

# Digital Marketing Report

## Impressions

How many ads were served:

629,926

## Clicks

Times a user clicked on an ad

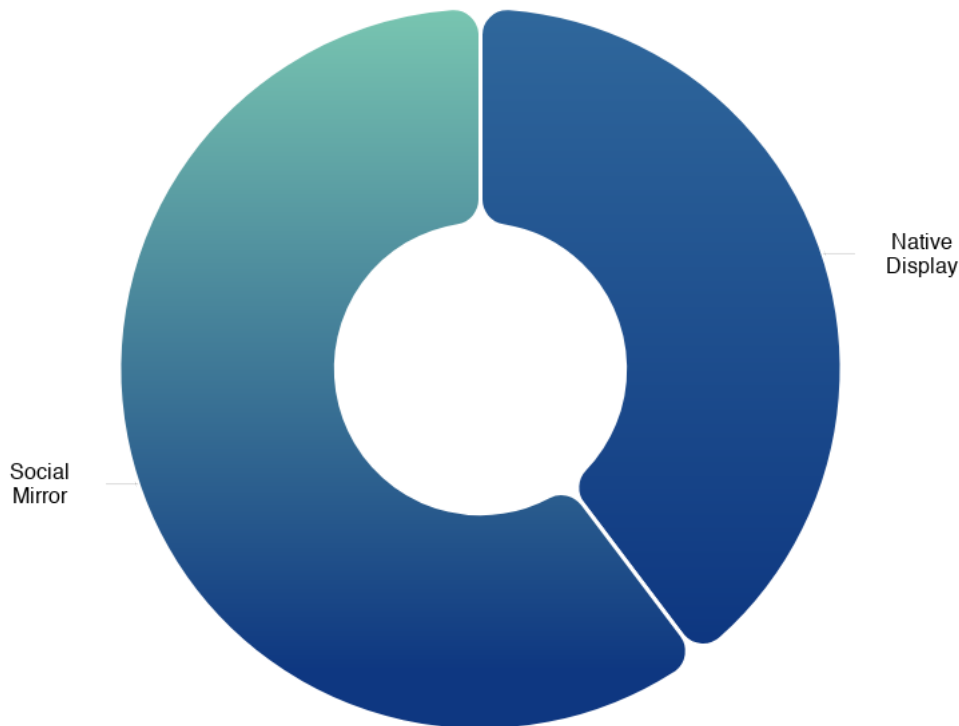
1,371

## Click-Through Rate

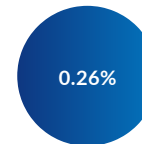
$(\text{Clicks} / \text{Impressions}) \times 100$

0.22%

## Your Product Breakout by Impressions



## 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%) |
|--------------------------------------------------------------|---------------|--------|-------|---------------------------|
| NC SHIIP - Keyword Social Mirror                             | 171,209       | 195    | 0.11% | 1.63                      |
| NC SHIIP - Seniors/Medicare/Age 50+ Behavioral Social Mirror | 170,656       | 74     | 0.04% | 0.62                      |
| NC SHIIP - Seniors/Medicare/Age 50+ Behavioral Native        | 162,715       | 923    | 0.57% | 8.10                      |
| NC SHIIP - Keyword Native                                    | 62,844        | 69     | 0.11% | 1.57                      |
| NC SHIIP - Retargeting Social Mirror                         | 38,067        | 21     | 0.06% | 0.79                      |
| NC SHIIP - Retargeting Native                                | 24,435        | 89     | 0.36% | 5.20                      |

