



Digital Marketing Report

Impressions

How many ads were served:

41

Clicks

Times a user clicked on an ad

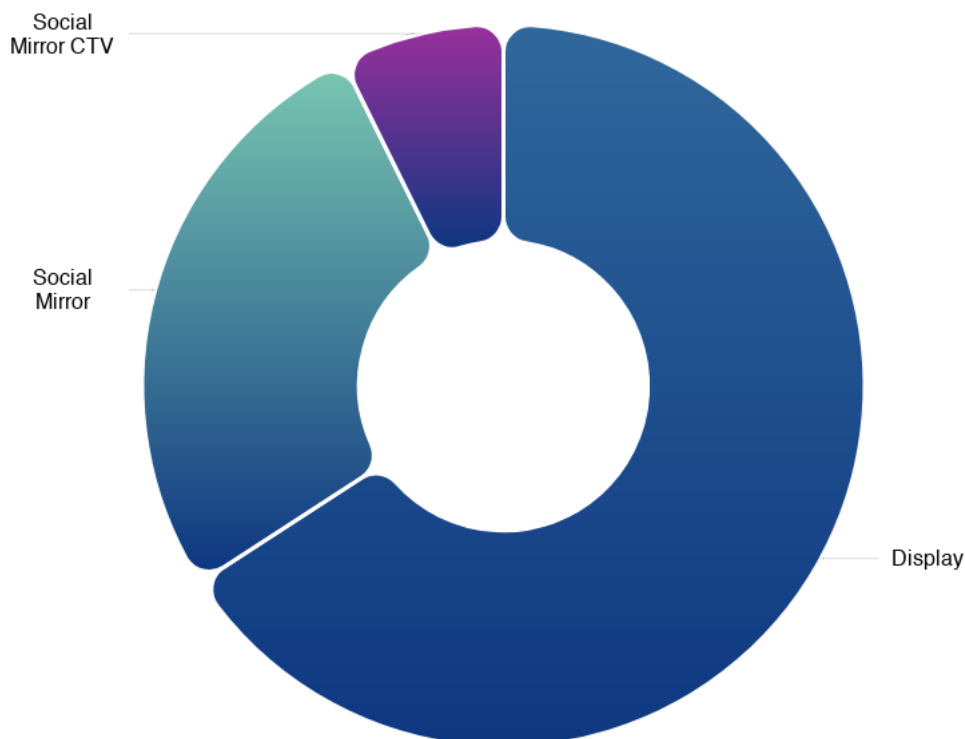
1

Click-Through Rate

(Clicks/Impressions) x 100

2.63%

Your Product Breakout by Impressions



CTV Completion Rate



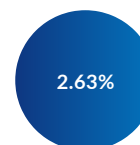
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

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%)
Pensacola State College - Keyword Display	10	0	0.00%	0.00
Pensacola State College - College/Universities/Teens Behavioral Display	7	0	0.00%	0.00
Pensacola State College - AI Social Mirror	5	0	0.00%	0.00
Pensacola State College #54038 - College/Universities/Teens Behavioral Display	4	1	25.00%	357.14
Pensacola State College #54038 - Keyword Display	4	0	0.00%	0.00
Pensacola State College - 5.5 College/Universities/Teens Behavioral Social Mirror	3	0	0.00%	0.00
Pensacola State College - 5.5 AI Social Mirror	2	0	0.00%	0.00
Pensacola State College - College/Universities/Teens Behavioral Social Mirror CTV	2	0	0.00%	0.00
Pensacola State College - AI Social Mirror CTV	1	0	0.00%	0.00
Pensacola State College - College/Universities/Teens Behavioral Social Mirror	1	0	0.00%	0.00
Pensacola State College - Retargeting Display	1	0	0.00%	0.00
Pensacola State College #54038 - Retargeting Display	1	0	0.00%	0.00

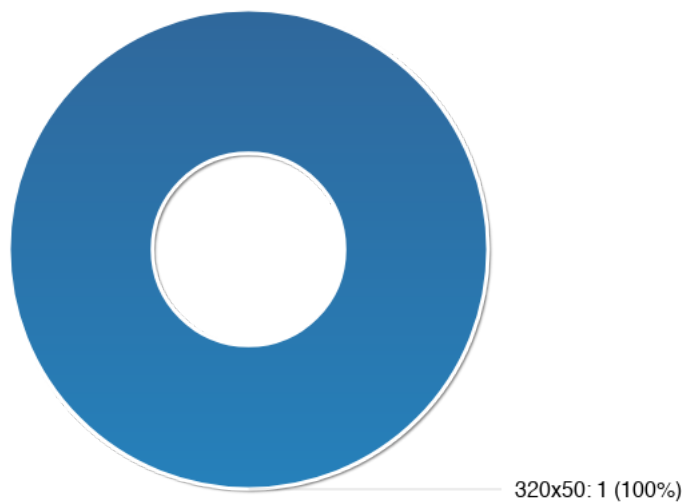


Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Pensacola State College_PSC Fall 26 Diesel Mech 300x250.jpg	4	0	0.00%	0.00
	Pensacola State College_PSC Fall 26 Loan Free 300x250.jpg	1	0	0.00%	0.00
	Pensacola State College_PSC Fall 26 Loan Free 320x50.jpg	1	0	0.00%	0.00
	Pensacola State College_PSC Fall 26 Register Now 300x250.jpg	2	0	0.00%	0.00
	Pensacola State College_PSC Fall 26 Tour 300x250.jpg	1	0	0.00%	0.00
	Pensacola State College_PSC Summer Diesel Mech 300x250.jpg_300x250	3	0	0.00%	0.00
	Pensacola State College_PSC Summer Loan Free 300x250.jpg 300x250	3	0	0.00%	0.00



Display Click Performance by Ad Size





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Pensacola State College_Social Mirror_Fall Semester 2026	5	0	0.00%	0.00
	Pensacola State College_Social Mirror_Ready to kickstart your future?	6	0	0.00%	0.00



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Pensacola State College_SM CTV_Fall Semester 2026	3	100.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	22	1	4.55%
Desktop	A personal computing device that remains stationary at one location.	14	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	3	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
realclearpolitics.com	3	1	33.33%
hotcore.info	2	1	50.00%
tsn.ua	1	1	100.00%



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.