

Digital Marketing Report

Impressions

How many ads were served:

106,856

Clicks

Times a user clicked on an ad

209

Click-Through Rate

(Clicks/Impressions) x 100

0.20%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

41.18%

Percentage of users who watched the video from start
to finish

X the National Average

2.79

X the National Avg (.07%)

Total Engagement Rate

0.23%

(Clicks+View-throughs)/Impressions x 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%)
Clearwater Pools and Spas - Homeowners/Swimming Pools & Spas Behavioral Social Mirror	61,619	112	0.18%	2.60
Clearwater Pools and Spas - AI Social Mirror	35,731	80	0.22%	3.20
Clearwater Pools and Spas - Retargeting Social Mirror	6,919	16	0.23%	3.30
Clearwater Pools and Spas - Geo-Retargeting Social Mirror	2,563	1	0.04%	0.56
Clearwater Pools and Spas - Geo-Fencing Social Mirror	24	0	0.00%	0.00

Social Mirror Click Conversions

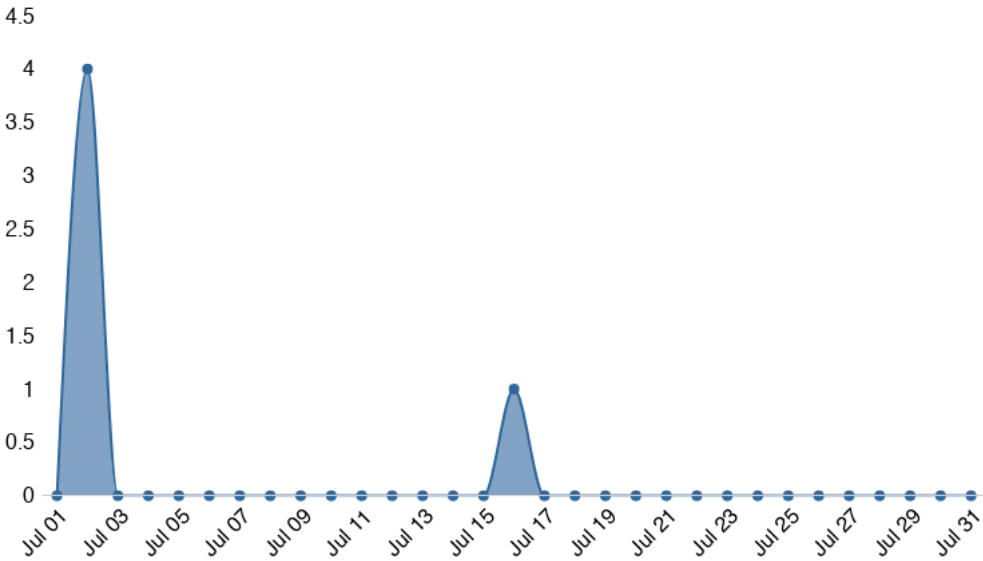


Times users clicked on an ad leading to your site and visited a page or completed an action

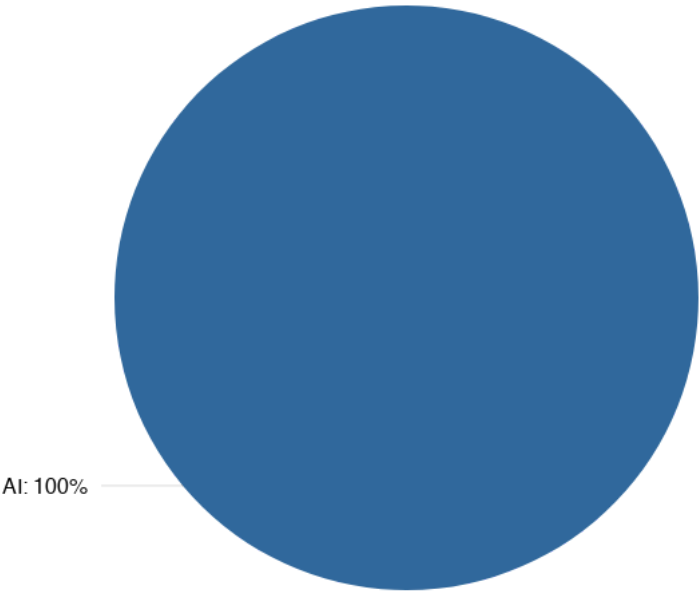
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Clearwater Pools and Spas Above Ground Pools Page View	1
Clearwater Pools and Spas Contact Page View	1
Clearwater Pools and Spas Hot Tubs Page View	1
Clearwater Pools and Spas Inground Pools Page View	1
Clearwater Pools and Spas Pool Supply Store Page View	1

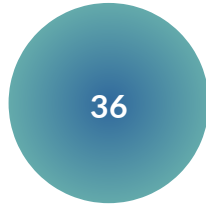
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

