



Digital Marketing Report

Impressions

How many ads were served:

367,403

Clicks

Times a user clicked on an ad

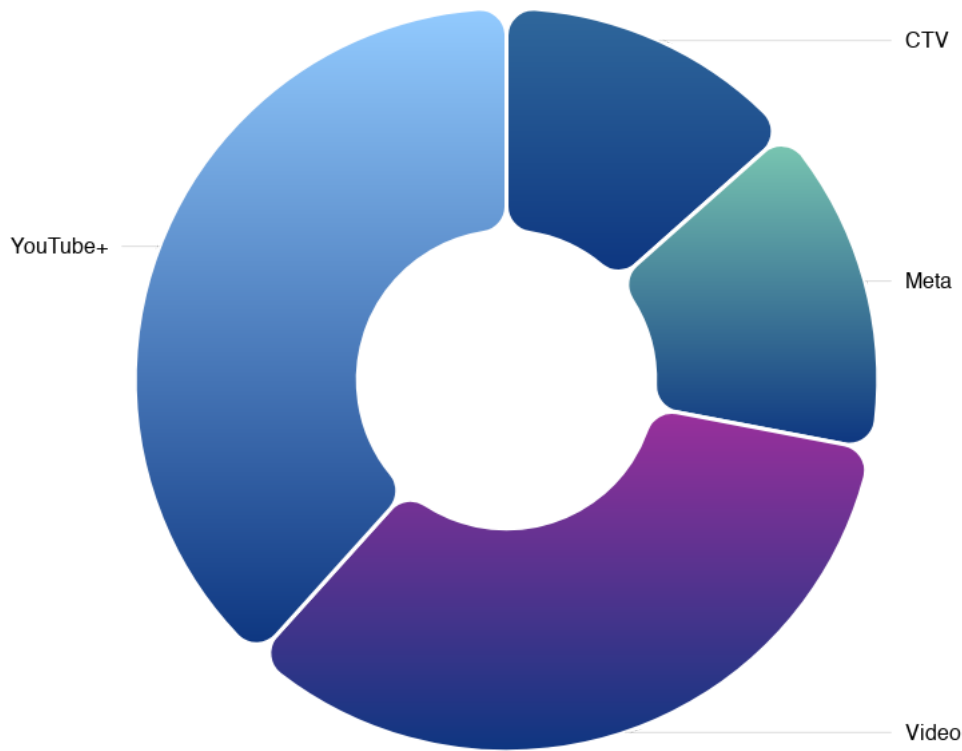
2,109

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

1.19%

Your Product Breakout by Impressions



CTV Completion Rate

98.89%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

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

Total Engagement Rate

1.23%

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

X the National Average

9.48

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%)
Snellings Law PLLC - YouTube Channels	140,797	0	0.00%	0.00
Snellings Law PLLC - Auto Accident/Auto Insurance Behavioral Video	49,425	905	1.83%	26.16
Snellings Law PLLC - AI Video	49,396	203	0.41%	5.87
Snellings Law PLLC - Law/Insurance Facebook/Instagram Lead	47,956	812	1.69%	24.19
Snellings Law PLLC - Auto Accident/Auto Insurance Behavioral CTV	23,640	11	0.05%	0.66
Snellings Law PLLC - AI CTV	22,927	47	0.20%	2.93
Snellings Law PLLC - Keyword Video	18,696	67	0.36%	5.12
Snellings Law PLLC - Retargeting Video	6,223	37	0.59%	8.49
Snellings Law PLLC - Retargeting Facebook/Instagram Lead	5,479	85	1.55%	22.16
Snellings Law PLLC - Retargeting CTV	2,864	3	0.10%	1.50



