

Digital Marketing Report

Impressions

How many ads were served:

269,671

Clicks

Times a user clicked on an ad

3,515

Click-Through Rate

(Clicks/Impressions) x 100

0.76%

Your Product Breakout by Impressions



Events

4,121

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

7.38%

(Events/Impressions) x 100

Total Engagement Rate

0.82%

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

X the National Average

8.97

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.

Performance Max Cost

Amount spent on the campaign

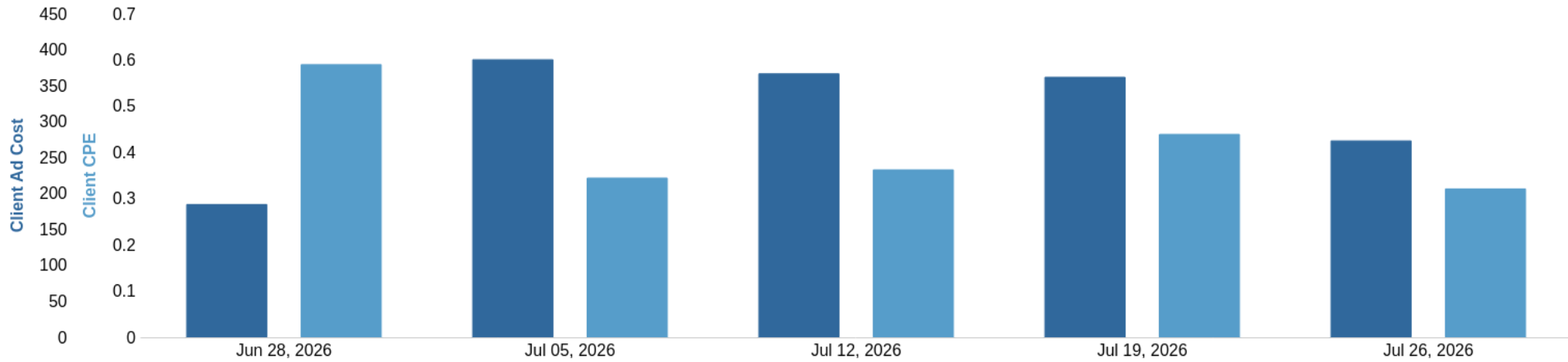
1,572.03

Performance Max Cost-Per-Event

Cost/Events

0.38

Performance Max Week by Week Spend Performance





DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
Allegany County of NY - Tourism - Venue Targeting DOOH Video	26,418



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Allegany County of NY - Tourism - Leisure Travelers/Vacation Planners Social Mirror	106,772	721	0.68%	9.65
Allegany County of NY - Tourism - Family Vacations/Travel Buffs/Retargeting Performance Max	55,821	2,172	3.89%	55.59
Allegany County of NY - Tourism - Outdoor Adventure/Vacations Facebook/Instagram Premium	39,854	583	1.46%	20.90
Allegany County of NY - Tourism - Family Adventure Vacations/Outdoor Enthusiasts YouTube+	38,040	4	0.01%	0.15
Allegany County of NY - Tourism - Retargeting Facebook/Instagram Premium	1,787	33	1.85%	26.38
Allegany County of NY - Tourism - Retargeting Social Mirror	979	2	0.20%	2.92

