

Digital Marketing Report

Impressions

How many ads were served:

101,926

Clicks

Times a user clicked on an ad

156

Click-Through Rate

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

0.15%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

52.05%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.15%

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

X the National Average

2.19

X the National Avg (.07%)

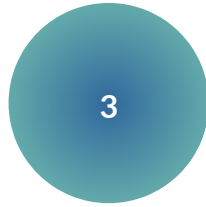
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cali Grow - Cannabis/Farms & Ranches B2B Behaviors Social Mirror	73,102	133	0.18%	2.60
Cali Grow - Keyword Social Mirror	25,577	19	0.07%	1.06
Cali Grow - Retargeting Social Mirror	3,247	4	0.12%	1.76

Social Mirror Click Conversions

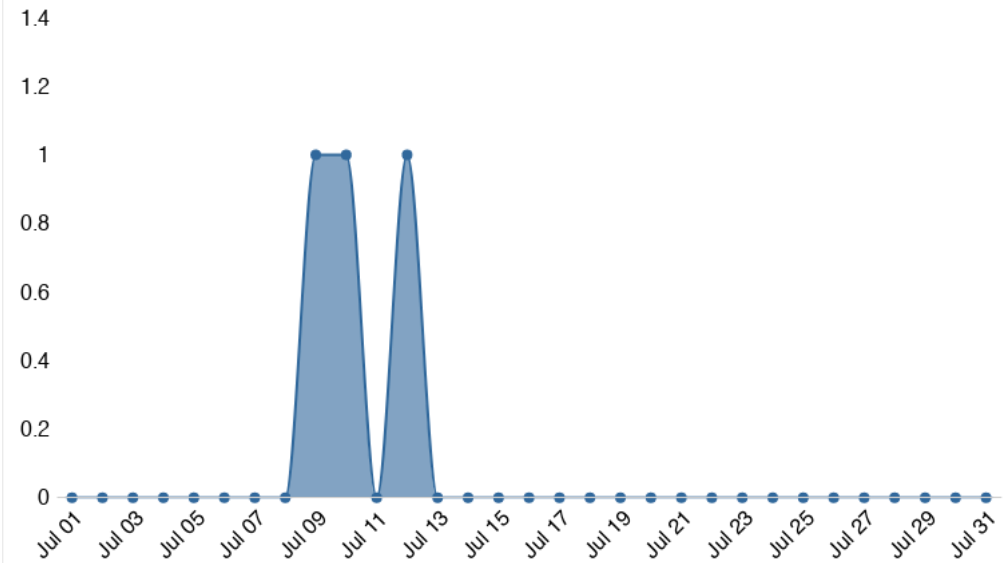


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

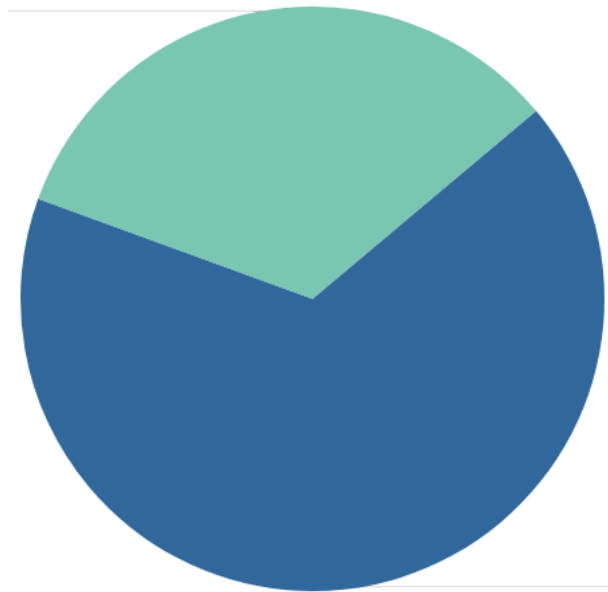
Conversion Name	Click Conversions ↓
	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy

Keyword:
33.33%

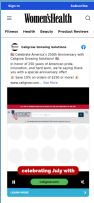


Behavioral:
66.67%

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Caligrow Growing Solutions_FB Reel_Celebrate America's 250th Anniversary with Caligrow	83,902	126	0.15%	2.15
Thumbnail not available	Cali Grow_FB Video_Better aeration. Stronger roots. Bigger organic yields	18,024	30	0.17%	2.38

Social Mirror Ad Screenshots

	Caligrow Growing Solutions_FB Reel_Celebrate America's 250th Anniversary with Caligrow
Screenshot	

