

Digital Marketing Report

Impressions

How many ads were served:

113,285

Clicks

Times a user clicked on an ad

480

Click-Through Rate

(Clicks/Impressions) x 100

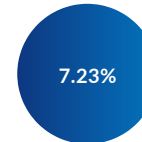
0.42%

Your Product Breakout by Impressions



Social
Mirror

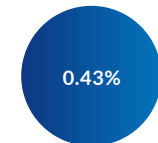
CTV Completion Rate



7.23%

Percentage of users who watched the video from start
to finish

Total Engagement Rate



0.43%

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

X the National Average



6.05

X the National Avg (.07%)

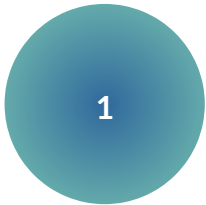
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ember Aesthetics - Behavioral Social Mirror	57,970	196	0.34%	4.83
Ember Aesthetics - AI Social Mirror	52,033	241	0.46%	6.62
Ember Aesthetics - Retargeting Social Mirror	3,282	43	1.31%	18.72

Social Mirror Click Conversions

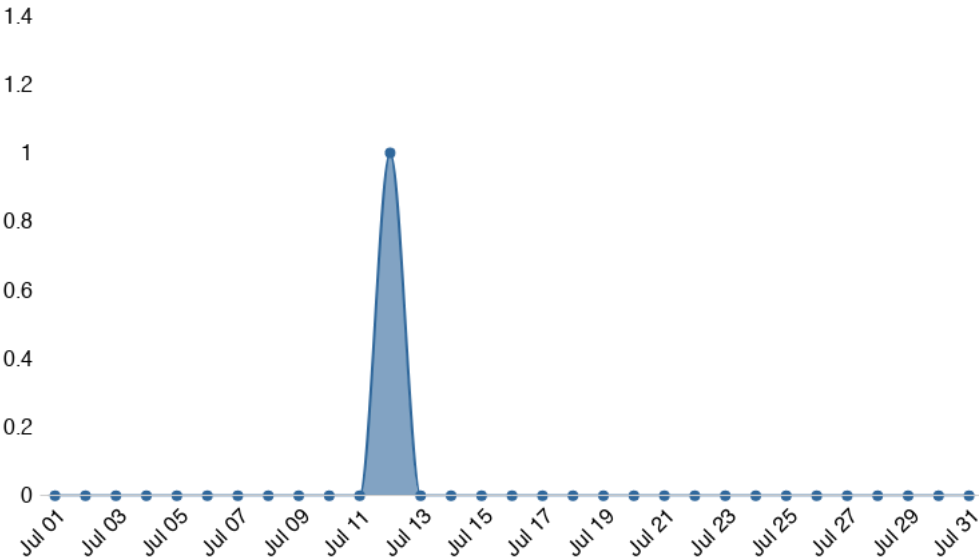


Times users clicked on an ad leading to your site and visited a page or completed an action

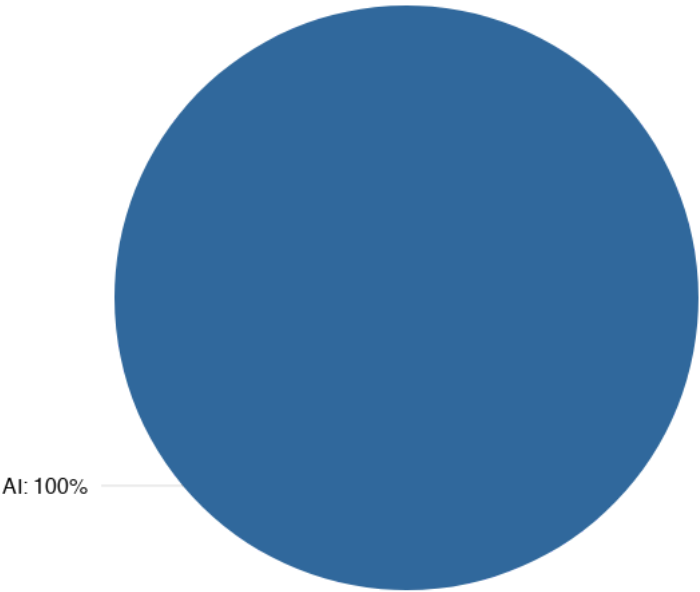
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Ember Aesthetics Reviews Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

