

Digital Marketing Report

Impressions

How many ads were served:

122,605

Clicks

Times a user clicked on an ad

136

Click-Through Rate

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

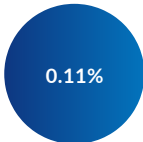
0.11%

Your Product Breakout by Impressions



Social
Mirror

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%)
Washington County Health Department - Healthy Living/High Blood Pressure/Heart Health Behavioral Social Mirror	47,396	12	0.03%	0.36
Washington County Health Department - AI Social Mirror	47,392	22	0.05%	0.66
Washington County Health Department - Healthy Living/Teenagers/Parents of Teenagers Behavioral Social Mirror	27,817	102	0.37%	5.24

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Washington County Health Department_Social Mirror_Adolescent Services IG	23,418	78	0.33%	4.76
Thumbnail not available	Washington County Health Department_Social Mirror_Healthy Blood Pressure Facebook	94,788	34	0.04%	0.51
	Washington County Health Department_Social Mirror_Adolescent Services IG_300x600	4,399	24	0.55%	7.79

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
21740	84,957	102	0.12%	1.72
21742	19,693	15	0.08%	1.09
21795	5,341	6	0.11%	1.60
21713	2,825	4	0.14%	2.02
21783	2,229	3	0.13%	1.92
21722	1,919	5	0.26%	3.72
21782	1,626	1	0.06%	0.88
21750	1,370	0	0.00%	0.00
21756	890	0	0.00%	0.00
21733	299	0	0.00%	0.00
21779	299	0	0.00%	0.00
21711	129	0	0.00%	0.00
21767	110	0	0.00%	0.00
21719	104	0	0.00%	0.00
21734	99	0	0.00%	0.00
21781	5	0	0.00%	0.00

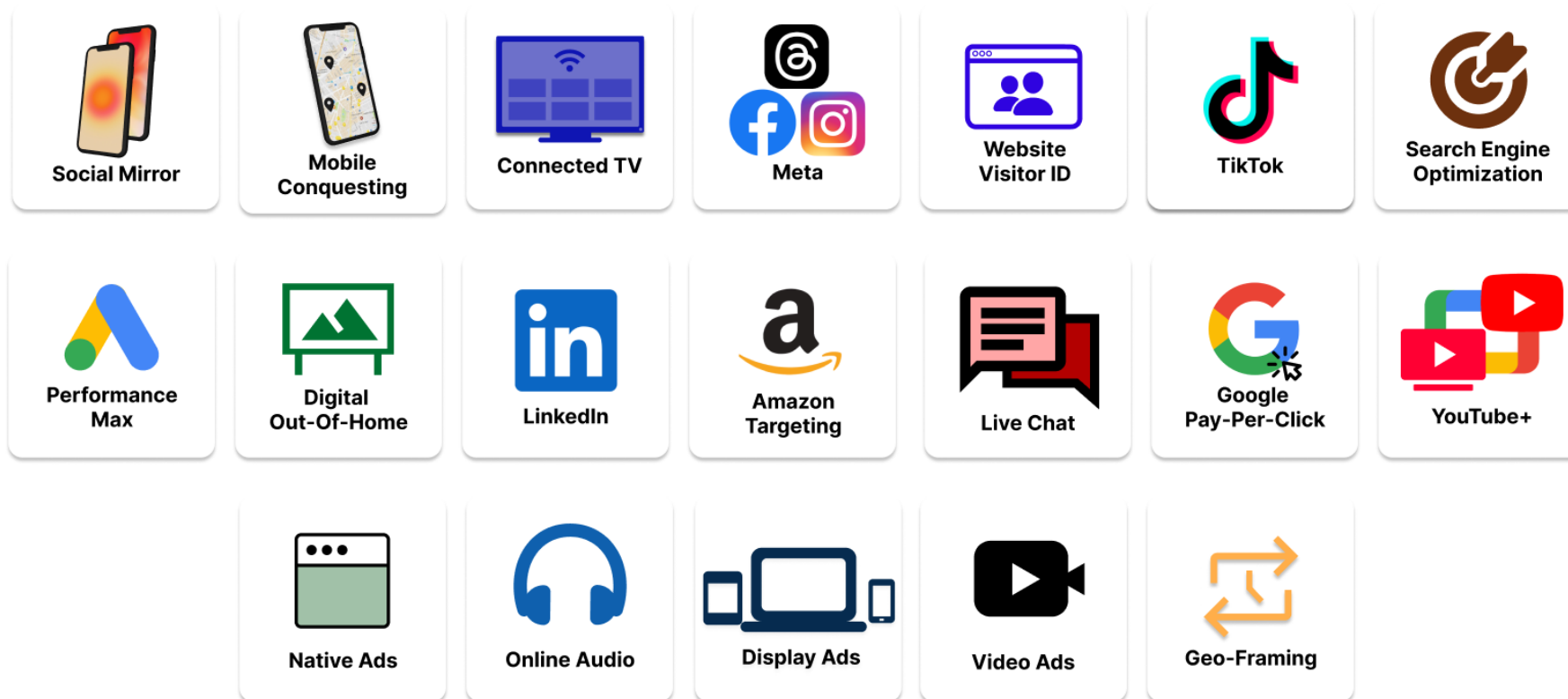
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	65,182	32	0.05%
Mobile	A portable electronic device that can connect to the internet.	52,765	95	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,658	9	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	16,978	0	0.00%
heraldmailmedia.com	7,086	0	0.00%
aol.com	5,113	0	0.00%
imdb.com	4,503	0	0.00%
ebay.com	4,305	0	0.00%
Pinterest	4,116	5	0.12%
zillow.com	3,327	0	0.00%
foxnews.com	2,083	3	0.14%
usatoday.com	1,774	1	0.06%
nypost.com	1,509	5	0.33%
tmz.com	1,219	0	0.00%
The Scoop	1,177	9	0.76%
x.com	986	0	0.00%
jcpenny.com	856	0	0.00%
biblegateway.com	707	0	0.00%
huffpost.com	629	2	0.32%
milestalk.com	527	0	0.00%
randymajors.org	525	0	0.00%
milb.com	506	1	0.20%
dcnewsnow.com	502	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.