

Digital Marketing Report

Impressions

How many ads were served:

6

Total Engagement Rate

166.67%

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

Your Product Breakout by Impressions



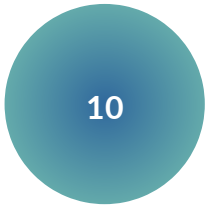
Social
Mirror

*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%)
The Pawn Ticket - Pawn Shop Visitors/Hunting Behavioral Social Mirror	6	0	0.00%	0.00

Social Mirror View-through Conversions

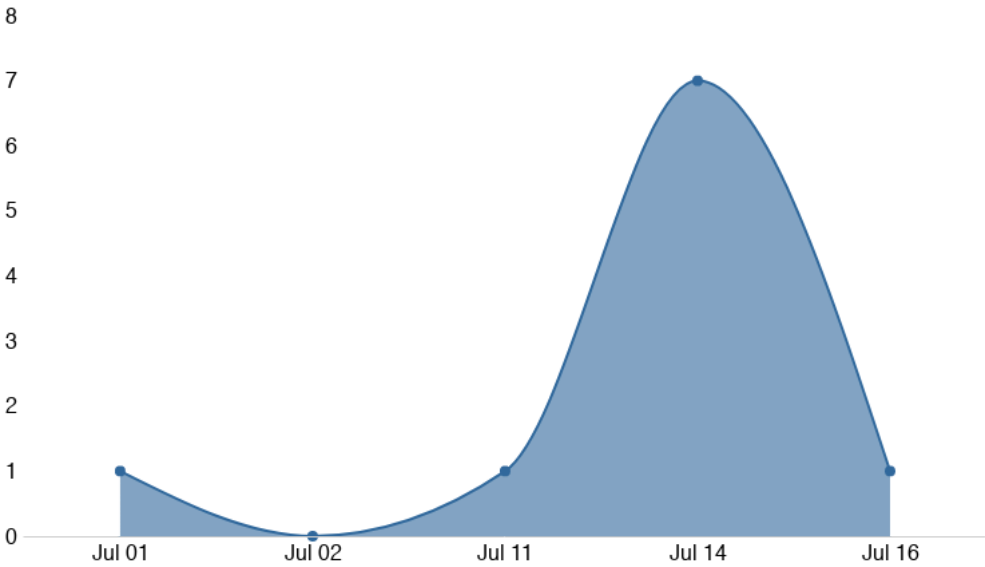


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

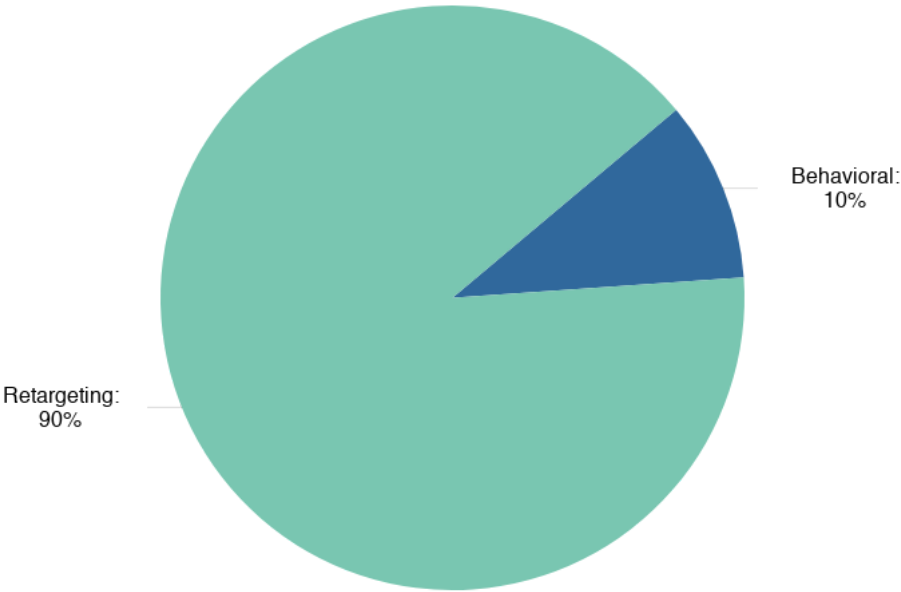
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
The Pawn Ticket Homepage Visits	4
The Pawn Ticket Tools Page View	3
The Pawn Ticket Shop Page View	2
The Pawn Ticket Electronics Page View	1

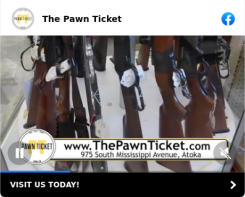
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	The Pawn Ticket_SM_3.27_Story	5	0	0.00%	0.00
	The Pawn Ticket_SM_3.27_Video	1	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.	4	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	1	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



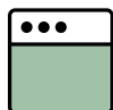
Live Chat



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.