

Digital Marketing Report

Impressions

How many ads were served:

70,572

Clicks

Times a user clicked on an ad

174

Click-Through Rate

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

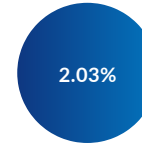
0.25%

Your Product Breakout by Impressions



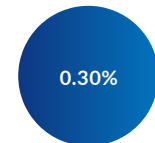
Social
Mirror

CTV Completion Rate



Percentage of users who watched the video from start
to finish

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

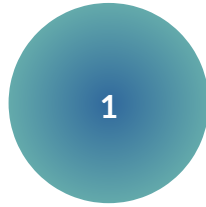
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Grover Tool and Rentals - Landscaping/Remodeling/General Contractors Behavioral Social Mirror	66,014	160	0.24%	3.46
Grover Tool and Rentals - Retargeting Social Mirror	4,263	12	0.28%	4.02
Grover Tool and Rentals - Retargeting Lookalike Social Mirror	295	2	0.68%	9.69

Social Mirror Click Conversions

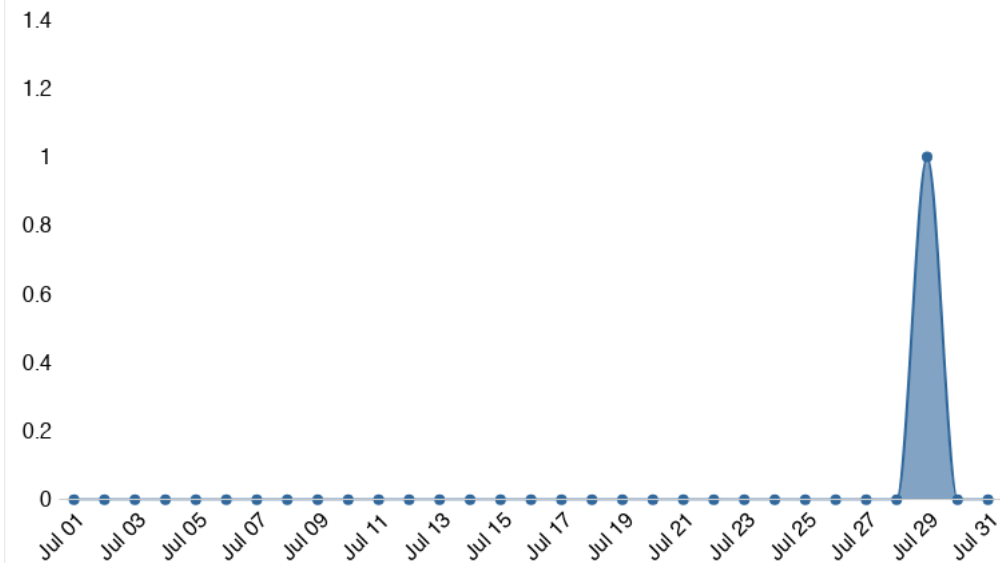


Times users clicked on an ad leading to your site and visited a page or completed an action

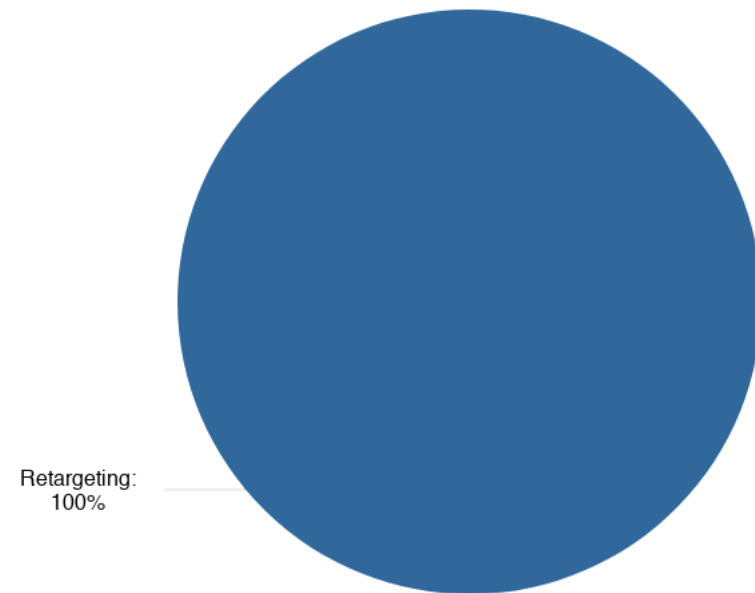
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Grover Tool and Rentals Earth Move Site Prep Page View	1