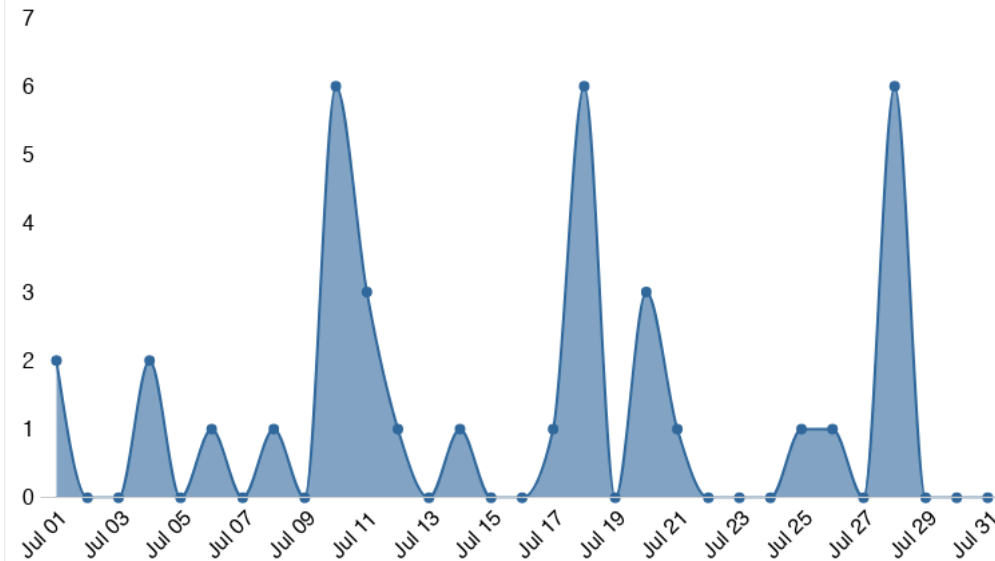


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

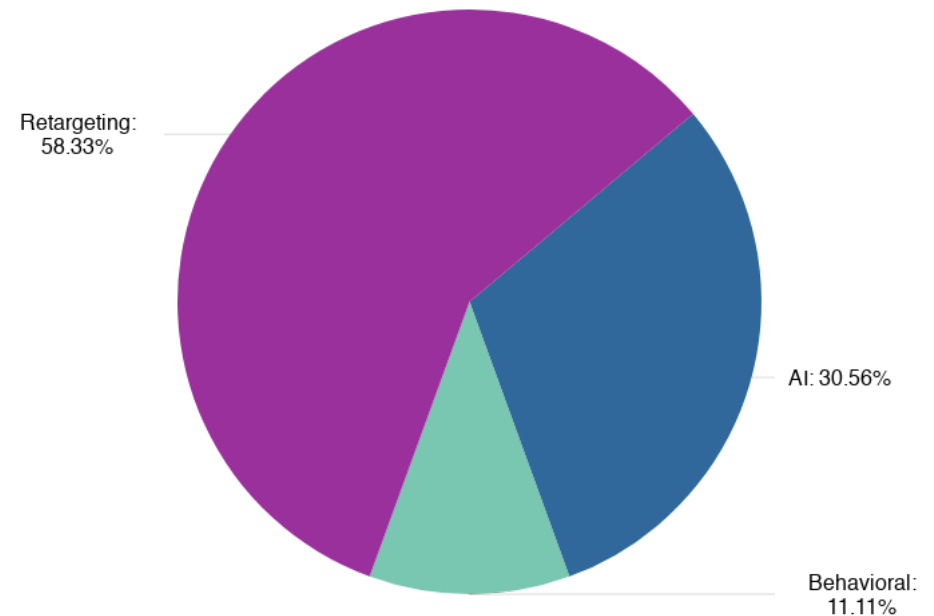
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Clearwater Pools and Spas Homepage Visits	24
Clearwater Pools and Spas Above Ground Pools Page View	6
Clearwater Pools and Spas Contact Page View	3
Clearwater Pools and Spas Hot Tubs Page View	1
Clearwater Pools and Spas Inground Pools Page View	1
Clearwater Pools and Spas Service & Maintenance Page View	1

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	Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	37,142	83	0.22%	3.19
Thumbnail not available	Clearwater Pools and Spas_5.18_Social Mirror_BIG NEWS	35,089	69	0.20%	2.81
	Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	34,625	57	0.16%	2.35



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00002	Video	Click to View	6.02%	0.41%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00007	Video	Click to View	4.50%	0.44%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00003	Video	Click to View	4.26%	0.58%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: Original	Video	Click to View	3.88%	0.37%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00006	Video	Click to View	3.73%	0.44%
Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	Variant: V_00013	Photo	Click to View	3.63%	1.20%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00004	Video	Click to View	3.63%	0.55%
Clearwater Pools and Spas_Social Mirror_Relax, Recharge, Repeat with Hot Spring	Variant: V_00001	Video	Click to View	3.56%	0.54%
Clearwater Pools and Spas_6.29_Social Mirror_It's Time for Our Favorite Sale of the Year	Variant: V_00002	Photo	Click to View	3.40%	1.28%

