

Digital Marketing Report

Impressions

How many ads were served:

126,705

Clicks

Times a user clicked on an ad

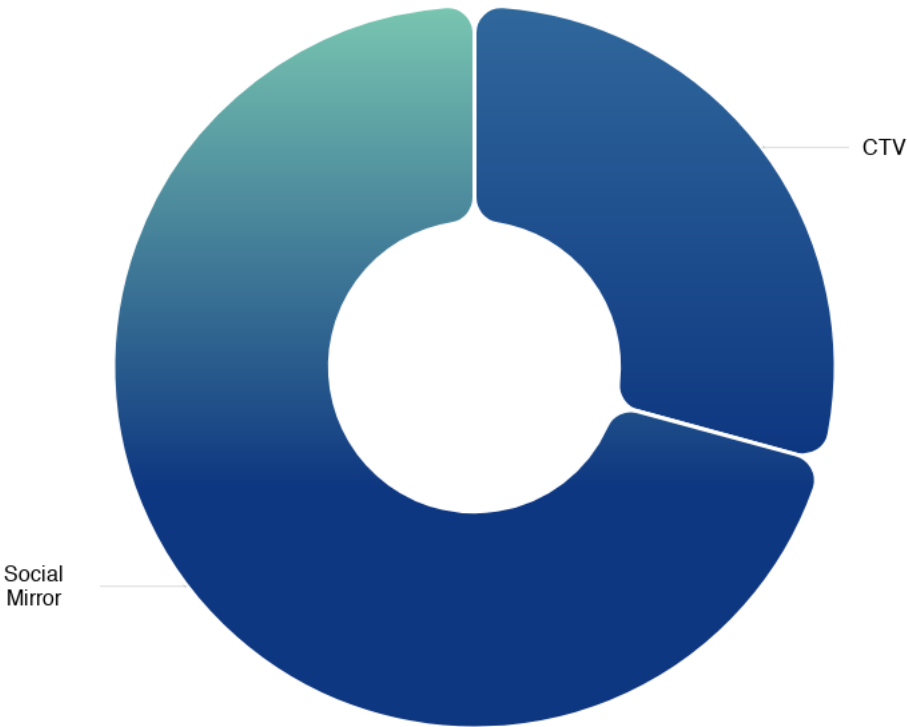
101

Click-Through Rate

(Clicks/Impressions) x 100

0.11%

Your Product Breakout by Impressions



CTV Completion Rate

99.34%

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

0.13%

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

X the National Average

1.61

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%)
Stay Your Way Greater Wichita - Age 55+/ Retirement Planning/Assisted Living Behavioral Social Mirror REACH	38,072	16	0.04%	0.60
Stay Your Way Greater Wichita - Age 55+/ Retirement Planning/Assisted Living Behavioral Social Mirror	31,328	14	0.04%	0.64
Stay Your Way Greater Wichita - AI CTV	17,927	10	0.06%	0.80
Stay Your Way Greater Wichita - Keyword Social Mirror	17,198	63	0.37%	5.23
Stay Your Way Greater Wichita - Age 55+/ Retirement Planning/Assisted Living Behavioral CTV	16,199	33	0.20%	2.91
Stay Your Way Greater Wichita - Retargeting Social Mirror	3,069	8	0.26%	3.72
Stay Your Way Greater Wichita - Retargeting CTV	2,912	0	0.00%	0.00

