

Digital Marketing Report

Impressions

How many ads were served:

47,623

Clicks

Times a user clicked on an ad

121

Click-Through Rate

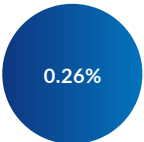
(Clicks/Impressions) x 100

0.25%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Nikko Blu Designs - AI Social Mirror	29,402	90	0.31%	4.37
Nikko Blu Designs - Boutiques/Flowers and Gifts Behavioral Social Mirror	17,614	31	0.18%	2.51
Nikko Blu Designs - Retargeting Social Mirror	607	0	0.00%	0.00

Social Mirror Click Conversions

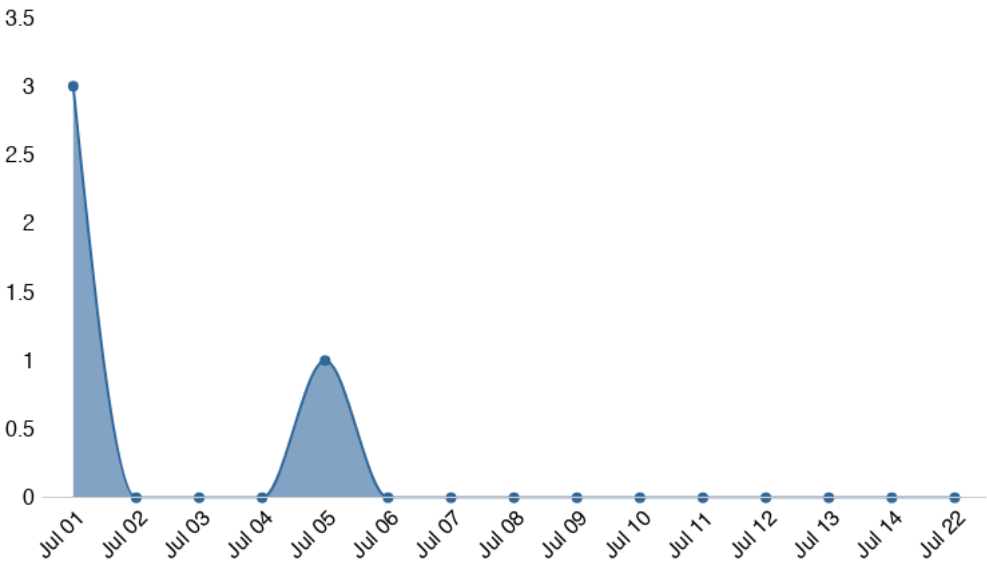


Times users clicked on an ad leading to your site and visited a page or completed an action

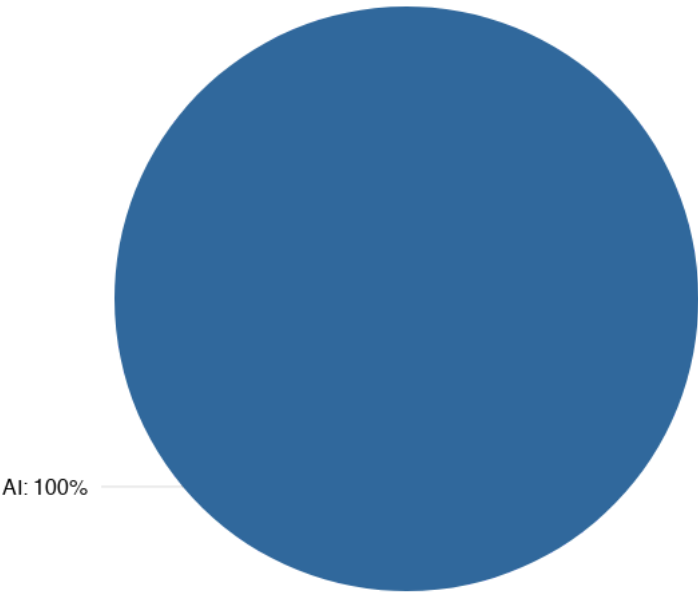
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Nikko Blu Designs Jaded Gypsy Page View	4

