

Digital Marketing Report

Impressions

How many ads were served:

114,519

Clicks

Times a user clicked on an ad

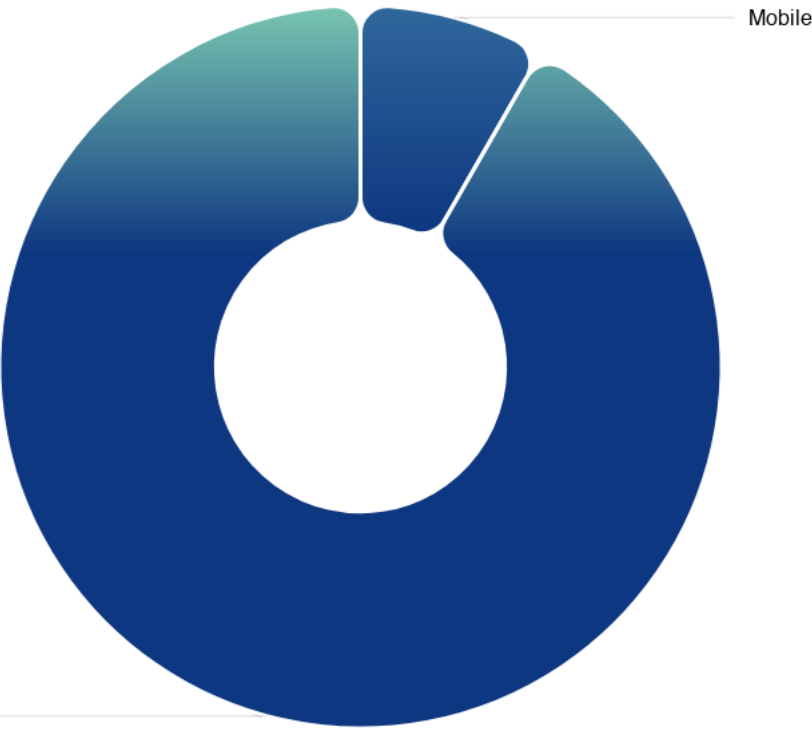
447

Click-Through Rate

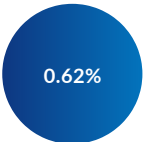
$(\text{Clicks}/\text{Impressions}) \times 100$

0.39%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



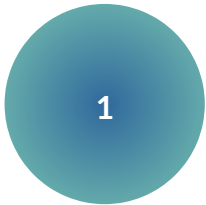
X the National Avg (.07%)

*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%)
Crown College - Prospective College Students/Parents of College Students Behavioral Social Mirror	54,495	284	0.52%	7.44
Crown College - Keyword Social Mirror	37,706	62	0.16%	2.35
Crown College - Retargeting Social Mirror	8,549	31	0.36%	5.18
Crown College - Event Geo-Retargeting Mobile	7,932	31	0.39%	5.58
Crown College - Website Visitor Feed Social Mirror	4,259	18	0.42%	6.04
Crown College - Site Retargeting Mobile	1,135	16	1.41%	20.14
Crown College - Event Geo-Fencing Mobile	443	5	1.13%	16.12

Social Mirror Click Conversions

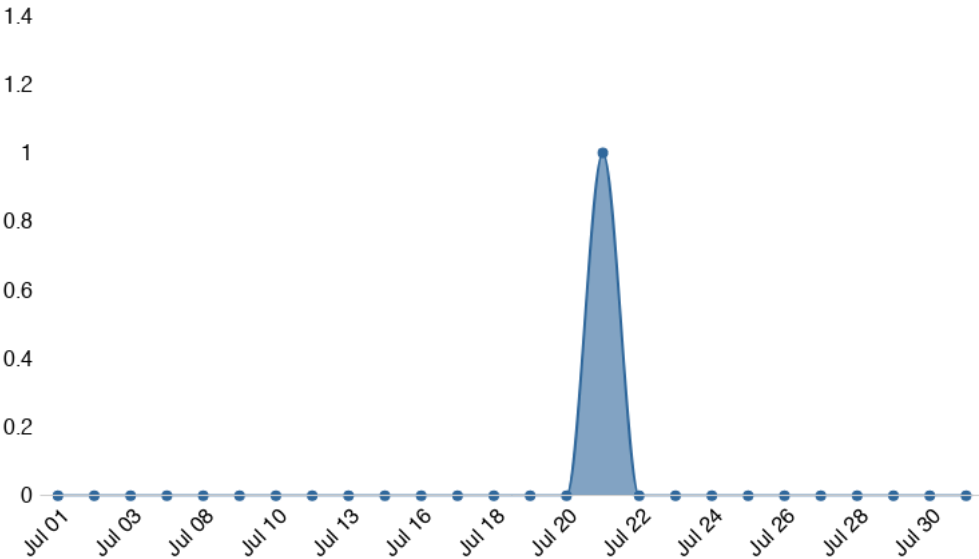


Times users clicked on an ad leading to your site and visited a page or completed an action