Social Mirror View-through Conversions

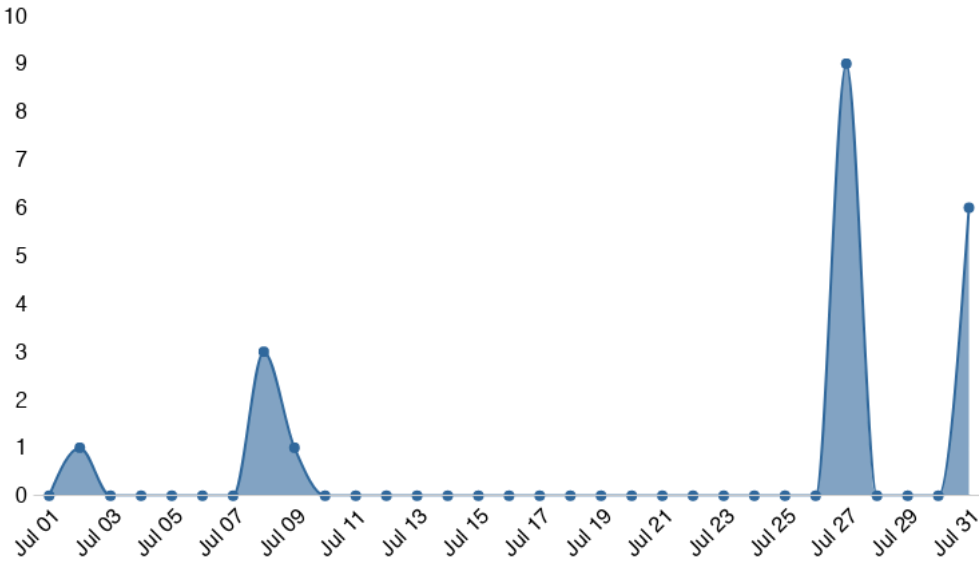


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

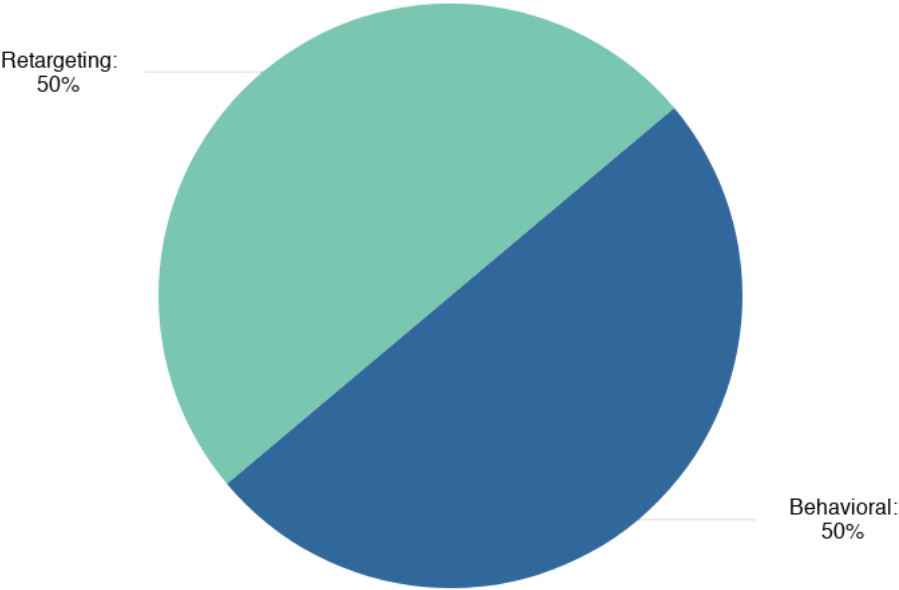
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Stay Your Way Homepage Visits	19
Stay Your Way Contact Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

