

Digital Marketing Report

Impressions

How many ads were served:

102,058

Clicks

Times a user clicked on an ad

194

Click-Through Rate

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

0.19%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

60.88%

Percentage of users who watched the video from start
to finish

X the National Average

2.72

X the National Avg (.07%)

Total Engagement Rate

0.20%

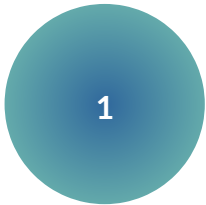
$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

*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%)
Peak Chiropractic - Chiropractors/Pain Relief Behavioral Social Mirror	92,287	140	0.15%	2.17
Peak Chiropractic - Keyword Social Mirror	9,239	53	0.57%	8.20
Peak Chiropractic - Retargeting Social Mirror	532	1	0.19%	2.69

Social Mirror Click Conversions

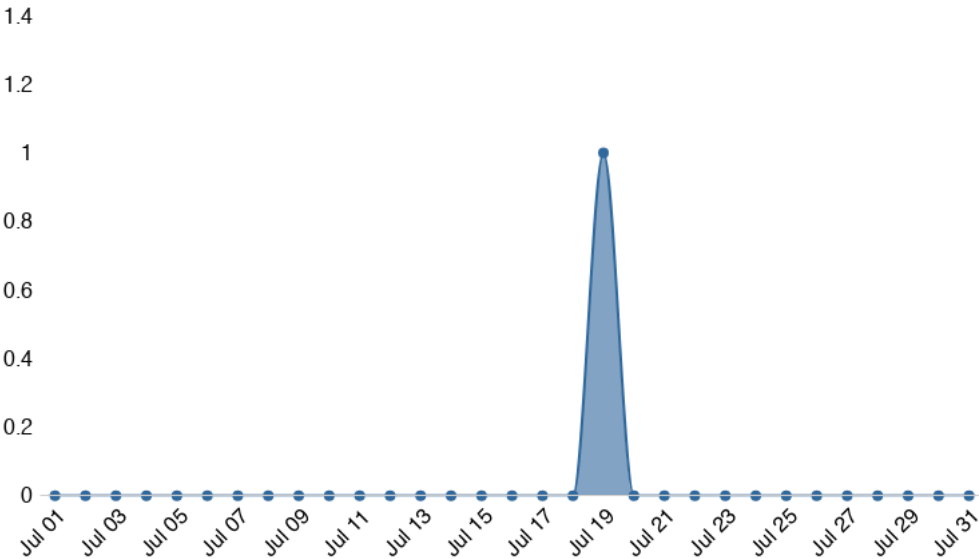


Times users clicked on an ad leading to your site and visited a page or completed an action

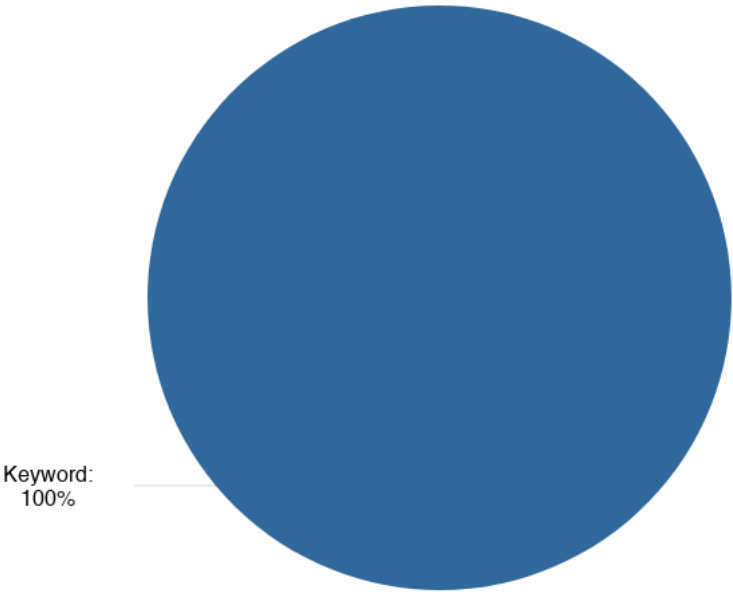
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Peak Chiropractic Functional Nervous System Testing Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

