

Digital Marketing Report

Impressions

How many ads were served:

1

Total Engagement Rate

2,700.00%

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

Your Product Breakout by Impressions



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%)
MCHC AZEK TimberTech - Construction Workers/Home Improvement Behavioral Social Mirror	1	0	0.00%	0.00

Social Mirror View-through Conversions

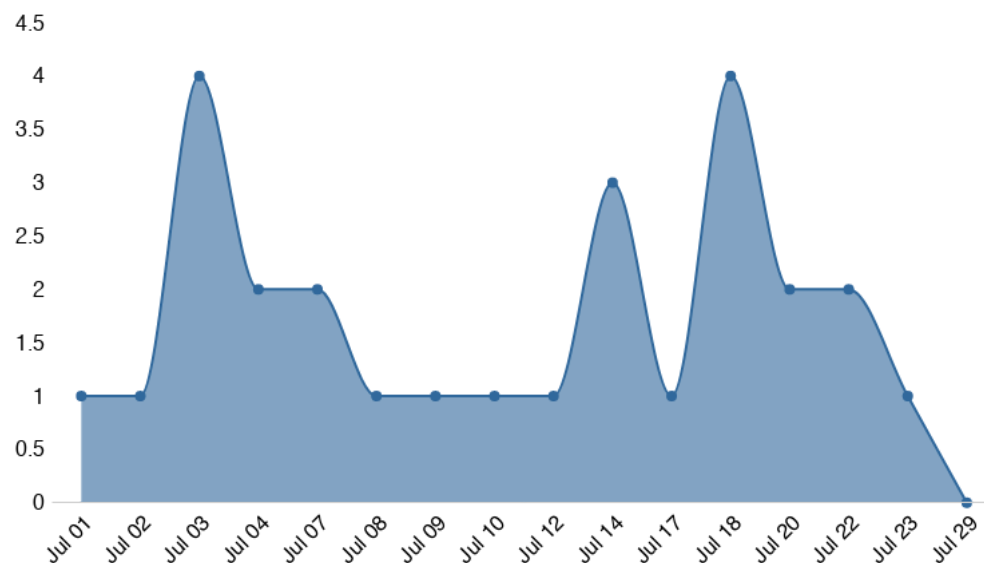


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror View-through Conversion Performance Breakout

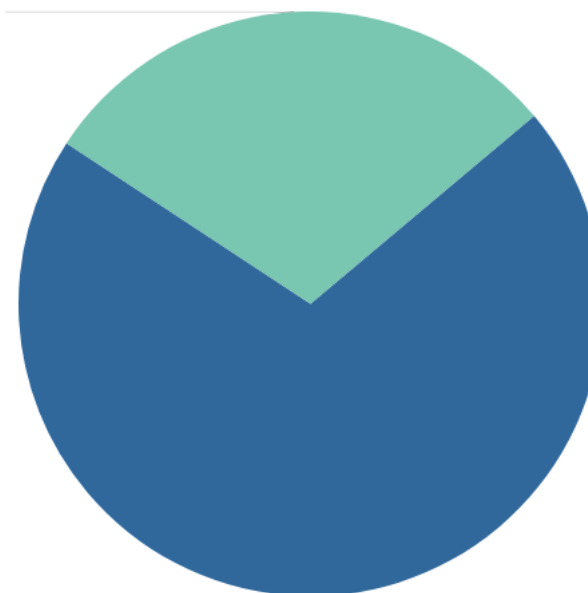
Conversion Name	View-through Conversions ↓
Mid-Cape Home Centers Homepage Visits	27

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

Keyword:
29.63%



Behavioral:
70.37%



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	MCHC AZEK TimberTech_Social Mirror_Clean lines, solid performance	1	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