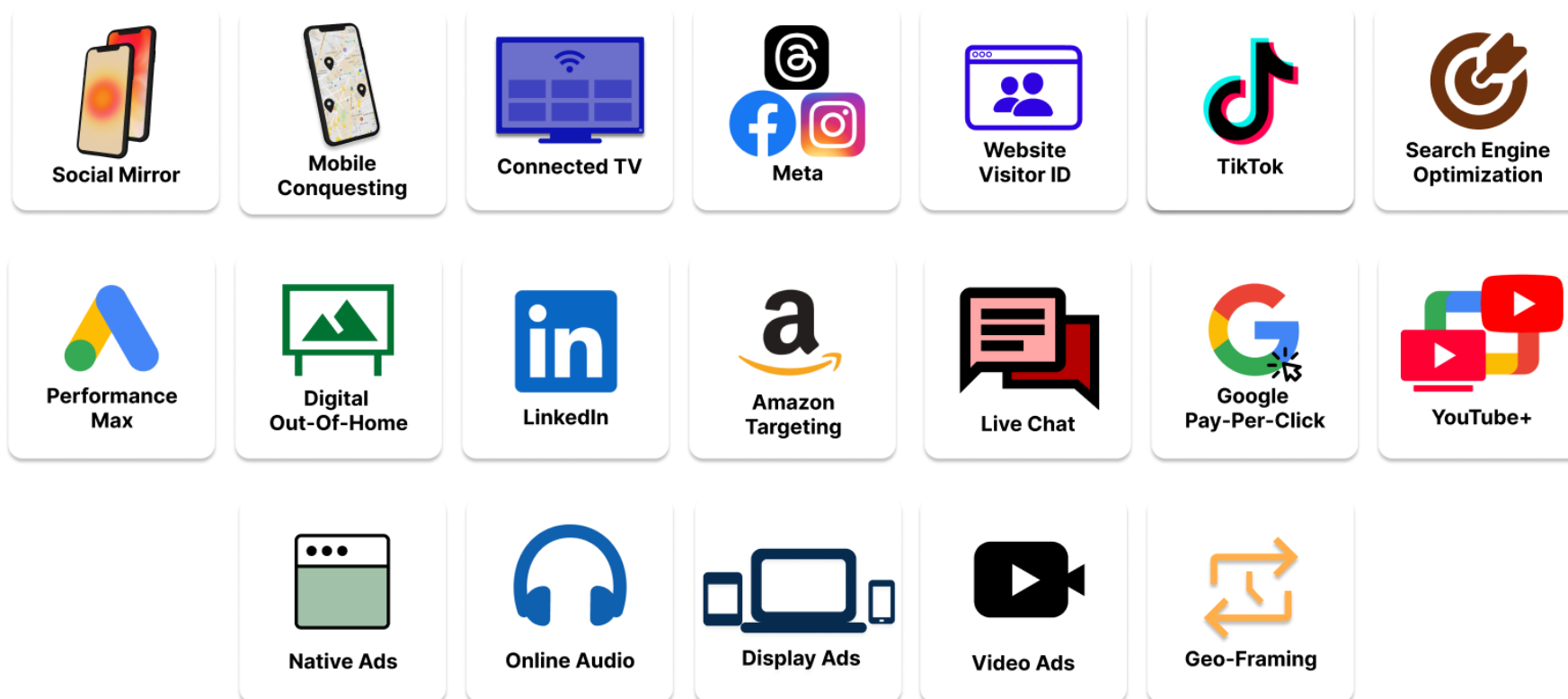
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	62,581	136	0.22%
Desktop	A personal computing device that remains stationary at one location.	34,926	56	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,348	17	0.18%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	10,287	2	0.02%
foxnews.com	2,809	2	0.07%
Pandora - Music & Podcasts	2,062	3	0.15%
dailyitem.com	1,293	1	0.08%
theguardian.com	1,159	2	0.17%
huffpost.com	1,135	4	0.35%
arcamax.com	1,128	6	0.53%
hollywoodpq.com	1,095	3	0.27%
buzzfeed.com	977	3	0.31%
dailymail.com	968	2	0.21%
nypost.com	954	6	0.63%
Fox News - Daily Breaking News	944	0	0.00%
aol.com	931	0	0.00%
nytimes.com	903	0	0.00%
msn.com	881	0	0.00%
washingtonpost.com	802	0	0.00%
apnews.com	757	0	0.00%
gishan.net	736	5	0.68%
studentdoctor.net	703	0	0.00%
npr.org	697	1	0.14%

All available products in our *toolbox*.



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