

# Digital Marketing Report

## Impressions

How many ads were served:

194,278

## Clicks

Times a user clicked on an ad

218

## Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

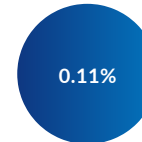
0.11%

## Your Product Breakout by Impressions



Social  
Mirror

## Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

## X the National Average



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%) |
|------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Hanover County Tourism - Affluent Households/Luxury Vacationers Behavioral Social Mirror | 191,078       | 193    | 0.10% | 1.44                      |
| Hanover County Tourism - Retargeting Social Mirror                                       | 3,200         | 25     | 0.78% | 11.16                     |

Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                      | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|----------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                           | Hanover County Tourism_7.1_Social Mirror_Carousel  | 183,541     | 206      | 0.11% | 1.60                      |
|  | Hanover County Tourism_Social Mirrror_4.7_Carousel | 10,737      | 12       | 0.11% | 1.60                      |

Social Mirror Ad Screenshots

|            | Hanover County Tourism_7.1_Social Mirror_Carousel                                   |
|------------|-------------------------------------------------------------------------------------|
| Screenshot |  |



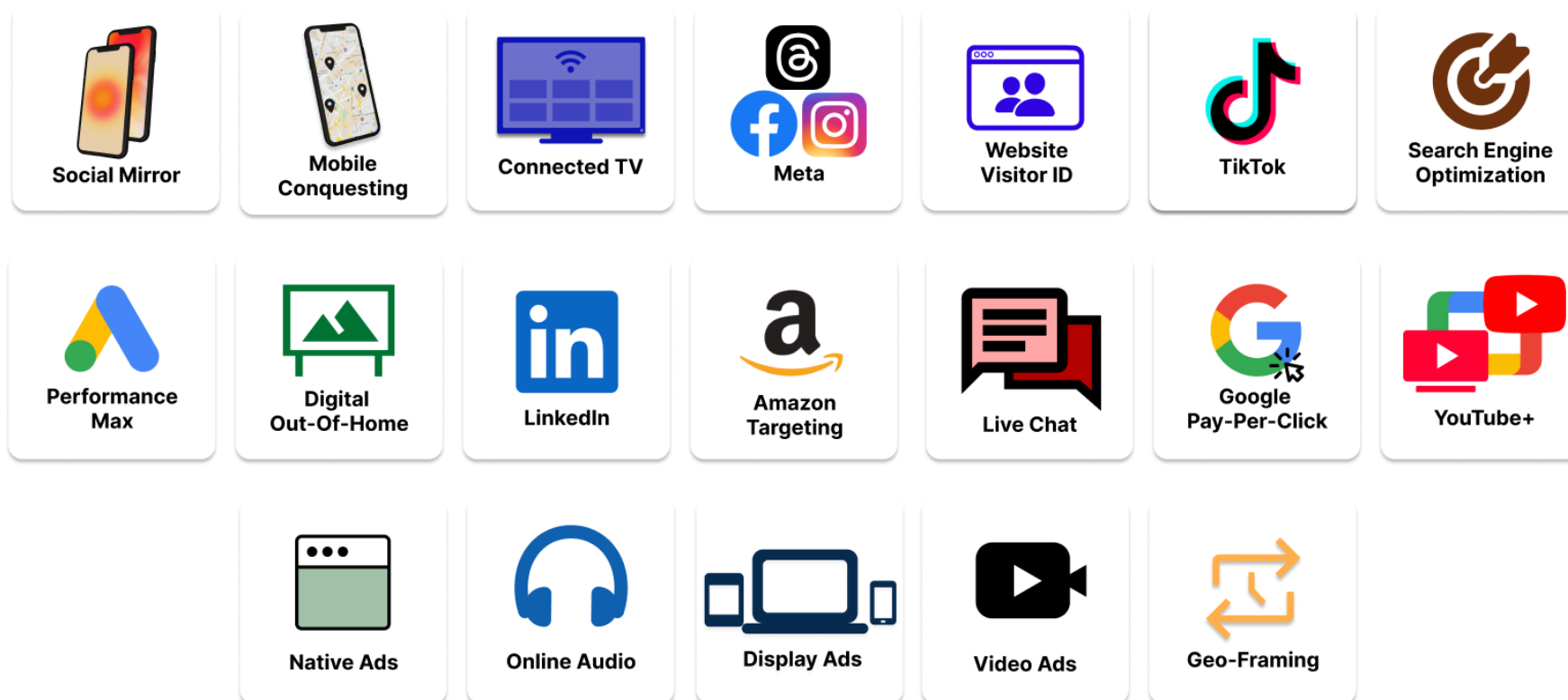
### Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 97,396        | 47     | 0.05% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 92,898        | 167    | 0.18% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 3,983         | 4      | 0.10% |

## Site and App Performance

| Name                | Impressions ↓ | Clicks | CTR   |
|---------------------|---------------|--------|-------|
| apnews.com          | 9,211         | 7      | 0.08% |
| pinterest.com       | 5,582         | 0      | 0.00% |
| screenrant.com      | 4,611         | 8      | 0.17% |
| aol.com             | 3,689         | 0      | 0.00% |
| msn.com             | 2,736         | 1      | 0.04% |
| cbr.com             | 2,243         | 3      | 0.13% |
| Pinterest           | 1,918         | 1      | 0.05% |
| howtopronounce.com  | 1,871         | 0      | 0.00% |
| newrepublic.com     | 1,570         | 2      | 0.13% |
| thegamer.com        | 1,478         | 1      | 0.07% |
| spellsbee.com       | 1,428         | 0      | 0.00% |
| politicalwire.com   | 1,390         | 1      | 0.07% |
| signupgenius.com    | 1,291         | 0      | 0.00% |
| mahjong4friends.com | 1,225         | 0      | 0.00% |
| myfamilytravels.com | 1,159         | 0      | 0.00% |
| doityourselves.com  | 1,158         | 1      | 0.09% |
| spellbee.org        | 999           | 0      | 0.00% |
| reuters.com         | 992           | 0      | 0.00% |
| smittenkitchen.com  | 957           | 0      | 0.00% |
| daytondailynews.com | 881           | 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.