

Digital Marketing Report

Impressions

How many ads were served:

137,055

Clicks

Times a user clicked on an ad

200

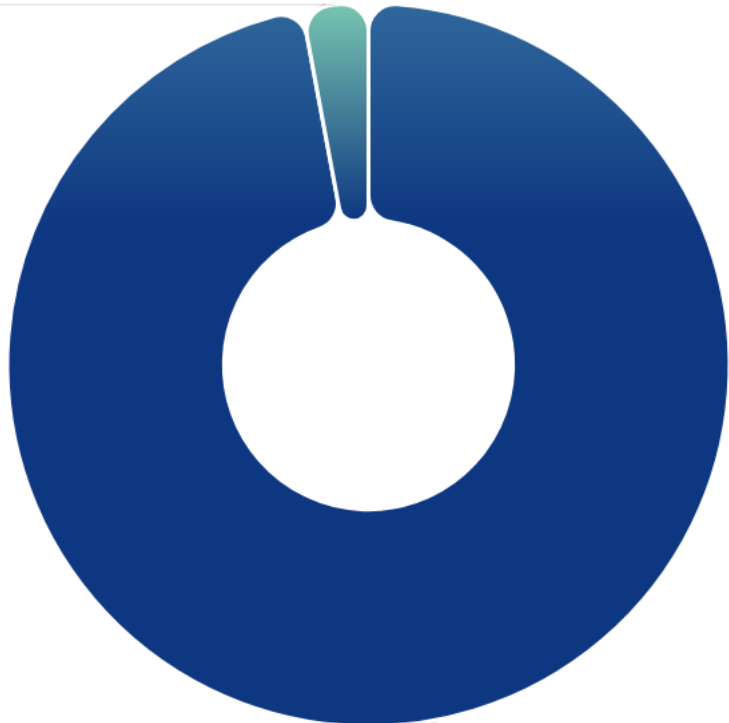
Click-Through Rate

(Clicks/Impressions) x 100

0.15%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

98.43%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.15%

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

X the National Average

2.15

X the National Avg (.07%)

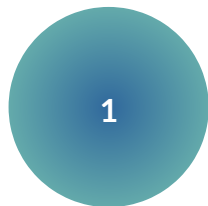
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
USD - MS Applied Artificial Intelligence - AI Social Mirror	59,156	82	0.14%	1.98
USD - MS Applied Artificial Intelligence - Behavioral Social Mirror	41,577	38	0.09%	1.31
USD - MS Applied Artificial Intelligence - Keyword Social Mirror	29,323	66	0.23%	3.22
USD - MS Applied Artificial Intelligence - AI Social Mirror CTV	3,081	1	0.03%	0.46
USD - MS Applied Artificial Intelligence - Retargeting Social Mirror	2,960	14	0.47%	6.76
USD - MS Applied Artificial Intelligence - Behavioral Social Mirror CTV	941	0	0.00%	0.00
USD - MS Applied Artificial Intelligence - Retargeting Social Mirror CTV	17	0	0.00%	0.00