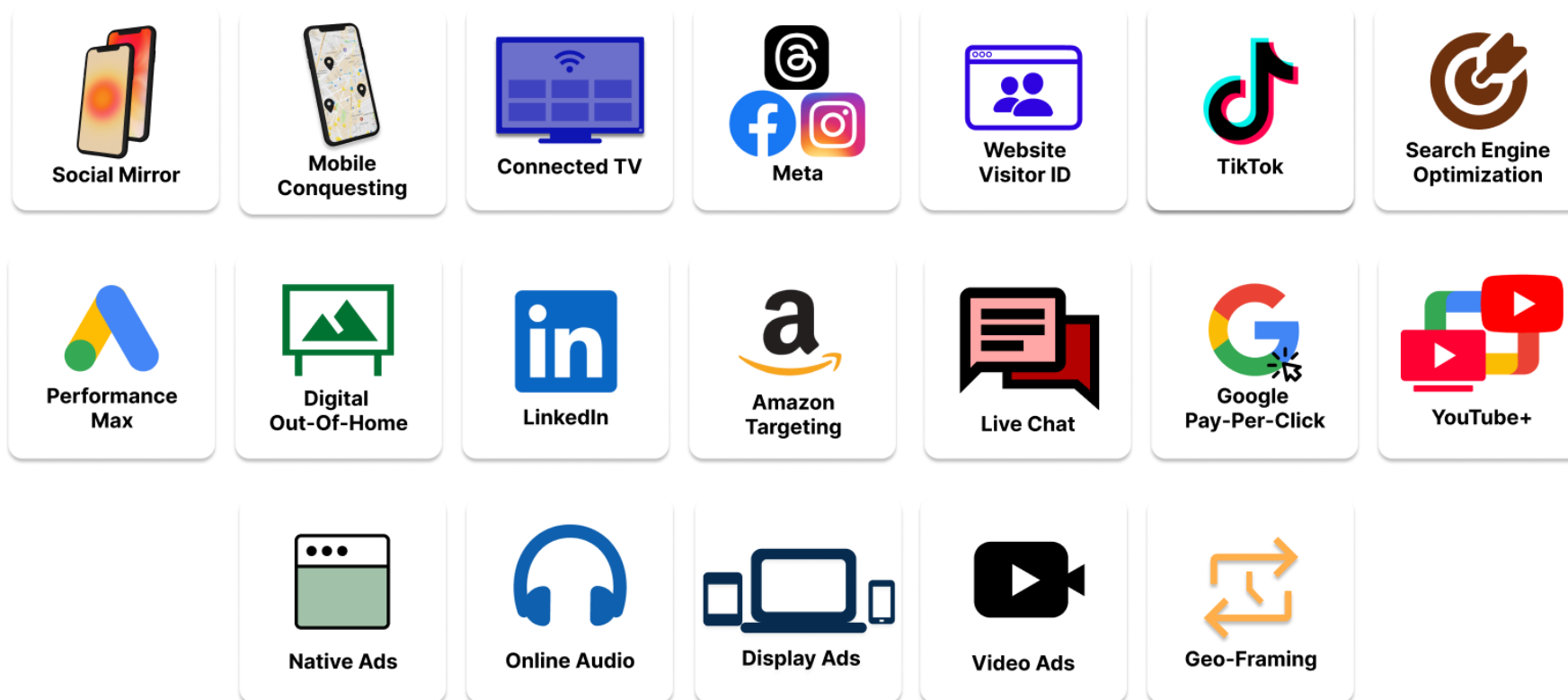
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	51,465	120	0.23%
Desktop	A personal computing device that remains stationary at one location.	48,994	30	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,691	7	0.19%
CONNECTED_DEVICE	---	21	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
TuneIn Radio: Music & Sports	2,799	3	0.11%
tunein.com	2,127	4	0.19%
edhat.com	1,682	2	0.12%
theSCOOP	1,557	2	0.13%
cronometer.com	1,256	0	0.00%
ksbw.com	1,254	1	0.08%
nypost.com	1,232	1	0.08%
Podcast Player	1,204	0	0.00%
renewalaura.com	1,173	0	0.00%
msn.com	926	2	0.22%
imdb.com	843	4	0.47%
metrozone.metropcs.com	811	0	0.00%
sciencedaily.com	699	0	0.00%
yardbarker.com	683	0	0.00%
mollyshomeguide.com	505	1	0.20%
home.cricketwireless.com	499	0	0.00%
FR Legends iOS SDK5	482	0	0.00%
Wattpad	480	0	0.00%
dailymail.com	472	0	0.00%
aiprower.com	420	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.