## Social Mirror Click Conversions

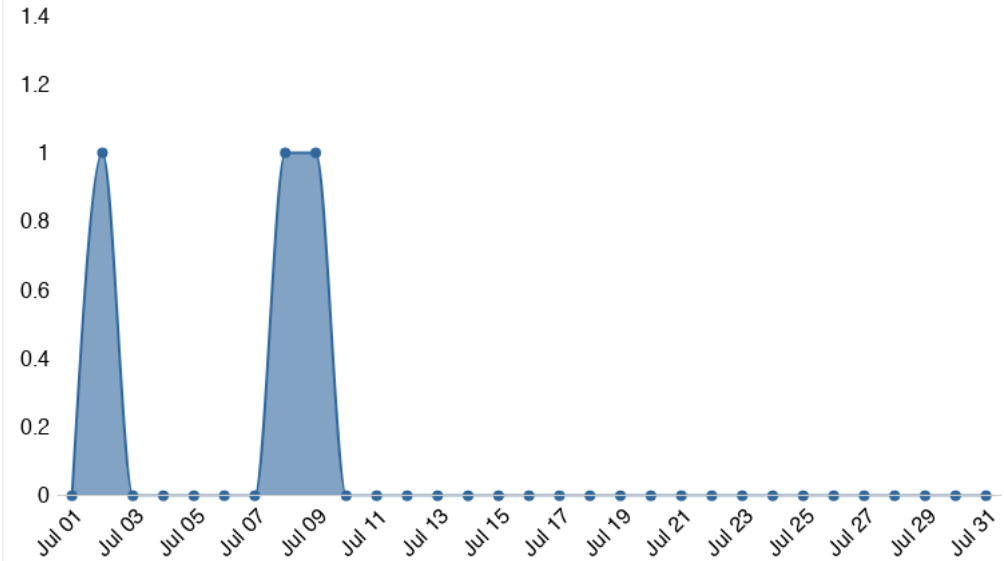


Times users clicked on an ad leading to your site and visited a page or completed an action

### Social Mirror Click Conversion Performance Breakout

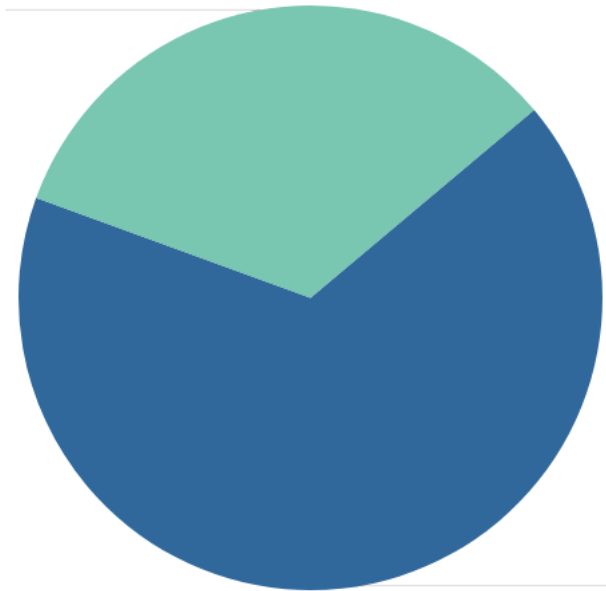
| Conversion Name          | Click Conversions ↓ |
|--------------------------|---------------------|
| NC SHIIP SHIIP Page View | 3                   |

## Social Mirror Click Conversions by Day



## Top Social Mirror Click Conversions by Strategy

Retargeting:  
33.33%



Keyword:  
66.67%

## Social Mirror View-through Conversions

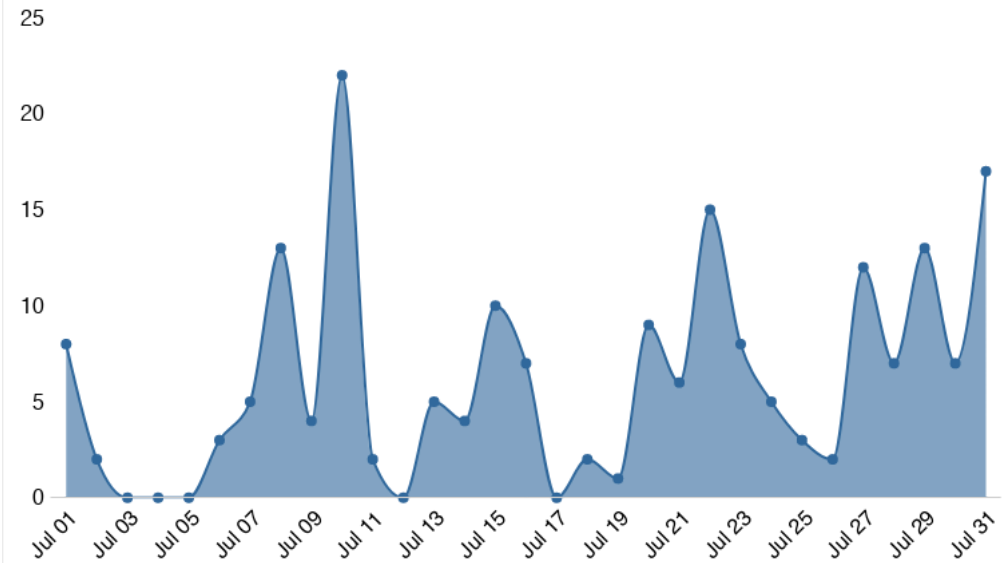


Times users saw an ad, did NOT click, but came to your site and visited a page  
 or completed an action