Social Mirror View-through Conversions

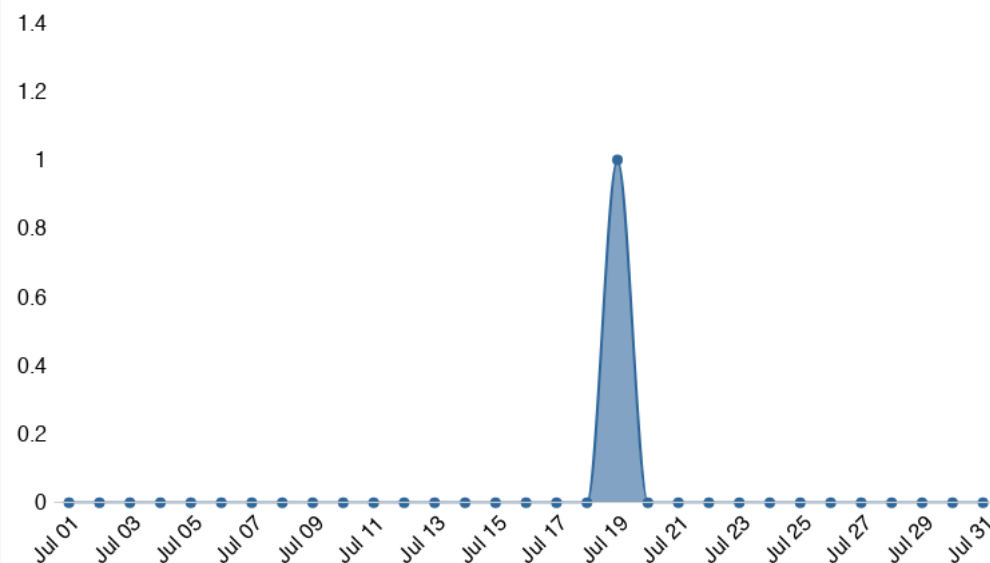


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

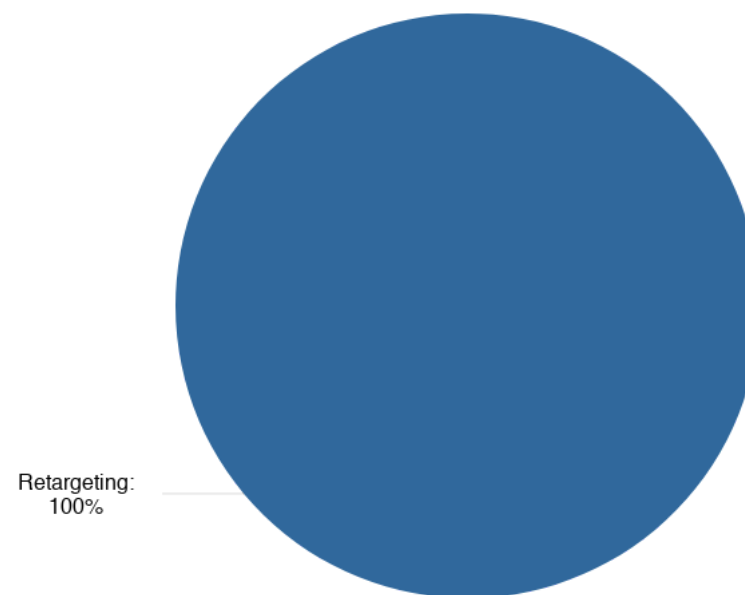
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
USD - Artificial Intelligence - See Admission Details Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

