

Digital Marketing Report

Impressions

How many ads were served:

44,024

Clicks

Times a user clicked on an ad

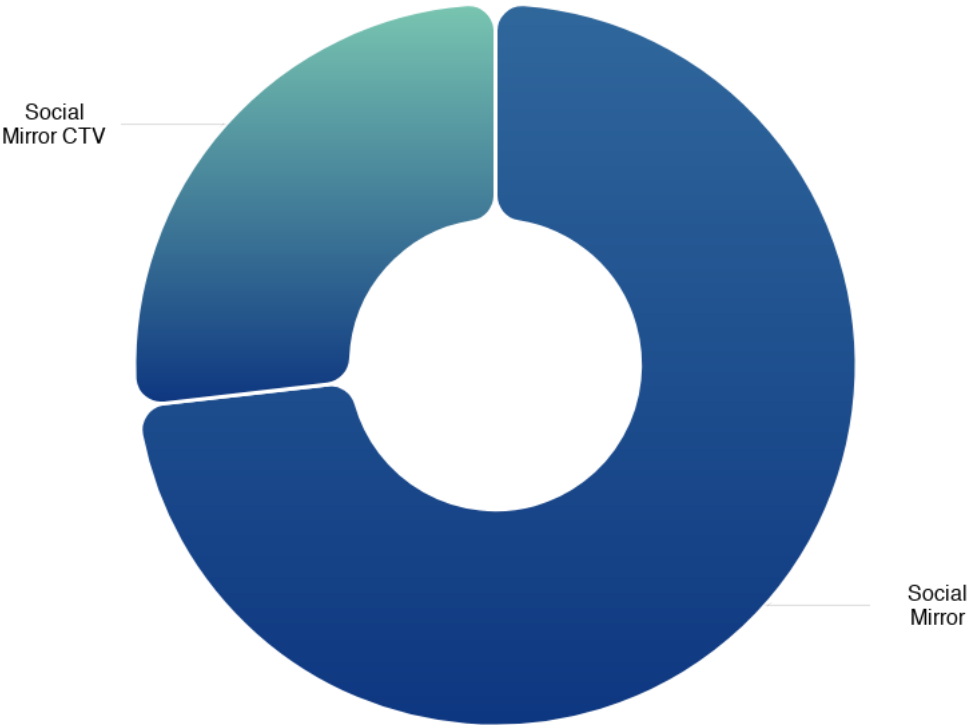
111

Click-Through Rate

(Clicks/Impressions) x 100

0.34%

Your Product Breakout by Impressions



CTV Completion Rate

93.12%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

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

Total Engagement Rate

0.35%

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

X the National Average

4.92

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%)
Oak Valley Hardscapes - 35+//Home Improvement/Home Decor Shoppers Behavioral Social Mirror	19,354	50	0.26%	3.69
Oak Valley Hardscapes - AI Social Mirror	11,088	59	0.53%	7.60
Oak Valley Hardscapes - 35+//Home Improvement/Home Decor Shoppers Behavioral Social Mirror CTV	10,726	54	0.50%	7.19
Oak Valley Hardscapes - Retargeting Social Mirror	1,764	2	0.11%	1.62
Oak Valley Hardscapes - AI Social Mirror CTV	1,091	7	0.64%	9.17
Oak Valley Hardscapes - Retargeting Social Mirror CTV	1	0	0.00%	0.00

