

Digital Marketing Report

Impressions

How many ads were served:

55,559

Clicks

Times a user clicked on an ad

90

Click-Through Rate

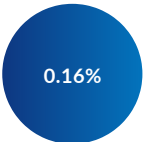
(Clicks/Impressions) x 100

0.16%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

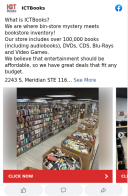
Social
Mirror

*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%)
ICTBooks - Books/DVDs/Bargain Hunters Behavioral Social Mirror REACH	16,887	12	0.07%	1.02
ICTBooks - Keyword Social Mirror REACH	16,880	32	0.19%	2.71
ICTBooks - Books/DVDs/Bargain Hunters Behavioral Social Mirror	11,236	27	0.24%	3.43
ICTBooks - Keyword Social Mirror	10,556	19	0.18%	2.57

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	ICTBooks_6.8_Social Mirror_What is ICTBooks?	32,061	90	0.28%	4.01
Thumbnail not available	ICTBooks_6.1_Social Mirror_We've been hard at work filling shelves	23,498	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
ICTBooks_6.1_Social Mirror_To celebrate the end of school and the beginning of summer	Variant: V_00004	Carousel	Click to View	25.00%	100.00%
ICTBooks_6.1_Social Mirror_We've been hard at work filling shelves	Variant: V_00013	Carousel	Click to View	12.50%	100.00%
ICTBooks_6.1_Social Mirror_To celebrate the end of school and the beginning of summer	Variant: V_00006	Carousel	Click to View	12.50%	100.00%
ICTBooks_6.1_Social Mirror_We've been hard at work filling shelves	Variant: V_00005	Carousel	Click to View	12.50%	100.00%
ICTBooks_6.1_Social Mirror_We've been hard at work filling shelves	Variant: V_00004	Carousel	Click to View	12.50%	100.00%
ICTBooks_6.1_Social Mirror_To celebrate the end of school and the beginning of summer	Variant: V_00011	Carousel	Click to View	12.50%	100.00%
ICTBooks_6.1_Social Mirror_We've been hard at work filling shelves	Variant: V_00003	Carousel	Click to View	12.50%	100.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	28,956	77	0.27%
Desktop	A personal computing device that remains stationary at one location.	24,459	11	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,144	2	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	5,946	0	0.00%
foxnews.com	1,849	6	0.32%
tmz.com	1,683	3	0.18%
kansas.com	1,009	1	0.10%
smitesource.com	806	0	0.00%
hometalk.com	704	2	0.28%
nypost.com	695	1	0.14%
wichitaonthecheap.com	638	0	0.00%
wichitamom.com	598	0	0.00%
bookseriesinorder.com	475	1	0.21%
skyshards.com	471	3	0.64%
Pinterest	408	0	0.00%
powerstroke.org	335	0	0.00%
gamezapz.com	323	1	0.31%
screenrant.com	323	1	0.31%
simpleisgourmet.com	322	0	0.00%
titlecaseconverter.com	308	0	0.00%
workandmoney.com	291	0	0.00%
diablo.trade	287	0	0.00%
biblegateway.com	259	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.