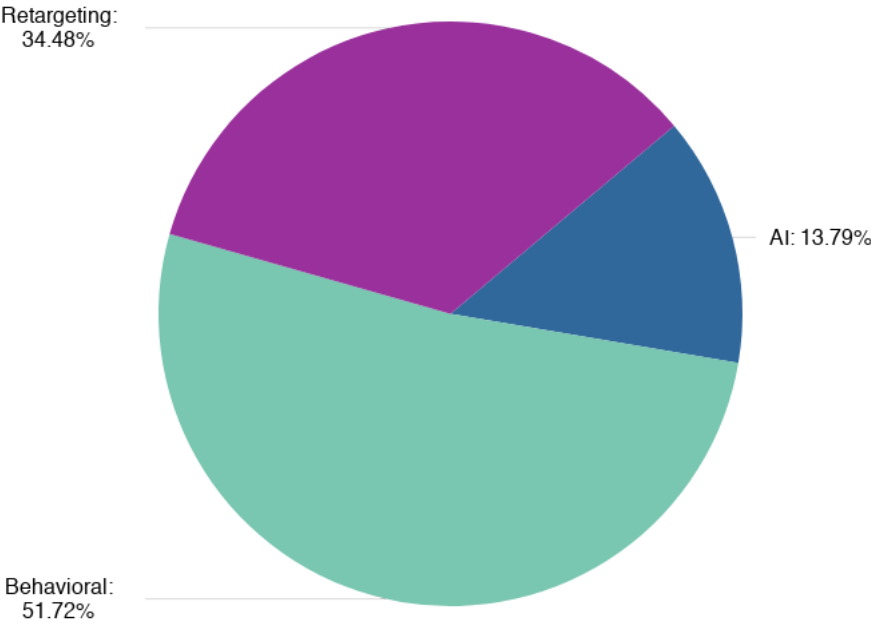
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Blair Mill Outlet Hollidaysburg Homepage Visits	24
Blair Mill Outlet Hollidaysburg Vinyl Page View	4
Blair Mill Outlet Hollidaysburg Services Page View	1

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%)
Thumbnail not available	Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	80,081	271	0.34%	4.83
	Blair Mill Outlet Hollidaysburg_SM_7.9.26_Great floors start with the right team	27,770	78	0.28%	4.01
Thumbnail not available	Blair Mill Outlet Hollidaysburg_SM_5.5.26_Summer is right around the corner	4	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00014	Carousel	Click to View	4.72%	1.49%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00007	Carousel	Click to View	4.72%	1.41%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00009	Carousel	Click to View	4.71%	1.26%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: Original	Carousel	Click to View	4.71%	1.33%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00015	Carousel	Click to View	4.70%	1.56%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00003	Carousel	Click to View	4.70%	1.39%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00013	Carousel	Click to View	4.68%	1.27%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00002	Carousel	Click to View	4.68%	1.55%
Blair Mill Outlet Hollidaysburg_SM_6.29.26_Think Blair Mill Outlet is just flooring	Variant: V_00006	Carousel	Click to View	4.68%	1.29%

Social Mirror Ad Screenshots

Blair Mill Outlet Hollidaysburg_SM_7.9.26_Great floors start with the right team	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	70,397	264	0.38%
Desktop	A personal computing device that remains stationary at one location.	29,627	60	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,831	25	0.32%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	9,526	1	0.01%
foxnews.com	2,886	14	0.49%
msn.com	2,293	0	0.00%
wtaj.com	2,163	2	0.09%
tunein.com	1,780	0	0.00%
nypost.com	1,339	8	0.60%
WTAJ News	1,330	3	0.23%
The Scoop	1,042	2	0.19%
kindnessstorieshub.com	1,007	2	0.20%
aol.com	915	0	0.00%
apnews.com	848	1	0.12%
Fox News - Daily Breaking News	842	0	0.00%
wjactv.com	838	3	0.36%
accuweather.com	828	1	0.12%
T-Mobile Play	820	0	0.00%
dailymail.com	747	1	0.13%
bikersbyte.com	742	1	0.13%
usatoday.com	700	0	0.00%
tribdem.com	679	0	0.00%
hollywoodpq.com	662	3	0.45%

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.