Video View-through Conversions

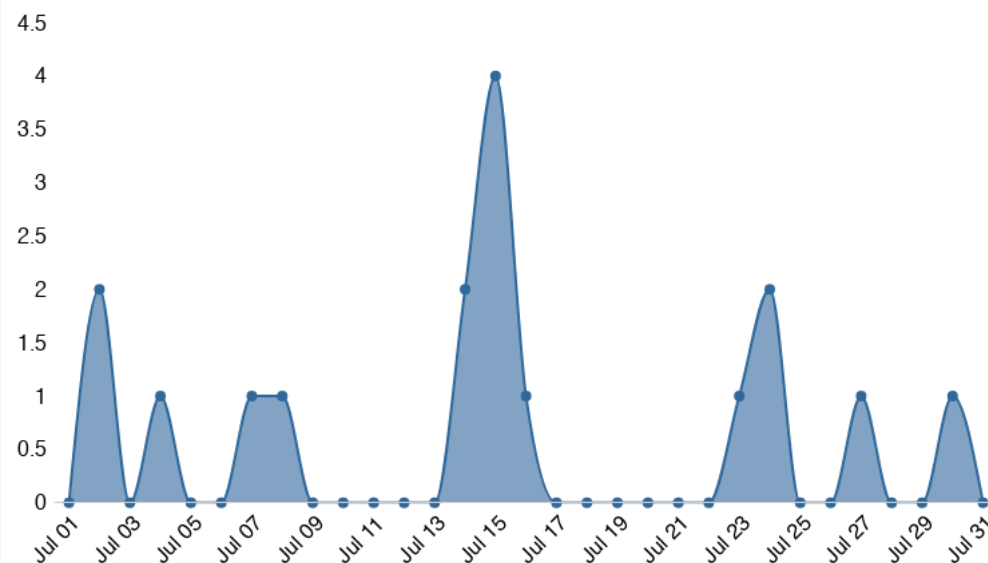


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

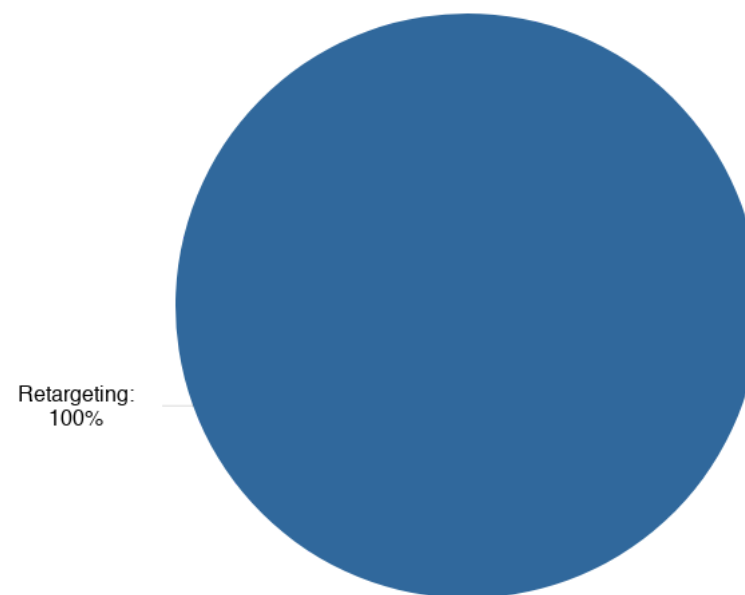
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Snellings Law PLLC Homepage Visits	17

