

Digital Marketing Report

Impressions

How many ads were served:

98,186

Clicks

Times a user clicked on an ad

273

Click-Through Rate

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

0.28%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

35.59%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.28%

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

X the National Average

3.97

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%)
Cantonment Fencing - Home Improvement/Homeowner/HHI: \$100k+ Behavioral Social Mirror	90,941	266	0.29%	4.18
Cantonment Fencing - Keyword Social Mirror	7,212	6	0.08%	1.19
Cantonment Fencing - Retargeting Social Mirror	33	1	3.03%	43.29

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cantonment Fencing_Social Mirror_6.18_Quality Fences	86,439	229	0.26%	3.78
Thumbnail not available	Cantonment Fencing_Social Mirror_Want a safe space	6,149	26	0.42%	6.04
	Cantonment Fencing_Social Mirror_6.17_Upgraded your backyard	5,598	18	0.32%	4.59

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	69,028	233	0.34%
Desktop	A personal computing device that remains stationary at one location.	18,816	31	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,340	9	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	2,112	1	0.05%
nypost.com	2,107	2	0.09%
The Scoop	2,073	4	0.19%
T-Mobile Play	1,796	0	0.00%
arcamax.com	1,702	1	0.06%
crispcrumbs.com	1,308	5	0.38%
themirror.com	1,231	4	0.32%
theScore: Sports News & Scores	1,182	5	0.42%
usatoday.com	1,063	1	0.09%
nola.com	896	0	0.00%
cornhub.website	854	0	0.00%
apnews.com	754	1	0.13%
Pinterest	753	1	0.13%
kindnessstorieshub.com	612	0	0.00%
pnj.com	500	0	0.00%
sheshinestories.com	477	1	0.21%
smartpenniesguide.com	471	0	0.00%
foxnews.com	469	0	0.00%
braceletbook.com	450	0	0.00%
themompack.com	448	3	0.67%

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.