

Digital Marketing Report

Impressions

How many ads were served:

141,349

Clicks

Times a user clicked on an ad

50

Click-Through Rate

(Clicks/Impressions) x 100

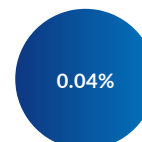
0.04%

Your Product Breakout by Impressions



Social
Mirror

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%)
Mountain View Christian School - K-12/Religious/Private School Behavioral Social Mirror	137,480	44	0.03%	0.46
Mountain View Christian School - Keyword Social Mirror	3,869	6	0.16%	2.22

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses	139,444	47	0.03%	0.48
	Mountain View Christian School_Social Mirror_7.31_Registration Day!	1,905	3	0.16%	2.25

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			
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00009	Photo	Click to View	6.33%	0.18%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00013	Photo	Click to View	6.32%	0.13%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00006	Photo	Click to View	6.30%	0.17%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00011	Photo	Click to View	6.29%	0.08%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00003	Photo	Click to View	6.29%	0.17%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00008	Photo	Click to View	6.29%	0.13%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00015	Photo	Click to View	6.27%	0.14%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00014	Photo	Click to View	6.23%	0.14%
Mountain View Christian School_Social Mirror_6.8_Missed our June Open Houses?	Variant: V_00012	Photo	Click to View	6.21%	0.19%

Social Mirror Ad Screenshots

Mountain View Christian School_Social Mirror_7.31_Registration Day!	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	97,333	17	0.02%
Mobile	A portable electronic device that can connect to the internet.	39,012	33	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,004	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	47,806	3	0.01%
foxnews.com	4,554	0	0.00%
aol.com	4,464	0	0.00%
genealogyexplained.com	1,735	1	0.06%
letsrun.com	1,439	0	0.00%
Weather by WeatherBug	1,191	1	0.08%
nypost.com	1,146	3	0.26%
biblegateway.com	1,065	0	0.00%
screenrant.com	1,013	0	0.00%
sportsfanfocus.com	886	0	0.00%
WeatherBug – Weather Forecast	729	0	0.00%
radio-en-vivo.mx	721	0	0.00%
baseball-reference.com	699	0	0.00%
Pinterest	662	1	0.15%
waynearthurgallery.com	617	0	0.00%
tmz.com	569	1	0.18%
huffpost.com	445	1	0.22%
washingtonpost.com	410	0	0.00%
thesmackdownhotel.com	398	1	0.25%
legacy.com	373	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.