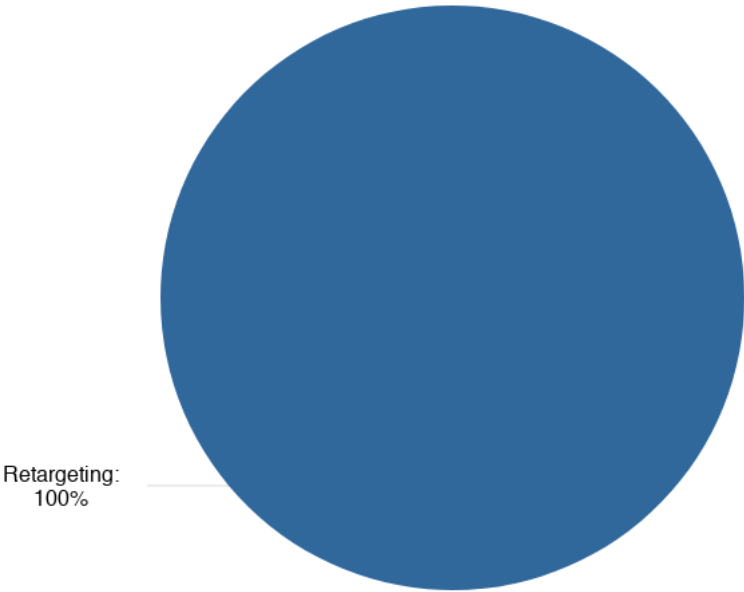
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Crown College Apply Click Conversion	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

