

Digital Marketing Report

Impressions

How many ads were served:

98,177

Clicks

Times a user clicked on an ad

252

Click-Through Rate

(Clicks/Impressions) x 100

0.26%

Your Product Breakout by Impressions



CTV Completion Rate

43.27%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

2.45

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.26%

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

X the National Average

3.67

X the National Avg (.07%)

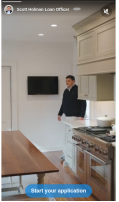
Social
Mirror

*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%)
Scott Holman Mortgage Loan Officer - Affluent Households/Advanced Degree Behavioral Social Mirror	84,553	231	0.27%	3.90
Scott Holman Mortgage Loan Officer - Keyword Social Mirror	13,624	21	0.15%	2.20

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	71,353	164	0.23%	3.28
	Scott Holman Mortgage Loan Officer_SM_7.14_Get the personalized service you deserve	18,079	55	0.30%	4.35
	Scott Holman Mortgage Loan Officer_SM_7.13_Story	8,745	33	0.38%	5.39

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00002	Video	Click to View	6.37%	0.43%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00012	Video	Click to View	6.26%	0.48%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00007	Video	Click to View	6.03%	0.77%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00005	Video	Click to View	5.55%	0.51%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00008	Video	Click to View	5.49%	0.42%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00011	Video	Click to View	5.06%	0.65%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00009	Video	Click to View	4.39%	0.73%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00015	Video	Click to View	4.26%	0.55%
Scott Holman Mortgage Loan Officer_Social Mirror_Have you dedicated your life	Variant: V_00010	Video	Click to View	4.17%	0.56%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,857	193	0.26%
Desktop	A personal computing device that remains stationary at one location.	17,565	41	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,755	18	0.23%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	2,202	1	0.05%
nypost.com	2,180	3	0.14%
The Scoop	1,858	4	0.22%
Realtor.com Real Estate	1,520	3	0.20%
newschannel9.com	1,355	0	0.00%
arcamax.com	1,320	3	0.23%
usatoday.com	1,282	4	0.31%
crispcrumbs.com	1,190	4	0.34%
msn.com	1,164	0	0.00%
kindnessstorieshub.com	1,046	1	0.10%
themirror.com	788	6	0.76%
newschannel5.com	705	2	0.28%
themompack.com	688	1	0.15%
theScore: Sports News & Scores	679	1	0.15%
realclearpolitics.com	632	1	0.16%
wcyb.com	615	3	0.49%
cookandsharerecipes.com	531	1	0.19%
knoxnews.com	529	2	0.38%
unitedstateszipcodes.org	526	1	0.19%
tmz.com	512	4	0.78%

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.