

# Digital Marketing Report

## Impressions

How many ads were served:

165,005

## Clicks

Times a user clicked on an ad

322

## Click-Through Rate

(Clicks/Impressions) x 100

0.20%

## Your Product Breakout by Impressions



Social  
Mirror

## CTV Completion Rate

10.04%

Percentage of users who watched the video from start  
to finish

## Total Engagement Rate

0.57%

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

## X the National Average

2.79

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%) |
|-----------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Expre Credit Union -KY - AI Social Mirror                       | 95,856        | 264    | 0.28% | 3.93                      |
| Expre Credit Union -KY - Bank Services Behavioral Social Mirror | 66,705        | 48     | 0.07% | 1.03                      |
| Expre Credit Union -KY - Retargeting Social Mirror              | 2,444         | 10     | 0.41% | 5.85                      |

## Social Mirror View-through Conversions

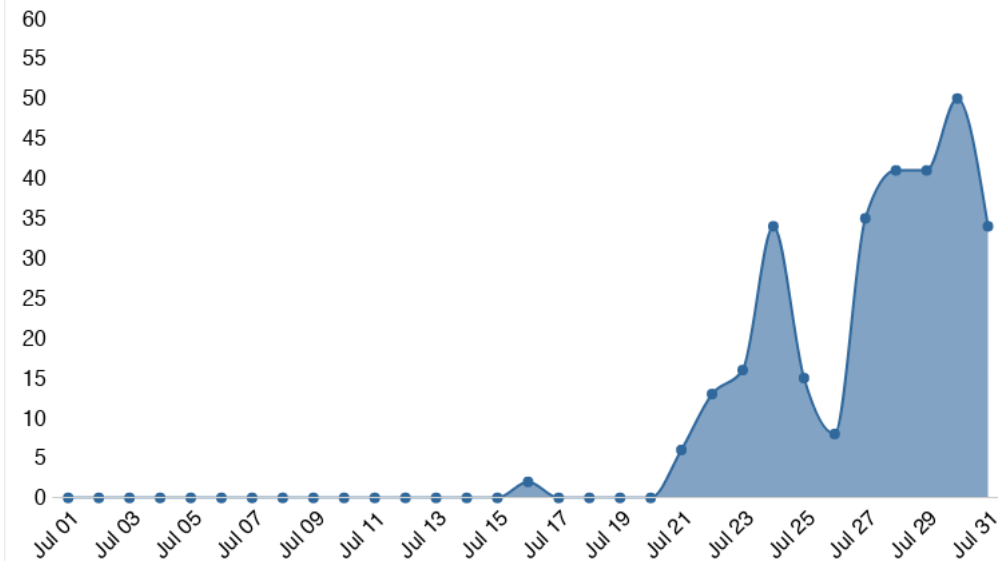


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

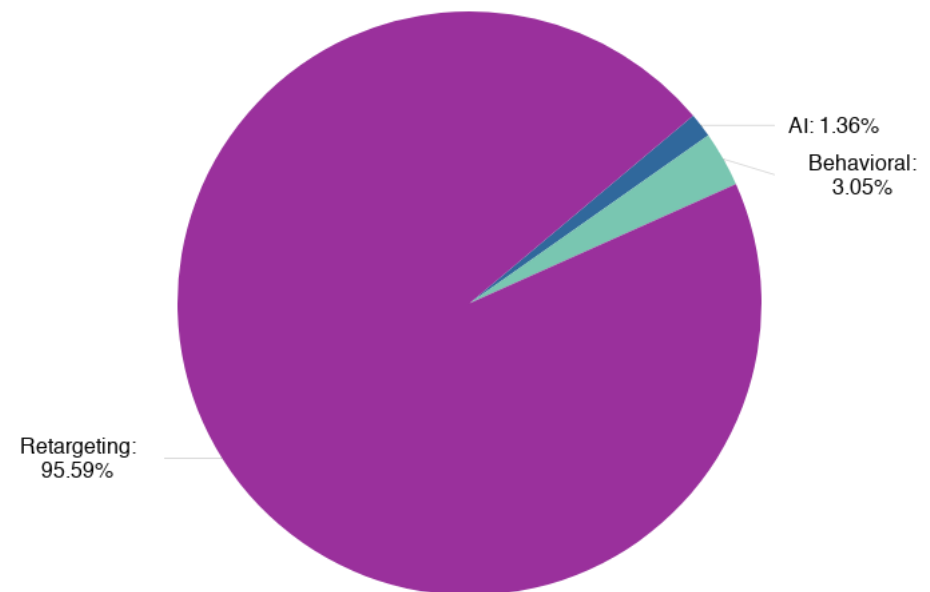
### Social Mirror View-through Conversion Performance Breakout

