

Digital Marketing Report

Impressions

How many ads were served:

97,954

Clicks

Times a user clicked on an ad

603

Click-Through Rate

(Clicks/Impressions) x 100

0.62%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

3.79%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.63%

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

X the National Average

8.79

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%)
T&M Paintless Dent Repair - Auto Owners/Car Maintenance Behavioral Social Mirror	69,476	513	0.74%	10.55
T&M Paintless Dent Repair - AI Social Mirror	27,649	87	0.31%	4.50
T&M Paintless Dent Repair - Retargeting Social Mirror	829	3	0.36%	5.17

Social Mirror Click Conversions

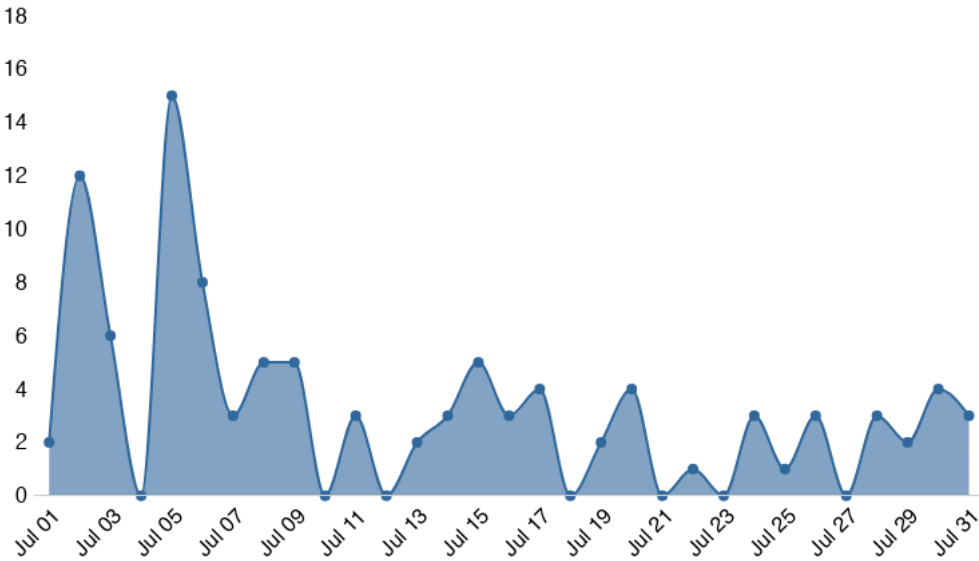


Times users clicked on an ad leading to your site and visited a page or completed an action

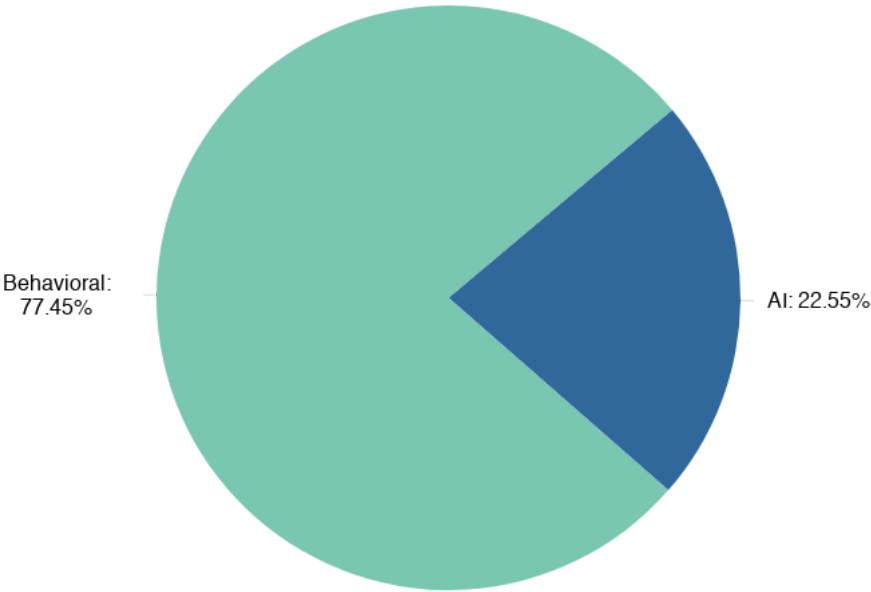
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
T&M Paintless Dent Repair Contact Page View	65
T&M Paintless Dent Repair Services Page View	33
T&M Paintless Dent Repair Phone Click Conversion	3
T&M Paintless Dent Repair FAQ Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

