

Digital Marketing Report

Impressions

How many ads were served:

25,911

Clicks

Times a user clicked on an ad

110

Click-Through Rate

(Clicks/Impressions) x 100

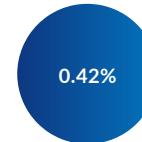
0.42%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



0.42%

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

X the National Average



6.06

X the National Avg (.07%)

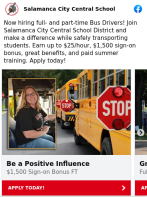
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Salamanca School District - Retired/Working Part Time Behavioral Social Mirror	13,167	24	0.18%	2.60
Salamanca School District - AI Social Mirror	7,605	67	0.88%	12.59
Salamanca School District - Keyword Social Mirror	5,139	19	0.37%	5.28

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Salamanca School District_4.7_Carousel	25,911	110	0.42%	6.06

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	18,954	98	0.52%
Desktop	A personal computing device that remains stationary at one location.	4,401	10	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,556	2	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	688	2	0.29%
msn.com	467	0	0.00%
Timehop - Memories Then & Now	362	6	1.66%
foxnews.com	253	2	0.79%
creativeramblingsblog.com	190	0	0.00%
brezzamistica.info	186	0	0.00%
BuzzFeed - Quiz, Trivia & News	177	0	0.00%
theneuron.ai	174	0	0.00%
ribblr.com	170	0	0.00%
Realtor.com Real Estate	168	2	1.19%
simplelivingways.com	165	0	0.00%
diablo.trade	152	0	0.00%
statecollege.com	151	0	0.00%
mygamatoto.com	144	0	0.00%
footballwarroom.com	142	0	0.00%
reallycolor.com	141	0	0.00%
buffalowdown.com	123	0	0.00%
mahjong4friends.com	122	0	0.00%
gamealyze.com	120	0	0.00%
Bleacher Report: Sports News	110	1	0.91%

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.