Social Mirror View-through Conversions

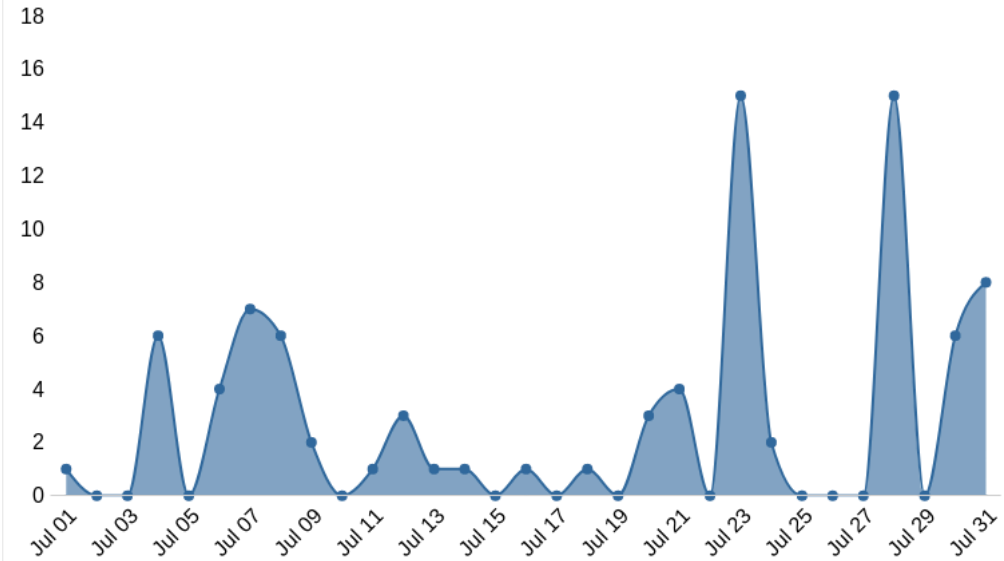


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

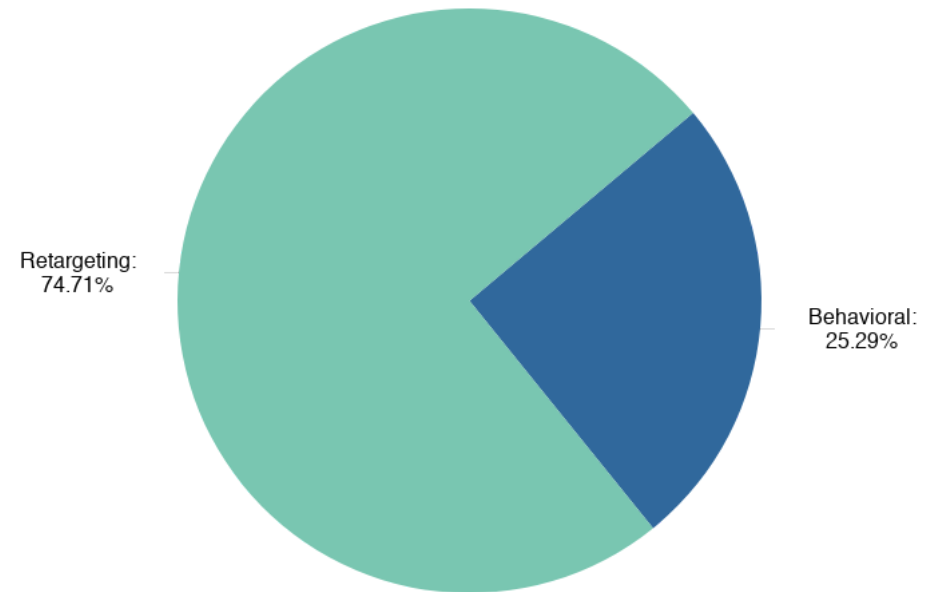
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Allegany County of NY - Tourism Homepage Visits	87

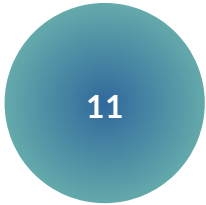
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta View-Through Conversions



