

Digital Marketing Report

Impressions

How many ads were served:

119,953

Clicks

Times a user clicked on an ad

397

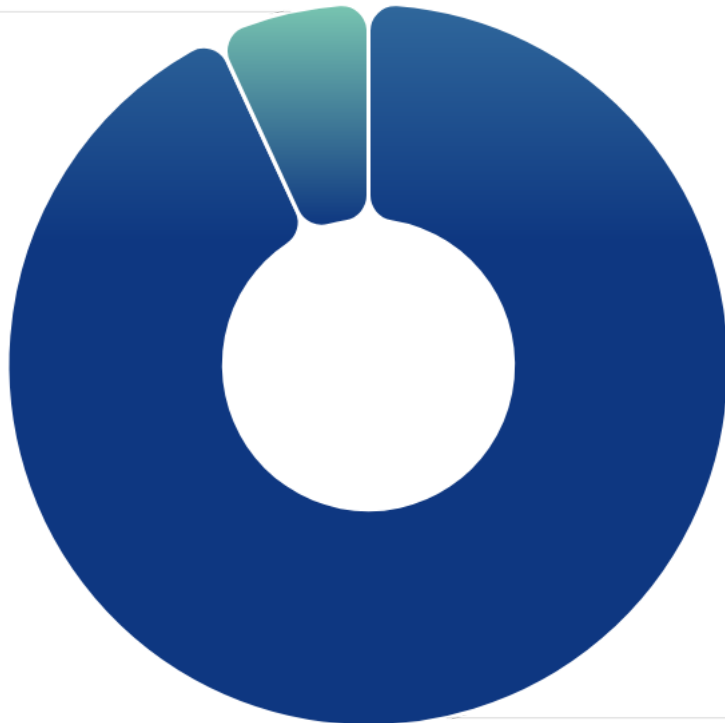
Click-Through Rate

(Clicks/Impressions) x 100

0.36%

Your Product Breakout by Impressions

Social
Mirror CTV



Social
Mirror

CTV Completion Rate

99.68%

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

0.36%

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

X the National Average

5.08

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-Data Science - Keyword Social Mirror	65,685	72	0.11%	1.57
USD-Data Science - AI Social Mirror	36,925	198	0.54%	7.66
USD-Data Science - AI Social Mirror CTV	7,552	2	0.03%	0.38
USD-Data Science - Retargeting Social Mirror	4,534	19	0.42%	5.99
USD-Data Science - Adult Education/Continuing Education B2B Social Mirror	4,514	108	2.39%	34.18
USD-Data Science - Behavioral Social Mirror CTV	713	1	0.14%	2.00
USD-Data Science - Retargeting Social Mirror CTV	30	0	0.00%	0.00

