

Digital Marketing Report

Impressions

How many ads were served:

115,320

Clicks

Times a user clicked on an ad

279

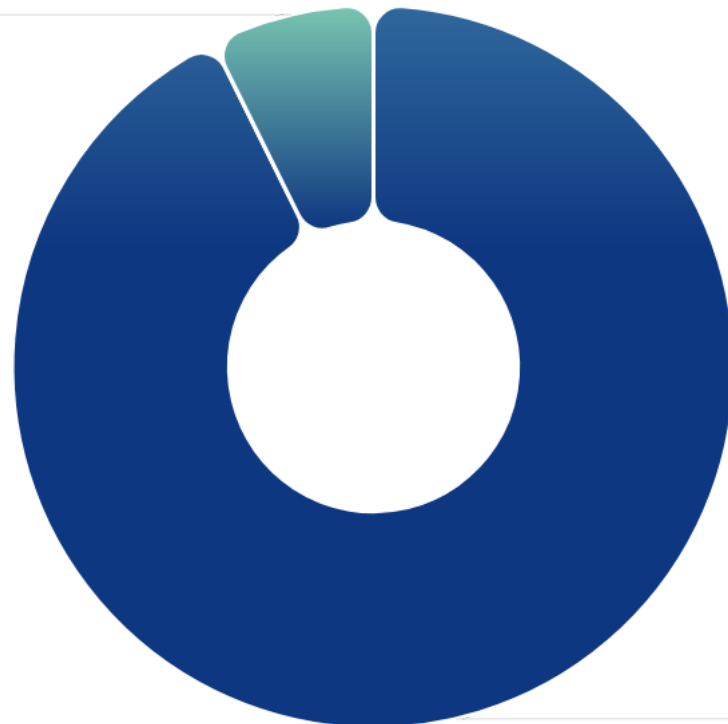
Click-Through Rate

(Clicks/Impressions) x 100

0.26%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

99.01%

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

0.26%

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

X the National Average

3.73

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

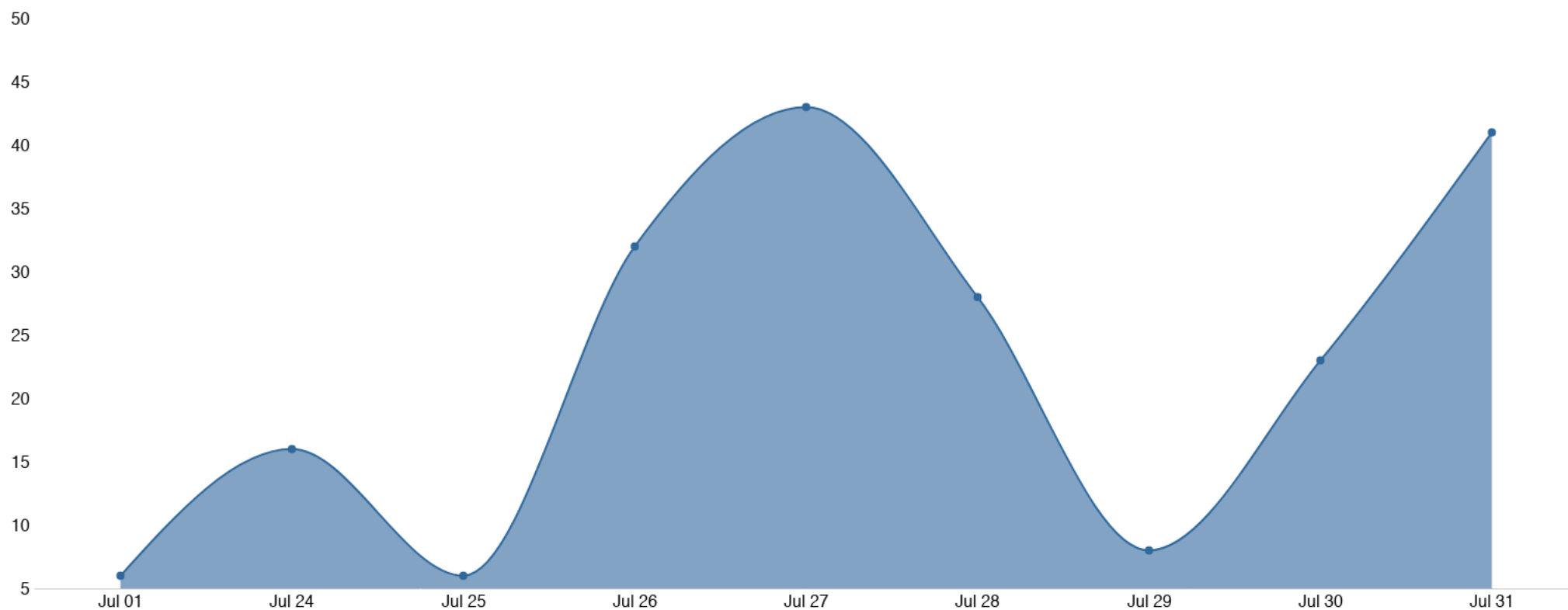
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
USD - MS IT Leadership - Behavioral Social Mirror	43,802	37	0.08%	1.21
USD - MS IT Leadership - AI Social Mirror	31,371	144	0.46%	6.56
USD - MS IT Leadership - Keyword Social Mirror	29,974	87	0.29%	4.15
USD - MS IT Leadership - AI Social Mirror CTV - July	7,714	9	0.12%	1.67
USD - MS IT Leadership - Retargeting Social Mirror	1,730	11	0.64%	9.08
USD - MS IT Leadership - Behavioral Social Mirror CTV	728	2	0.27%	3.92
USD - MS IT Leadership - Retargeting Social Mirror CTV	1	0	0.00%	0.00

