



Digital Marketing Report

Impressions

How many ads were served:

96,772

Clicks

Times a user clicked on an ad

360

Click-Through Rate

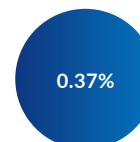
$(\text{Clicks}/\text{Impressions}) \times 100$

0.37%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
Bramante Homes - Keyword Social Mirror	90,670	353	0.39%	5.56
Bramante Homes - Retargeting Social Mirror	5,580	7	0.13%	1.79
Bramante Homes - New Home Construction/Custom Homes/Home Building Behavioral Social Mirror	522	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Bramante Homes_Social Mirror_7.13_BramanteCollaboratio nJan 23.2.png	38,142	162	0.42%	6.07
	Bramante Homes_Social Mirror_7.13_BramanteCollaboratio nJan 23.3.png	30,706	124	0.40%	5.77
Thumbnail not available	Bramante Homes_Social Mirror_Janice	13,734	39	0.28%	4.06
	Bramante Homes_Social Mirror_Chris	14,190	35	0.25%	3.52



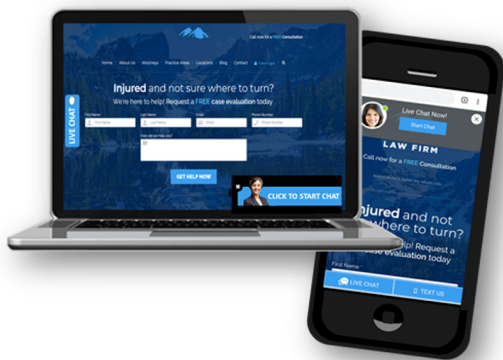
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	54,306	305	0.56%
Desktop	A personal computing device that remains stationary at one location.	35,846	41	0.11%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,620	14	0.21%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	6,484	0	0.00%
biblegateway.com	5,604	3	0.05%
foxnews.com	2,694	14	0.52%
dailymail.com	2,143	4	0.19%
huffpost.com	1,869	3	0.16%
npr.org	1,468	4	0.27%
usatoday.com	1,158	2	0.17%
theguardian.com	1,134	3	0.26%
nypost.com	1,101	2	0.18%
Realtor.com Real Estate	869	18	2.07%
nytimes.com	856	3	0.35%
tmz.com	639	3	0.47%
hometalk.com	607	13	2.14%
realtor.com	543	0	0.00%
petmaximalist.com	532	0	0.00%
newyorker.com	530	0	0.00%
cryptostreetledger.com	505	2	0.40%
washingtonpost.com	475	0	0.00%
myfamilytravels.com	452	10	2.21%
cavalierdaily.com	442	0	0.00%



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



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.