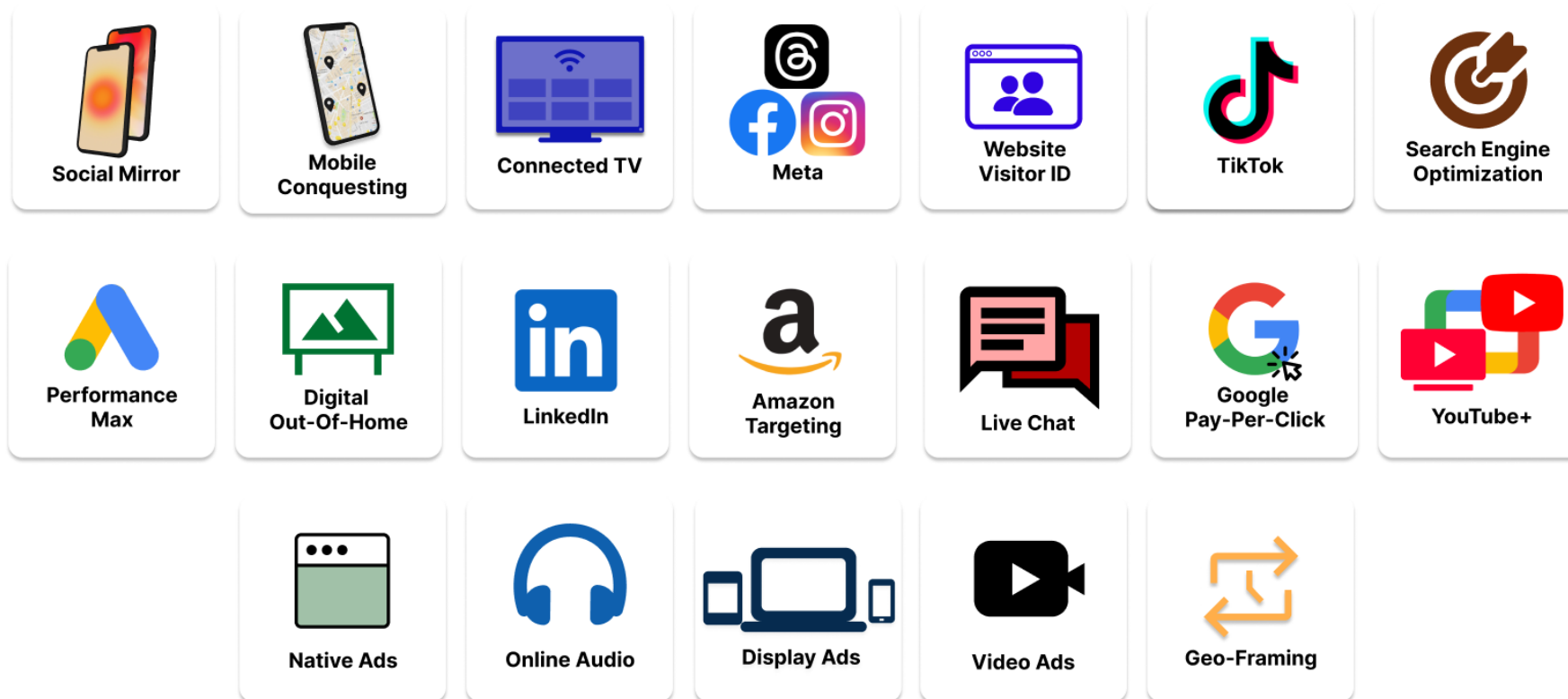
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00015	Story	Click to View	11.89%	2.67%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00008	Story	Click to View	8.40%	1.89%
MCHC AZEK TimberTech_Social Mirror_Clean lines, solid performance	Variant: V_00010	Carousel	Click to View	5.55%	0.00%
MCHC AZEK TimberTech_Social Mirror_Clean lines, solid performance	Variant: V_00017	Carousel	Click to View	5.55%	0.00%
MCHC AZEK TimberTech_Social Mirror_Clean lines, solid performance	Variant: V_00016	Carousel	Click to View	5.55%	0.00%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00012	Story	Click to View	5.39%	5.88%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00007	Story	Click to View	4.75%	6.67%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00010	Story	Click to View	4.75%	0.00%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00005	Story	Click to View	4.44%	0.00%
MCHC AZEK TimberTech_Social Mirror_Story_Clean lines, solid performance	Variant: V_00014	Story	Click to View	3.80%	4.17%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	1	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	0	0	-
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	0	0	-

All available products in our *toolbox*.



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