QR Code Scan Performance

203

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 IT Leadership_Social Mirror_Story_3.26_Not all tech	49,436	122	0.25%	3.53
Thumbnail not available	USD - MS IT Leadership_Social Mirror_X_3.26_What does a career	45,614	105	0.23%	3.29
	USD - MS IT Leadership_Social Mirror_Story_3.26_DevOps	11,827	52	0.44%	6.28

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	USD - MS IT Leadership_Social Mirror CTV_7.24_Become an IT leader_Naveen	6,178	98.94%
	USD - MS IT Leadership_Social Mirror CTV_7.24_Become an IT leader_35s	809	99.75%
	USD - MS IT Leadership_Social Mirror CTV_7.27_Become an IT leader_35s	735	99.44%
	USD - MS IT Leadership_Social Mirror CTV_7.27_Become an IT leader_Naveen	721	98.32%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	6,901	15	0.22%	3.11
92109	4,479	6	0.13%	1.91
92154	3,431	14	0.41%	5.83
92126	2,964	4	0.14%	1.93
92037	2,831	3	0.11%	1.51
92129	2,735	3	0.11%	1.57
92021	2,572	13	0.51%	7.22
92128	2,543	4	0.16%	2.25
92130	2,433	4	0.16%	2.35
91911	2,279	2	0.09%	1.25
92020	2,245	15	0.67%	9.55
92111	2,232	6	0.27%	3.84
91910	2,066	4	0.19%	2.77
92056	2,003	8	0.40%	5.71
92057	1,989	6	0.30%	4.31
92127	1,971	4	0.20%	2.90
92105	1,961	2	0.10%	1.46
92103	1,919	4	0.21%	2.98
92114	1,912	2	0.10%	1.49
92069	1,861	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	65,406	78	0.12%
Mobile	A portable electronic device that can connect to the internet.	37,809	183	0.48%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	5,584	7	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,662	18	0.49%
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.	2,859	4	0.14%

