

Digital Marketing Report

Impressions

How many ads were served:

705,484

Clicks

Times a user clicked on an ad

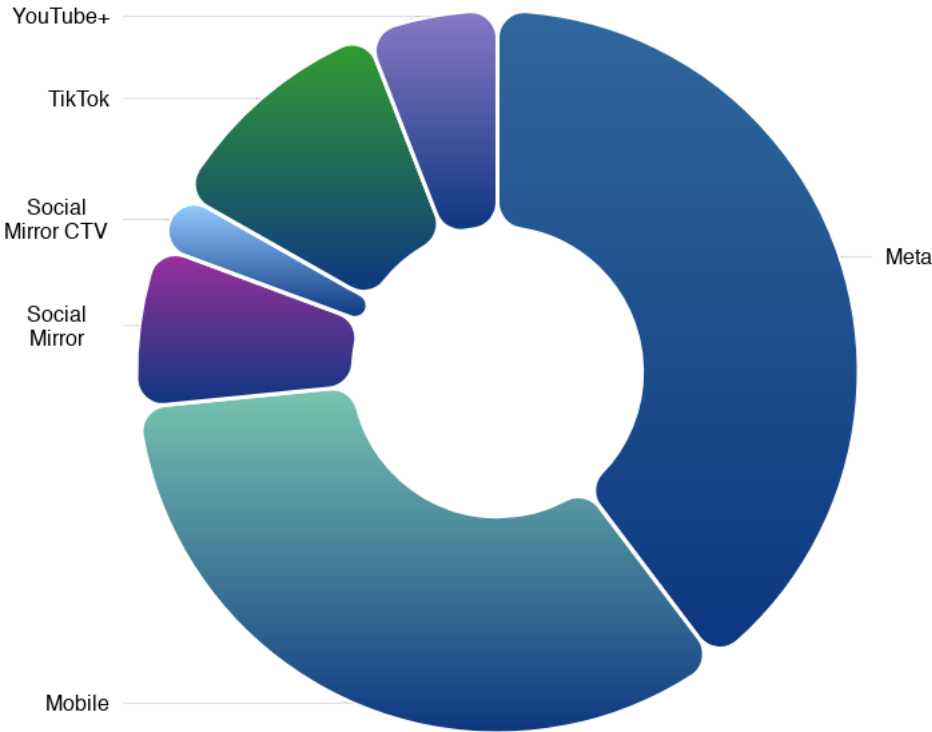
8,561

Click-Through Rate

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

1.31%

Your Product Breakout by Impressions



CTV Completion Rate

98.41%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

1.31%

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

X the National Average

17.79

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%)
TMT - GA Wilson - Henry Transportation and Moving/Moving Company/Self Storage Facebook/Instagram Premium	101,668	2,244	2.21%	31.53
TMT - GA Wilson - Gwinnett Transportation and Moving/Moving Company/Self Storage Facebook/Instagram Premium	99,579	2,348	2.36%	33.68
TMT - GA Wilson - Gwinnett N and S HHI: \$100k+/Storage Users/Real Estate Office Visitors Mobile	93,180	528	0.57%	8.09
TMT - GA Wilson - Henry Geo-Retargeting Mobile	81,922	124	0.15%	2.16
TMT - GA Wilson - Home Moving Service/Real Estate Sales/Moving Company TikTok	76,316	707	0.93%	13.23
TMT - GA Wilson - HHI: \$125k+/Moving and Relocation/Moving Service Behavioral Social Mirror	51,007	401	0.79%	11.23
TMT - GA Wilson - Moving/Purchasing a Home/Moving Soon YouTube+	41,674	72	0.17%	2.47
TMT - GA Wilson - Gwinnett Summer Transportation and Moving/Moving Company/Self Storage Facebook/Instagram Premium	40,832	879	2.15%	30.75
TMT - GA Wilson - Henry Summer Transportation and Moving/Moving Company/Self Storage Facebook/Instagram Premium	37,929	889	2.34%	33.48
TMT - GA Wilson - Henry HHI: \$100k+/Storage Users/Real Estate Office Visitors Mobile	35,250	126	0.36%	5.11
TMT - GA Wilson - Gwinnett N and S Geo-Retargeting Mobile	24,243	164	0.68%	9.66
TMT - GA Wilson - HHI: \$125k+/Moving and Relocation/Moving Service Behavioral Social Mirror CTV	18,012	26	0.14%	2.06
TMT - GA Wilson - Henry Geo-Fencing Mobile	1,889	27	1.43%	20.42
TMT - GA Wilson - Gwinnett N and S Geo-Fencing Mobile	1,486	42	2.83%	40.38
TMT - GA Wilson - #movingtips/#movingaway/#relocation TikTok	497	10	2.01%	28.74