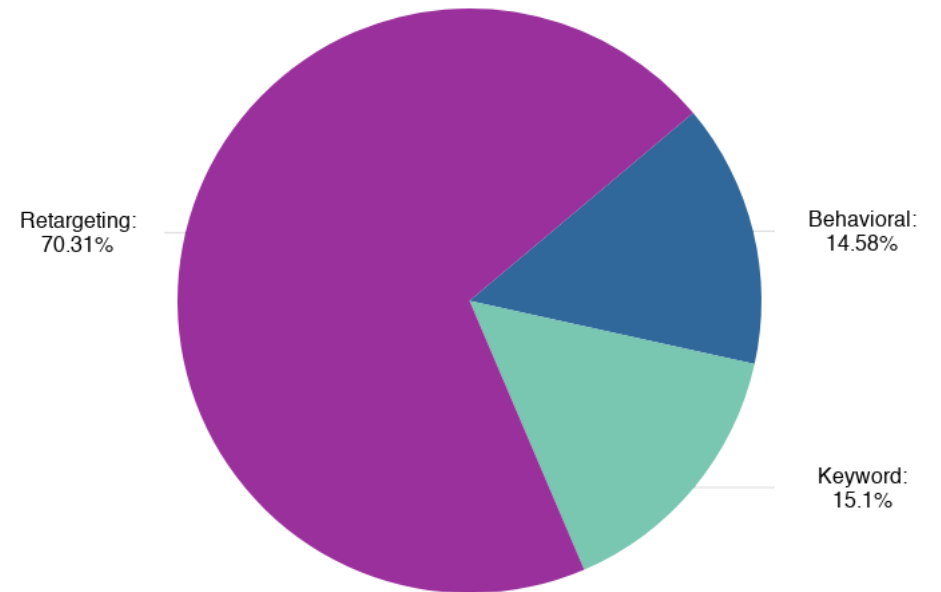
### Social Mirror View-through Conversion Performance Breakout

| Conversion Name          | <a href="#">View-through Conversions</a> ↓ |
|--------------------------|--------------------------------------------|
| NC SHIIP SHIIP Page View | 192                                        |

