

Digital Marketing Report

Impressions

How many ads were served:

102,643

Clicks

Times a user clicked on an ad

94

Click-Through Rate

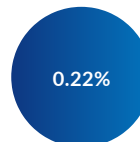
(Clicks/Impressions) x 100

0.09%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%)
YMCA of Virginia's Blue Ridge - After School Programs - Parents of Children/Children in HH/Child Care Behavioral Social Mirror	51,130	25	0.05%	0.70
YMCA of Virginia's Blue Ridge - After School Programs - Keyword Social Mirror	50,582	64	0.13%	1.81
YMCA of Virginia's Blue Ridge - After School Programs - Retargeting Social Mirror	931	5	0.54%	7.67

Social Mirror View-through Conversions

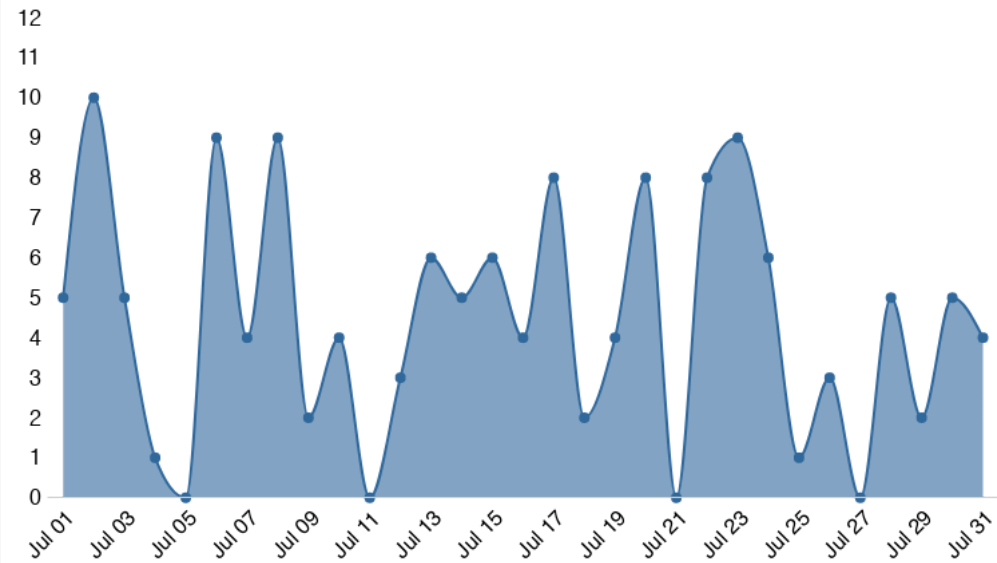
138

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

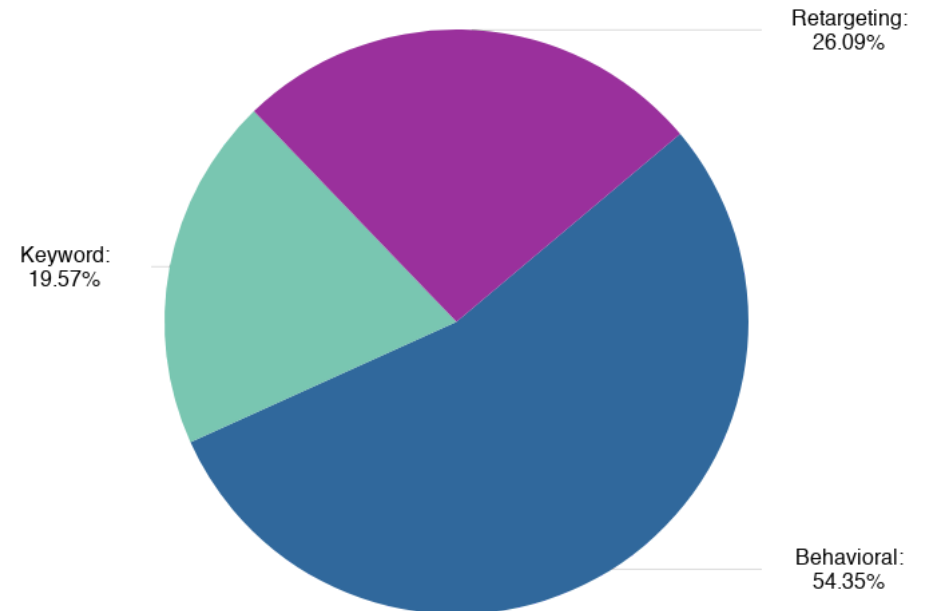
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
YMCA of Virginia's Blue Ridge Homepage Visits	112
YMCA of Virginia's Blue Ridge After School Programs Submit Click	7
YMCA of Virginia's Blue Ridge Camp Kirk Page View	5
YMCA of Virginia's Blue Ridge Camp Boco Page View	4
YMCA of Virginia's Blue Ridge Camp Salem Page View	4
YMCA of Virginia's Blue Ridge Camp Rockbridge Page View	3
	2
YMCA of Virginia's Blue Ridge Beacons Summer Camp 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%)
	YMCA of Virginia's Blue Ridge - After School Programs_Social Mirror_Carousel_Y After School	47,497	63	0.13%	1.89
	YMCA of Virginia's Blue Ridge - After School Programs_Social Mirror_Y After School	55,146	31	0.06%	0.80

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,758	67	0.13%
Desktop	A personal computing device that remains stationary at one location.	48,915	24	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,970	3	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	9,151	0	0.00%
Pinterest	8,813	4	0.05%
msn.com	8,656	0	0.00%
pinterest.com	3,516	0	0.00%
foxnews.com	3,350	6	0.18%
imdb.com	1,649	0	0.00%
usatoday.com	1,112	2	0.18%
bonsaimary.com	1,004	1	0.10%
wfxrtv.com	982	0	0.00%
zillow.com	966	0	0.00%
ebay.com	731	0	0.00%
lovewhatmatters.com	681	2	0.29%
WDBJ7 Weather & Traffic	667	0	0.00%
Darts Heros	611	0	0.00%
tmz.com	531	0	0.00%
shoppingnetworkhub.com	519	0	0.00%
prismgamenet.com	509	0	0.00%
merriam-webster.com	490	1	0.20%
IMDb: Your guide to movies, TV shows, celebrities	408	0	0.00%
brooksclarke.com	394	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



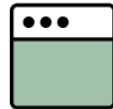
Live Chat



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.