

Digital Marketing Report

Impressions

How many ads were served:

107,799

Clicks

Times a user clicked on an ad

120

Click-Through Rate

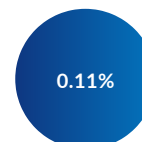
(Clicks/Impressions) x 100

0.11%

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

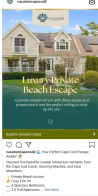
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Vacation Cape Cod Inc - Home Value \$1.5M+ AND Age 55-75/Luxury Travel Behavioral Social Mirror	60,728	71	0.12%	1.67
Vacation Cape Cod Inc - Keyword Social Mirror	47,071	49	0.10%	1.49

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Vacation Cape Cod Inc_Social Mirror_6.24.26_Carousel_Your perfect Cape Cod getaway awaits	43,668	60	0.14%	1.96
Thumbnail not available	Vacation Cape Cod Inc_Social Mirror_7.9.26_Some places are made for slowing down	25,116	32	0.13%	1.82
	Vacation Cape Cod Inc_Social Mirror_6.16.26_Your Perfect Cape Cod Escape Awaits!	39,015	28	0.07%	1.03

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			
Vacation Cape Cod Inc_Social Mirror_6.24.26_Carousel_Your perfect Cape Cod getaway awaits	Variant: Original	Carousel	Click to View	13.99%	0.96%
Vacation Cape Cod Inc_Social Mirror_6.24.26_Carousel_Your perfect Cape Cod getaway awaits	Variant: V_00003	Carousel	Click to View	8.90%	1.03%
Vacation Cape Cod Inc_Social Mirror_6.24.26_Carousel_Your perfect Cape Cod getaway awaits	Variant: V_00001	Carousel	Click to View	8.85%	0.68%
Vacation Cape Cod Inc_Social Mirror_6.24.26_Carousel_Your perfect Cape Cod getaway awaits	Variant: V_00002	Carousel	Click to View	8.81%	0.82%
Vacation Cape Cod Inc_Social Mirror_6.16.26_Your Perfect Cape Cod Escape Awaits!	Variant: V_00012	Photo	Click to View	4.92%	0.75%
Vacation Cape Cod Inc_Social Mirror_6.16.26_Your Perfect Cape Cod Escape Awaits!	Variant: V_00014	Photo	Click to View	3.34%	0.82%
Vacation Cape Cod Inc_Social Mirror_6.16.26_Your Perfect Cape Cod Escape Awaits!	Variant: V_00005	Photo	Click to View	3.07%	0.49%
Vacation Cape Cod Inc_Social Mirror_7.9.26_Some places are made for slowing down	Variant: Original	Photo	Click to View	3.01%	1.38%
Vacation Cape Cod Inc_Social Mirror_7.9.26_Some places are made for slowing down	Variant: V_00007	Photo	Click to View	2.86%	1.78%

Social Mirror Ad Screenshots

	Vacation Cape Cod Inc_Social Mirror_7.9.26_Some places are made for slowing down
Screenshot	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02108	58,492	70	0.12%	1.71
11201	12,727	10	0.08%	1.12
06878	4,865	1	0.02%	0.29
10024	3,596	2	0.06%	0.79
02139	3,379	1	0.03%	0.42
11050	3,207	3	0.09%	1.34
06830	2,548	2	0.08%	1.12
02446	2,055	3	0.15%	2.09
06903	1,947	6	0.31%	4.40
02118	1,708	6	0.35%	5.02
02116	1,496	1	0.07%	0.95
06880	1,371	1	0.07%	1.04
02481	1,210	0	0.00%	0.00
02110	1,043	0	0.00%	0.00
06107	1,011	3	0.30%	4.24
06385	886	2	0.23%	3.22
06475	790	2	0.25%	3.62
11568	649	0	0.00%	0.00
02493	593	0	0.00%	0.00
02129	566	0	0.00%	0.00