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

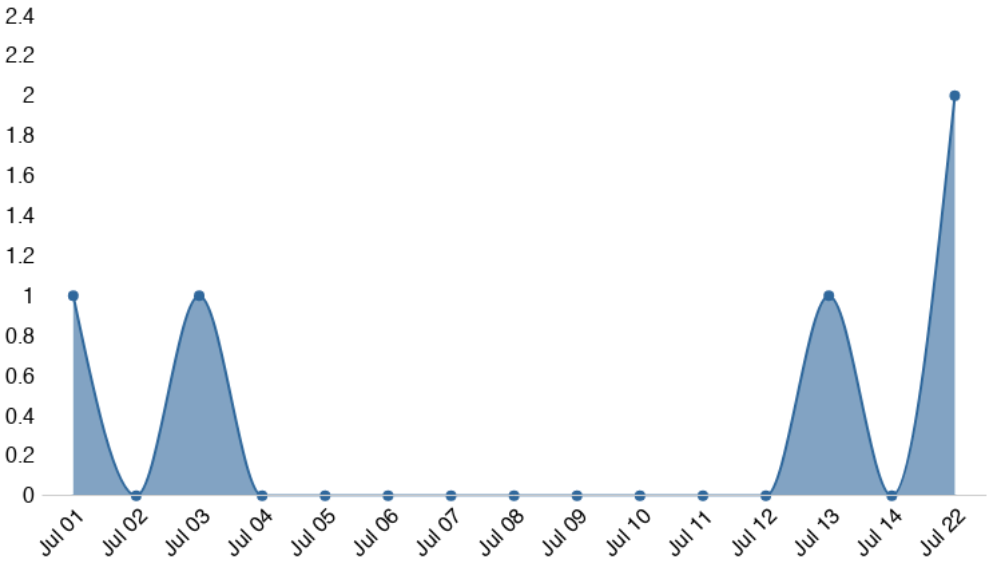


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

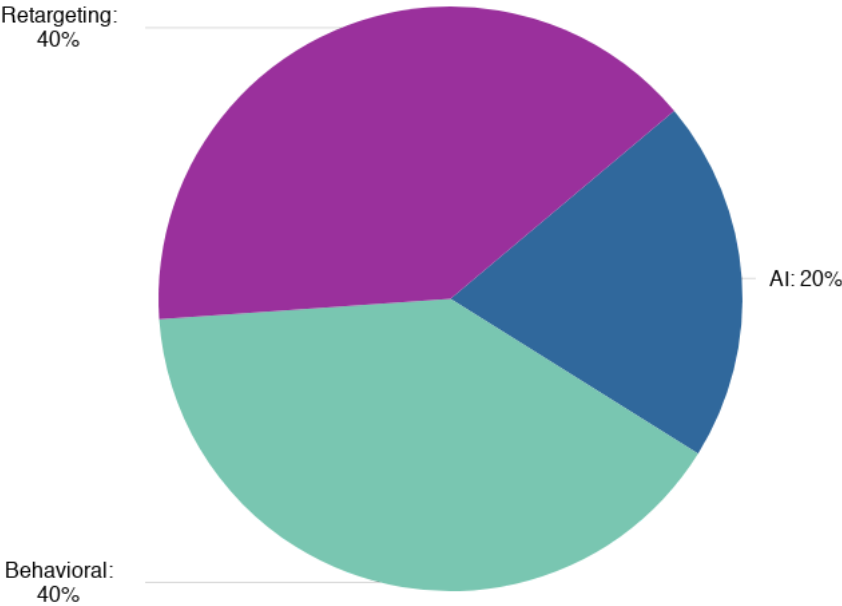
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Nikko Blu Designs Homepage Visits	3
Nikko Blu Designs Tops Page View	2

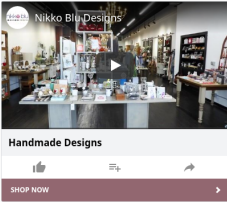
Social Mirror View-through Conversions by Day



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	Nikko Blu Designs_Social Mirror_Saddle up babe	17,520	54	0.31%	4.40
	Nikko Blu Designs_Social Mirror_Handmade Designs	15,433	36	0.23%	3.33
	Nikko Blu Designs_Social Mirror_The new Jaded Gypsy release	14,670	31	0.21%	3.02

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Nikko Blu Designs_Social Mirror_The new Jaded Gypsy release	Variant: V_00008	Video	Click to View	4.29%	0.41%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00009	Video	Click to View	3.18%	1.25%
Nikko Blu Designs_Social Mirror_The new Jaded Gypsy release	Variant: V_00002	Video	Click to View	2.68%	0.41%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00010	Video	Click to View	2.68%	1.07%
Nikko Blu Designs_Social Mirror_The new Jaded Gypsy release	Variant: Original	Video	Click to View	2.67%	0.83%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00013	Video	Click to View	2.58%	0.60%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00012	Video	Click to View	2.48%	0.62%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00002	Video	Click to View	2.46%	0.81%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00011	Video	Click to View	2.42%	0.73%
Nikko Blu Designs_Social Mirror_Saddle up babe	Variant: V_00001	Video	Click to View	2.37%	0.65%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
76227	7,013	24	0.34%	4.89
73401	3,985	5	0.13%	1.79
75009	3,982	6	0.15%	2.15
74820	3,425	6	0.18%	2.50
73533	3,401	9	0.26%	3.78
76240	2,246	7	0.31%	4.45
74701	2,105	4	0.19%	2.71
75092	2,067	7	0.34%	4.84
76230	1,439	4	0.28%	3.97
76266	1,351	3	0.22%	3.17
75495	1,244	2	0.16%	2.30
76249	1,007	3	0.30%	4.26
73439	866	0	0.00%	0.00
73080	701	1	0.14%	2.04
76225	669	2	0.30%	4.27
73051	583	2	0.34%	4.90
73052	515	0	0.00%	0.00
73075	508	3	0.59%	8.44
74525	471	2	0.42%	6.07
76273	395	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	27,064	87	0.32%
Desktop	A personal computing device that remains stationary at one location.	17,590	31	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,969	3	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,607	0	0.00%
w3schools.com	2,238	0	0.00%
brezzamistica.info	1,134	1	0.09%
aol.com	1,096	0	0.00%
boatmart.com	827	0	0.00%
mahjong4friends.com	792	0	0.00%
Pinterest	563	0	0.00%
tmz.com	556	3	0.54%
biscuitsandcompany.com	544	0	0.00%
buzzfeed.com	503	2	0.40%
christianitypath.com	361	0	0.00%
eiga.com	311	0	0.00%
infinitybuilds.gg	278	0	0.00%
cosmobasics.com	253	0	0.00%
energymag.net	231	0	0.00%
x.com	231	0	0.00%
krgb.com	211	0	0.00%
cryptodealflow.net	197	2	1.02%
indra.com	196	3	1.53%
radaronline.com	191	0	0.00%

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.