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

Meta View-Through Conversion Performance

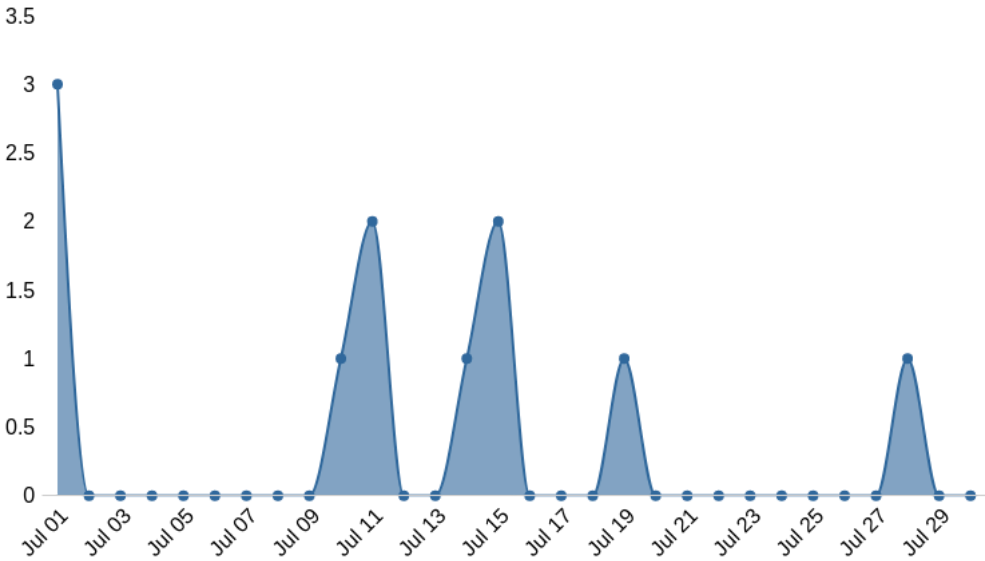
Conversion Name

View-Through Conversions ↓

Allegany County of NY - Tourism Homepage Visits

11

Meta View-Through Conversions by Day

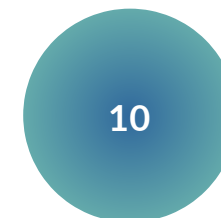


Meta Post Engagements



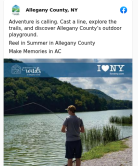
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Allegany County of NY - Tourism_6.2_Story	51,261	408	0.80%	11.37
	Allegany County of NY - Tourism_6.2_Carousel	39,809	163	0.41%	5.85
	Allegany County of NY - Tourism_7.29_Story	4,183	59	1.41%	20.15
	Allegany County of NY - Tourism_7.29_Carousel	4,261	45	1.06%	15.09
	Allegany County of NY - Tourism_6.2_Image	7,222	28	0.39%	5.54
	Allegany County of NY - Tourism_7.30_Static	1,015	20	1.97%	28.15



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Allegany County of NY - Tourism_6.2_Story	Variant: Original	Story	Click to View	6.59%	1.04%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00004	Story	Click to View	4.35%	1.34%
Allegany County of NY - Tourism_6.2_Carousel	Variant: V_00015	Carousel	Click to View	3.45%	0.80%
Allegany County of NY - Tourism_6.2_Carousel	Variant: V_00004	Carousel	Click to View	3.25%	1.16%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00009	Story	Click to View	2.57%	0.94%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00014	Story	Click to View	2.54%	0.95%
Allegany County of NY - Tourism_7.29_Carousel	Variant: V_00013	Carousel	Click to View	2.13%	4.68%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00015	Story	Click to View	1.90%	0.90%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00008	Story	Click to View	1.81%	1.14%
Allegany County of NY - Tourism_6.2_Story	Variant: V_00002	Story	Click to View	1.80%	2.10%

Social Mirror Ad Screenshots

	Allegany County of NY - Tourism_7.30_Static
Screenshot	



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Allegany County of NY - Tourism_5.1_Don't Miss Out	38,039	4	94.12%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Allegany County of NY - Tourism_5.1_Don't Miss Out	96.55%	95.26%	94.56%	94.12%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Allegany County of NY - Tourism_4.20_Single Image	34,351	585	1.70%	24.33
Allegany County of NY - Tourism_4.20_Carousel	7,290	31	0.43%	6.07

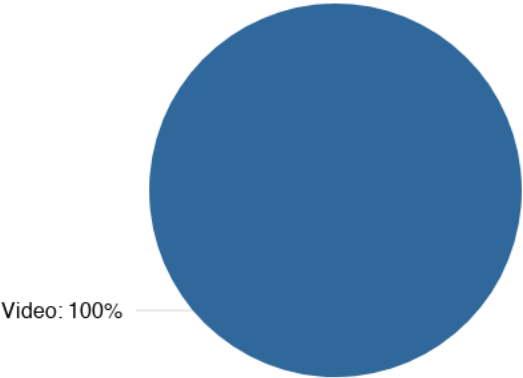
Meta Carousel Card Performance

Card Name	Ad	Count ↓
The Western NY Wilds	Allegany County of NY - Tourism_4.20_Carousel	18
1: Killer View Great Fishing	Allegany County of NY - Tourism_4.20_Carousel	4
2: Meet alpacas experience	Allegany County of NY - Tourism_4.20_Carousel	1
6: Everything Maple	Allegany County of NY - Tourism_4.20_Carousel	1