Social Mirror View-through Conversions

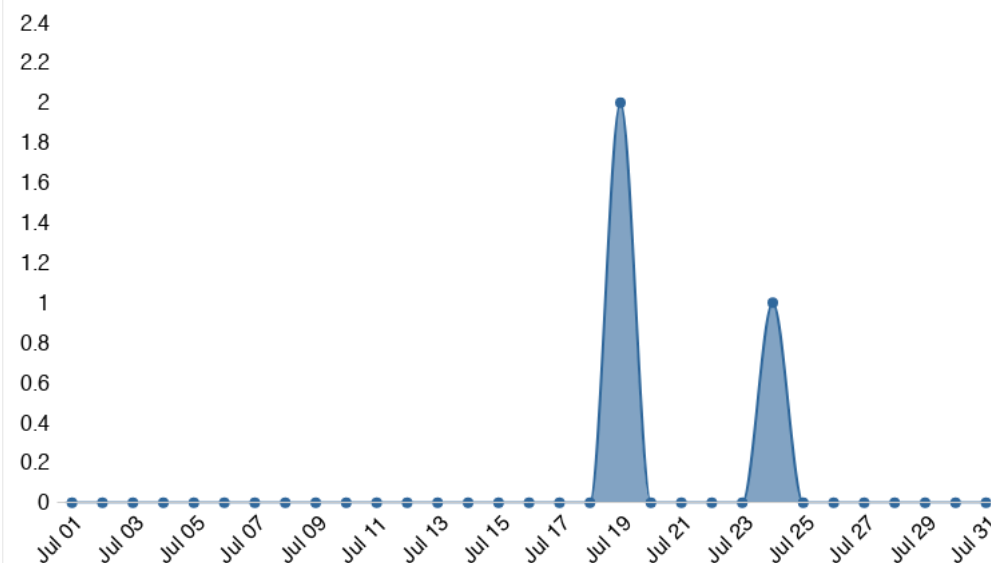


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

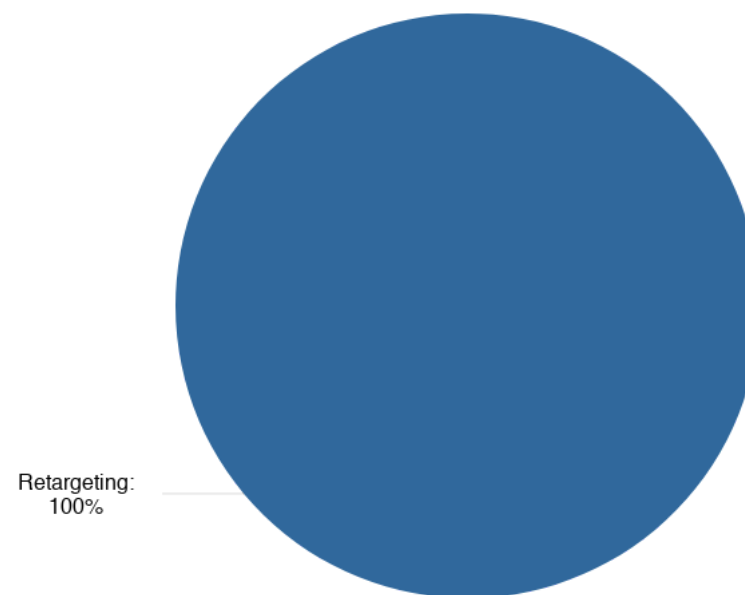
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
USD - Artificial Intelligence - See Admission Details Click Conversion	1
USD - Artificial Intelligence - View All FAQ's Click Conversion	1
USD - Artificial Intelligence Conversion	1

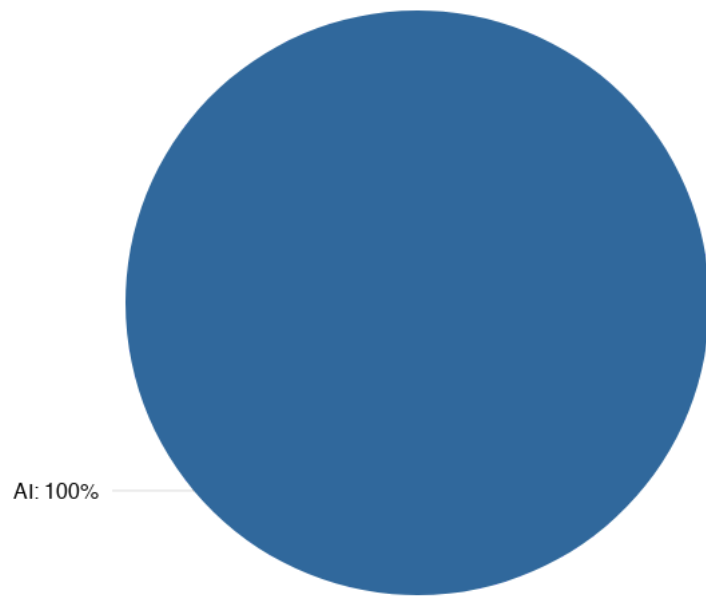
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Top Social Mirror CTVView-through Conversions by Strategy

