

# Digital Marketing Report

## Impressions

How many ads were served:

238,870

## Clicks

Times a user clicked on an ad

1,496

## Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.63%

## Your Product Breakout by Impressions



## Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

## 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%) |
|-----------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Kentucky 811 - AI Social Mirror                                                   | 203,834       | 1,472  | 0.72% | 10.32                     |
| Kentucky 811 - Keyword Social Mirror                                              | 34,128        | 18     | 0.05% | 0.75                      |
| Kentucky 811 - Home & Garden/Garden Equipment & Supplies Behavioral Social Mirror | 908           | 6      | 0.66% | 9.44                      |

## Social Mirror View-through Conversions

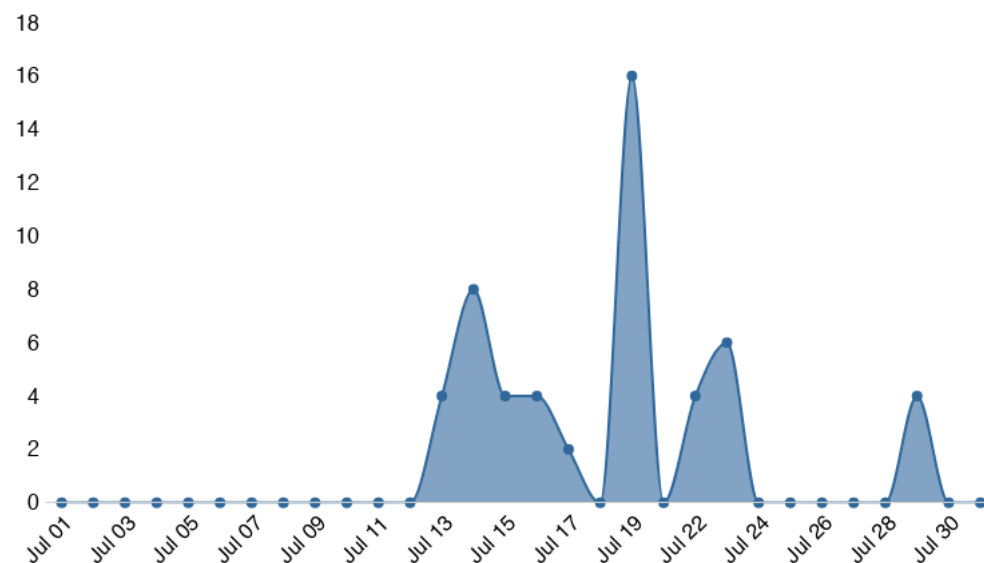
52

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

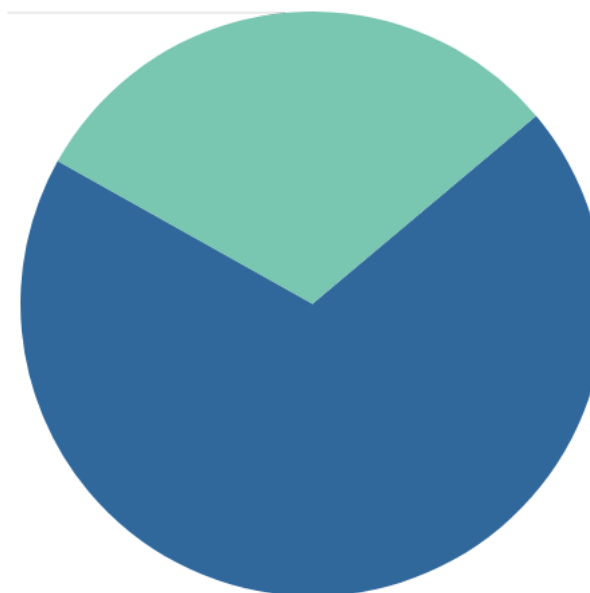
| Conversion Name              | <a href="#">View-through Conversions</a> ↓ |
|------------------------------|--------------------------------------------|
| Kentucky 811 Homepage Visits | 52                                         |

## Social Mirror View-through Conversions by Day



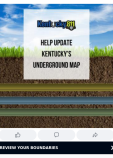
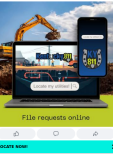
## Top Social Mirror View-through Conversions by Strategy

Keyword:  
30.77%



AI: 69.23%

## Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                      | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | Kentucky 811_Social<br>Mirror_FB_4.3_Let's normalize               | 150,059     | 1,077    | 0.72% | 10.25                     |
|  | Kentucky 811_Social<br>Mirror_FB_6.11_Accurate #mapping is crucial | 45,683      | 233      | 0.51% | 7.29                      |
|  | Kentucky 811_Social<br>Mirror_FB_6.11_Filing your locate request   | 43,128      | 186      | 0.43% | 6.16                      |



## Social Mirror Creative AI Performance

| Creative                                                        |                   |                 | Preview Link                  | Percentage Served ↓ | CTR   |
|-----------------------------------------------------------------|-------------------|-----------------|-------------------------------|---------------------|-------|
| Creative Name                                                   | Variant Name      | Creative Format |                               |                     |       |
| Kentucky 811_Social Mirror_FB_6.11_Filing your locate request   | Variant: V_00003  | Photo           | <a href="#">Click to View</a> | 4.50%               | 1.06% |
| Kentucky 811_Social Mirror_FB_6.11_Accurate #mapping is crucial | Variant: V_00013  | Photo           | <a href="#">Click to View</a> | 4.46%               | 1.33% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00005  | Photo           | <a href="#">Click to View</a> | 3.84%               | 0.92% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00015  | Photo           | <a href="#">Click to View</a> | 3.83%               | 0.91% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00007  | Photo           | <a href="#">Click to View</a> | 3.80%               | 1.11% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00002  | Photo           | <a href="#">Click to View</a> | 3.79%               | 0.99% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00010  | Photo           | <a href="#">Click to View</a> | 3.79%               | 1.01% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00004  | Photo           | <a href="#">Click to View</a> | 3.79%               | 1.06% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: Original | Photo           | <a href="#">Click to View</a> | 3.78%               | 1.01% |
| Kentucky 811_Social Mirror_FB_4.3_Let's normalize               | Variant: V_00006  | Photo           | <a href="#">Click to View</a> | 3.77%               | 0.84% |