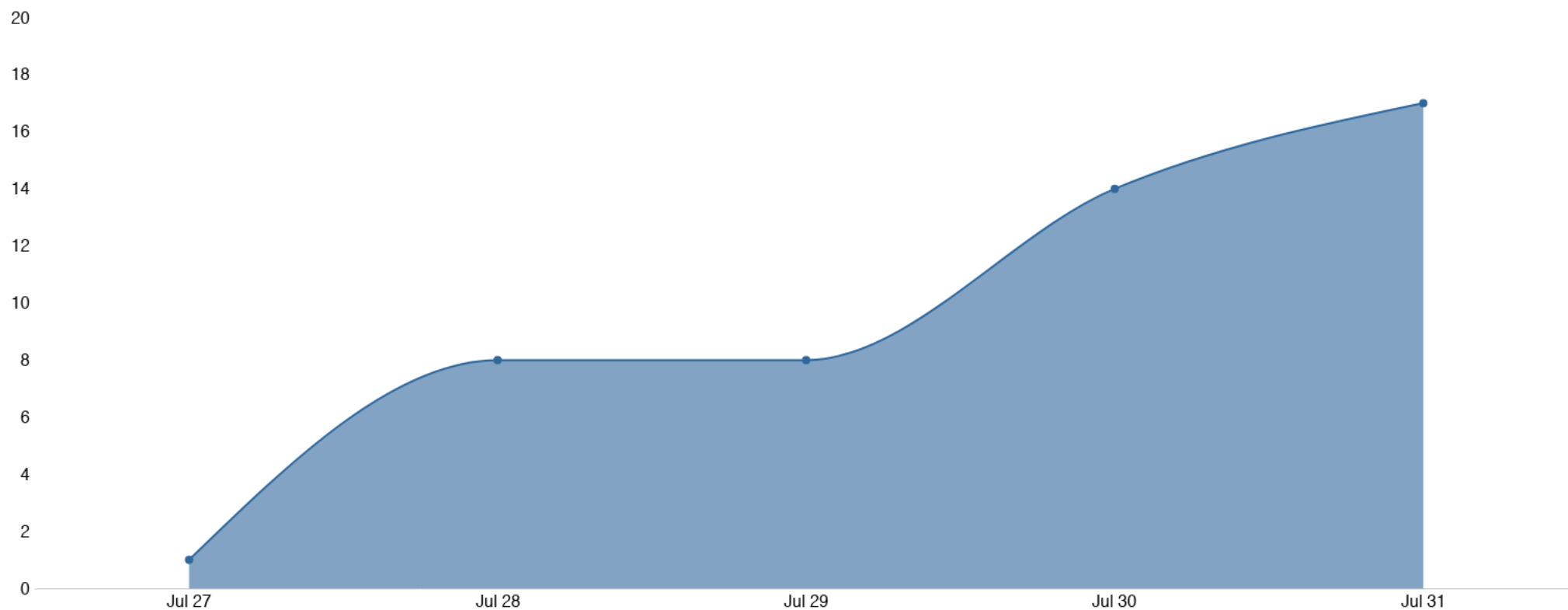


QR Code Scan Performance

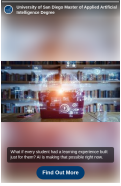
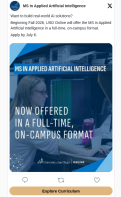


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

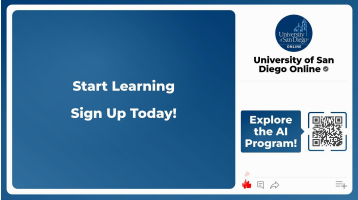
QR Code Performance Day by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	USD - MS Applied Artificial Intelligence_Social Mirror_Story_3.26_What if	38,200	91	0.24%	3.40
	USD - MS Applied Artificial Intelligence_Social Mirror_X_3.26_Want to build	31,257	45	0.14%	2.06
	USD - MS Applied Artificial Intelligence_Social Mirror_X_3.26_Can #AI help teachers	31,658	38	0.12%	1.71
Thumbnail not available	USD - MS Applied Artificial Intelligence_Social Mirror_FB_3.26_What if every student	31,901	26	0.08%	1.16

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	USD - AI_Social Mirror CTV_7.27_Master AI	4,039	98.43%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	7,682	11	0.14%	2.05
92154	4,128	8	0.19%	2.77
92126	3,953	1	0.03%	0.36
92130	3,832	6	0.16%	2.24
92109	3,729	3	0.08%	1.15
92129	3,727	2	0.05%	0.77
92021	3,577	4	0.11%	1.60
91910	3,437	9	0.26%	3.74
92037	3,405	2	0.06%	0.84
92128	3,177	4	0.13%	1.80
92111	2,740	4	0.15%	2.09
92020	2,642	11	0.42%	5.95
92127	2,614	4	0.15%	2.19
91911	2,572	3	0.12%	1.67
92069	2,537	4	0.16%	2.25
92114	2,400	2	0.08%	1.19
92105	2,334	1	0.04%	0.61
92103	2,292	1	0.04%	0.62
92056	2,246	3	0.13%	1.91
92027	2,174	5	0.23%	3.29