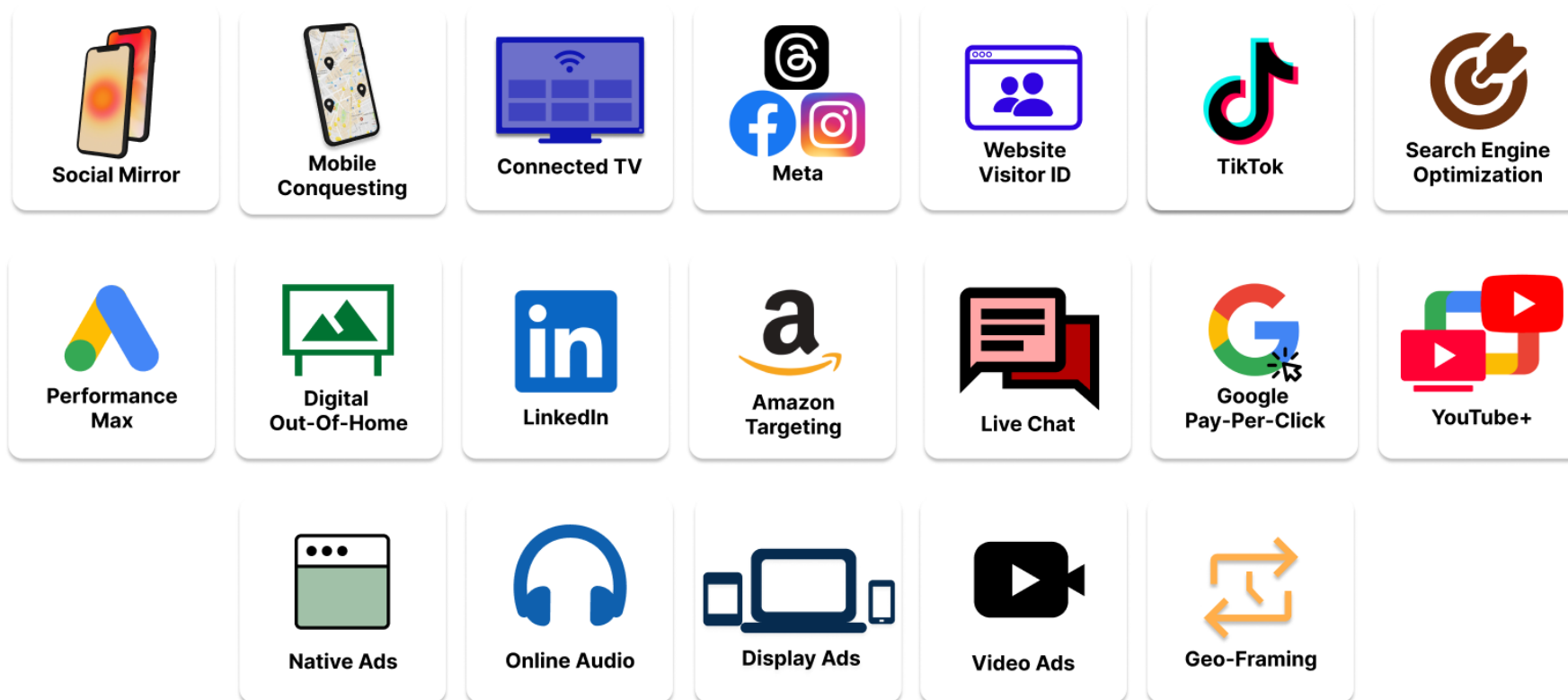
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	61,938	43	0.07%
Mobile	A portable electronic device that can connect to the internet.	43,736	75	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,125	2	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	10,924	0	0.00%
msn.com	9,616	3	0.03%
newenglandwanderlust.com	6,261	3	0.05%
bostonglobe.com	5,616	7	0.12%
x.com	3,318	0	0.00%
capedays.com	2,574	3	0.12%
takingthekids.com	1,790	1	0.06%
adventurouskate.com	1,420	1	0.07%
realtor.com	1,379	0	0.00%
nypost.com	1,352	10	0.74%
33bridges.com	1,237	1	0.08%
zillow.com	1,184	0	0.00%
imamother.com	979	2	0.20%
whimsysoul.com	855	0	0.00%
imdb.com	792	2	0.25%
legacy.com	711	2	0.28%
foxnews.com	702	3	0.43%
ebay.com	671	0	0.00%
capecodtimes.com	627	1	0.16%
travelbinger.com	554	0	0.00%

All available products in our *toolbox*.



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