

Digital Marketing Report

Impressions

How many ads were served:

110,511

Clicks

Times a user clicked on an ad

266

Click-Through Rate

(Clicks/Impressions) x 100

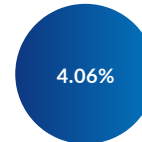
0.24%

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%)
Members First Credit Union - Home Buyer/Auto Refinance/Mortgage Loans Behavioral Social Mirror	45,144	60	0.13%	1.90
Members First Credit Union - Keyword Social Mirror	35,684	45	0.13%	1.80
Members First Credit Union - AI Social Mirror	28,726	161	0.56%	8.01
Members First Credit Union - Retargeting Social Mirror	957	0	0.00%	0.00

Social Mirror Click Conversions

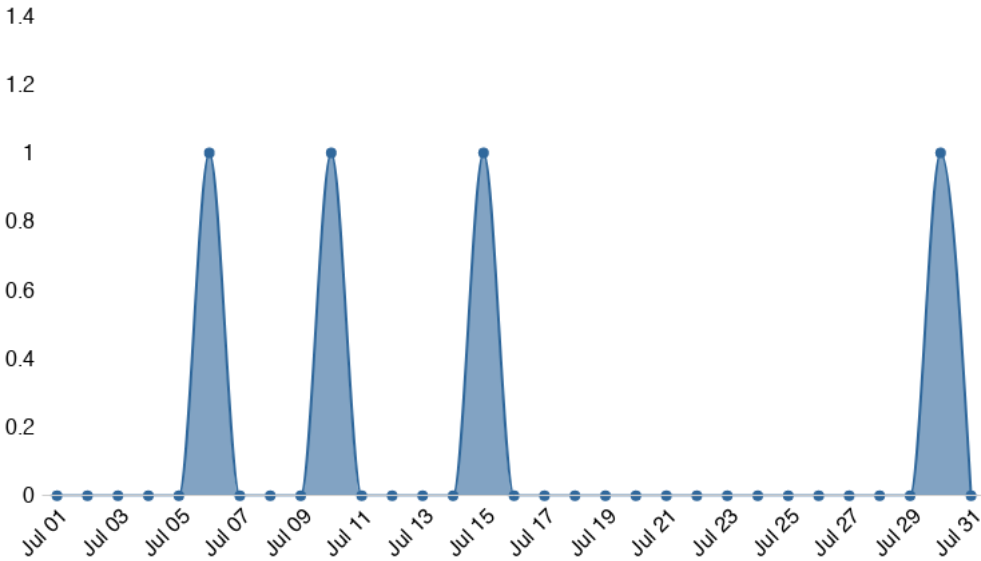


Times users clicked on an ad leading to your site and visited a page or completed an action

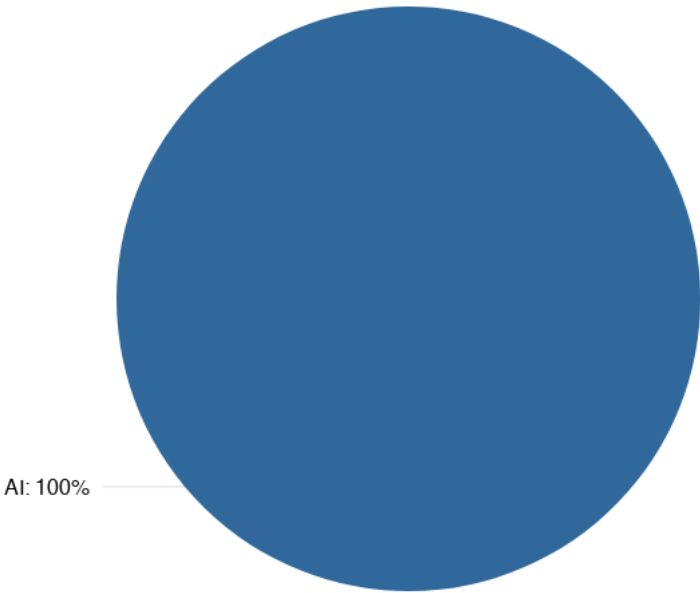
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Members First Credit Union Online Applications Page View	4