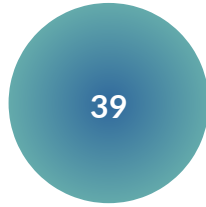
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

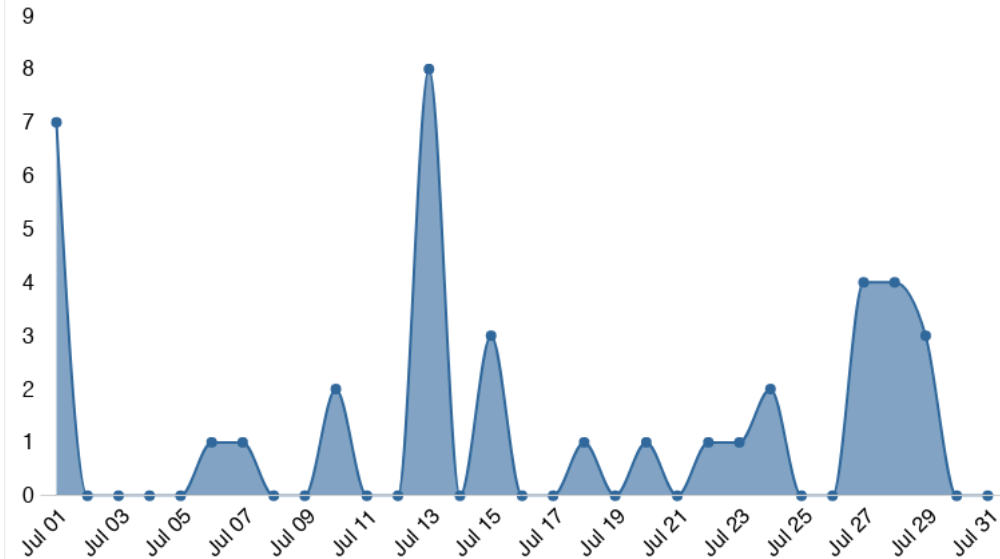


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

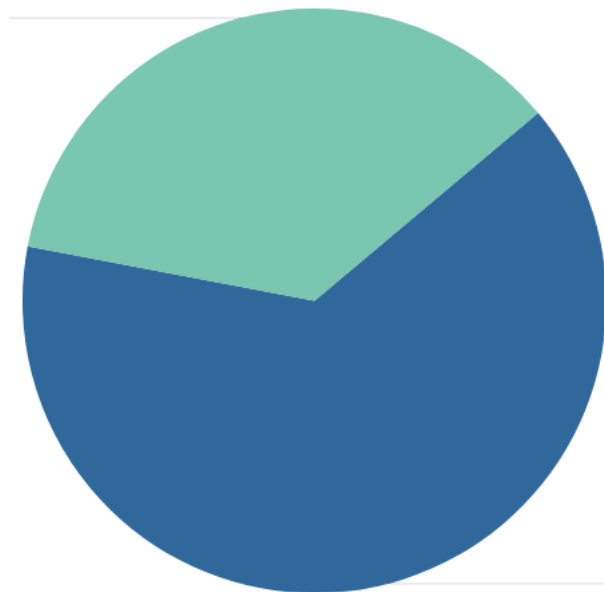
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Grover Tool and Rentals Homepage Visits	27
Grover Tool and Rentals All Rentals Page View	4
Grover Tool and Rentals Contact Page View	4
Grover Tool and Rentals Earth Move Site Prep Page View	4

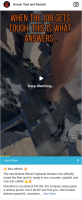
Social Mirror View-through Conversions by Day



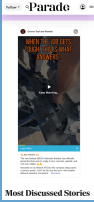
Top Social Mirror View-through Conversions by Strategy

Retargeting:
35.9%

Behavioral:
64.1%

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Grover Tool and Rentals_IG_Stop Working Harder. Start Working Smarter	49,455	113	0.23%	3.26
	Grover Tool and Rentals_IG_The new Bobcat NB140 Hydraulic Breaker has officially joined the fleet	13,900	49	0.35%	5.04
	Grover Tool and Rentals_IG_One Tractor. Endless Possibilities.	7,217	12	0.17%	2.38

Social Mirror Ad Screenshots

	Grover Tool and Rentals_IG_The new Bobcat NB140 Hydraulic Breaker has officially joined the fleet		
Screenshot			

