

Digital Marketing Report

Impressions

How many ads were served:

95,945

Clicks

Times a user clicked on an ad

216

Click-Through Rate

(Clicks/Impressions) x 100

0.23%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

40.59%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.23%

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

X the National Average

3.22

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%)
City of Pensacola Parks & Recreation - 6.6 Parents/Cinema/Family Behavioral Social Mirror	76,685	182	0.24%	3.39
City of Pensacola Parks & Recreation - 6.6 Keyword Social Mirror	19,260	34	0.18%	2.52

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	City of Pensacola Parks & Recreation_Social Mirror_This Saturday	47,103	93	0.20%	2.82
	City of Pensacola Parks & Recreation_Social Mirror_Movies in the Park	44,002	90	0.20%	2.92
	City of Pensacola Parks & Recreation_Social Mirror_7.30_THIS SATURDAY_300X250	1,972	13	0.66%	9.42
	City of Pensacola Parks & Recreation_Social Mirror_7.30_We're hoping for sunshine_300X250	1,958	11	0.56%	8.03
	City of Pensacola Parks & Recreation_Social Mirror_7.30_We're hoping for sunshine_300X600	466	5	1.07%	15.33
	City of Pensacola Parks & Recreation_Social Mirror_7.30_THIS SATURDAY_300X600	444	4	0.90%	12.87

Social Mirror Ad Screenshots

	City of Pensacola Parks & Recreation_Social Mirror_7.30_THIS SATURDAY_300X250
Screenshot	 A screenshot of a social media advertisement displayed on a mobile device. The ad is for 'Movies Park' and features the text 'FREE GAMES' in large, bold, white letters. The background of the ad is dark with colorful stars and the 'Movies Park' logo at the top. The mobile interface shows the 'Parade' app header and a status bar at the top.

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,957	151	0.22%
Desktop	A personal computing device that remains stationary at one location.	19,159	53	0.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,829	12	0.14%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
theScore: Sports News & Scores	5,232	8	0.15%
foxnews.com	2,194	4	0.18%
usatoday.com	2,136	5	0.23%
nypost.com	1,823	5	0.27%
The Scoop	1,757	8	0.46%
Yahoo Sports: Scores and News	1,708	6	0.35%
braceletbook.com	1,652	0	0.00%
pnj.com	1,405	4	0.28%
T-Mobile Play	946	0	0.00%
Golf Rival - Multiplayer Games	943	0	0.00%
msn.com	932	0	0.00%
tmz.com	883	4	0.45%
imdb.com	866	4	0.46%
TeamReach – Your Team App	817	0	0.00%
pgatour.com	711	1	0.14%
wikimon.net	693	1	0.14%
themirror.com	589	9	1.53%
iHeartRadio: Radio, Podcasts & Music On Demand	568	0	0.00%
Fox News - Daily Breaking News	560	0	0.00%
courttv.com	552	1	0.18%

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.