

Digital Marketing Report

Impressions

How many ads were served:

150,373

Clicks

Times a user clicked on an ad

1,201

Click-Through Rate

(Clicks/Impressions) x 100

0.80%

Your Product Breakout by Impressions



CTV Completion Rate

25.36%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.80%

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

X the National Average

11.41

X the National Avg (.07%)

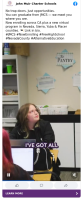
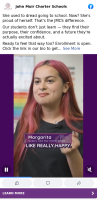
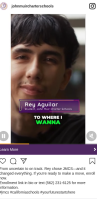
Social
Mirror

*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%)
John Muir Charter Schools - Some High School/High School Diploma Social Mirror	85,838	1,123	1.31%	18.69
John Muir Charter Schools - Keyword Social Mirror	64,535	78	0.12%	1.73

Social Mirror Creative Performance

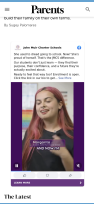
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	John Muir Charter Schools_Social Mirror_7.7_Chloey	61,084	589	0.96%	13.77
	John Muir Charter Schools_Social Mirror_7.7_Margarita	56,466	332	0.59%	8.40
	John Muir Charter Schools_Social Mirror_From uncertain to on track.	19,872	215	1.08%	15.46
Thumbnail not available	John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted	12,951	65	0.50%	7.17

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			
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00012	Video	Click to View	12.22%	1.14%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00010	Video	Click to View	10.32%	0.60%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00003	Video	Click to View	8.50%	1.09%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00006	Video	Click to View	7.53%	0.61%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00002	Video	Click to View	6.47%	0.60%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00001	Video	Click to View	5.68%	0.95%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00013	Video	Click to View	5.61%	0.69%
John Muir Charter Schools_Social Mirror_5.14.26_A diploma. A future. A weight lifted.	Variant: V_00007	Video	Click to View	5.56%	0.55%

Social Mirror Ad Screenshots

John Muir Charter Schools_Social Mirror_7.7_Margarita	
Screenshot	

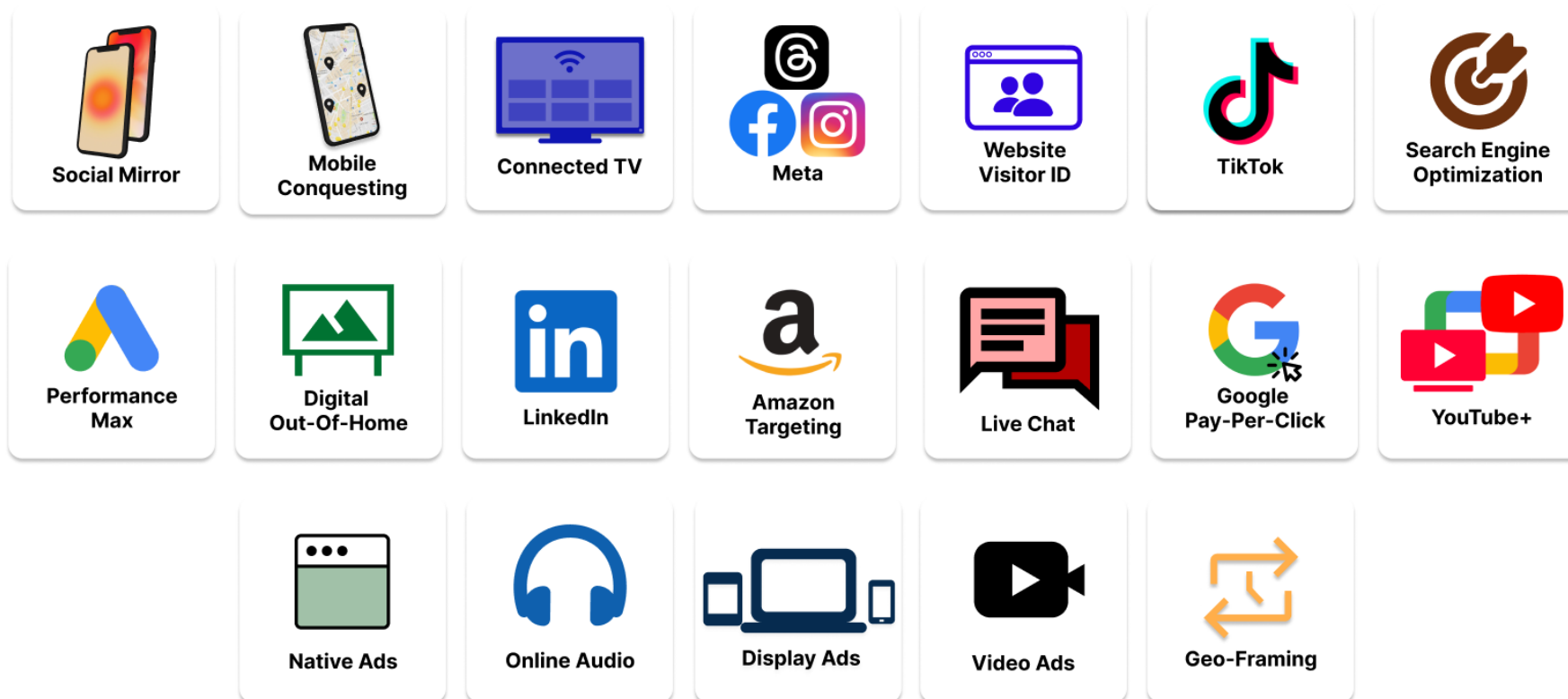
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	98,381	938	0.95%
Desktop	A personal computing device that remains stationary at one location.	44,650	243	0.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,342	20	0.27%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
tmz.com	4,158	3	0.07%
nypost.com	3,886	8	0.21%
buzzfeed.com	2,548	3	0.12%
dailymail.com	2,449	11	0.45%
huffpost.com	2,408	5	0.21%
foxnews.com	2,403	10	0.42%
whitepages.com	2,101	1	0.05%
OfferUp: Buy. Sell. Letgo.	1,985	0	0.00%
people.com	1,650	1	0.06%
lawandcrime.com	1,621	0	0.00%
runnersworld.com	1,466	1	0.07%
mercurynews.com	1,437	1	0.07%
screenrant.com	1,193	0	0.00%
reuters.com	1,175	2	0.17%
rapidtables.com	1,117	0	0.00%
theguardian.com	1,058	2	0.19%
BuzzFeed - Quiz, Trivia & News	1,037	0	0.00%
celebritynetworth.com	957	3	0.31%
fazatrip.com	948	2	0.21%
gedpracticetest.net	819	3	0.37%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.