

Digital Marketing Report

Impressions

How many ads were served:

144,482

Clicks

Times a user clicked on an ad

981

Click-Through Rate

(Clicks/Impressions) x 100

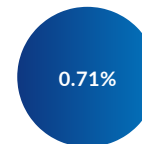
0.68%

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%)

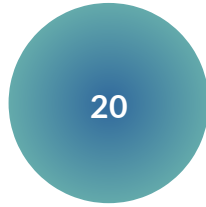
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Old Bedford Village PA - AI Social Mirror	70,023	848	1.21%	17.30
Old Bedford Village PA - In-Market Family Fun Behavioral Social Mirror	65,147	98	0.15%	2.15
Old Bedford Village PA - Retargeting Social Mirror	9,312	35	0.38%	5.37

Social Mirror Click Conversions

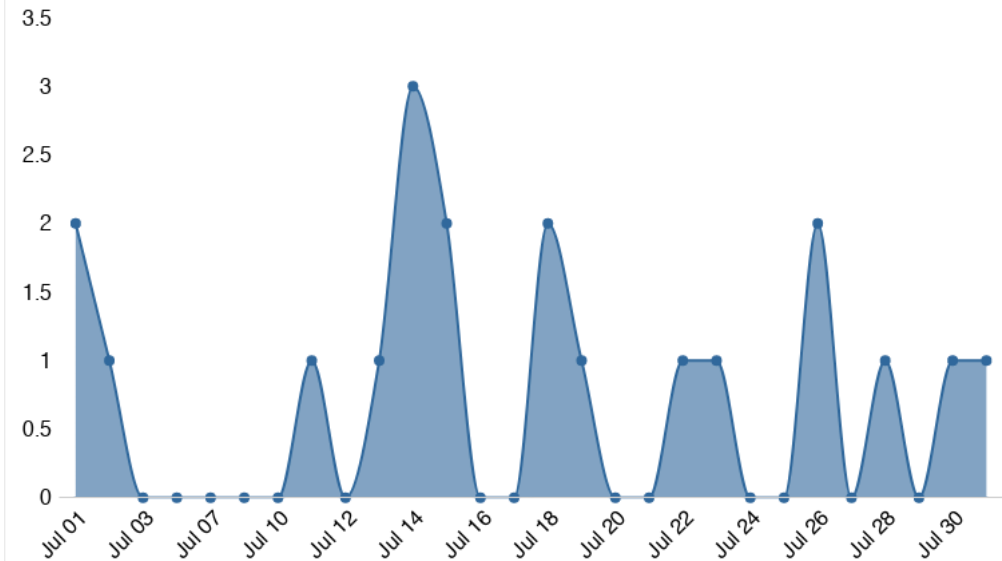


Times users clicked on an ad leading to your site and visited a page or completed an action

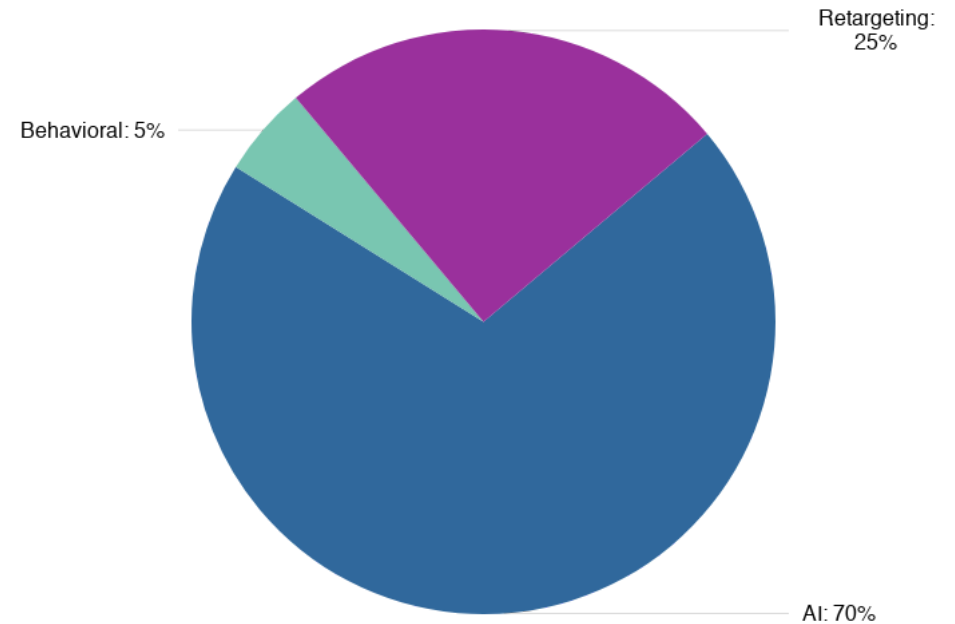
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Old Bedford Village PA Events Page View	8
Old Bedford Village PA The Village Page View	8
Old Bedford Village PA Field Trips Page View	4

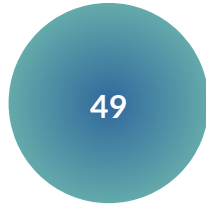
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