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

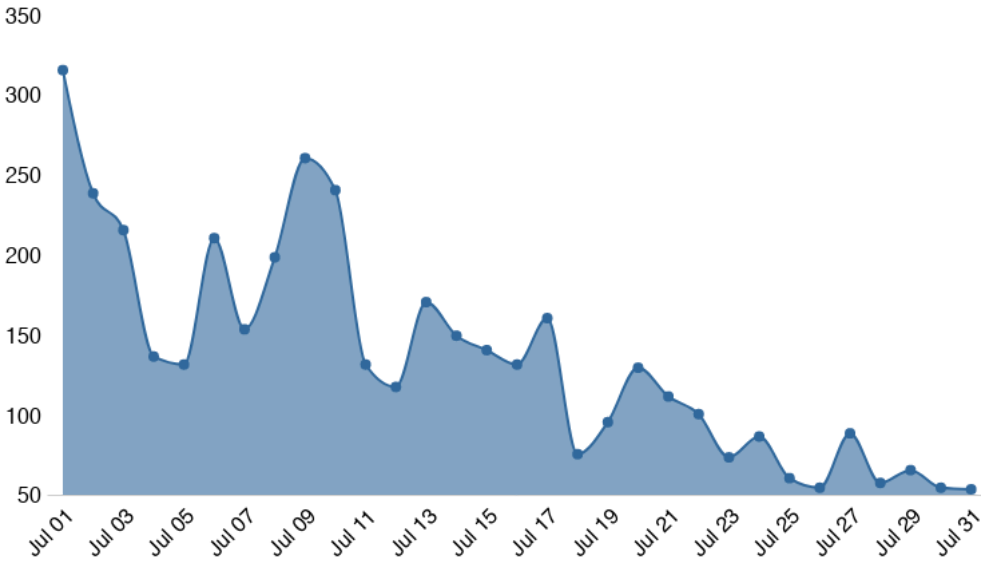


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

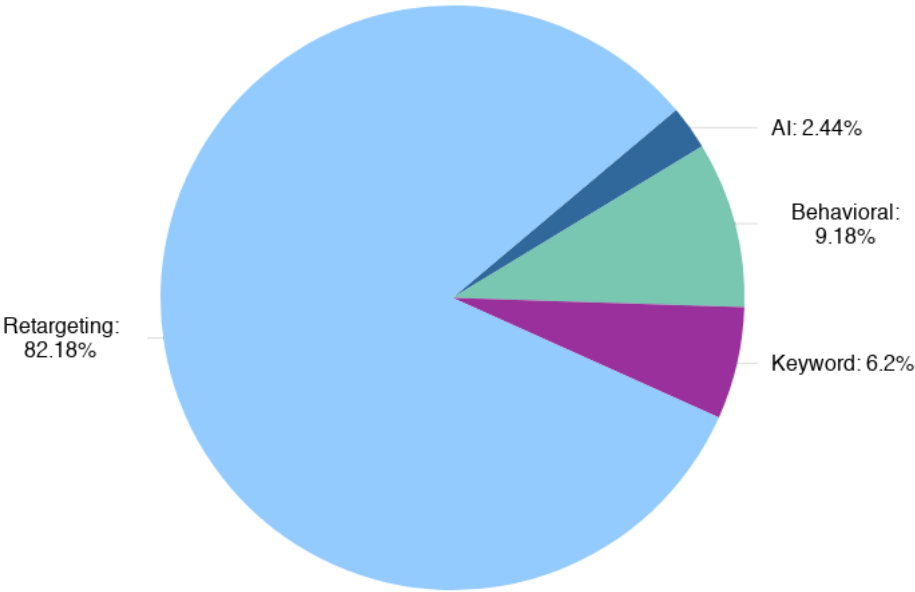
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Members First Credit Union Homepage Visits	4,209
Members First Credit Union Auto Loans Page View	12
Members First Credit Union Home Loans Page View	3
Members First Credit Union Online Applications Page View	1

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%)
	Members First Credit Union_Social Mirror_IG_Ready to buy	86,732	208	0.24%	3.43
	Members First Credit Union_Social Mirror_FB_Ready to buy	23,779	58	0.24%	3.48

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	75,948	179	0.24%
Desktop	A personal computing device that remains stationary at one location.	27,659	79	0.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,904	8	0.12%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,233	8	0.15%
biblegateway.com	5,034	0	0.00%
nypost.com	4,431	8	0.18%
tmz.com	3,197	3	0.09%
dailymail.com	1,971	6	0.30%
theguardian.com	1,837	0	0.00%
courttv.com	1,776	0	0.00%
huffpost.com	1,465	5	0.34%
shopgoodwill.com	1,169	0	0.00%
Realtor.com Real Estate	1,016	0	0.00%
studentdoctor.net	939	0	0.00%
theadvocate.com	874	2	0.23%
buzzfeed.com	873	1	0.11%
lawandcrime.com	862	0	0.00%
Fox News - Daily Breaking News	817	0	0.00%
OfferUp: Buy. Sell. Letgo.	750	0	0.00%
infinitybuilds.gg	682	0	0.00%
people.com	679	3	0.44%
mediotiempo.com	533	2	0.38%
iHeartRadio: Radio, Podcasts & Music On Demand	509	1	0.20%

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.