Device Performance

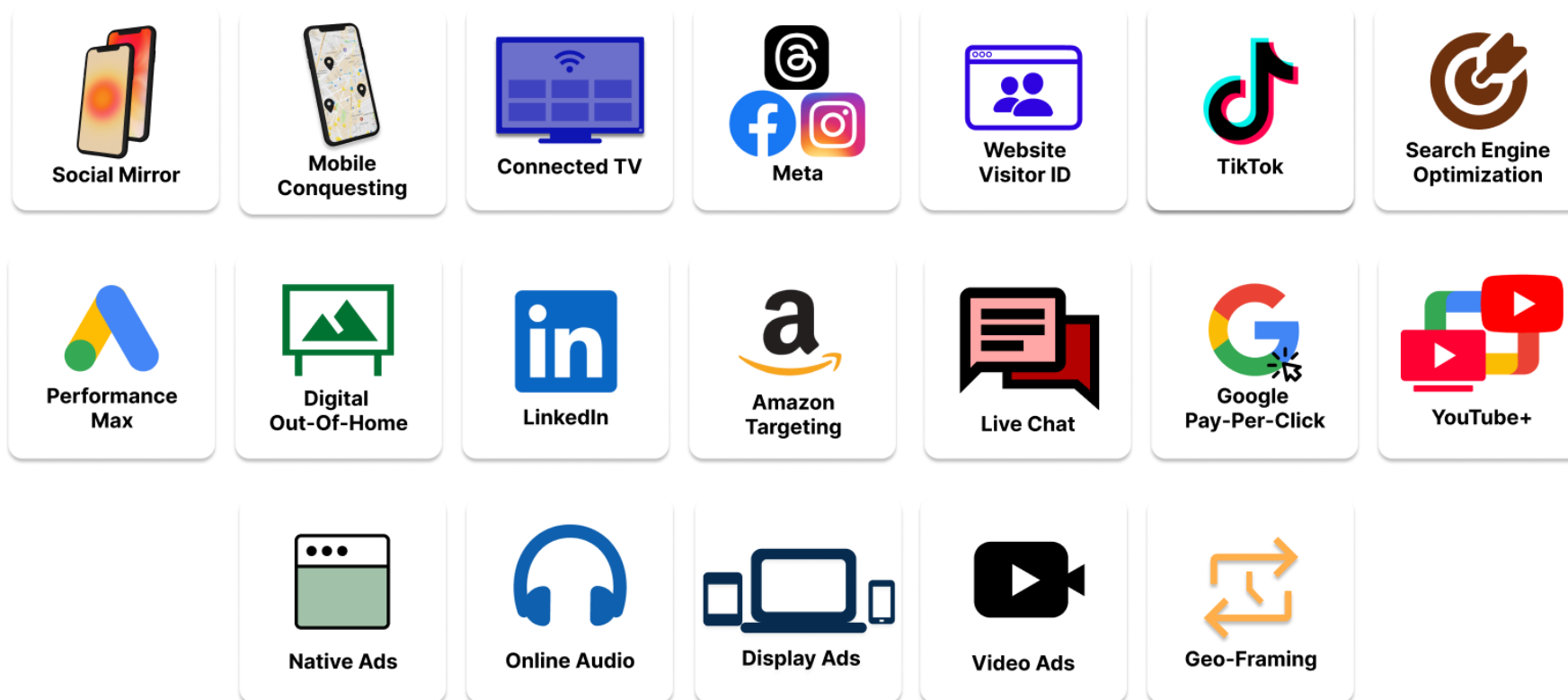
| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 145,156       | 550    | 0.38% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 73,418        | 489    | 0.67% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 20,448        | 459    | 2.24% |



## Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| msn.com                        | 10,022        | 0      | 0.00% |
| liferhythmics.com              | 6,759         | 0      | 0.00% |
| wildfreinds.website            | 2,741         | 23     | 0.84% |
| lawandcrime.com                | 2,590         | 0      | 0.00% |
| nypost.com                     | 2,557         | 3      | 0.12% |
| foxnews.com                    | 2,235         | 6      | 0.27% |
| tmz.com                        | 1,997         | 4      | 0.20% |
| Weather - The Weather Channel  | 1,946         | 1      | 0.05% |
| mediotiempo.com                | 1,755         | 3      | 0.17% |
| BuzzFeed - Quiz, Trivia & News | 1,659         | 2      | 0.12% |
| tripgate.site                  | 1,577         | 17     | 1.08% |
| hollywoodpq.com                | 1,484         | 4      | 0.27% |
| brezzamistica.info             | 1,469         | 2      | 0.14% |
| daytondailynews.com            | 1,355         | 35     | 2.58% |
| sportspersia.com               | 1,285         | 1      | 0.08% |
| readfullstory.vip              | 1,273         | 0      | 0.00% |
| newdaystory.com                | 1,104         | 5      | 0.45% |
| lex18.com                      | 926           | 4      | 0.43% |
| buzzliftnow.site               | 859           | 0      | 0.00% |
| 1millionstories.net            | 848           | 2      | 0.24% |

# All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.