

Digital Marketing Report

Impressions

How many ads were served:

103,019

Clicks

Times a user clicked on an ad

115

Click-Through Rate

(Clicks/Impressions) x 100

0.11%

Your Product Breakout by Impressions



CTV Completion Rate

62.24%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.11%

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

X the National Average

1.59

X the National Avg (.07%)

Social
Mirror

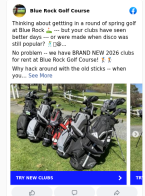
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bleu Rock Golf Academy - Pre-Teens/Golf/Golfers Behavioral Social Mirror	62,050	56	0.09%	1.29
Bleu Rock Golf Academy - Keyword Social Mirror	40,959	59	0.14%	2.06
Blue Rock Golf Academy - Pre-Teens/Golf/Golfers Behavioral Social Mirror	7	0	0.00%	0.00
Blue Rock Golf Academy - Keyword Social Mirror	3	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	95,138	87	0.09%	1.31
Thumbnail not available	Blue Rock Golf Academy_Social Mirror_7.14.26_Are you ready	7,871	28	0.36%	5.08
Thumbnail not available	Blue Rock Golf Academy_Social Mirror_2026_Experience the difference	5	0	0.00%	0.00
	Blue Rock Golf Academy_Social Mirror_5.27.26_Thinking about gettting in a round	5	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00008	Video	Click to View	18.85%	0.22%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00012	Video	Click to View	17.32%	0.20%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00015	Video	Click to View	8.14%	0.34%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00005	Video	Click to View	5.16%	0.33%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00003	Video	Click to View	4.80%	0.32%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00002	Video	Click to View	4.78%	0.28%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00004	Video	Click to View	4.47%	0.22%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00010	Video	Click to View	4.47%	0.22%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: Original	Video	Click to View	4.44%	0.42%
Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game	Variant: V_00009	Video	Click to View	3.89%	0.37%

Social Mirror Ad Screenshots

	Blue Rock Golf Academy_Social Mirror_7.23.26_How's your golf game
Screenshot	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02601	13,523	17	0.13%	1.80
02664	9,130	10	0.11%	1.56
02563	7,896	7	0.09%	1.27
02645	7,551	7	0.09%	1.32
02631	6,286	4	0.06%	0.91
02660	5,922	12	0.20%	2.89
02642	5,792	9	0.16%	2.22
02633	4,258	3	0.07%	1.01
02653	3,901	3	0.08%	1.10
02632	3,850	2	0.05%	0.74
02673	3,623	5	0.14%	1.97
02537	3,470	5	0.14%	2.06
02668	3,007	1	0.03%	0.48
02639	2,824	2	0.07%	1.01
02655	2,807	2	0.07%	1.02
02635	2,628	3	0.11%	1.63
02675	2,382	2	0.08%	1.20
02638	2,053	3	0.15%	2.09
02648	2,016	1	0.05%	0.71
02630	1,750	2	0.11%	1.63

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	48,712	34	0.07%
Mobile	A portable electronic device that can connect to the internet.	45,796	70	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,508	10	0.12%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	18,514	1	0.01%
iHeartRadio: Radio, Podcasts & Music On Demand	10,997	5	0.05%
Golf Rival - Multiplayer Games	5,140	0	0.00%
aol.com	4,397	1	0.02%
capecod.com	2,044	10	0.49%
bostonglobe.com	1,997	1	0.05%
foxnews.com	1,661	3	0.18%
pinterest.com	1,638	0	0.00%
nypost.com	1,633	3	0.18%
huffpost.com	1,442	0	0.00%
capecodtimes.com	1,420	2	0.14%
britannica.com	1,397	0	0.00%
wordscramble.eu	1,374	0	0.00%
usatoday.com	1,036	3	0.29%
Pinterest	760	1	0.13%
WeatherBug – Weather Forecast	722	0	0.00%
theScore: Sports News & Scores	717	4	0.56%
barstoolsports.com	660	1	0.15%
newenglandwanderlust.com	624	0	0.00%
legacy.com	605	1	0.17%

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.