

Digital Marketing Report

Impressions

How many ads were served:

105,461

Clicks

Times a user clicked on an ad

392

Click-Through Rate

(Clicks/Impressions) x 100

0.37%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

9.84%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.37%

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

X the National Average

5.31

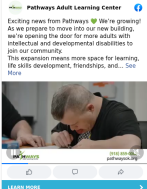
X the National Avg (.07%)

*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%)
Pathways Adult Learning Center -Age 35+/Charitable Giver/Christian Faith Social Mirror	58,569	135	0.23%	3.29
Pathways Adult Learning Center - AI Social Mirror	44,737	251	0.56%	8.02
Pathways Adult Learning Center - Retargeting Social Mirror	2,155	6	0.28%	3.98

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Pathways Adult Learning Center_7.16_A visit from Casper the therapy dog	28,737	134	0.47%	6.66
	Pathways Adult Learning Center_7.16_Exciting news from Pathways	26,180	107	0.41%	5.84
Thumbnail not available	Pathways Adult Learning Center_7.2_Big things are happening at Pathways!	22,505	61	0.27%	3.87
	Pathways Adult Learning Center_7.2_At Pathways, adults with intellectual and developmental disabilities	22,076	52	0.24%	3.36
	Pathways Adult Learning Center_4.28_BIG news at Pathways!	5,963	38	0.64%	9.10

Social Mirror Ad Screenshots

Pathways Adult Learning Center _7.2_Big things are happening at Pathways!

Screenshot



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,867	277	0.43%
Desktop	A personal computing device that remains stationary at one location.	33,713	88	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,881	27	0.39%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
tmz.com	4,799	2	0.04%
nypost.com	3,907	11	0.28%
foxnews.com	3,289	4	0.12%
buzzfeed.com	2,014	2	0.10%
huffpost.com	1,842	2	0.11%
lawandcrime.com	1,635	2	0.12%
aol.com	1,543	0	0.00%
Pinterest	1,488	0	0.00%
apnews.com	1,359	0	0.00%
Fox News - Daily Breaking News	1,192	0	0.00%
dailymail.com	1,191	4	0.34%
iHeartRadio: Radio, Podcasts & Music On Demand	1,189	1	0.08%
theguardian.com	1,034	2	0.19%
8ballpool.com	1,007	0	0.00%
digitalmarketingfc.com	984	12	1.22%
accuweather.com	969	0	0.00%
courtstv.com	824	2	0.24%
hollywoodpq.com	788	5	0.63%
studentdoctor.net	723	1	0.14%
reuters.com	686	1	0.15%

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



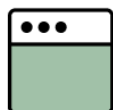
Live Chat



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.