Meta Post Engagements

28,270

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

Meta Post Reactions

49

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

Meta Post Shares

3

The total number of people who shared your ad, giving your campaign free impressions

TikTok Likes



The number of likes your video creative received

TikTok Comments



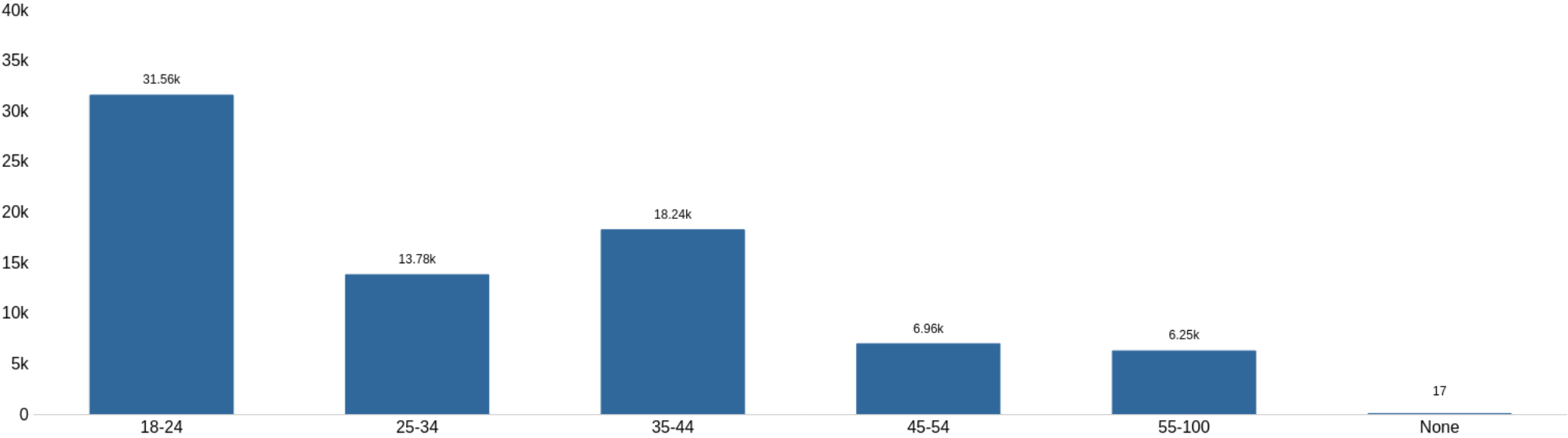
The number of comments your video creative received

TikTok Profile Visits



The number of profile visits the ad drove

Impression Performance by Age



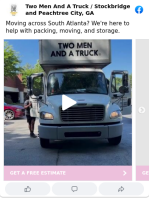
Click Performance by Age



Impression Performance by Gender



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TMT - GA Wilson_Social Mirror_7.9.26_Video Carousel	36,442	284	0.78%	11.13
Thumbnail not available	TMT - GA Wilson_Social Mirror_6.5_Carousel_Set A	7,365	65	0.88%	12.61
	TMT - GA Wilson_Social Mirror_6.5_Carousel_Set B	4,959	28	0.56%	8.07
Thumbnail not available	TMT - GA Wilson_Social Mirror_7.7_Video Carousel	1,100	13	1.18%	16.88
Thumbnail not available	TMT - GA Wilson_Social Mirror_7.7_Static Carousel	1,141	11	0.96%	13.77

