

Digital Marketing Report

Impressions

How many ads were served:

89,416

Clicks

Times a user clicked on an ad

122

Click-Through Rate

(Clicks/Impressions) x 100

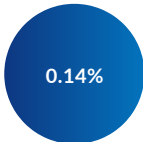
0.14%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



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%)
Fresh Start Cleaning - Cleaning Service/Property Management B2B Behavioral Social Mirror	46,014	65	0.14%	2.02
Fresh Start Cleaning - AI Social Mirror	35,299	28	0.08%	1.13
Fresh Start Cleaning - Keyword Social Mirror	8,103	29	0.36%	5.11

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	89,416	122	0.14%	1.95



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00004	Video	Click to View	16.07%	0.43%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00005	Video	Click to View	14.67%	0.43%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00007	Video	Click to View	12.50%	0.37%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00001	Video	Click to View	12.30%	0.45%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00003	Video	Click to View	11.79%	0.52%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00002	Video	Click to View	11.30%	0.46%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: V_00006	Video	Click to View	11.13%	0.44%
Fresh Start Cleaning_SM_FRESH START CLEANING / CLEANLINESS IS OPERATIONAL	Variant: Original	Video	Click to View	10.23%	0.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	63,827	96	0.15%
Desktop	A personal computing device that remains stationary at one location.	20,981	18	0.09%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,608	8	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	7,463	3	0.04%
aol.com	3,149	0	0.00%
msn.com	2,936	0	0.00%
pinterest.com	1,766	0	0.00%
imdb.com	1,193	0	0.00%
usatoday.com	1,072	2	0.19%
foxnews.com	989	0	0.00%
apnews.com	868	3	0.35%
birdwatchinghq.com	787	0	0.00%
The Scoop	674	1	0.15%
jcpenny.com	651	0	0.00%
legacy.com	617	0	0.00%
lovewhatmatters.com	612	0	0.00%
realtor.com	580	0	0.00%
ebay.com	578	0	0.00%
spacedaily.com	578	1	0.17%
screenrant.com	533	1	0.19%
IMDb: Your guide to movies, TV shows, celebrities	518	0	0.00%
hollywoodpq.com	405	0	0.00%
Police Scanner - Scanner Radio	376	0	0.00%

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.