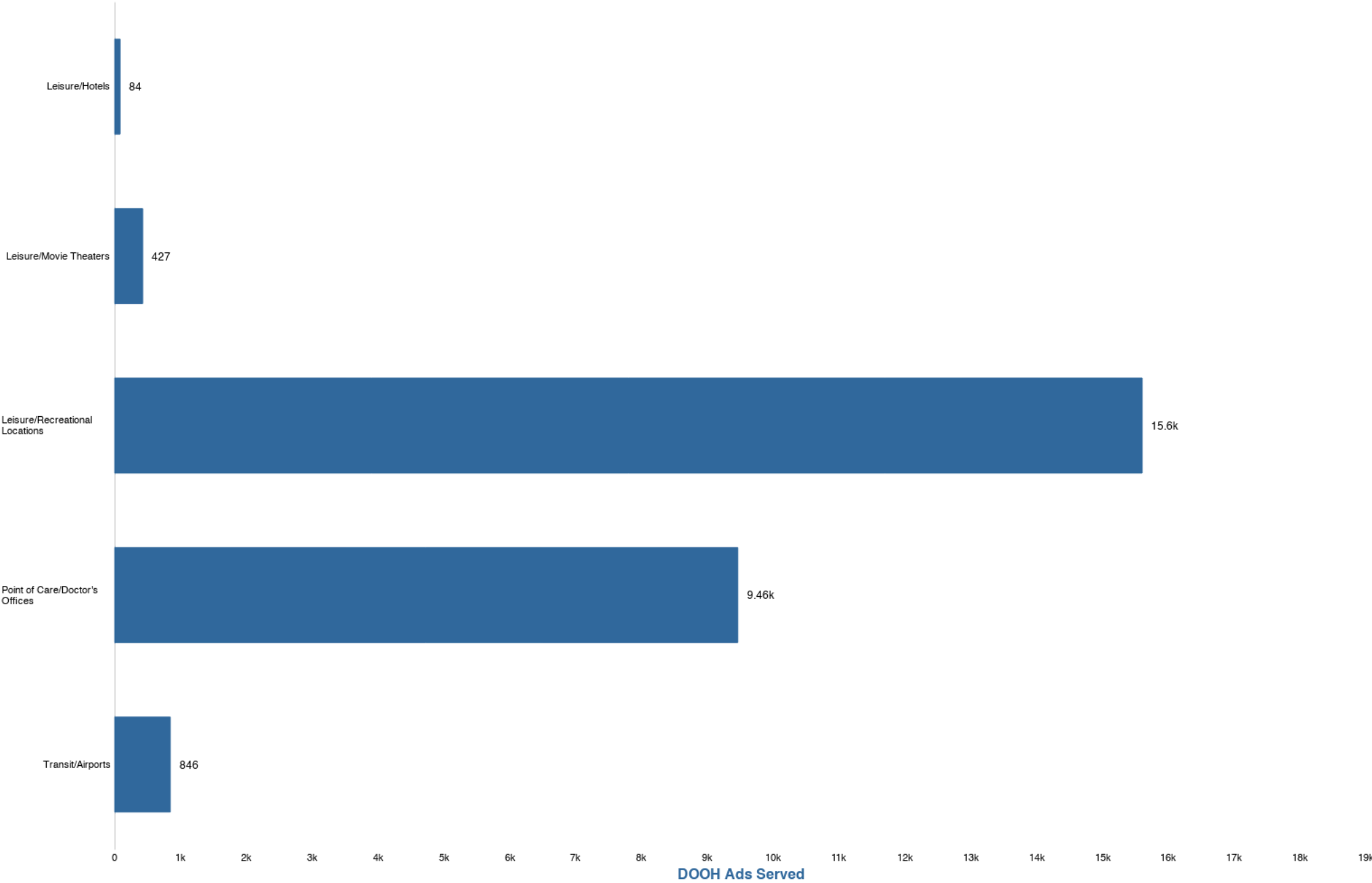
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
15 Second Video for 7MM DOOH FINAL.mp4	Allegany County of NY - Tourism - Venue Targeting DOOH Video	26,418
Total		26,418