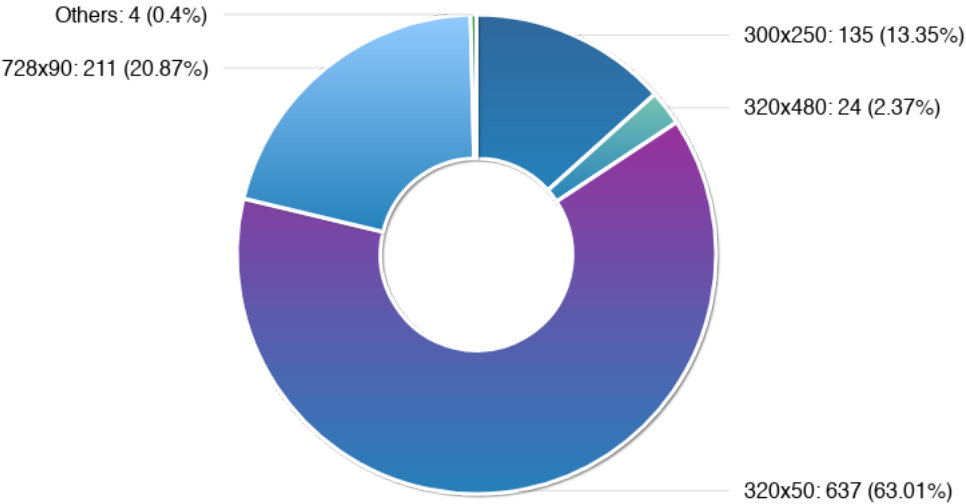
Social Mirror Ad Screenshots

	TMT - GA Wilson_Social Mirror_7.9.26_Video Carousel
Screenshot	

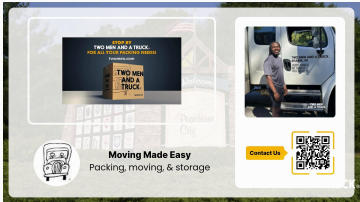
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Atlanta Preferred 320x50.png	52,073	185	0.36%	5.08
	Trusted In Metro Atlanta320x50.png	51,944	194	0.37%	5.34
	TMT - GA Wilson - Henry_Scroller	27,327	55	0.20%	2.88
	TMT - GA Wilson - Gwinnett_Scroller	22,794	130	0.57%	8.15
	TMT - GA Wilson_320x50.png	14,039	24	0.17%	2.44
	TMT - GA Wilson_320x50 (2).png	13,974	27	0.19%	2.76
	TMT - GA Wilson_Scroller Ad	13,255	22	0.17%	2.37
	Atlanta Preferred 728x90.png	11,164	96	0.86%	12.28
	Trusted In Metro Atlanta 728x90.png	11,155	91	0.82%	11.65
	TMT - GA Wilson_728x90 (2).png	5,904	24	0.41%	5.81

Mobile Conquesting Click Performance by Ad Size



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	TMT - GA Wilson_Social Mirror CTV_6.22.26_Lawrenceville	5,191	97.61%
Thumbnail not available	TMT - GA Wilson_Social Mirror CTV_6.22.26_Stockbridge	5,062	97.31%
Thumbnail not available	TMT - GA Wilson_Social Mirror CTV_7.8.26_Small Boxes	3,921	99.59%
	TMT - GA Wilson_Social Mirror CTV_7.8.26_Large Sized Boxes	3,838	99.71%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
TMT - GA Wilson_7.7_Piano	11,162	24	86.29%	0.05
TMT - GA Wilson_7.7_Badger	11,074	27	85.81%	0.05
TMT - GA Wilson_7.7_Horizon	10,689	21	86.11%	0.05
TMT - GA Wilson_4.7_Move with Care_YouTube Ad	2,664	0	98.88%	0.04
TMT - GA Wilson_4.7_Trusted Movers_YouTube Ad	2,651	0	98.72%	0.04
TMT - GA Wilson_4.7_Move with Ease_YouTube Ad	2,049	0	98.39%	0.04
TMT - GA Wilson_4.7_Movers Near You_YouTube Ad	1,383	0	98.70%	0.04

Grid contains more rows, but they have been clipped.

