

# Digital Marketing Report

## Impressions

How many ads were served:

53,734

## Clicks

Times a user clicked on an ad

58

## Click-Through Rate

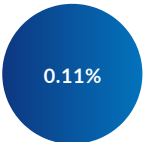
(Clicks/Impressions) x 100

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%) |
|-----------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| SMASH MOUTH FOOD - GENEVA - Keyword Social Mirror                                       | 26,950        | 29     | 0.11% | 1.54                      |
| SMASH MOUTH FOOD - GENEVA - Foodies/Declared Parents/Fast Food Behavioral Social Mirror | 26,784        | 29     | 0.11% | 1.55                      |

Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                                           | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | SMASH MOUTH FOOD -<br>GENEVA_Social Mirror_FINALY...<br>SMASH MOUTH FOODSNOW<br>OPENING | 53,734      | 58       | 0.11% | 1.54                      |

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 |                               |                     |       |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00001 | Photo           | <a href="#">Click to View</a> | 7.87%               | 0.50% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00012 | Photo           | <a href="#">Click to View</a> | 7.25%               | 0.44% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00005 | Photo           | <a href="#">Click to View</a> | 6.82%               | 0.41% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00008 | Photo           | <a href="#">Click to View</a> | 6.57%               | 0.45% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00014 | Photo           | <a href="#">Click to View</a> | 6.46%               | 0.40% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00006 | Photo           | <a href="#">Click to View</a> | 6.34%               | 0.31% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00004 | Photo           | <a href="#">Click to View</a> | 6.33%               | 0.37% |
| SMASH MOUTH FOOD - GENEVA_Social Mirror_FINALLY...SMASH MOUTH FOODSNOW OPENING | Variant: V_00010 | Photo           | <a href="#">Click to View</a> | 6.23%               | 0.32% |

BARCK+ Zip Code Performance

| Zip Code | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------|---------------|--------|-------|---------------------------|
| 36340    | 29,457        | 42     | 0.14% | 2.04                      |
| 36316    | 14,997        | 10     | 0.07% | 0.95                      |
| 36318    | 7,969         | 6      | 0.08% | 1.08                      |
| 36314    | 1,166         | 0      | 0.00% | 0.00                      |
| 36313    | 111           | 0      | 0.00% | 0.00                      |

Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 33,726        | 32     | 0.09% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 16,844        | 21     | 0.12% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 3,164         | 5      | 0.16% |

Site and App Performance

| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| msn.com                                        | 7,834         | 3      | 0.04% |
| foxnews.com                                    | 4,326         | 3      | 0.07% |
| Weather by WeatherBug                          | 1,915         | 0      | 0.00% |
| WeatherBug – Weather Forecast                  | 1,898         | 0      | 0.00% |
| Fox News - Daily Breaking News                 | 1,680         | 0      | 0.00% |
| wtvy.com                                       | 1,299         | 2      | 0.15% |
| biblegateway.com                               | 897           | 2      | 0.22% |
| Pinterest                                      | 857           | 1      | 0.12% |
| dailymail.com                                  | 810           | 1      | 0.12% |
| tumblr.com                                     | 758           | 1      | 0.13% |
| shopgoodwill.com                               | 729           | 1      | 0.14% |
| al.com                                         | 684           | 0      | 0.00% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 679           | 0      | 0.00% |
| WSFA 12 News                                   | 540           | 0      | 0.00% |
| nypost.com                                     | 532           | 1      | 0.19% |
| mahjong4friends.com                            | 470           | 0      | 0.00% |
| wjhg.com                                       | 464           | 1      | 0.22% |
| people.com                                     | 404           | 1      | 0.25% |
| realtor.com                                    | 360           | 0      | 0.00% |
| wsfa.com                                       | 311           | 1      | 0.32% |

## 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.