## Social Mirror View-through Conversions by Day



## Top Social Mirror View-through Conversions by Strategy



# Native View-through Conversions

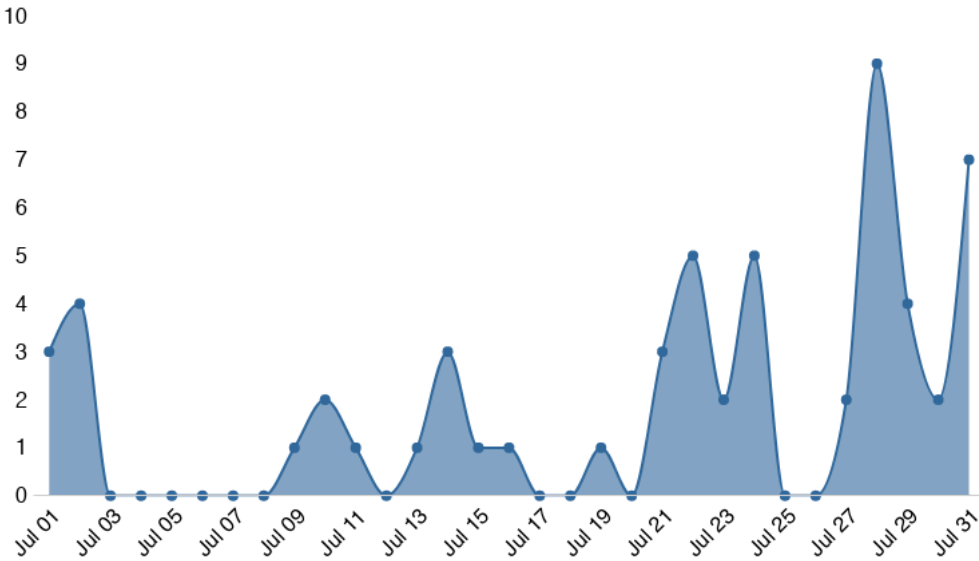


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

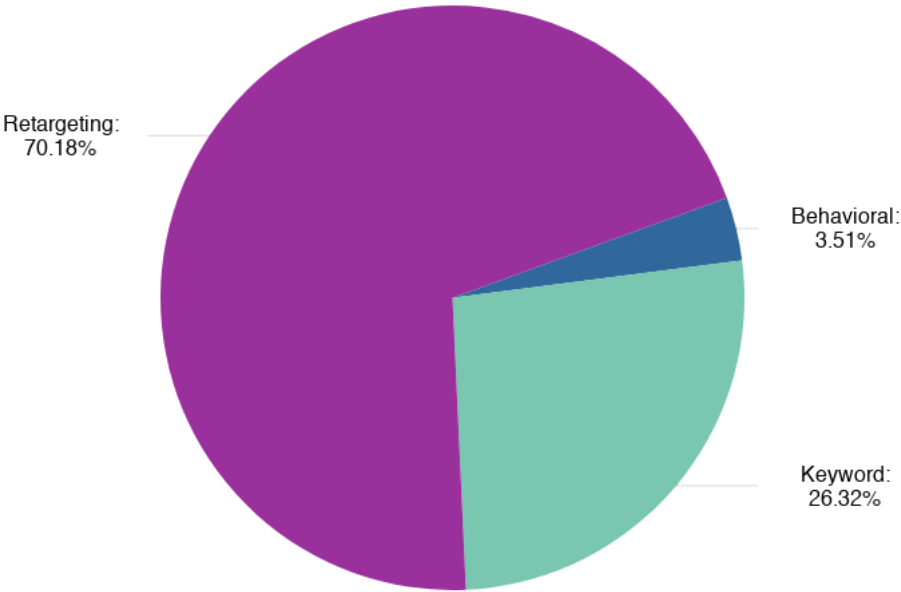
## Native View-through Conversion Performance Breakout

| Conversion Name          | <a href="#">View-through Conversions ↓</a> |
|--------------------------|--------------------------------------------|
| NC SHIIP SHIIP Page View | 57                                         |

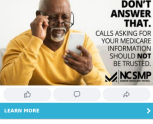
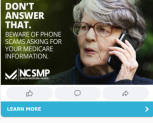
# Native View-through Conversions by Day



# Top Native View-through Conversions by Strategy



## Social Mirror Creative Performance

| Preview Image                                                                      | Creative Name                                                               | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|   | NC SHIIP_Social Mirror_1.5.26_Be alert for Medicare fraud scammers_300x250  | 163,165     | 123      | 0.08% | 1.08                      |
|   | NC SHIIP_Social Mirror_1.5.26_Medicare will never call you directly_300x250 | 162,768     | 99       | 0.06% | 0.87                      |
|   | NC SHIIP_Social Mirror_1.5.26_Medicare will never call you directly_300x600 | 27,319      | 35       | 0.13% | 1.83                      |
|  | NC SHIIP_Social Mirror_1.5.26_Be alert for Medicare fraud scammers_300x600  | 26,680      | 33       | 0.12% | 1.77                      |

Native Display Creative Performance

| Preview Image                                                                    | Creative Name                            | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                          | NC SHIP_Native_6.15.26_It's a scam       | 138,767     | 651      | 0.47% | 6.70                      |
|  | NC SHIP_Native_6.15.26_Don't answer that | 111,227     | 430      | 0.39% | 5.52                      |