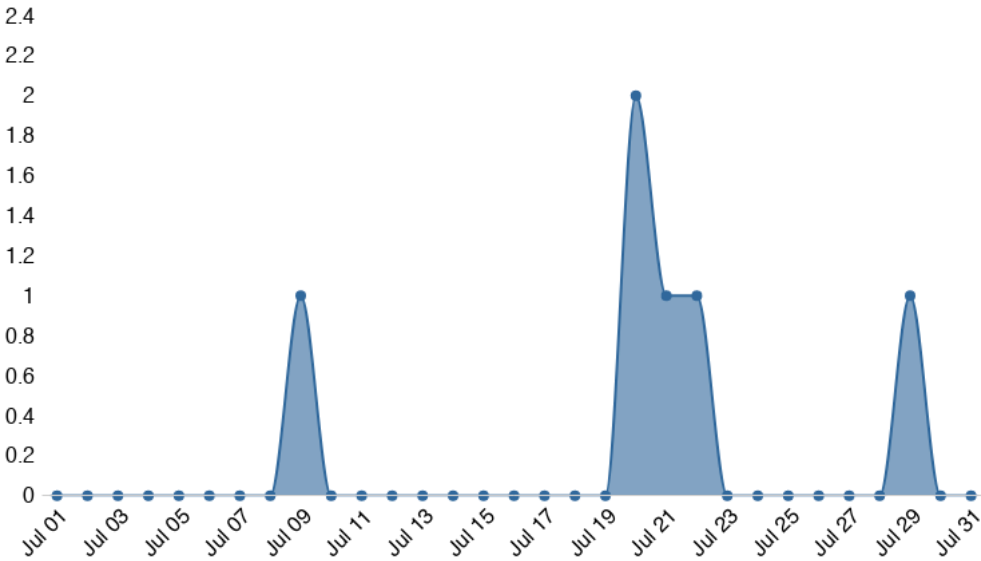


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

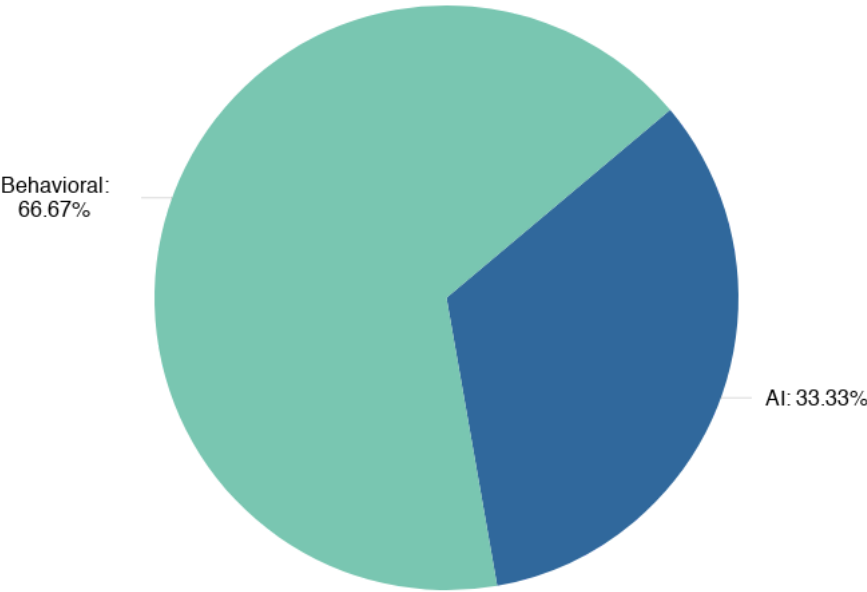
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Ember Aesthetics Homepage Visits	4
Ember Aesthetics About Page View	2

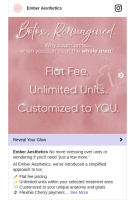
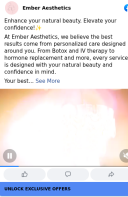
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Ember Aesthetics_SM_6.25.26_No more stressing	44,287	243	0.55%	7.84
Thumbnail not available	Ember Aesthetics_SM_6.26.26_No more stressing FB	31,184	161	0.52%	7.38
	Ember Aesthetics_Social Mirror_Enhance your natural beauty	37,814	76	0.20%	2.87

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Ember Aesthetics_Social Mirror_Enhance your natural beauty	Variant: V_00007	Video	Click to View	4.39%	1.42%
Ember Aesthetics_SM_6.26.26_No more stressing FB	Variant: V_00020	Carousel	Click to View	4.28%	1.87%
Ember Aesthetics_Social Mirror_Enhance your natural beauty	Variant: V_00008	Video	Click to View	3.89%	1.43%
Ember Aesthetics_Social Mirror_Enhance your natural beauty	Variant: V_00012	Video	Click to View	3.55%	1.57%
Ember Aesthetics_Social Mirror_Enhance your natural beauty	Variant: Original	Video	Click to View	3.42%	0.97%
Ember Aesthetics_SM_6.26.26_No more stressing FB	Variant: V_00029	Carousel	Click to View	2.83%	1.65%
Ember Aesthetics_SM_6.25.26_No more stressing	Variant: V_00013	Carousel	Click to View	2.58%	1.78%
Ember Aesthetics_SM_6.25.26_No more stressing	Variant: V_00011	Carousel	Click to View	2.56%	1.58%
Ember Aesthetics_SM_6.25.26_No more stressing	Variant: V_00012	Carousel	Click to View	2.55%	1.69%
Ember Aesthetics_SM_6.25.26_No more stressing	Variant: V_00002	Carousel	Click to View	2.52%	1.46%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	82,519	419	0.51%
Desktop	A personal computing device that remains stationary at one location.	22,555	53	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,211	8	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	15,987	112	0.70%
nypost.com	4,052	9	0.22%
WTAJ News	2,538	1	0.04%
tmz.com	2,487	10	0.40%
huffpost.com	1,625	3	0.18%
aol.com	1,542	2	0.13%
Fox News - Daily Breaking News	1,480	1	0.07%
tumblr.com	1,480	0	0.00%
dailymail.com	1,427	2	0.14%
accuweather.com	1,412	3	0.21%
washingtonpost.com	1,327	0	0.00%
buzzfeed.com	1,195	5	0.42%
apnews.com	1,120	0	0.00%
hollywoodpq.com	942	8	0.85%
Podcast Player	734	0	0.00%
biblegateway.com	608	0	0.00%
poe.ninja	548	0	0.00%
Timehop - Memories Then & Now	507	4	0.79%
nytimes.com	483	0	0.00%
jdpower.com	475	0	0.00%

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.