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
44130	14,873
44224	2,929
08053	1,361
15108	886
19020	601
19382	600
19711	585
19063	450
19380	439
19335	420

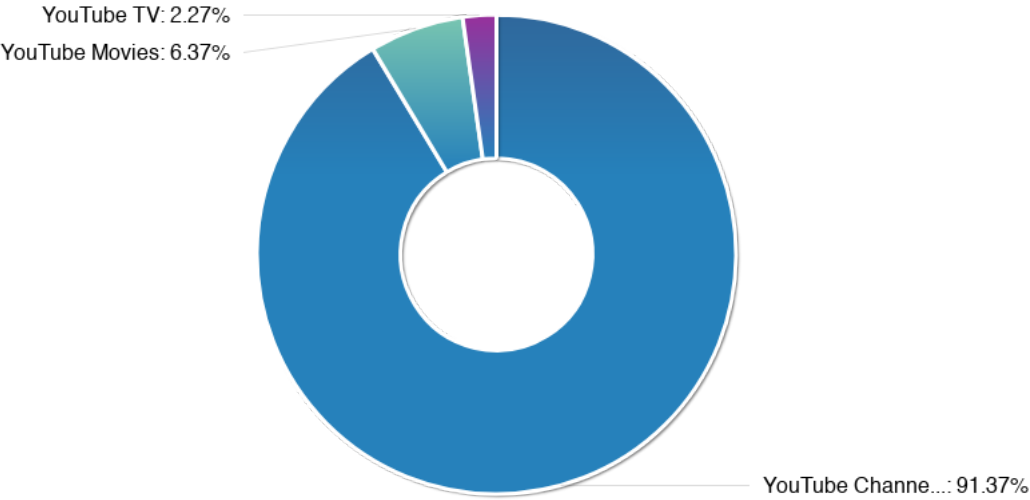
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	113,584	1,180	1.04%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	34,780	3	0.01%
Desktop	A personal computing device that remains stationary at one location.	26,999	121	0.45%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	26,418	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,906	36	0.30%
Unknown	---	162	3	1.85%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
screenverse---true-sync-media.com	5,869	0	0.00%
tmz.com	3,888	21	0.54%
huffpost.com	2,236	2	0.09%
foxnews.com	2,115	15	0.71%
nypost.com	2,019	2	0.10%
The Scoop	1,957	4	0.20%
dailymail.com	1,755	8	0.46%
buzzfeed.com	1,423	3	0.21%
brezzamistica.info	1,360	0	0.00%
courttv.com	1,339	3	0.22%
studentdoctor.net	1,204	3	0.25%
lawandcrime.com	1,095	1	0.09%
vengo.com	926	0	0.00%
luckscout.com	861	5	0.58%
radaronline.com	824	2	0.24%
aol.com	793	0	0.00%
primetimer.com	779	0	0.00%
theguardian.com	779	5	0.64%
atmosphere.com	739	0	0.00%
metacritic.com	597	1	0.17%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Eyewitness News ABC7NY	788	0	0.00%
Pop The Balloon	447	0	0.00%
ABC News	342	0	0.00%
Noticias Telemundo	323	0	0.00%
NBC News	212	0	0.00%
CaseOh	211	0	0.00%
Midwest Safety	144	0	0.00%
MeidasTouch	115	0	0.00%
Dateline NBC	103	0	0.00%
Joe Bart Games	101	0	0.00%