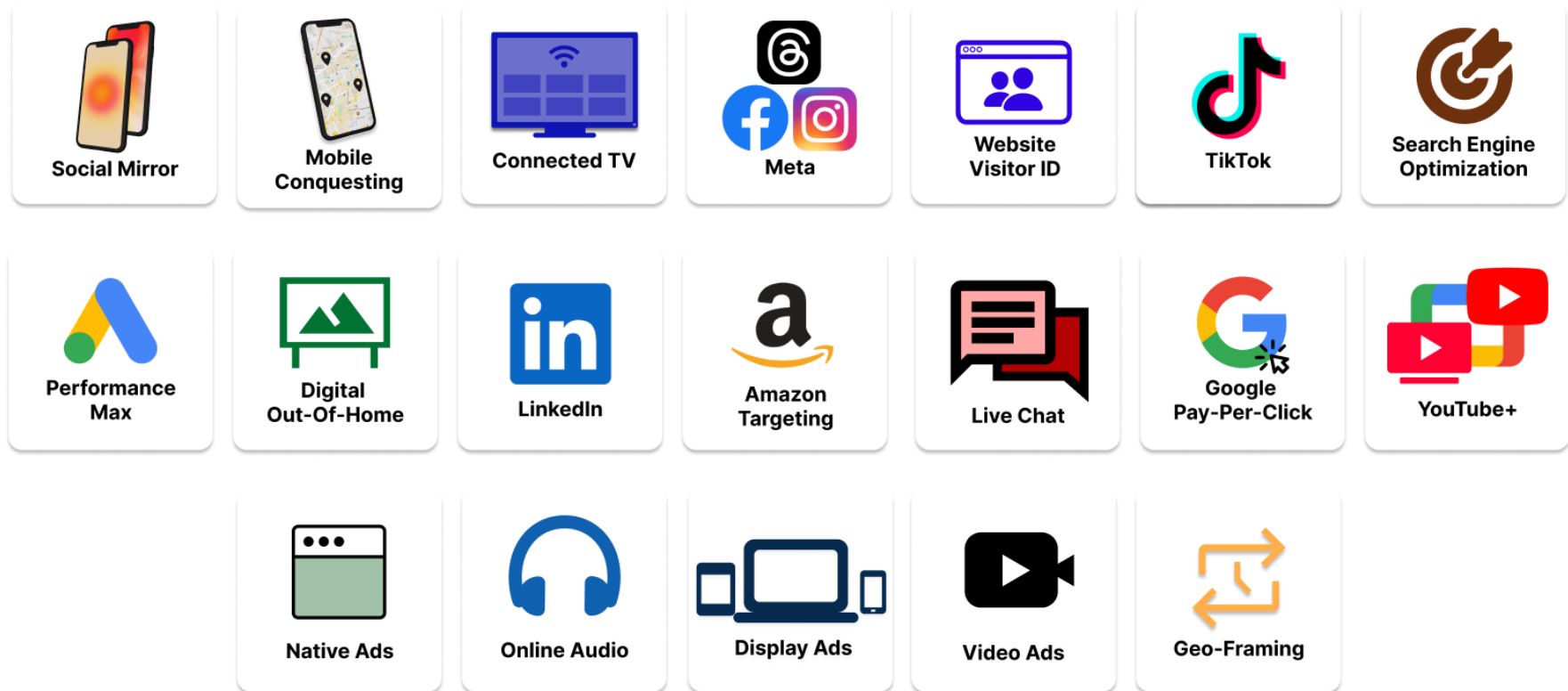
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 297,864       | 879    | 0.30% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 261,131       | 279    | 0.11% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 70,931        | 213    | 0.30% |

# Site and App Performance

| Name                   | Impressions ↓ | Clicks | CTR   |
|------------------------|---------------|--------|-------|
| msn.com                | 64,007        | 8      | 0.01% |
| aol.com                | 24,499        | 1      | 0.00% |
| usatoday.com           | 8,691         | 2      | 0.02% |
| zillow.com             | 7,833         | 0      | 0.00% |
| travelbucketlist.xyz   | 6,988         | 2      | 0.03% |
| shoppingnetworkhub.com | 6,865         | 7      | 0.10% |
| bonsaimary.com         | 6,725         | 3      | 0.04% |
| travelnicely.com       | 6,055         | 1      | 0.02% |
| climatecosmos.com      | 5,504         | 0      | 0.00% |
| Pinterest              | 4,407         | 2      | 0.05% |
| vetexplainspets.com    | 4,230         | 2      | 0.05% |
| Backgammon             | 4,065         | 0      | 0.00% |
| pinterest.com          | 3,982         | 0      | 0.00% |
| imdb.com               | 3,463         | 1      | 0.03% |
| yourniftyhome.com      | 3,384         | 1      | 0.03% |
| w3schools.com          | 3,319         | 10     | 0.30% |
| thehill.com            | 3,297         | 3      | 0.09% |
| newrepublic.com        | 3,118         | 3      | 0.10% |
| foxnews.com            | 3,081         | 3      | 0.10% |
| apnews.com             | 2,696         | 9      | 0.33% |

# All available products in our *toolbox*.



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