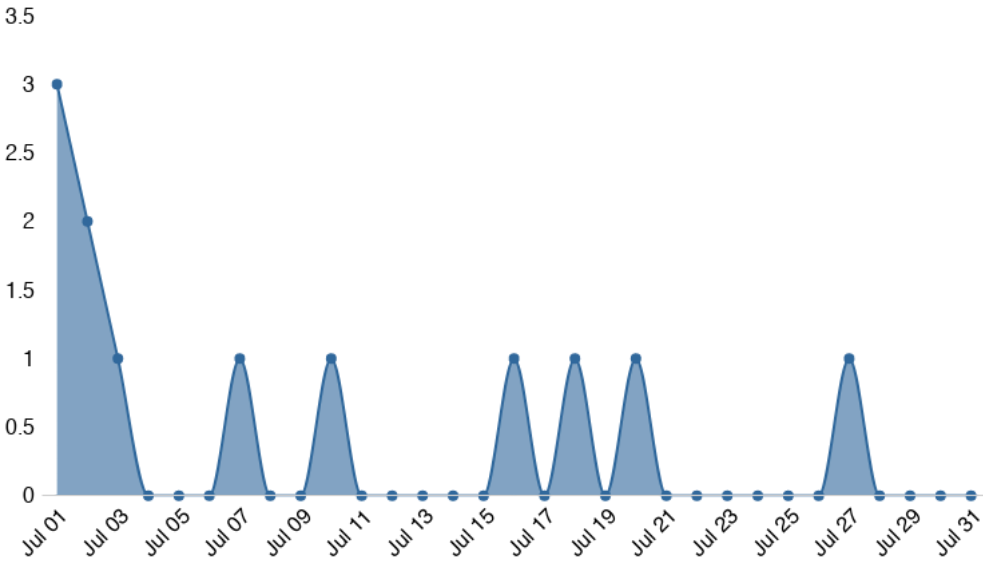


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

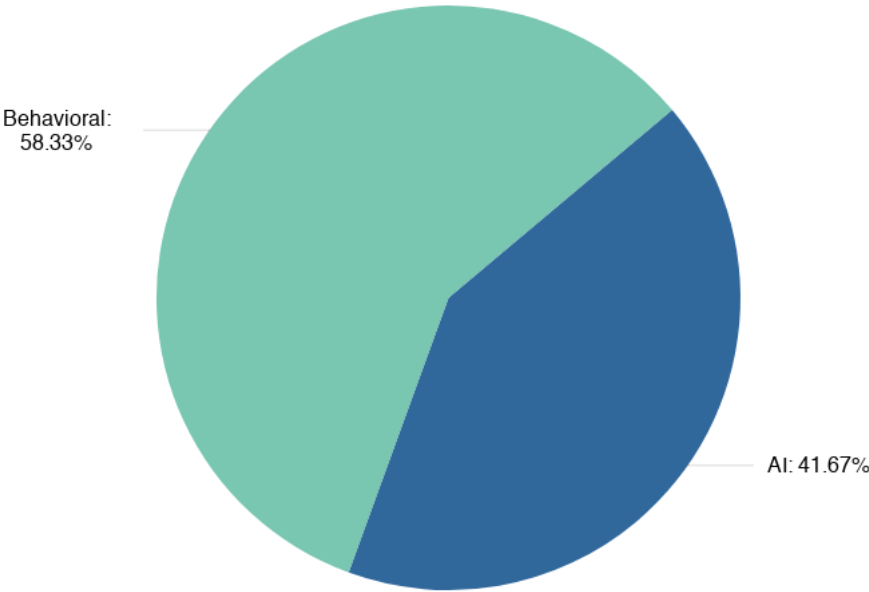
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
T&M Painless Dent Repair Contact Page View	9
T&M Painless Dent Repair Services Page View	3

