



Digital Marketing Report

Impressions

How many ads were served:

114,471

Clicks

Times a user clicked on an ad

1,089

Click-Through Rate

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

0.95%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

10.78%

Percentage of users who watched the video from start
to finish

X the National Average

13.59

X the National Avg (.07%)

Total Engagement Rate

0.95%

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

*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%)
Vortakt Barrel Works - Gun Manufacturing B2B Social Mirror	114,270	1,088	0.95%	13.60
Vortakt Barrel Works - Geo-Fence Social Mirror	200	1	0.50%	7.14
Vortakt Barrel Works - Lookalike Social Mirror	1	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Vortakt Barrel Works_Social Mirror_Whether your rifles are designed for plinking, hunting_300x250	79,145	749	0.95%	13.52
	Vortakt Barrel Works_Social Mirror_Whether your rifles are designed for plinking, hunting_320x480	21,089	169	0.80%	11.45
	Vortakt Barrel Works_Social Mirror_Whether your rifles are designed for plinking, hunting_300x600	13,234	133	1.00%	14.36
	Vortakt Barrel Works_Social Mirror_An industry-leading OEM barrel supplier_300x250	569	25	4.39%	62.77
	Vortakt Barrel Works_Social Mirror_An industry-leading OEM barrel supplier_300x600	316	9	2.85%	40.69
	Vortakt Barrel Works_Social Mirror_An industry-leading OEM barrel supplier_320x480	118	4	3.39%	48.43



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	63,169	386	0.61%
Desktop	A personal computing device that remains stationary at one location.	12,469	238	1.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,582	56	3.54%
Set Top Box	A device that connects to a TV and provides streaming content, such as Roku, Fire TV, and Chromecast.	53	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
huffpost.com	2,224	40	0.07%
levanews.com	1,572	19	0.01%
mob.app.com.fogonia.rummy500	881	24	0.09%
en30.usnews.uk	837	1	0.00%
military.com	833	34	0.04%
mob.app.com.fogonia.blockjam	700	19	0.05%
m.imdb.com	693	9	0.03%
imdb.com	579	12	0.03%
dailyvoice.com	543	50	0.09%
mob.app.net.wordbit.enfr	533	2	0.00%
mob.app.com.fbig.words	515	6	0.03%
zodiakdeluxe.com	437	20	0.04%
cricket.get-moment.com	436	0	0.00%
timesofindia.indiatimes.com	435	1	0.04%
m.economictimes.com	383	3	0.01%
mob.app.droom.sleepifucan	370	16	0.01%
nypost.com	356	6	0.02%
mob.app.com.kiaora.dominoes	341	9	0.04%
mob.app.com.fogonia.drop	338	7	0.03%
dizicare.com	304	22	0.08%



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.