| Conversion Name                                     | View-through Conversions ↓ |
|-----------------------------------------------------|----------------------------|
| Expree Credit Union -KY Homepage Visits             | 286                        |
| Expree Credit Union -KY Mortgage Loans Page View    | 4                          |
| Expree Credit Union -KY Checking Accounts Page View | 2                          |
| Expree Credit Union -KY Savings Accounts Page View  | 2                          |
| Expree Credit Union -KY Auto Loans Page View        | 1                          |

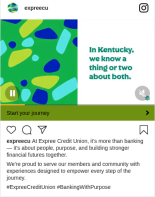
## Social Mirror View-through Conversions by Day



## Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                                | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | Expree Credit Union -KY_SM_At<br>Expree Credit Union, it's more than banking | 165,005     | 322      | 0.20% | 2.79                      |



Social Mirror Creative AI Performance

| Creative                                                                  |                   |                 | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
|---------------------------------------------------------------------------|-------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                             | Variant Name      | Creative Format |                               |                                  |       |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00003  | Video           | <a href="#">Click to View</a> | 11.54%                           | 0.71% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00013  | Video           | <a href="#">Click to View</a> | 11.30%                           | 0.70% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: Original | Video           | <a href="#">Click to View</a> | 10.90%                           | 0.77% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00015  | Video           | <a href="#">Click to View</a> | 9.63%                            | 0.31% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00014  | Video           | <a href="#">Click to View</a> | 8.94%                            | 0.35% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00002  | Video           | <a href="#">Click to View</a> | 7.49%                            | 0.78% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00011  | Video           | <a href="#">Click to View</a> | 6.05%                            | 0.77% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00005  | Video           | <a href="#">Click to View</a> | 5.54%                            | 0.63% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00008  | Video           | <a href="#">Click to View</a> | 4.57%                            | 0.66% |
| Expree Credit Union -KY_SM_At Expree Credit Union, it's more than banking | Variant: V_00009  | Video           | <a href="#">Click to View</a> | 4.39%                            | 0.50% |

## Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 98,340        | 263    | 0.27% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 59,513        | 38     | 0.06% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 7,152         | 21     | 0.29% |

## Site and App Performance

| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| imdb.com                                       | 12,919        | 1      | 0.01% |
| msn.com                                        | 10,344        | 0      | 0.00% |
| nypost.com                                     | 4,473         | 2      | 0.04% |
| foxnews.com                                    | 3,890         | 3      | 0.08% |
| washingtonpost.com                             | 3,831         | 3      | 0.08% |
| codeshare.io                                   | 3,117         | 0      | 0.00% |
| tmz.com                                        | 2,696         | 4      | 0.15% |
| hollywoodpq.com                                | 2,244         | 2      | 0.09% |
| Fox News - Daily Breaking News                 | 2,138         | 0      | 0.00% |
| huffpost.com                                   | 2,051         | 1      | 0.05% |
| dailymail.com                                  | 1,618         | 1      | 0.06% |
| biblegateway.com                               | 1,468         | 0      | 0.00% |
| apnews.com                                     | 1,454         | 3      | 0.21% |
| Letterboxd                                     | 1,350         | 0      | 0.00% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 1,343         | 2      | 0.15% |
| Weather by WeatherBug                          | 1,155         | 0      | 0.00% |
| T-Mobile Play                                  | 1,050         | 0      | 0.00% |
| aol.com                                        | 1,027         | 0      | 0.00% |
| usatoday.com                                   | 1,008         | 2      | 0.20% |
| Pinterest                                      | 877           | 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.