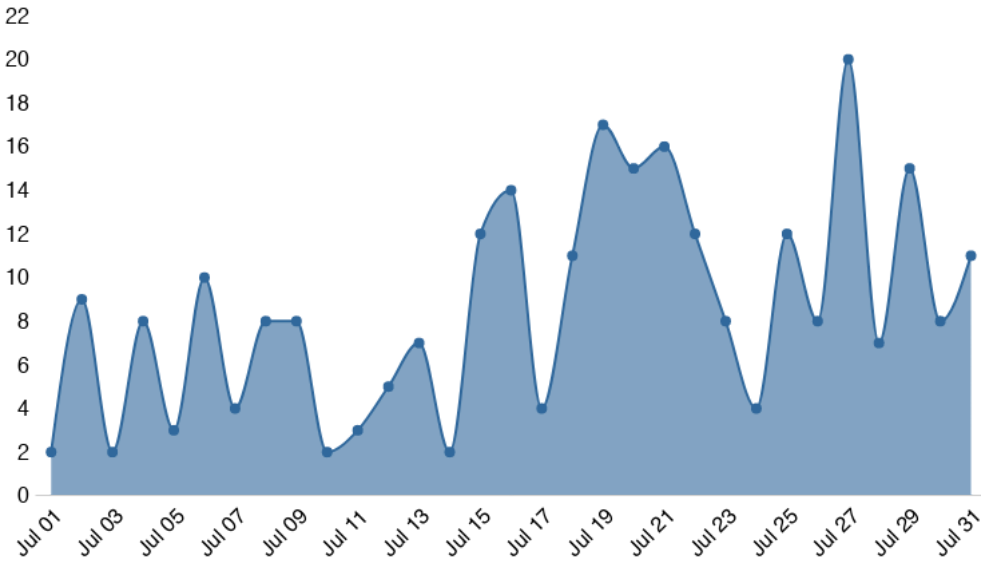


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

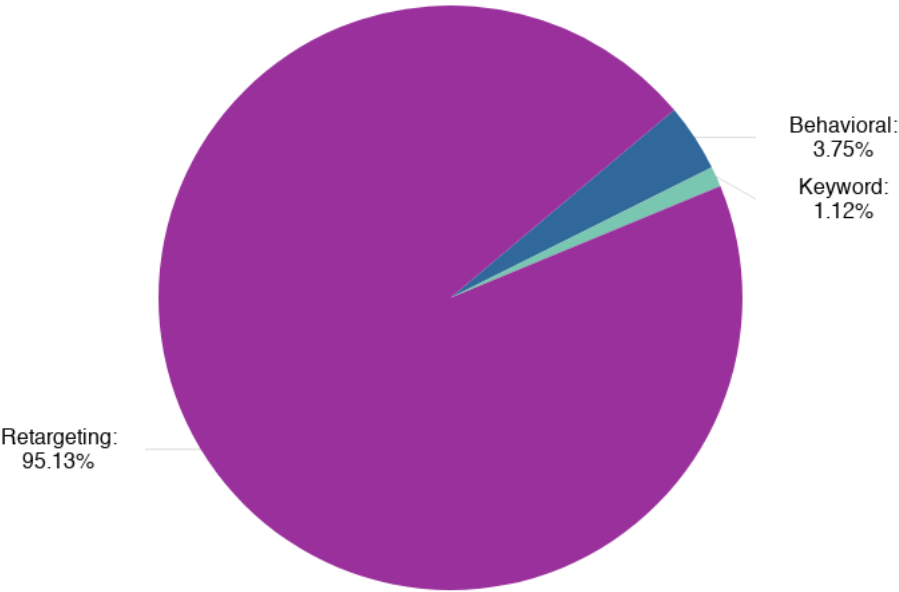
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Crown College Homepage Visits	231
Crown College Apply Click Conversion	23
Crown College Visit Click Conversion	6
Crown College Request Info Click Conversion	5
Crown College Contact Click Conversion	1
Crown College Phone Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

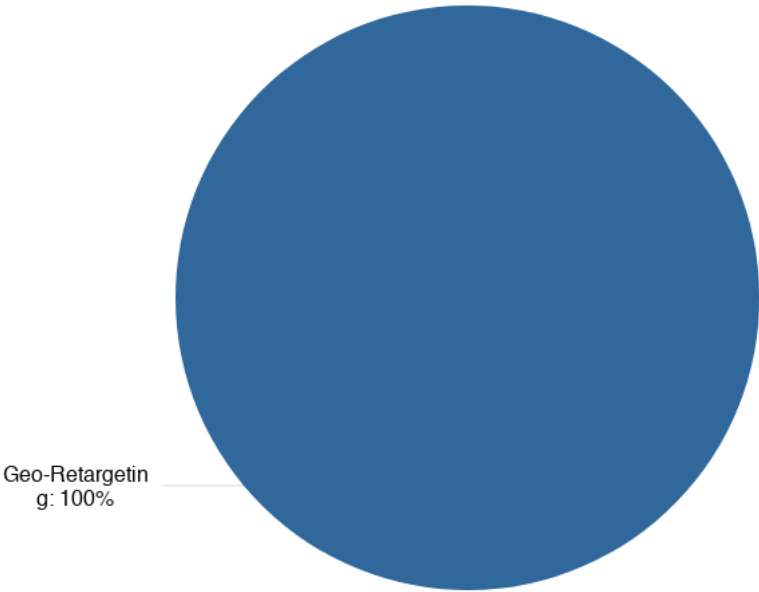
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Crown College Apply Click Conversion	1
Crown College Request Info Click Conversion	1

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy

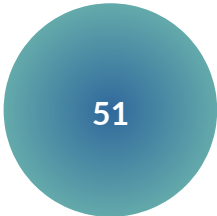


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
The Crown College	2307 W Beaver Creek DR	Powell	TN	37849	51

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Crown College_SM_6.9_What if college was more	105,009	395	0.38%	5.37