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
TMT - GA Wilson_4.7_Move with Ease_YouTube Ad	99.32%	98.93%	98.63%	98.39%
TMT - GA Wilson_4.7_Move with Care_YouTube Ad	99.29%	99.06%	98.95%	98.88%
TMT - GA Wilson_4.7_Trusted Movers_YouTube Ad	99.25%	98.95%	98.76%	98.72%
TMT - GA Wilson_4.7_Movers Near You_YouTube Ad	99.13%	98.99%	98.92%	98.70%
TMT - GA Wilson_7.7_Horizon	92.24%	89.12%	87.22%	86.11%

Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
TMT - GA Wilson Henry_7.9.26_Video Carousel	46,630	1,256	2.69%	38.48
TMT - GA Wilson Gwinnett_7.7_Static Carousel	60,549	1,073	1.77%	25.32
TMT - GA Wilson Henry_7.7_Static Carousel	58,000	1,012	1.74%	24.93
TMT - GA Wilson Gwinnett_7.9.26_Video Carousel	36,403	992	2.73%	38.93
TMT - GA Wilson_4.7_Carousel_Set A	29,901	811	2.71%	38.75
TMT - GA Wilson_4.7_Carousel_Set B	30,673	708	2.31%	32.97
TMT - GA Wilson Gwinnett_7.9.26_Video Carousel	10,147	299	2.95%	42.10
TMT - GA Wilson Henry_7.7_Video Carousel	4,910	123	2.51%	35.79
TMT - GA Wilson Gwinnett_7.7_Video Carousel	2,795	86	3.08%	43.96

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Two Men And A Truck / Stockbridge and Peachtree City, GA	TMT - GA Wilson_4.7_Carousel_Set B	1,932
1: Moving Made Easy	TMT - GA Wilson Gwinnett_7.9.26_Video Carousel	1,713
1: Moving Across Gwinnett?	TMT - GA Wilson Gwinnett_7.7_Video Carousel	347
1: Moving Made Simple	TMT - GA Wilson_4.7_Carousel_Set A	234
1: Moving Day Experts	TMT - GA Wilson_4.7_Carousel_Set B	228

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TMT_Emily 1.mp4	43,426	401	0.92%	13.19
TMT_Max 15s.mp4	33,387	316	0.95%	13.52

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
The Everly Apartments	1000 Everly Wy	Gainesville	GA	30501			941	9	0.96%
Century Mundy Mill	4000 Mill Springs Circle SW	Oakwood	GA	30566			678	28	4.13%
Public Storage	1122 Bear Creek Blvd	Hampton	GA	30228			293	3	1.02%
The Crossings @ Conyers	2001 West Iris Drive	Conyers	GA	30013			270	3	1.11%
Old Town Grayson	308 Townsend Street	Grayson	GA	30017			264	7	2.65%
The Flats at Southlawn	30 S Clyaton Street	Lawrenceville	GA	30046			174	5	2.87%
Westmount Ashwood	1000 Ashwood Pkwy	Dunwoody	GA	30338			153	1	0.65%
Penske Truck Rental	1500 Mount Zion Rd	Morrow	GA	30260			94	2	2.13%
Stockbridge Village Shopping Center	Stockbridge Village	Stockbridge	GA	30281			94	5	5.32%
High Street Atlanta	101 High St #300	Atlanta	GA	30346			68	4	5.88%
Keller Williams Realty Atlanta Partners	1200 Commerce Dr	Peachtree City	GA	30269			51	0	0.00%
Grayson Park Estates	1525 Grayson Highway	Grayson	GA	30017			34	0	0.00%
Arcadia at Symphony Park	1025 Clarinet Way	Mcdonough	GA	30252			30	0	0.00%
Sun City Peachtree	Sun City Pkwy	Griffin	GA	30224			29	0	0.00%
Highgrove on Whitewater Creek	Highgrove	Fayetteville	GA	30215			23	0	0.00%
Lake Dow North Community	Lake Dow North	Mcdonough	GA	30252			22	0	0.00%
Reserve @ Peachtree City (senior facility)	441 Prime Point	Peachtree City	GA	30269			20	0	0.00%
U-Haul Moving & Storage at South Lake	7190 Tara Blvd	Jonesboro	GA	30236			18	0	0.00%