Video View-through Conversions by Day

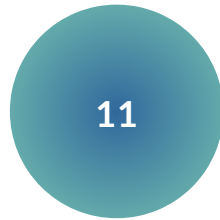


Top Video View-through Conversions by Strategy





Social Lead Performance

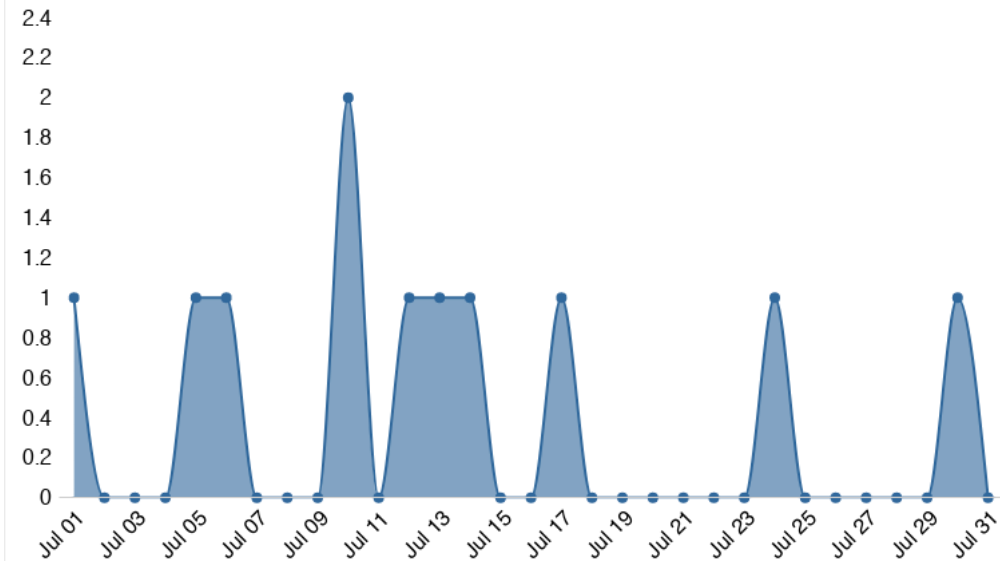


Times users clicked on an ad and completed the lead form

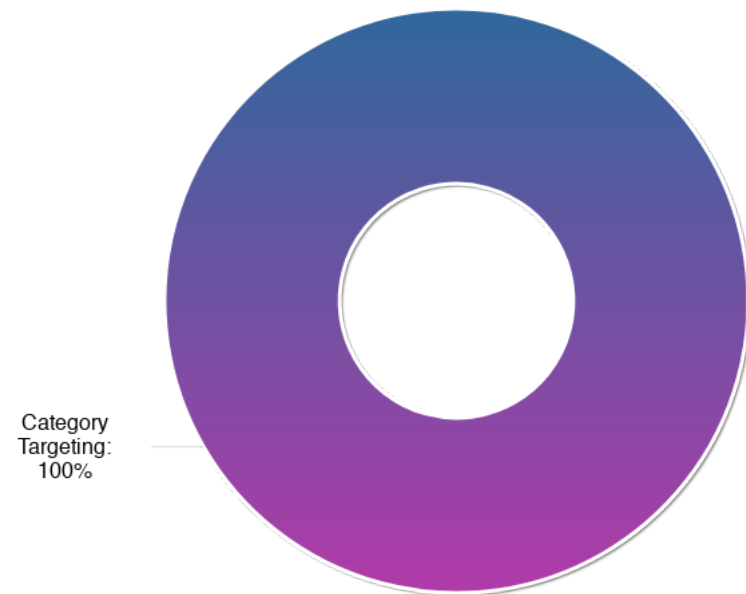
Social Lead Performance by Creative

Ad	On-Facebook Leads ↓
Snellings Law PLLC_June - Ad 3 Hori	5
Snellings Law PLLC_June - Ad 3	4
Snellings Law PLLC_June - Ad 2	1
Snellings Law PLLC_June - Ad 2 Hori	1

Social Leads Performance by Day



Social Lead Performance by Strategy





Meta Post Engagements

13,835

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

18

The total number of comments your ads received

Meta Post Reactions

146

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

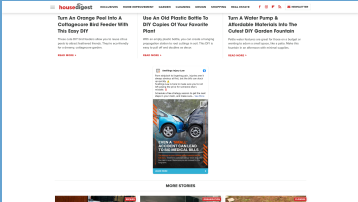
Meta Post Shares

2

The total number of people who shared your ad, giving your campaign free impressions



Social Mirror Ad Screenshots

	Snellings Injury Law_FB_From whiplash to lingering pain, injuries aren't always obvious at first	Snellings Injury Law_FB_You didn't hit your head that hard
Screenshot Urls		



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Snellings Law PLLC_June - Ad 1 Hori	20,509	324	1.58%	22.57
	Snellings Law PLLC_June - Ad 3 Hori	16,381	226	1.38%	19.71
	Snellings Law PLLC_June - Ad 2 Hori	16,015	159	0.99%	14.18
	Snellings Law PLLC_June - Ad 2 15sec.mp4	19,547	146	0.75%	10.67
Thumbnail not available	Snellings Law PLLC_June - Ad 1 30	19,490	128	0.66%	8.99

