

Digital Marketing Report

Impressions

How many ads were served:

52,079

Clicks

Times a user clicked on an ad

73

Click-Through Rate

(Clicks/Impressions) x 100

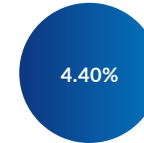
0.14%

Your Product Breakout by Impressions



Social
Mirror

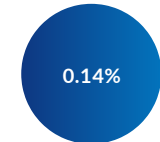
CTV Completion Rate



4.40%

Percentage of users who watched the video from start
to finish

Total Engagement Rate



0.14%

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

X the National Average



2.00

X the National Avg (.07%)

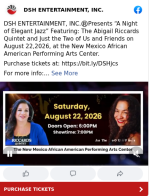
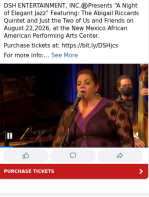
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
DSH ENTERTAINMENT, INC. - AI Social Mirror	18,352	22	0.12%	1.71
DSH ENTERTAINMENT, INC. - Behavioral Social Mirror	17,928	24	0.13%	1.91
DSH ENTERTAINMENT, INC. - Keyword Social Mirror	15,799	27	0.17%	2.44

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	DSH ENTERTAINMENT, INC._7.24.26_Abigail Riccards Quintet	13,454	25	0.19%	2.65
	DSH ENTERTAINMENT, INC._7.24.26_A Night of Elegant Jazz	12,363	16	0.13%	1.85
	DSH ENTERTAINMENT, INC._7.24.26_A Night of Elegant Jazz_FaceBook_	11,946	15	0.13%	1.79
	DSH ENTERTAINMENT, INC._7.24.26_A Night of Elegant Jazz” Featuring: The Abigail Riccards Quintet	12,828	10	0.08%	1.11
	DSH ENTERTAINMENT, INC._7.24.26_A Night of Elegant Jazz_Facebook	1,488	7	0.47%	6.72

Social Mirror Ad Screenshots

	DSH ENTERTAINMENT, INC._7.24.26_A Night of Elegant Jazz
Screenshot	

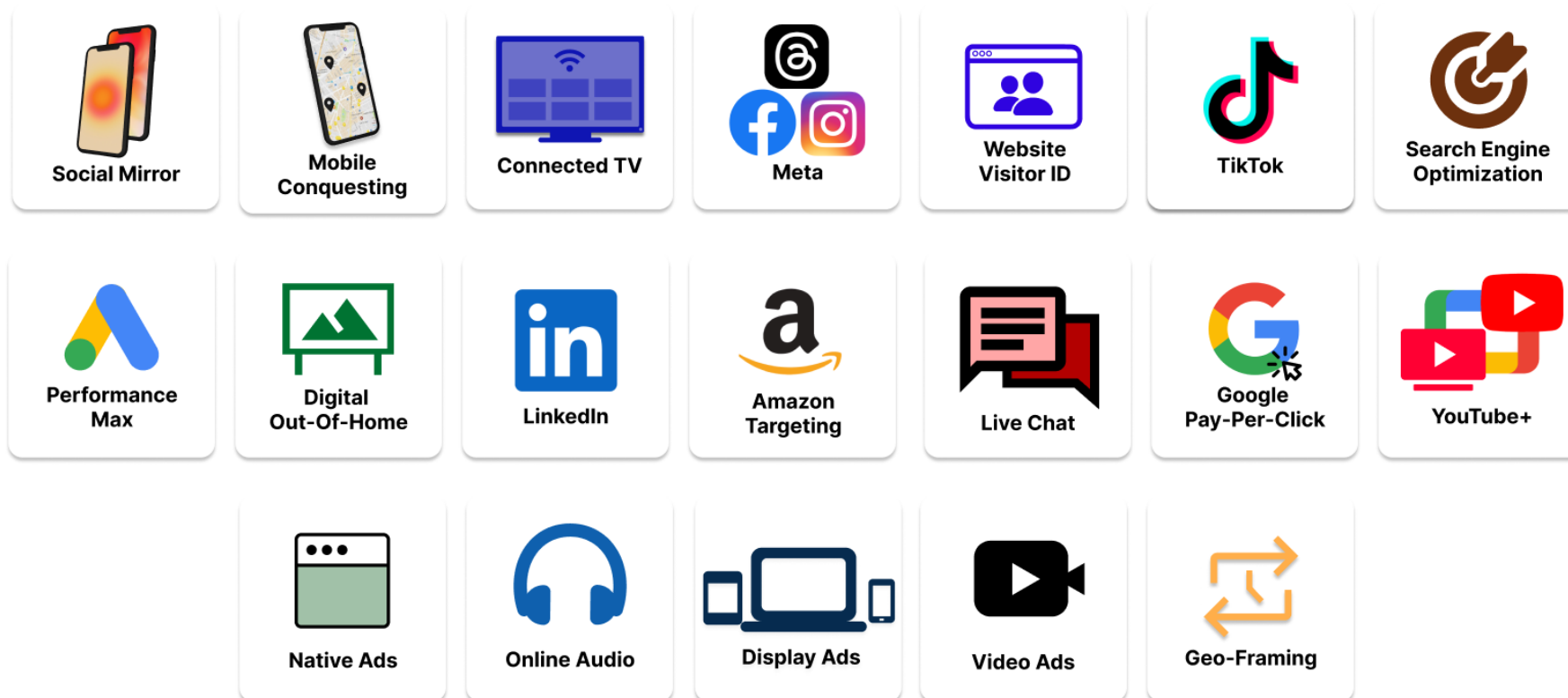
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	35,302	31	0.09%
Mobile	A portable electronic device that can connect to the internet.	14,704	38	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,073	4	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	12,701	1	0.01%
aol.com	2,187	0	0.00%
pinterest.com	1,239	0	0.00%
foxnews.com	1,009	0	0.00%
kob.com	968	1	0.10%
realtor.com	817	1	0.12%
travelmag.com	770	0	0.00%
apnews.com	730	7	0.96%
merriam-webster.com	570	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	494	0	0.00%
huffpost.com	453	1	0.22%
Pinterest	438	0	0.00%
avclub.com	389	1	0.26%
usatoday.com	387	2	0.52%
legacy.com	361	0	0.00%
travelbinger.com	326	0	0.00%
washingtonpost.com	301	0	0.00%
biblegateway.com	283	0	0.00%
vulkk.com	257	1	0.39%
ign.com	243	0	0.00%

All available products in our *toolbox*.



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