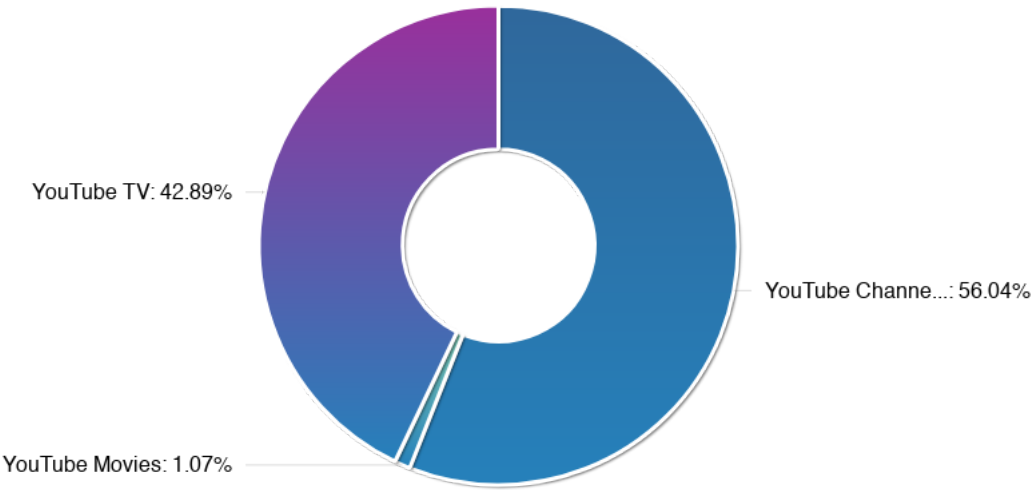
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	404,181	7,212	1.78%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	21,746	258	1.19%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	20,685	19	0.09%
Desktop	A personal computing device that remains stationary at one location.	14,455	66	0.46%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	5,787	7	0.12%
Unknown	---	377	9	2.39%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	2,360	0	0.00%
imdb.com	2,214	1	0.05%
themirror.com	1,452	2	0.14%
usatoday.com	560	0	0.00%
bonsaimary.com	446	0	0.00%
unitedstateszipcodes.org	404	2	0.50%
Free Tone - Calling & Texting	394	2	0.51%
kyivpost.com	388	0	0.00%
theScore: Sports News & Scores	368	0	0.00%
arcamax.com	365	0	0.00%
redmas.com.co	356	0	0.00%
fazatrip.com	342	0	0.00%
lawandcrime.com	326	0	0.00%
realclearpolitics.com	312	0	0.00%
reuters.com	288	0	0.00%
glocktalk.com	281	0	0.00%
boatmart.com	264	12	4.55%
rezepty.com	245	1	0.41%
webdunia.com	238	0	0.00%
tastymeals4u.com	215	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Pop The Balloon	206	0	0.00%
GFAM	176	0	0.00%
Kountry Wayne	129	0	0.00%
ABC News	114	0	0.00%
MeidasTouch	111	0	0.00%
FOX 5 Atlanta	100	0	0.00%
Midwest Safety	95	0	0.00%
GLIV	93	0	0.00%
Sean Le TV	72	0	0.00%
Ibai	64	2	3.13%