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Snellings Law PLLC - Auto Accident/Auto Insurance Behavioral Video	81.24%	73.77%	66.09%	53.55%
Snellings Law PLLC - AI Video	78.54%	72.53%	67.66%	56.07%
Snellings Law PLLC - Keyword Video	75.99%	71.00%	65.92%	59.99%
Snellings Law PLLC - Retargeting Video	69.02%	61.93%	56.76%	48.59%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Snellings Law PLLC_June - Ad 2 15sec.mp4	3,883	99.30%
	Snellings Law PLLC_June - Ad 3 Hori	14,150	99.28%
Thumbnail not available	Snellings Law PLLC_June - Ad 1 Hori	8,624	99.11%
	Snellings Law PLLC_June - Ad 2 Hori	12,847	99.00%
	Snellings Law PLLC_June - Ad 4 15 sec.mp4	3,677	98.74%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Snellings Law PLLC - Retargeting CTV	100.00%	99.82%	99.68%	99.37%
Snellings Law PLLC - Auto Accident/Auto Insurance Behavioral CTV	100.00%	99.74%	99.52%	99.09%
Snellings Law PLLC - AI CTV	100.00%	99.45%	99.04%	98.63%



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
4 Steps After a Car Accident - Horiz	67,077	0	47.29%	0.08
4 Steps After a Car Accident	17,981	0	3.34%	1.20
Skip Talking to the Adjuster	17,418	0	3.52%	1.14
Injured in an Uber or Lyft?	8,072	0	1.46%	2.74
Do You Need a Lawyer? - Horiz	7,988	0	47.41%	0.08
Do You Need a Lawyer?	7,492	0	1.06%	3.77
Injured in an Uber or Lyft - Horiz	7,412	0	38.59%	0.10
Skip Talking to the Adjuster - Horiz	7,351	0	38.82%	0.10

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Skip Talking to the Adjuster - Horiz	96.73%	52.63%	42.77%	38.82%
Do You Need a Lawyer? - Horiz	96.59%	60.96%	50.33%	47.41%
Injured in an Uber or Lyft - Horiz	95.92%	55.10%	42.57%	38.59%
4 Steps After a Car Accident - Horiz	66.60%	53.02%	49.88%	47.29%
Skip Talking to the Adjuster	16.35%	7.13%	4.55%	3.52%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Snellings Law PLLC_June - Ad 3	14,211	282	1.98%	28.35
Snellings Law PLLC_June - Ad 3 Hori	18,852	238	1.26%	18.04
Snellings Law PLLC_June - Ad 2	6,683	197	2.95%	42.11
Snellings Law PLLC_June - Ad 2 Hori	10,785	140	1.30%	18.54
Snellings Law PLLC_June - Ad 1	2,388	31	1.30%	18.55
Snellings Law PLLC_June - Ad 1 Hori	516	9	1.74%	24.92



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	158,683	1,888	1.19%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	144,706	40	0.03%
Desktop	A personal computing device that remains stationary at one location.	35,611	160	0.45%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	15,635	55	0.35%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	12,519	21	0.17%
Unknown	---	243	6	2.47%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
biblegateway.com	5,969	2	0.03%
nypost.com	2,643	6	0.23%
imdb.com	2,084	3	0.14%
chamberofcommerce.com	2,030	2	0.10%
sunherald.com	1,883	3	0.16%
worldpopulationreview.com	1,754	0	0.00%
thepostmillennial.com	1,660	62	3.73%
abcnews.com	1,585	4	0.25%
people.com	1,552	14	0.90%
idrlabs.com	1,063	2	0.19%
reuters.com	1,034	4	0.39%
thelist.com	868	0	0.00%
huffpost.com	711	1	0.14%
accuweather.com	686	4	0.58%
spacedaily.com	684	0	0.00%
inkandimaginings.com	583	0	0.00%
foxnews.com	554	4	0.72%
cfb.fan	534	0	0.00%
visioncodee.fr	509	35	6.88%
pickerwheel.com	490	0	0.00%



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	417	0	0.00%
Fox News	375	0	0.00%
ABC News	361	0	0.00%
GFAM	361	0	0.00%
FOX 4 Dallas-Fort Worth	254	0	0.00%
ARY Digital HD	239	0	0.00%
MeidasTouch	238	0	0.00%
Pop The Balloon	219	0	0.00%
MS NOW	207	0	0.00%
48 Hours	186	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	5,507
(YouTube TV) MS NOW	875
(YouTube TV) CNN	760
(YouTube TV) ESPN	284
(YouTube TV) FOX Business	236
(YouTube TV) CNBC	210
(YouTube TV) Investigation Discovery	115
(YouTube TV) Hallmark TV	104
(YouTube TV) FOX Weather	99
(YouTube TV) GREAT	67