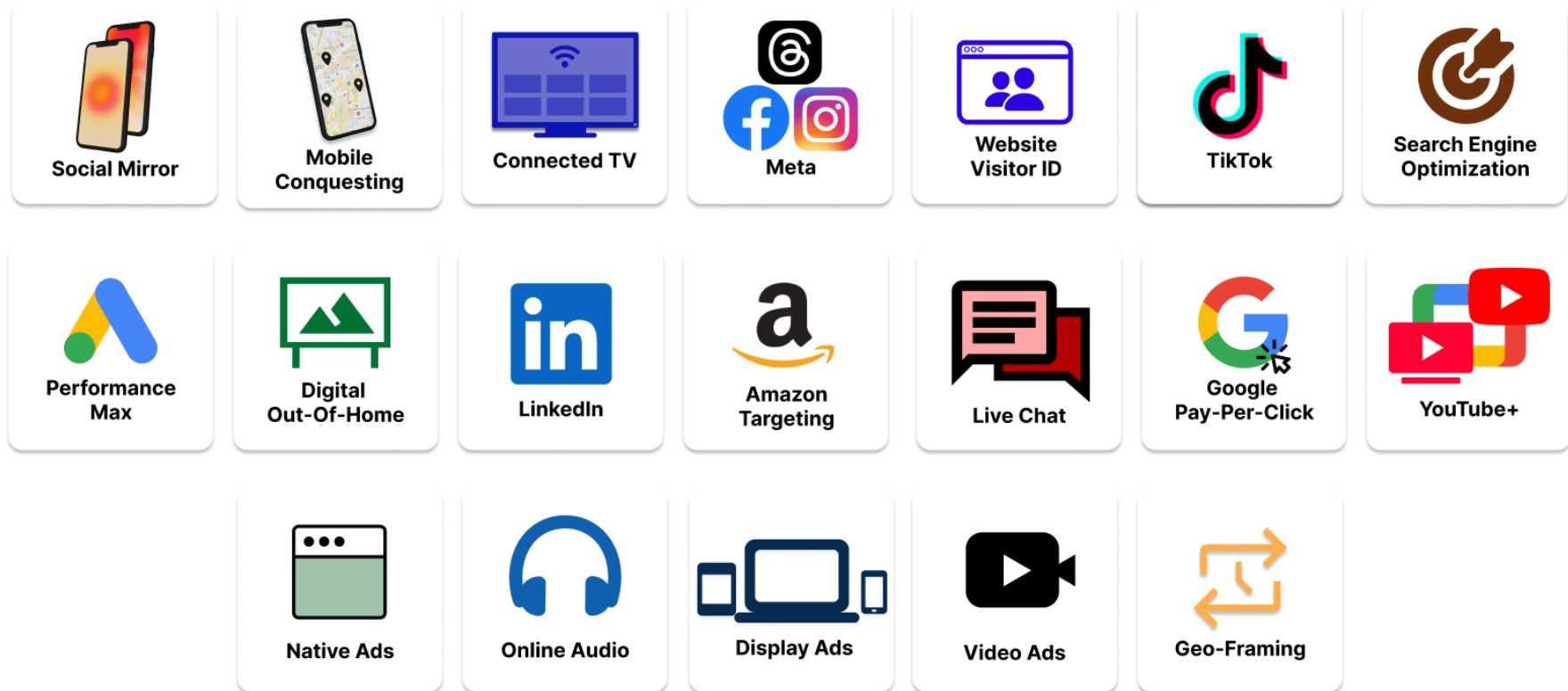
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	84,167	56	0.07%
Mobile	A portable electronic device that can connect to the internet.	45,047	137	0.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,802	7	0.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	2,927	1	0.03%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	1,112	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	14,276	5	0.04%
zillow.com	11,466	1	0.01%
msn.com	7,951	1	0.01%
aol.com	7,530	1	0.01%
Pinterest	4,140	6	0.14%
pinterest.com	3,342	0	0.00%
apnews.com	1,478	8	0.54%
spacedaily.com	1,285	2	0.16%
ebay.com	1,268	0	0.00%
foxnews.com	1,179	1	0.08%
travelbucketlist.xyz	1,036	0	0.00%
usatoday.com	793	1	0.13%
fox5sandiego.com	758	1	0.13%
travelbinger.com	649	2	0.31%
thehill.com	643	0	0.00%
merriam-webster.com	466	0	0.00%
eachtechs.com	440	0	0.00%
genius.com	420	0	0.00%
toolbaz.com	405	1	0.25%
itexamanswers.net	379	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.