

Digital Marketing Report

Impressions

How many ads were served:

45,554

Clicks

Times a user clicked on an ad

239

Click-Through Rate

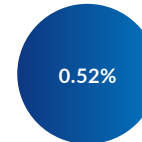
$(\text{Clicks}/\text{Impressions}) \times 100$

0.52%

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

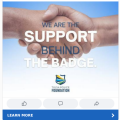
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Tulsa Police Foundation - AI Social Mirror	24,260	198	0.82%	11.66
Tulsa Police Foundation - Age 30-64/Local News/Public Safety Social Mirror	21,294	41	0.19%	2.75

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Tulsa Police Foundation_6.18_TPD Mounted Patrol 6/16 FB	16,442	118	0.72%	10.25
	Tulsa Police Foundation_6.18_Support Badge 6/10 FB	16,673	68	0.41%	5.83
	Tulsa Police Foundation_6.11_Public Safety Mon FB	12,439	53	0.43%	6.09

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	30,606	146	0.48%
Desktop	A personal computing device that remains stationary at one location.	10,115	77	0.76%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,833	16	0.33%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
arcamax.com	1,055	6	0.57%
tmz.com	645	0	0.00%
nypost.com	598	3	0.50%
BuzzFeed - Quiz, Trivia & News	584	1	0.17%
The Scoop	575	0	0.00%
Timehop - Memories Then & Now	485	3	0.62%
8ballpool.com	417	0	0.00%
playxi.site	400	0	0.00%
Pandora - Music & Podcasts	397	1	0.25%
Pinterest	331	4	1.21%
realclearpolitics.com	322	0	0.00%
boatmart.com	306	0	0.00%
cheatdaydesign.com	306	0	0.00%
brezzamistica.info	305	0	0.00%
mediotiempo.com	268	1	0.37%
digitalmarketingfc.com	251	4	1.59%
lawandcrime.com	244	0	0.00%
Realtor.com Real Estate	213	1	0.47%
wildfreinds.website	188	8	4.26%
Darts Club	175	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.