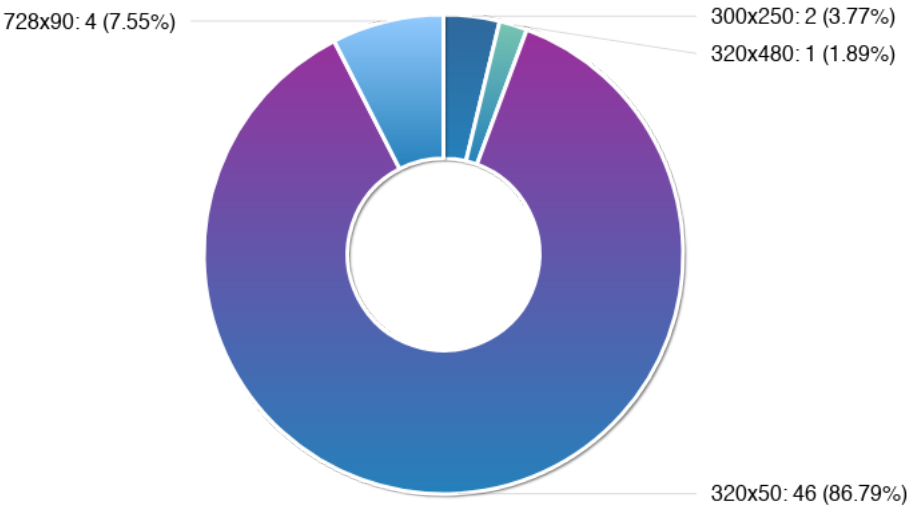
Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Crown College_SM_6.9_What if college was more	Variant: V_00015	Video	Click to View	6.44%	0.92%
Crown College_SM_6.9_What if college was more	Variant: V_00005	Video	Click to View	6.36%	1.12%
Crown College_SM_6.9_What if college was more	Variant: V_00002	Video	Click to View	6.33%	0.95%
Crown College_SM_6.9_What if college was more	Variant: V_00008	Video	Click to View	6.31%	0.83%
Crown College_SM_6.9_What if college was more	Variant: V_00013	Video	Click to View	6.31%	0.98%
Crown College_SM_6.9_What if college was more	Variant: Original	Video	Click to View	6.28%	0.94%
Crown College_SM_6.9_What if college was more	Variant: V_00007	Video	Click to View	6.27%	1.11%
Crown College_SM_6.9_What if college was more	Variant: V_00003	Video	Click to View	6.27%	1.08%
Crown College_SM_6.9_What if college was more	Variant: V_00006	Video	Click to View	6.25%	0.87%
Crown College_SM_6.9_What if college was more	Variant: V_00012	Video	Click to View	6.21%	1.01%

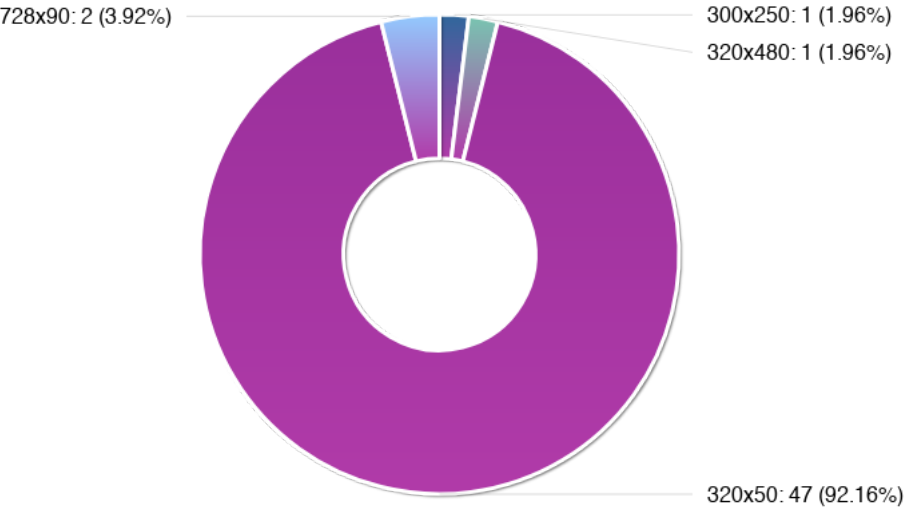
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Preview not available	Crown College_Scroller Ad	4,457	17	0.38%	5.45
	CROWN_CDAY5_MC320X50.gif	4,387	29	0.66%	9.44
	CROWN_CDAY5_MC300X250.gif	335	2	0.60%	8.53
	CROWN_CDAY5_MC320X480.gif	258	1	0.39%	5.54
	CROWN_CDAY5_MC728X90.gif	97	4	4.12%	58.91

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	2307 W Beaver Creek Dr	Powell	TN	37849			443	5	1.13%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,278	296	0.41%
Desktop	A personal computing device that remains stationary at one location.	24,397	77	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,334	22	0.26%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Yahoo Sports: Scores and News	4,089	9	0.22%
imdb.com	3,913	1	0.03%
nypost.com	3,410	3	0.09%
theScore: Sports News & Scores	3,271	5	0.15%
foxnews.com	2,913	5	0.17%
usatoday.com	2,403	3	0.12%
T-Mobile Play	2,211	0	0.00%
newschannel5.com	1,979	1	0.05%
The Scoop	1,156	1	0.09%
knoxnews.com	1,136	1	0.09%
themirror.com	1,128	2	0.18%
apnews.com	1,061	0	0.00%
tennessean.com	1,042	0	0.00%
huffpost.com	983	1	0.10%
cookandsharerecipes.com	702	4	0.57%
sportnews4.com	661	4	0.61%
hometalk.com	602	0	0.00%
studentdoctor.net	591	0	0.00%
kindnessstorieshub.com	574	0	0.00%
tmz.com	566	1	0.18%

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.