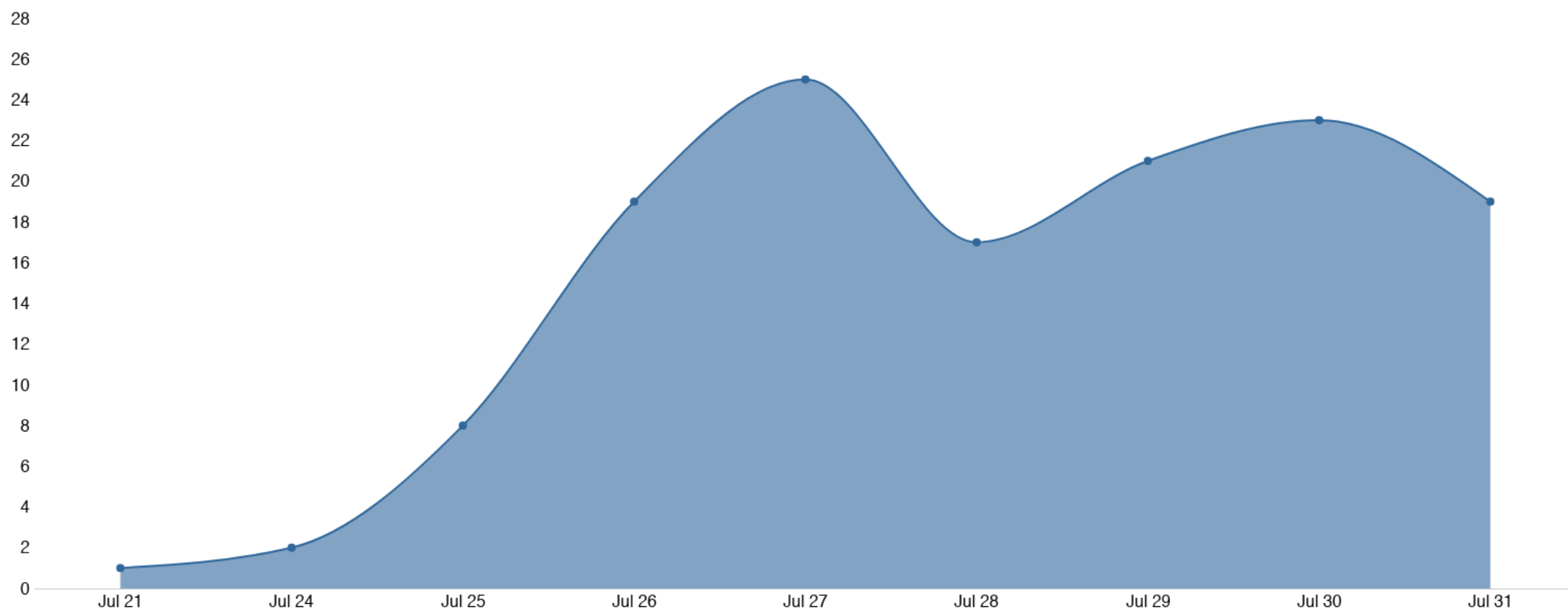


QR Code Scan Performance

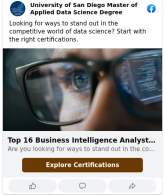
135

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-Data Science_Social Mirror_Story_3.26_Looking for Ways	29,231	160	0.55%	7.82
	USD-Data Science_Social Mirror_Story_3.26_How much	28,515	145	0.51%	7.26
	USD-Data Science_Social Mirror_FB_3.26_Looking for Ways	16,931	34	0.20%	2.87
Thumbnail not available	USD-Data Science_Social Mirror_FB_3.26_Trying to decide	17,959	33	0.18%	2.63
	USD-Data Science_Social Mirror_FB_3.26_Sports Analytics	19,022	25	0.13%	1.88

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	USD-Data Science_Social Mirror CTV_7.24_With 34%	6,769	99.61%
	USD-Data Science_Social Mirror CTV_7.27_With 34%	1,526	100.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	6,959	22	0.32%	4.52
92109	3,726	10	0.27%	3.83
92154	3,632	19	0.52%	7.47
92021	3,349	11	0.33%	4.69
92130	3,124	8	0.26%	3.66
92126	2,828	5	0.18%	2.53
92128	2,505	10	0.40%	5.70
92037	2,489	3	0.12%	1.72
92056	2,414	5	0.21%	2.96
91910	2,370	8	0.34%	4.82
92114	2,320	7	0.30%	4.31
92127	2,318	10	0.43%	6.16
91911	2,308	7	0.30%	4.33
92129	2,276	15	0.66%	9.42
92111	2,248	3	0.13%	1.91
92020	2,152	13	0.60%	8.63
92084	2,096	2	0.10%	1.36
92069	2,090	5	0.24%	3.42
92103	2,027	5	0.25%	3.52
91913	2,023	5	0.25%	3.53

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	60,004	125	0.21%
Mobile	A portable electronic device that can connect to the internet.	46,227	261	0.56%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,908	1	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,427	11	0.20%
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.	1,387	2	0.14%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	10,575	0	0.00%
imdb.com	3,842	4	0.10%
apnews.com	2,712	13	0.48%
zillow.com	2,588	0	0.00%
foxnews.com	2,147	2	0.09%
travelbucketlist.xyz	2,022	1	0.05%
usatoday.com	1,789	5	0.28%
thehill.com	1,572	1	0.06%
aol.com	1,278	0	0.00%
travelbinger.com	942	0	0.00%
itexamanswers.net	886	1	0.11%
toolbaz.com	867	0	0.00%
lawnstarter.com	815	0	0.00%
arcamax.com	786	6	0.76%
ign.com	743	0	0.00%
fool.com	692	5	0.72%
fox5sandiego.com	682	0	0.00%
nypost.com	672	11	1.64%
newrepublic.com	537	3	0.56%
twz.com	528	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	2,267	99.62%
		Vizio - Vizio WatchFree+	1,351	98.56%
		Tubi - Free Movies & TV	213	99.64%
		Tubi - Movies & TV Shows	118	100.00%
		TCL Channel	56	97.73%
		Scripps News	34	98.04%

	SAMSUNG TV PLUS	31	97.83%
	ViX: Stream Shows, Sports, News	27	100.00%
	Xfinity TV - Tubi	24	96.43%
	Plex	22	97.37%

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.