Social Mirror View-through Conversions

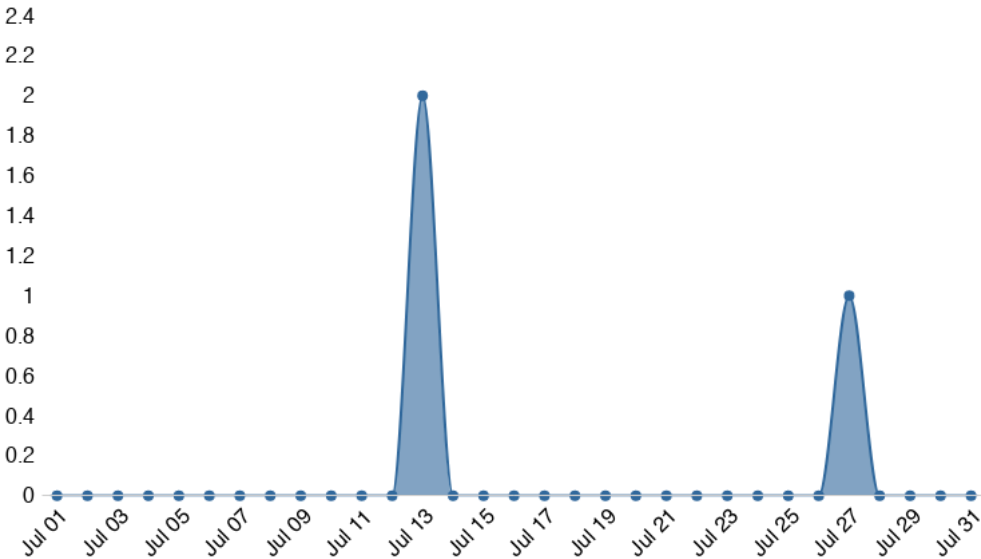


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

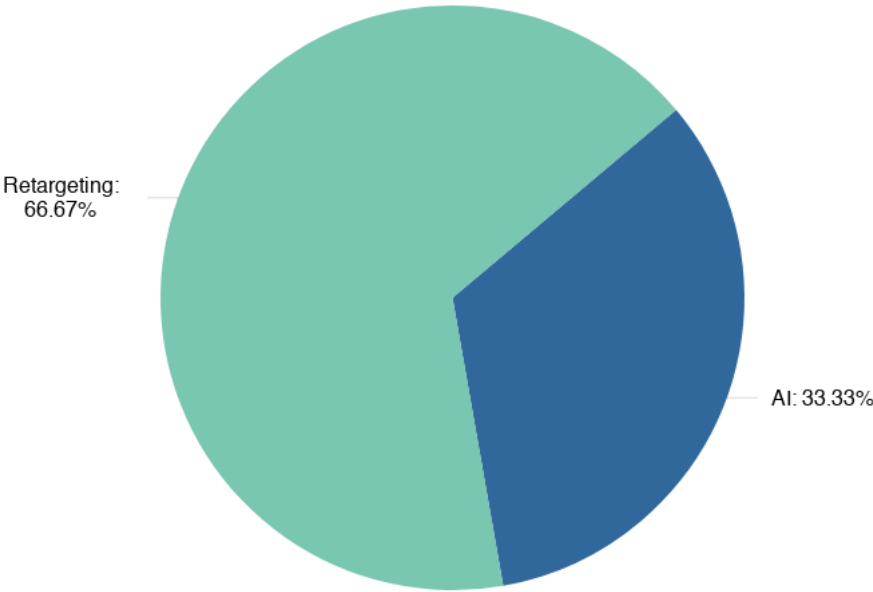
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Oak Valley Hardscapes Homepage Visits	3

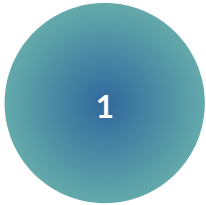
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