Site and App Performance

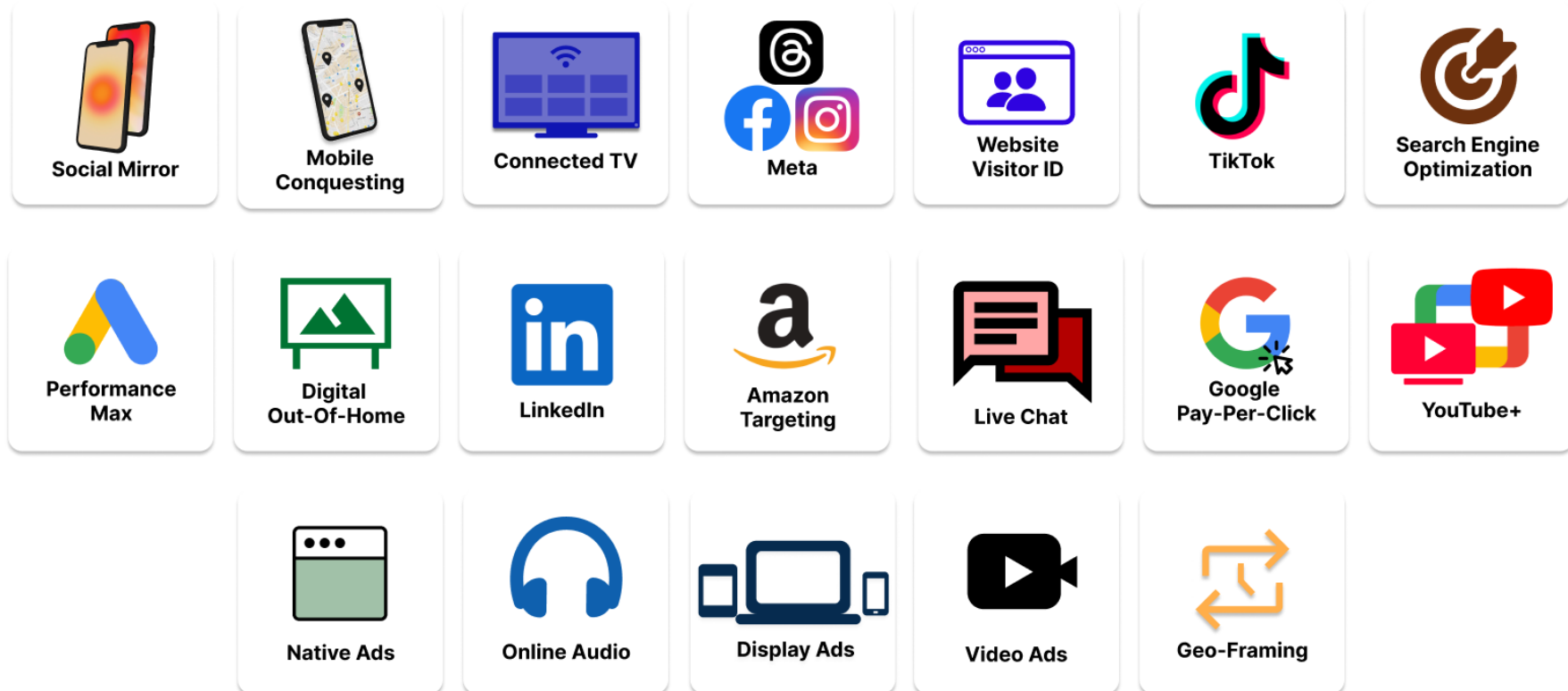
Name	Impressions ↓	Clicks	CTR
aol.com	8,327	0	0.00%
msn.com	7,857	1	0.01%
zillow.com	6,977	0	0.00%
imdb.com	5,461	5	0.09%
Tennis Clash : Sports Stars Game	1,697	1	0.06%
shoppingnetworkhub.com	1,466	11	0.75%
nypost.com	1,065	8	0.75%
usatoday.com	1,044	1	0.10%
toolbaz.com	1,013	0	0.00%
x.com	827	0	0.00%
mahjongfun.com	782	0	0.00%
arcamax.com	772	6	0.78%
fox5sandiego.com	759	2	0.26%
cryptostreetledger.com	679	20	2.95%
online-python.com	577	0	0.00%
huffpost.com	555	2	0.36%
itexamanswers.net	519	0	0.00%
foxnews.com	458	0	0.00%
brezzamistica.info	448	0	0.00%
IMDb: Your guide to movies, TV shows, celebrities	432	2	0.46%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,485	82.07%
	Telly - The Truly Smart TV	1,812	99.65%
	The Roku Channel	683	98.23%
	Vizio - Vizio WatchFree+	343	97.01%
	DISH Anywhere	95	98.90%
	Fawesome	39	100.00%

	Sling TV	29	95.24%
	Tubi - Free Movies & TV	23	100.00%
	Tubi - Movies & TV Shows	21	96.67%
	Plex	11	100.00%

All available products in our *toolbox*.



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