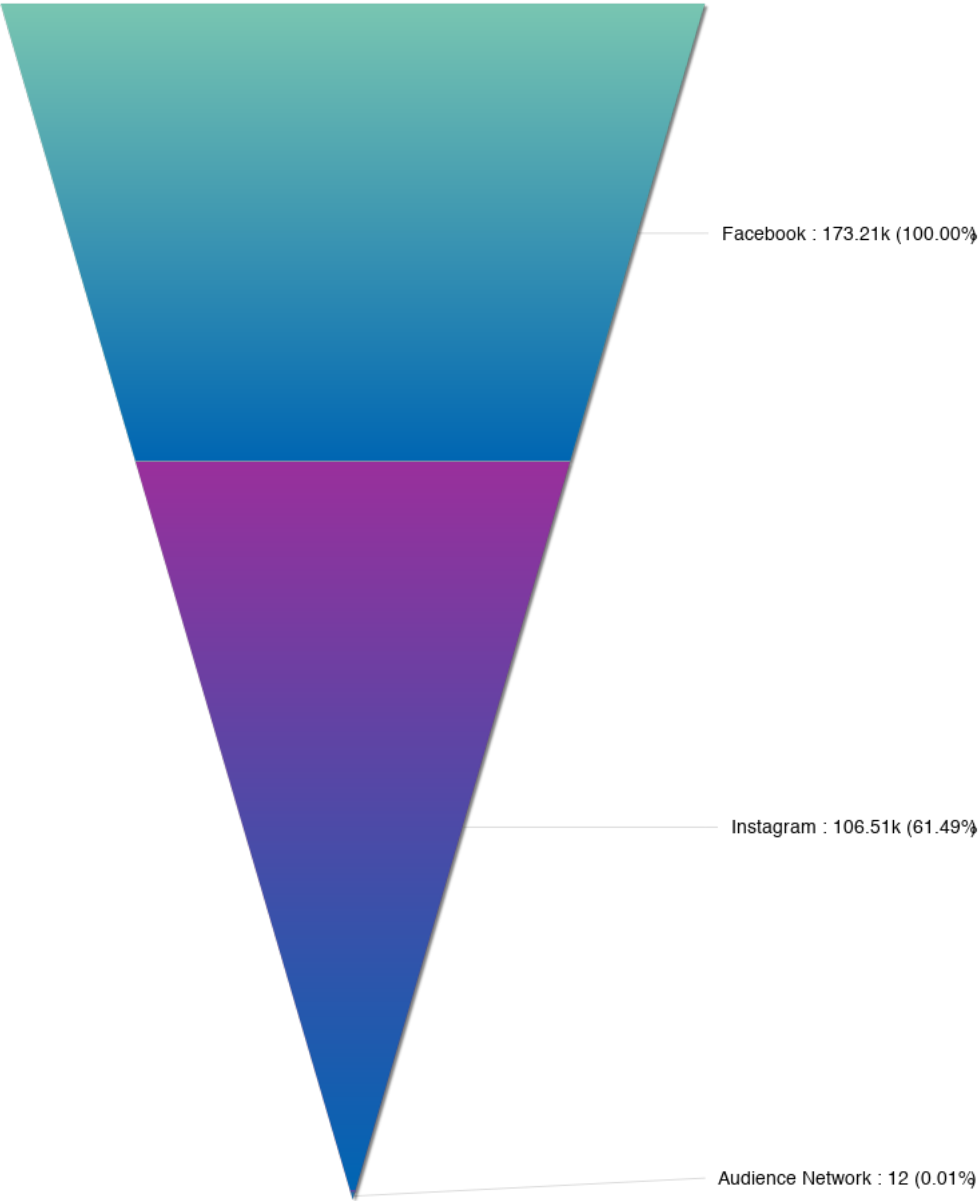
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	1,437
(YouTube TV) MS NOW	538
(YouTube TV) CNN	342
(YouTube TV) CNBC	79
(YouTube TV) ESPN	52
(YouTube TV) FOX Business	49
(YouTube TV) Investigation Discovery	26
(YouTube TV) GREAT	22
(YouTube TV) TV Land	17
(YouTube TV) TLC	14

Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	102,126	1,598	1.56%
Instagram Stories	Your ads appear in people's Stories on Instagram.	82,822	1,966	2.37%
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.	59,383	1,950	3.28%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	23,411	599	2.56%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	8,914	187	2.10%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,524	25	1.64%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,118	18	1.61%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	273	7	2.56%
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.	173	2	1.16%
Facebook Stories	Your ads appear in people's Stories on Facebook.	143	6	4.20%

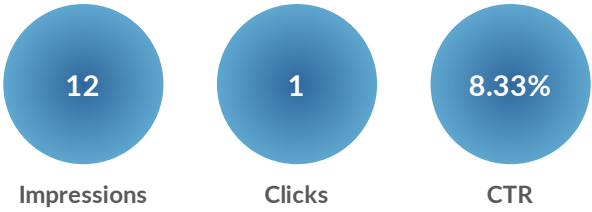
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	2,553	99.20%
		Tubi - Movies & TV Shows	1,842	99.57%
		DIRECTV	619	99.05%
		Tubi - Free Movies & TV	300	85.91%
		SAMSUNG TV PLUS	290	88.28%
		DISH Anywhere	165	99.68%

	TCL Channel	131	99.45%
	The Roku Channel	98	99.66%
	The CW	57	100.00%
	Pluto TV - Live TV and Movies	56	35.90%

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.