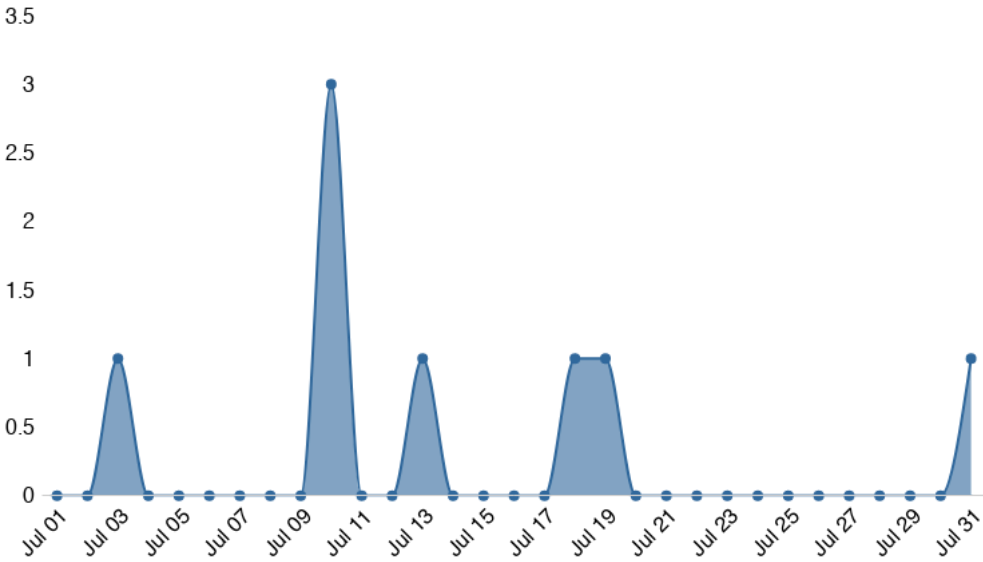


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

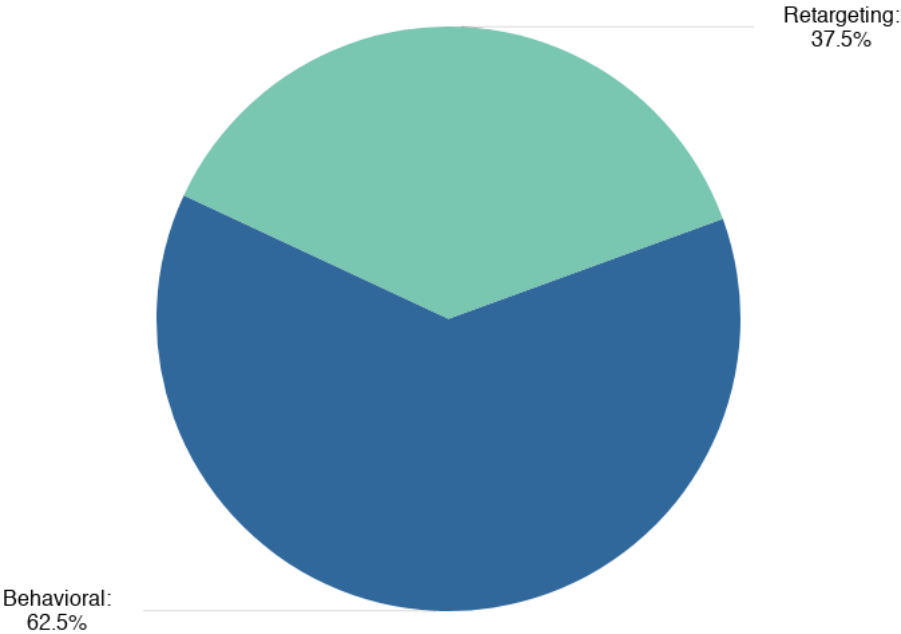
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Stay Your Way Homepage Visits	7
Stay Your Way Contact Page View	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	STAY Your Way_2.26_Social Mirror_Check out our upcoming seminars	55,158	56	0.10%	1.45
Thumbnail not available	Stay Your Way Greater Wichita_7.7_Social Mirror_Peak summer is here	34,509	45	0.13%	1.86

Social Mirror Ad Screenshots

	Stay Your Way Greater Wichita_7.7_Social Mirror_Peak summer is here
Screenshot	 A screenshot of a social media post from the account 'Stay Your Way Greater Wichita'. The post features a photo of a group of people, including children and adults, outdoors in a park-like setting. The text of the post is partially visible, mentioning 'Peak summer is here' and 'Stay Your Way'. The post has a 'Like' button and a 'Comment' button at the bottom.

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Stay Your Way_Future of Aging_15_new web.mp4	22,234	99.38%
Thumbnail not available	Stay Your Way_Future of Aging_30_new web.mp4	14,804	99.28%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Stay Your Way Greater Wichita - Age 55+/Retirement Planning/Assisted Living Behavioral CTV	100.00%	99.73%	99.59%	99.50%
Stay Your Way Greater Wichita - AI CTV	100.00%	99.81%	99.66%	99.26%
Stay Your Way Greater Wichita - Retargeting CTV	100.00%	99.24%	99.10%	98.93%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	51,205	38	0.07%
Mobile	A portable electronic device that can connect to the internet.	35,913	59	0.16%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	21,358	31	0.15%
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.	15,680	12	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,549	4	0.16%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	26,760	0	0.00%
KWCH 12 News	4,567	1	0.02%
foxnews.com	4,048	4	0.10%
Pinterest	2,643	0	0.00%
biblegateway.com	2,203	0	0.00%
kansas.com	2,088	4	0.19%
howlonghowmany.com	1,987	0	0.00%
aol.com	1,474	0	0.00%
lookslikebooks.com	1,128	0	0.00%
mahjong4friends.com	672	0	0.00%
legacy.com	662	2	0.30%
huffpost.com	596	1	0.17%
people.com	596	1	0.17%
KWCH News	507	1	0.20%
baseball-reference.com	443	4	0.90%
realtor.com	439	0	0.00%
screenrant.com	381	0	0.00%
hollywoodpq.com	369	0	0.00%
merriam-webster.com	316	0	0.00%
tmz.com	282	4	1.42%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	4,301	97.52%
		Telly - The Truly Smart TV	3,401	99.92%
		Vizio - Vizio WatchFree+	2,853	99.34%
		DirecTV	2,597	98.28%
		Tubi - Free Movies & TV	2,048	99.61%
		The Roku Channel	1,133	99.14%

	Tubi - Movies & TV Shows	838	99.61%
	Pluto TV - Live TV and Movies	830	99.78%
	Roku - Tubi	700	99.69%
	Pluto TV - It's Free TV	374	99.38%

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



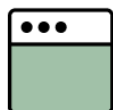
Live Chat



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.