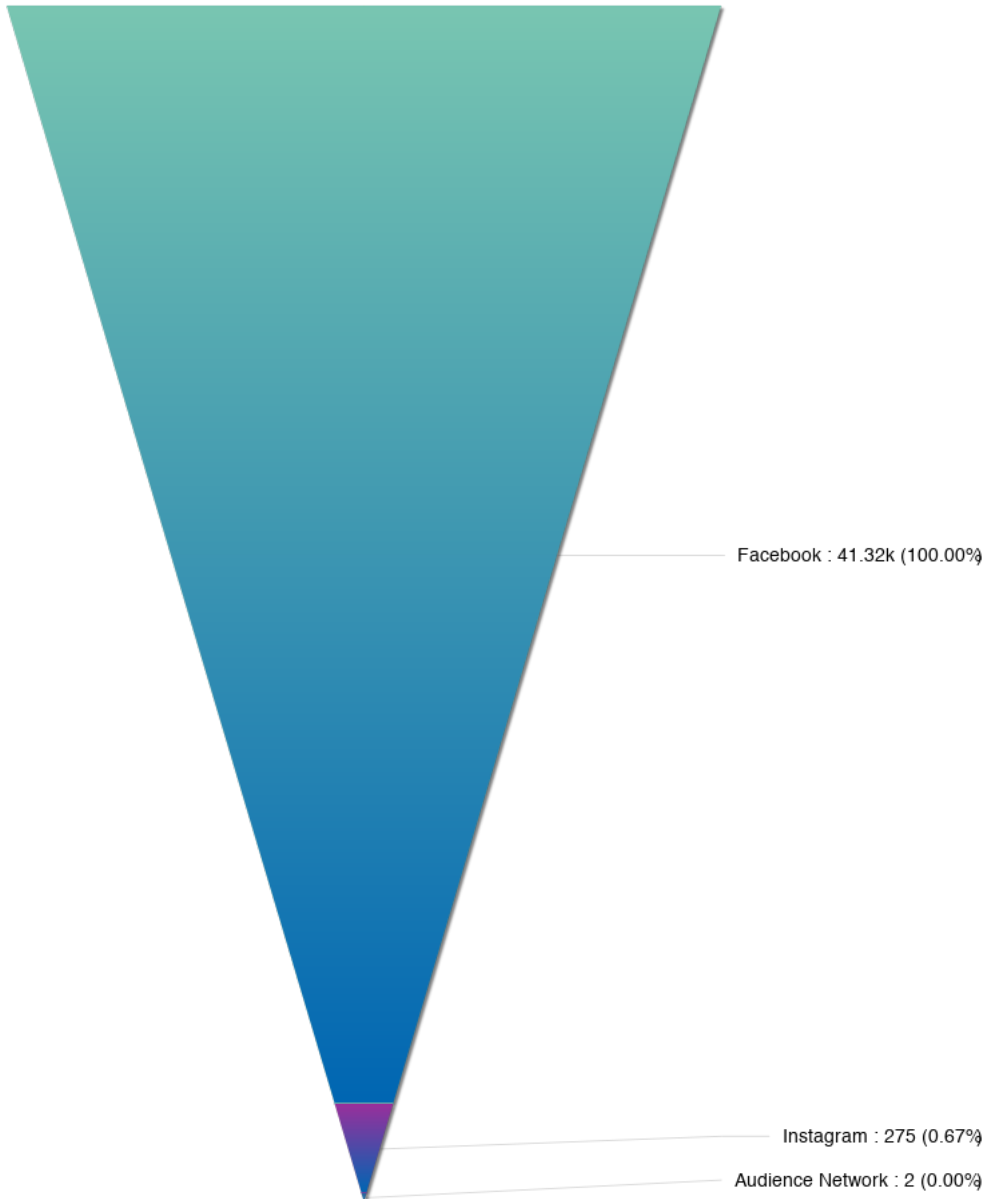
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	46
(YouTube TV) CNN	17
(YouTube TV) MS NOW	9
(YouTube TV) ESPN	7
(YouTube TV) TV Land	5

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	23,196	407	1.75%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	16,007	183	1.14%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,104	21	1.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	156	4	2.56%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	107	0	0.00%
Threads	Your ads appear in the Threads feed.	43	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	12	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	9	1	11.11%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	5	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance





Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

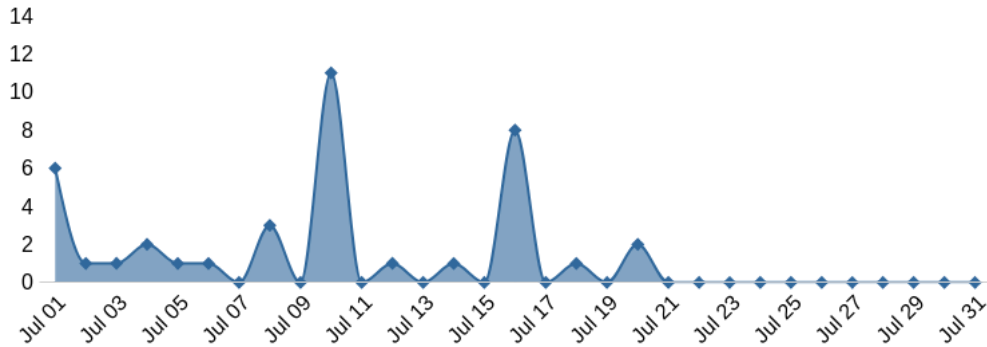
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Allegany County of NY - Tourism - Family Vacations/Travel Buffs/Retargeting Performance Max	agritourism events allegany county ny,allegany county ny events and festivals,art shows western ny events,brewery tours and events western ny,cattaraugus county ny events calendar,christmas markets western ny,community events allegany cattaraugus ny,craft fairs allegany county ny events,cultural events western ny,day trip ideas western ny,events calendar western ny,events near Allegheny National Forest ny,events near Cuba ny tourism,events near Ellicottville,events near Hinsdale ny,events near Olean ny tourism,events near Wellsville,explore western ny events,fall foliage events western ny,family friendly events western ny,farm experiences western ny events,food and drink events western ny,free events allegany county ny,gallery events allegany county ny,heritage festivals allegany county ny,hidden gem events western ny,hiking events western ny,historical reenactments western ny,holiday events western ny,kids activities western ny events,live music western ny events,local artisan markets western ny,local fairs western ny,maple syrup festivals allegany county ny,nature events allegany and cattaraugus county,outdoor adventure events western ny,outdoor recreation events western ny,romantic getaways events western ny,scenic byway events western ny,seasonal festivals western ny,small town festivals western ny,spring events western ny,summer festivals	1,572.02	0.38	55,821	4,121	7.38%

Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

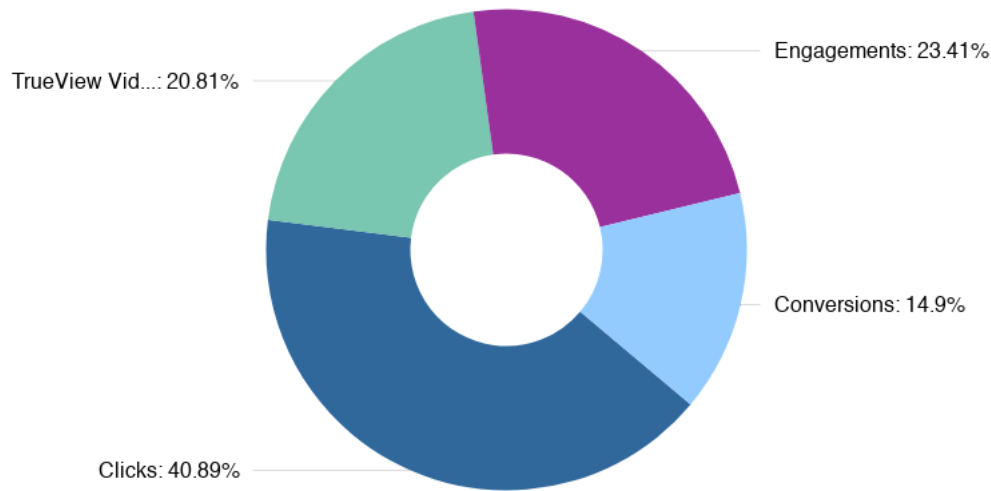


Performance Max View-through Conversion Performance

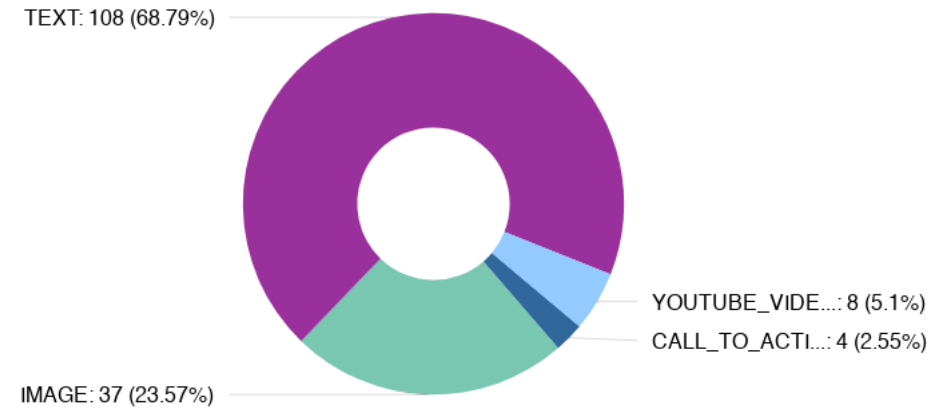
Conversion Action Name	View-through Conversions ↓
Allegany County of NY - Tourism Homepage Visits	38

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

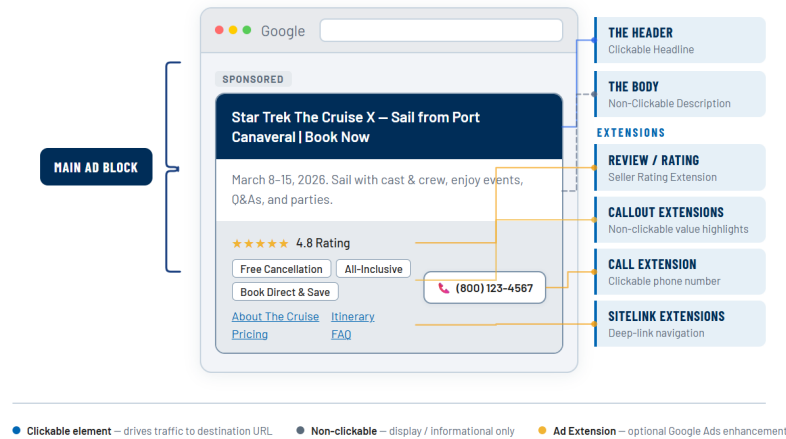
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	1200x300 Landscape Logo_1.jpg, https://tpc.googlesyndication.com/simgad/3249856758525972948	9,589	1,619	16.88%	316.31	0.20
BUSINESS_NAME	Allegany County, NY	55,770	4,137	7.42%	1,561.11	0.38
SITELINK	Guides & Maps	19,971	1,435	7.18%	567.63	0.40
SITELINK	Articles On Stay	19,971	1,435	7.18%	567.63	0.40
SITELINK	Live Venues	19,971	1,435	7.18%	567.63	0.40

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

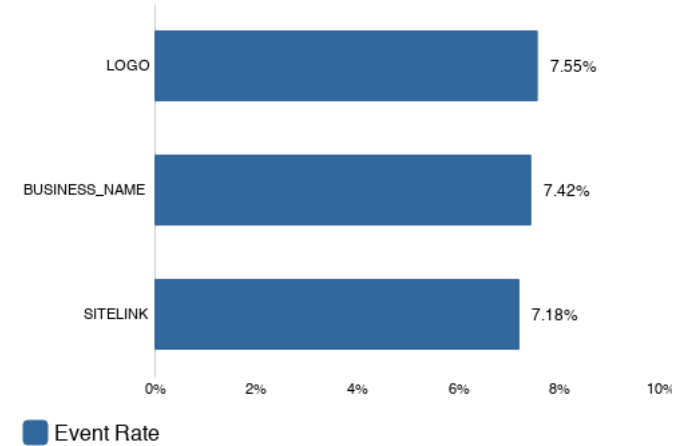
157

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.