

Digital Marketing Report

Impressions

How many ads were served:

4,027

Clicks

Times a user clicked on an ad

5

Click-Through Rate

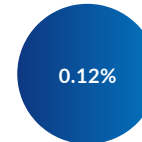
$(\text{Clicks} / \text{Impressions}) \times 100$

0.12%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
PBCI Allen - AI Social Mirror	3,168	4	0.13%	1.80
PBCI Allen - HHI 100K+/HVAC/Plumbing Behavioral Social Mirror	854	1	0.12%	1.67
PBCI Allen - Keyword Social Mirror	5	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	PBCi Allen_Social Mirror_Ever flip a switch... and nothing happens?	4,027	5	0.12%	1.77

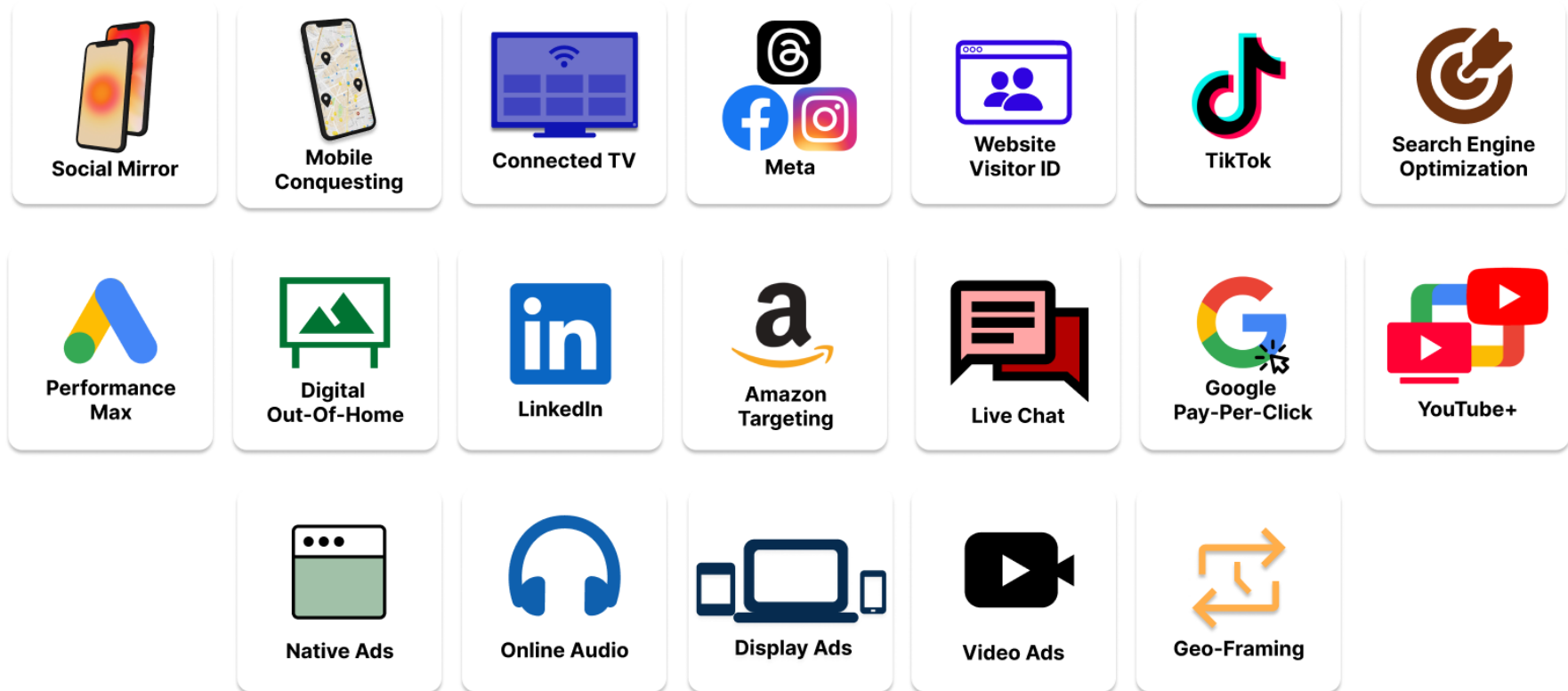
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	2,091	2	0.10%
Desktop	A personal computing device that remains stationary at one location.	1,808	3	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	128	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
statecollege.com	413	1	0.24%
Pinterest	354	0	0.00%
hcpconnect.health	235	0	0.00%
jeepgladiatorforum.com	113	0	0.00%
peteducate.com	84	0	0.00%
blackshoediaries.com	61	0	0.00%
butlereagle.com	54	0	0.00%
accuplacerpracticetest.com	50	0	0.00%
weebcentral.com	50	0	0.00%
lingualid.com	42	0	0.00%
x.com	41	0	0.00%
inthebagkidscrafts.com	38	0	0.00%
answerbarn.com	35	0	0.00%
dailyamerican.com	34	0	0.00%
gerdgrub.com	29	0	0.00%
lovelyplanner.com	29	0	0.00%
gamefzion.com	27	0	0.00%
movoto.com	25	0	0.00%
pensburgh.com	25	0	0.00%
waterfiltercast.com	25	0	0.00%

All available products in our *toolbox*.



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