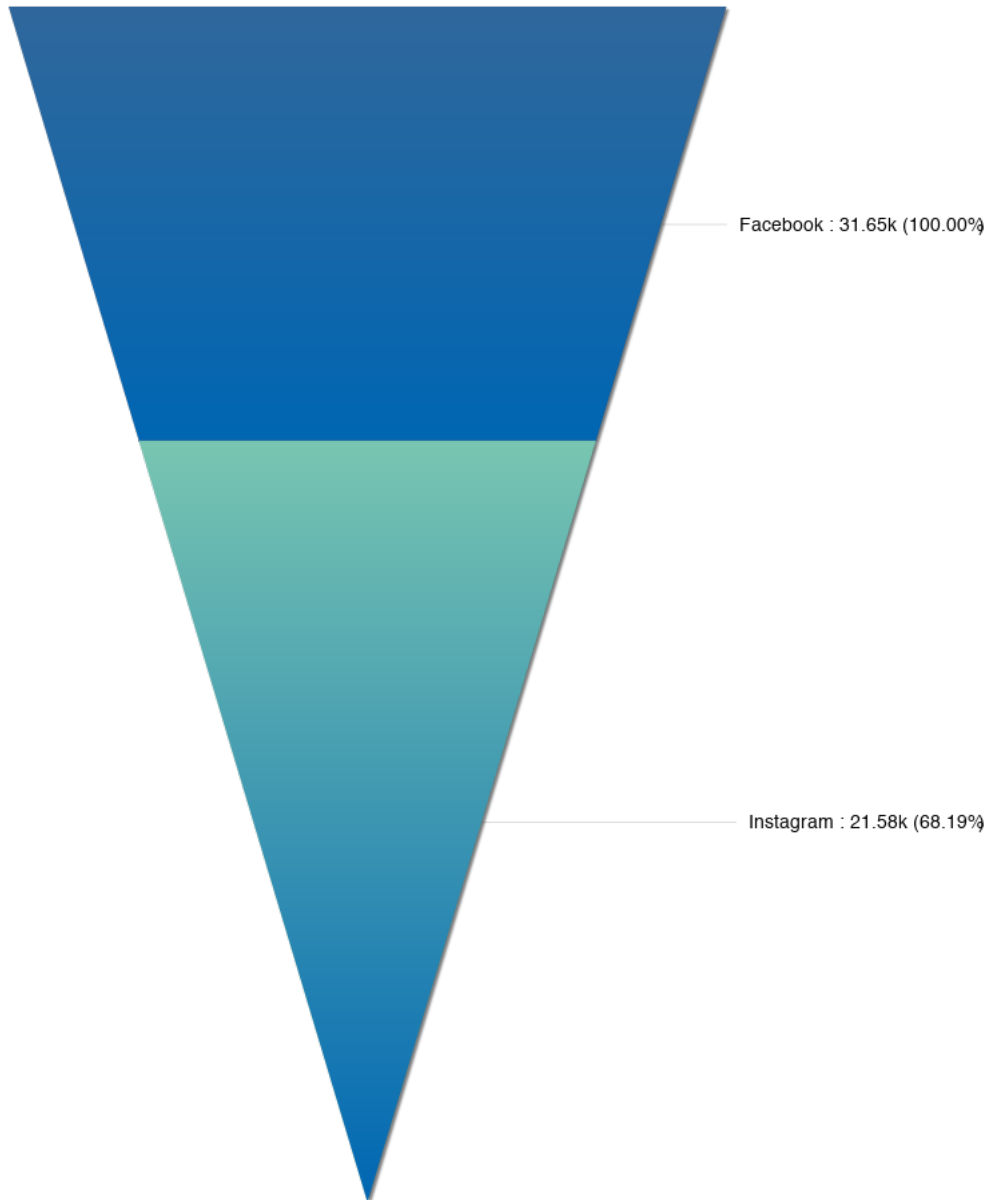


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	31,649	617	1.95%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	21,583	274	1.27%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	203	6	2.96%



Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance





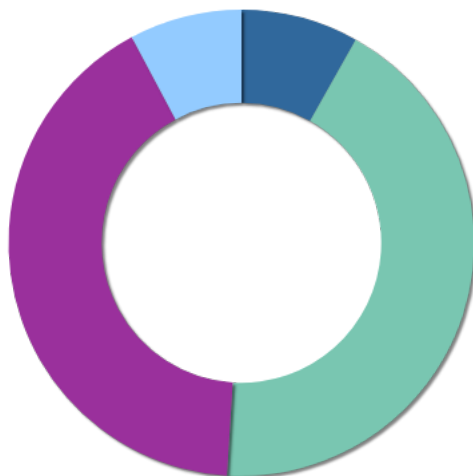
Top CTV Publishers

Publisher Image		Publisher Name	Impressions ↓	Completion Rate
		SAMSUNG TV PLUS	6,463	94.86%
		Tubi - Movies & TV Shows	4,881	98.25%
		Vizio - Vizio WatchFree+	3,426	97.02%
		DIRECTV	2,773	99.54%
		Tubi - Free Movies & TV	2,334	95.09%
		The CW	732	99.50%
		Xfinity TV - Tubi	429	83.45%

				
		DIRECTV STREAM	258	99.28%
		Roku - Tubi	215	100.00%
		Pluto TV - It's Free TV	214	81.01%



How customers search for your business on Google



Business Impressions Desktop Maps	139	Business Impressions Desktop Search	730
Business Impressions Mobile Search	702	Business Impressions Mobile Maps	133

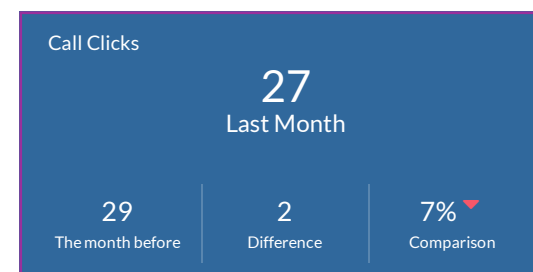
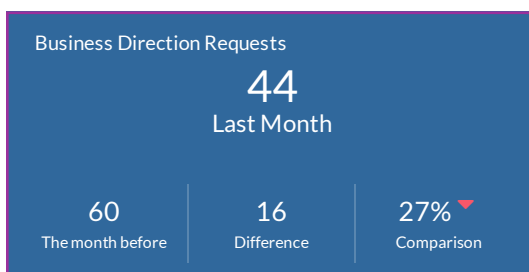
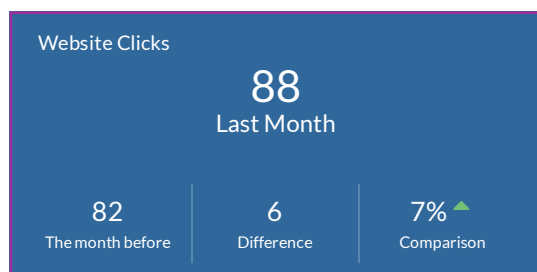
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

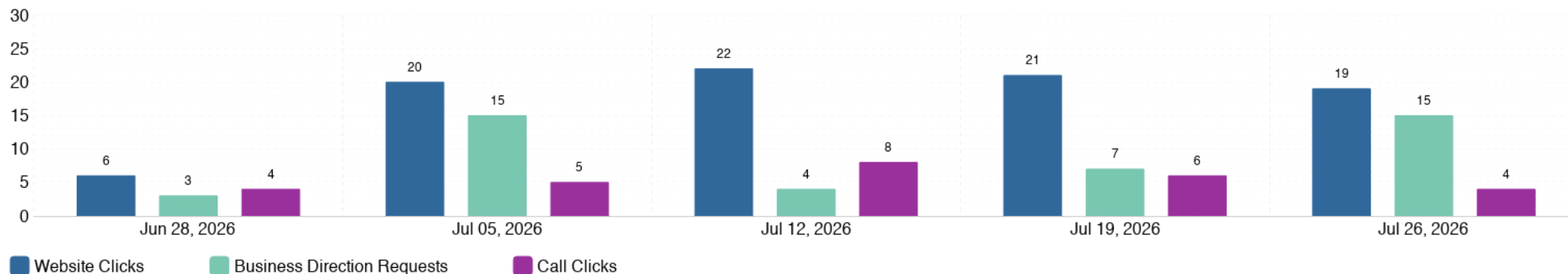
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing





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.