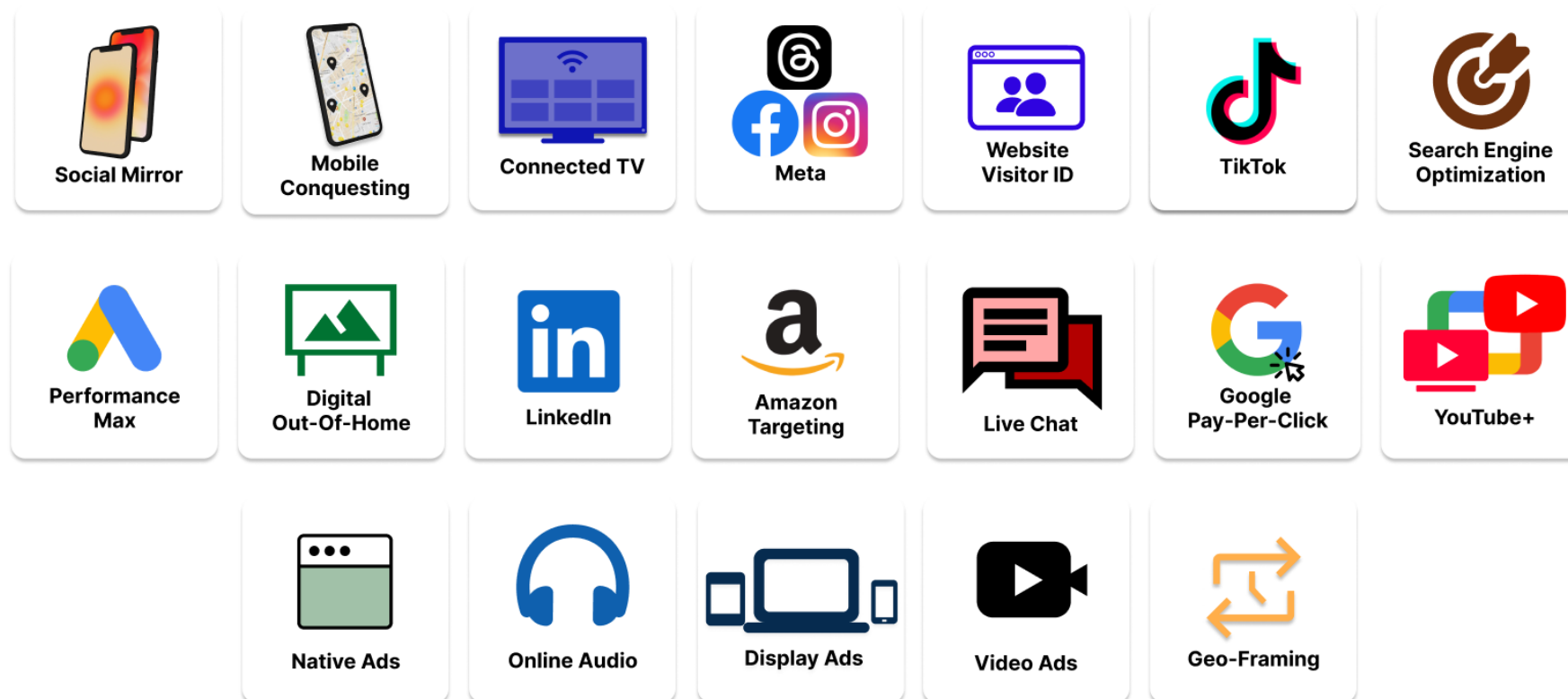
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	43,247	132	0.31%
Desktop	A personal computing device that remains stationary at one location.	21,132	35	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,193	7	0.11%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	5,364	3	0.06%
theScore: Sports News & Scores	1,774	1	0.06%
usatoday.com	1,673	3	0.18%
ksby.com	1,107	0	0.00%
The Scoop	994	5	0.50%
T-Mobile Play	968	0	0.00%
nypost.com	900	4	0.44%
tmz.com	831	4	0.48%
tunein.com	708	1	0.14%
huffpost.com	700	0	0.00%
arcamax.com	696	0	0.00%
sfgate.com	681	6	0.88%
foxnews.com	581	0	0.00%
OfferUp: Buy. Sell. Letgo.	574	0	0.00%
apnews.com	556	1	0.18%
dailymail.com	520	0	0.00%
theguardian.com	509	4	0.79%
mydramanovel.com	486	0	0.00%
aol.com	472	0	0.00%
crispcrumbs.com	439	1	0.23%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.