

Digital Marketing Report

Impressions

How many ads were served:

14

Your Product Breakout by Impressions



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%)
Underwire NC - Females/Age 30-54/Public Education Behavioral Social Mirror	7	0	0.00%	0.00
Underwire NC - Keyword Social Mirror	7	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Underwire NC_Social Mirror_Did you know that NC ranked last_300x250	7	0	0.00%	0.00
	Underwire NC_Social Mirror_If you made it all the way to the caption_300x250	1	0	0.00%	0.00
	Underwire NC_Social Mirror_If you made it all the way to the caption_300x600	1	0	0.00%	0.00
Thumbnail not available	Underwire NC_Social Mirror_NC is 46th in teacher pay_300x250	1	0	0.00%	0.00
	Underwire NC_Social Mirror_NC is 46th in teacher pay_300x600	1	0	0.00%	0.00
	Underwire NC_Social Mirror_North Carolina is the perfect place_300x250	3	0	0.00%	0.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Underwire NC_Social Mirror_Did you know that NC ranked last	Variant: V_00012	Carousel	Click to View	6.91%	0.00%
Underwire NC_Social Mirror_If you made it all the way to the caption	Variant: V_00002	Carousel	Click to View	6.53%	2.50%
Underwire NC_Social Mirror_Did you know that NC ranked last	Variant: V_00008	Carousel	Click to View	6.53%	5.83%
Underwire NC_Social Mirror_If you made it all the way to the caption	Variant: Original	Carousel	Click to View	6.25%	10.43%
Underwire NC_Social Mirror_If you made it all the way to the caption	Variant: V_00001	Carousel	Click to View	6.09%	6.25%
Underwire NC_Social Mirror_If you made it all the way to the caption	Variant: V_00003	Carousel	Click to View	5.60%	5.83%
Underwire NC_Social Mirror_North Carolina is the perfect place	Variant: V_00013	Video	Click to View	3.86%	9.86%
Underwire NC_Social Mirror_NC is 46th in teacher pay	Variant: V_00003	Carousel	Click to View	3.59%	7.58%
Underwire NC_Social Mirror_NC is 46th in teacher pay	Variant: Original	Carousel	Click to View	3.48%	3.13%
Underwire NC_Social Mirror_NC is 46th in teacher pay	Variant: V_00001	Carousel	Click to View	2.34%	2.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	7	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	5	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	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.