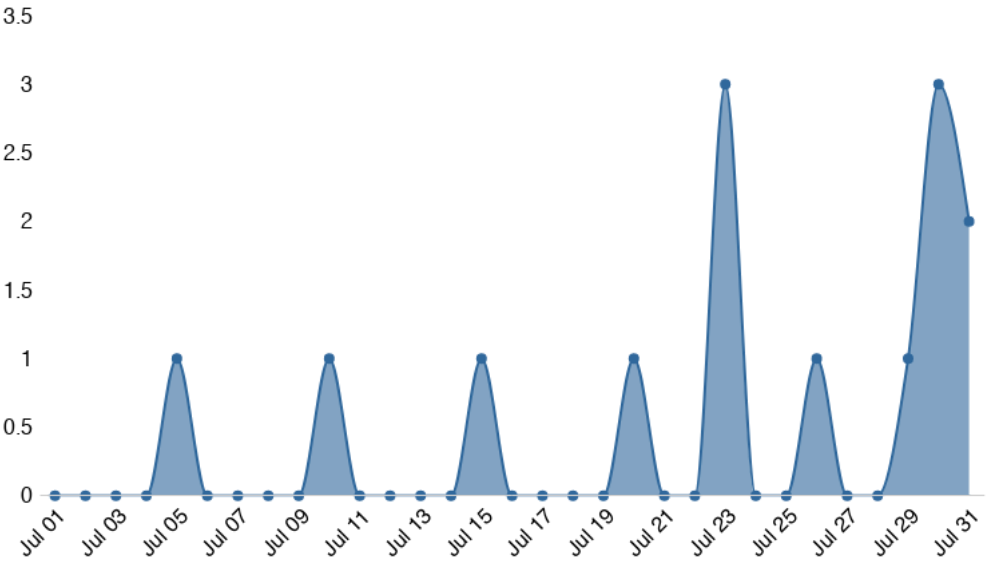


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

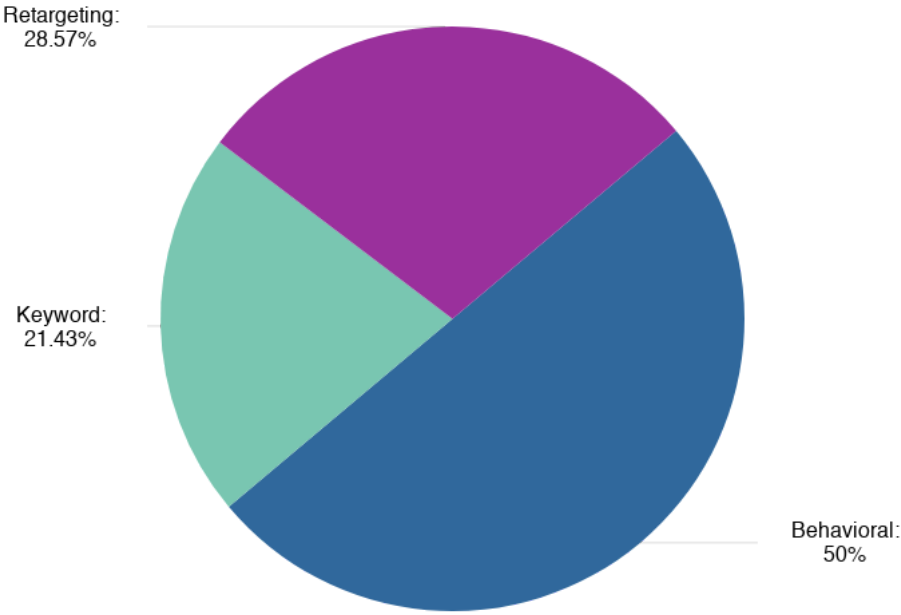
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Peak Chiropractic Homepage Visits	12
Peak Chiropractic Contact 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%)
Thumbnail not available	Peak Chiropractic_Social Mirror_Pain behind your eyes	41,196	51	0.12%	1.77
Thumbnail not available	Peak Chiropractic_Social Mirror_Story_300X250	24,221	49	0.20%	2.89
	Peak Chiropractic_Social Mirror_If you have been looking for that key	17,916	45	0.25%	3.59
	Peak Chiropractic_Social Mirror_Story	5,169	28	0.54%	7.74
	Peak Chiropractic_Social Mirror_Are you someone who believes	13,556	21	0.15%	2.21

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Peak Chiropractic_Social Mirror_If you have been looking for that key	Variant: V_00001	Video	Click to View	4.75%	2.61%
Peak Chiropractic_Social Mirror_If you have been looking for that key	Variant: V_00002	Video	Click to View	4.63%	2.47%
Peak Chiropractic_Social Mirror_If you have been looking for that key	Variant: Original	Video	Click to View	4.58%	2.90%
Peak Chiropractic_Social Mirror_If you have been looking for that key	Variant: V_00003	Video	Click to View	4.52%	2.62%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: V_00008	Video	Click to View	3.99%	0.66%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: V_00015	Video	Click to View	3.94%	0.75%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: V_00001	Video	Click to View	3.76%	0.58%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: V_00013	Video	Click to View	2.83%	1.13%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: V_00010	Video	Click to View	2.64%	0.87%
Peak Chiropractic_Social Mirror_Pain behind your eyes	Variant: Original	Video	Click to View	2.32%	0.85%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	69,799	121	0.17%
Desktop	A personal computing device that remains stationary at one location.	26,580	61	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,679	12	0.21%

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.