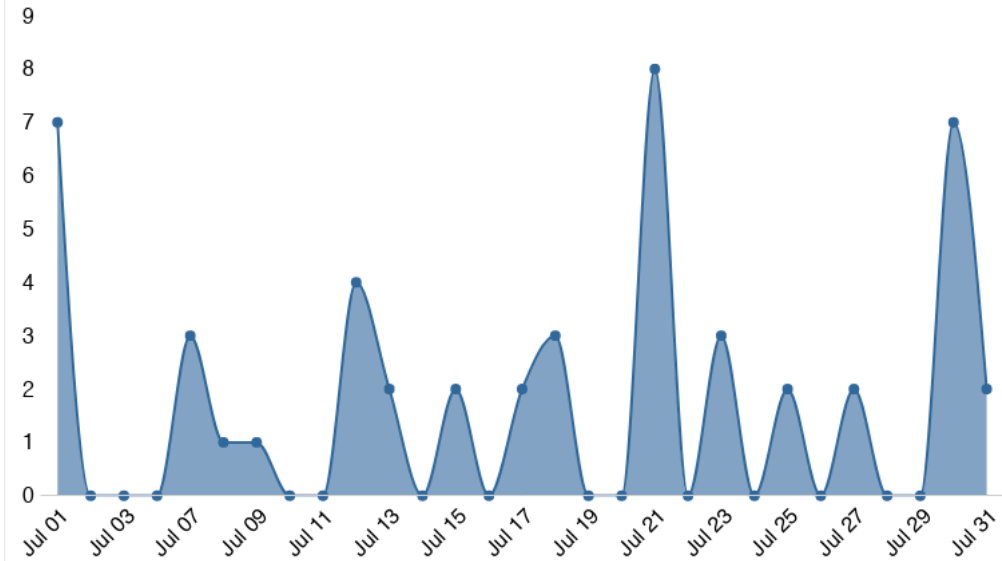


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

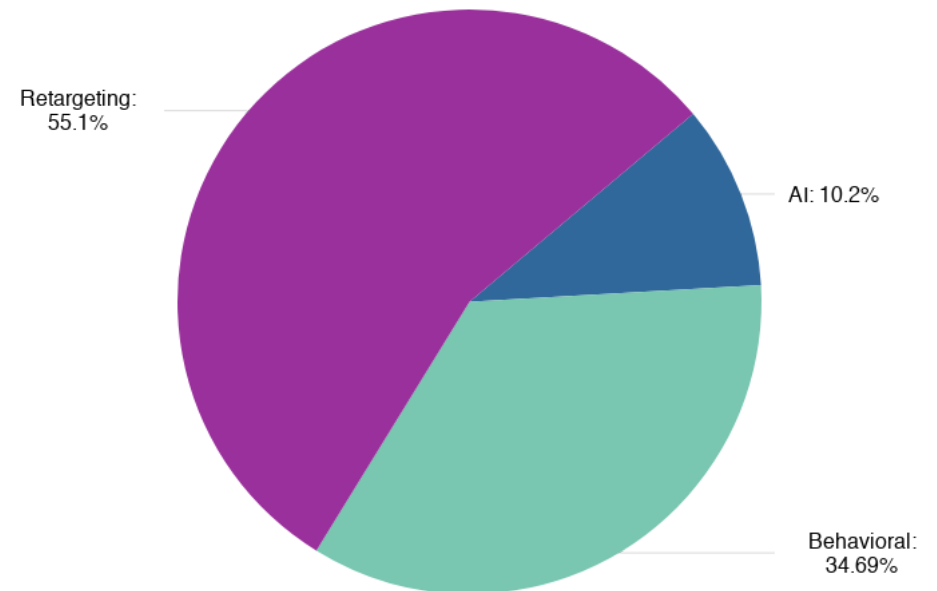
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Old Bedford Village PA Homepage Visits	28
Old Bedford Village PA Events Page View	15
Old Bedford Village PA The Village Page View	4
Old Bedford Village PA Field Trips Page View	2

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%)
	Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	103,213	778	0.75%	10.77
Thumbnail not available	Old Bedford Village PA_SM_7.10.26_Old Bedford Village is the perfect place to celebrate	16,210	117	0.72%	10.31
Thumbnail not available	Old Bedford Village PA_SM_6.29.26_Old Bedford Village is excited to celebrate	25,059	86	0.34%	4.90

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			
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00006	Photo	Click to View	14.27%	2.25%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00010	Photo	Click to View	7.77%	1.59%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00012	Photo	Click to View	6.88%	1.69%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00013	Photo	Click to View	5.06%	1.58%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00015	Photo	Click to View	4.83%	1.82%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00008	Photo	Click to View	4.76%	1.45%
Old Bedford Village PA_SM_6.29.26_Old Bedford Village is excited to celebrate	Variant: V_00008	Photo	Click to View	4.56%	0.67%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00009	Photo	Click to View	3.79%	1.42%
Old Bedford Village PA_SM_7.15.26_Old Bedford Village is the perfect place to celebrate	Variant: V_00011	Photo	Click to View	3.33%	1.79%

Social Mirror Ad Screenshots

Old Bedford Village PA_SM_7.10.26_Old Bedford Village is the perfect place to celebrate	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	90,350	841	0.93%
Desktop	A personal computing device that remains stationary at one location.	47,059	115	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,073	25	0.35%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
wtae.com	6,051	2	0.03%
imdb.com	5,024	6	0.12%
T-Mobile Play	4,991	0	0.00%
hollywoodpq.com	3,481	9	0.26%
nypost.com	2,347	6	0.26%
usatoday.com	2,317	11	0.47%
themirror.com	1,989	7	0.35%
arcamax.com	1,383	6	0.43%
foxnews.com	1,356	9	0.66%
lawandcrime.com	1,261	1	0.08%
wgal.com	1,139	0	0.00%
studentdoctor.net	1,112	2	0.18%
wordfm.com	1,060	0	0.00%
The Scoop	852	5	0.59%
realclearpolitics.com	760	0	0.00%
worthy.com	740	1	0.14%
huffpost.com	734	3	0.41%
crispcrums.com	729	2	0.27%
kpopall.com	727	0	0.00%
msn.com	681	2	0.29%

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.