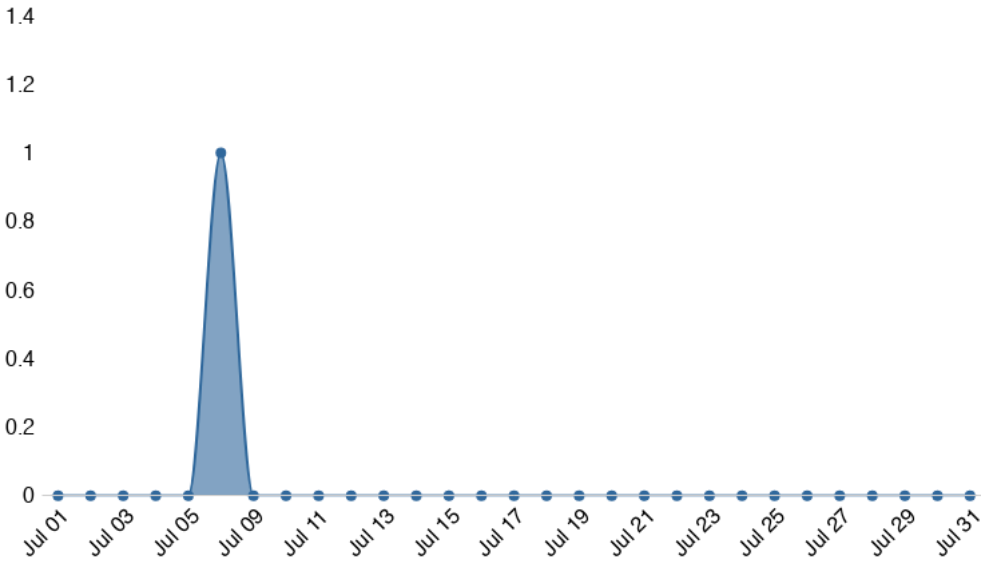


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

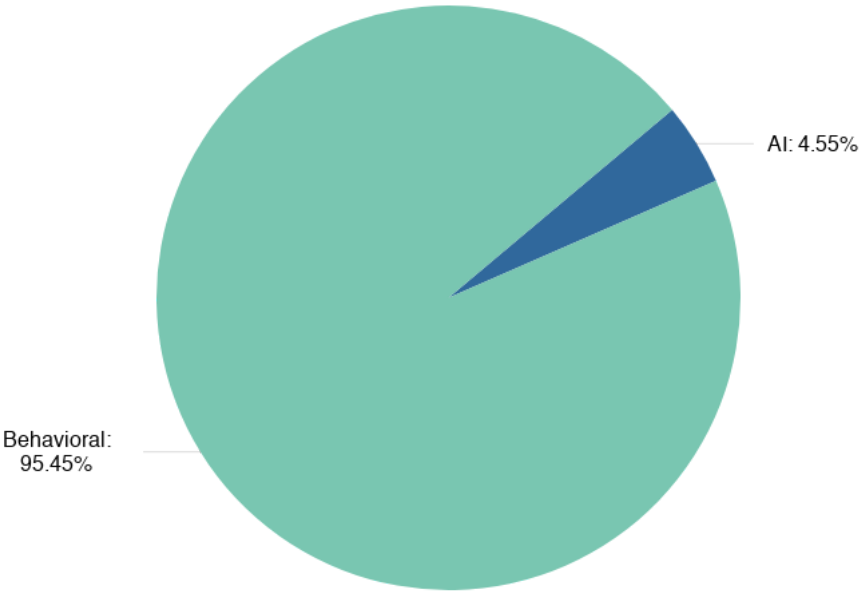
Social Mirror CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Oak Valley Hardscapes Homepage Visits	1

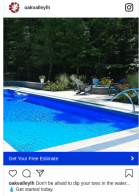
Social Mirror CTV View-through Conversions by Day



Top Social Mirror CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Oak Valley Hardscapes_6.24_Social Mirror_Dip your toes in the water	32,206	111	0.34%	4.92

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Oak Valley Hardscapes_Social Mirror CTV_Your forever home deserves the best	11,818	95.39%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	16,701	72	0.43%
Desktop	A personal computing device that remains stationary at one location.	12,635	34	0.27%
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.	8,631	53	0.61%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	3,187	8	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,870	5	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,511	3	0.09%
apnews.com	1,119	3	0.27%
tmz.com	1,070	1	0.09%
huffpost.com	780	2	0.26%
foxnews.com	497	1	0.20%
theguardian.com	434	1	0.23%
washingtonpost.com	415	0	0.00%
accuweather.com	363	1	0.28%
tunein.com	363	0	0.00%
gizmodo.com	272	0	0.00%
themompack.com	220	1	0.45%
270towin.com	207	0	0.00%
metacritic.com	205	0	0.00%
aol.com	192	0	0.00%
nytimes.com	159	1	0.63%
dailymail.com	151	0	0.00%
ruralsprout.com	140	2	1.43%
chipomenu.site	124	0	0.00%
kitchenlaughter.com	124	1	0.81%
Fox News - Daily Breaking News	121	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	1,220	99.32%
	Telly - The Truly Smart TV	501	93.48%
	Vizio - Vizio WatchFree+	399	99.65%
	DirecTV	149	97.35%
	Pluto TV - Live TV and Movies	27	0.00%
	WSLS 10 News	17	100.00%

	Xfinity TV - Pluto TV	16	86.67%
	LG Channel App	12	0.00%
	Tubi - Movies & TV Shows	10	100.00%

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.