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	T&M Paintless Dent Repair_SM_4.30_Reel	33,341	279	0.84%	11.95
	T&M Paintless Dent Repair_SM_4.30_Photos	32,661	175	0.54%	7.65
Thumbnail not available	T&M Paintless Dent Repair_SM_4.30_GOT HAIL DAMAGE	31,952	149	0.47%	6.66

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
T&M Paintless Dent Repair_SM_4.30_Photos	Variant: V_00005	Carousel	Click to View	4.24%	1.16%
T&M Paintless Dent Repair_SM_4.30_Photos	Variant: V_00011	Carousel	Click to View	4.19%	1.02%
T&M Paintless Dent Repair_SM_4.30_Photos	Variant: V_00004	Carousel	Click to View	3.98%	0.99%
T&M Paintless Dent Repair_SM_4.30_Photos	Variant: V_00009	Carousel	Click to View	3.71%	0.95%
T&M Paintless Dent Repair_SM_4.30_Reel	Variant: V_00009	Video	Click to View	3.65%	1.35%
T&M Paintless Dent Repair_SM_4.30_Photos	Variant: V_00003	Carousel	Click to View	2.84%	0.90%
T&M Paintless Dent Repair_SM_4.30_Reel	Variant: V_00013	Video	Click to View	2.80%	1.34%
T&M Paintless Dent Repair_SM_4.30_GOT HAIL DAMAGE	Variant: V_00003	Video	Click to View	2.76%	1.16%
T&M Paintless Dent Repair_SM_4.30_Reel	Variant: V_00011	Video	Click to View	2.65%	1.29%
T&M Paintless Dent Repair_SM_4.30_Reel	Variant: V_00002	Video	Click to View	2.62%	1.55%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
78228	2,482	12	0.48%	6.91
78130	2,362	17	0.72%	10.28
78245	1,778	10	0.56%	8.03
78641	1,711	8	0.47%	6.68
78613	1,650	5	0.30%	4.33
78701	1,569	13	0.83%	11.84
78253	1,513	22	1.45%	20.77
78745	1,476	4	0.27%	3.87
78660	1,475	11	0.75%	10.65
78254	1,470	11	0.75%	10.69
78155	1,462	6	0.41%	5.86
78664	1,369	6	0.44%	6.26
78249	1,359	7	0.52%	7.36
78251	1,359	18	1.32%	18.92
78758	1,348	10	0.74%	10.60
76549	1,299	5	0.38%	5.50
78704	1,249	12	0.96%	13.73
78626	1,209	7	0.58%	8.27
78628	1,196	6	0.50%	7.17
78250	1,186	11	0.93%	13.25

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	58,540	449	0.77%
Desktop	A personal computing device that remains stationary at one location.	33,006	121	0.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,408	33	0.51%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	3,717	0	0.00%
imdb.com	3,216	2	0.06%
arcamax.com	1,562	7	0.45%
crispcrumbs.com	1,474	2	0.14%
The Scoop	1,247	3	0.24%
realclearpolitics.com	1,246	0	0.00%
cookandsharerecipes.com	973	2	0.21%
lawandcrime.com	846	1	0.12%
themompack.com	815	3	0.37%
bonsaimary.com	690	2	0.29%
abcnews.com	646	0	0.00%
nypost.com	641	9	1.40%
diario.mx	610	0	0.00%
rezepty.com	502	3	0.60%
themirror.com	500	12	2.40%
101x.com	389	0	0.00%
aol.com	373	0	0.00%
record.com.mx	371	0	0.00%
zillow.com	365	0	0.00%
ultimatecampresource.com	335	0	0.00%

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.