



Digital Marketing Report

Impressions

How many ads were served:

223,784

Clicks

Times a user clicked on an ad

325

Click-Through Rate

(Clicks/Impressions) x 100

0.15%

Your Product Breakout by Impressions



Total Engagement Rate

0.15%

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

X the National Average

2.07

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.

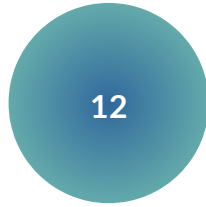


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mifflin County School District -SC - Geo-Retargeting Mobile	58,588	62	0.11%	1.51
Mifflin County School District -SC - Moms/Dads Mobile	41,273	62	0.15%	2.15
Mifflin County School District -SC - AI Native	38,494	117	0.30%	4.34
Mifflin County School District -SC - Parents of Young Children/Mothers/Online Learning Behavioral Native	33,573	7	0.02%	0.30
Mifflin County School District -SC - AI Social Mirror	25,685	52	0.20%	2.89
Mifflin County School District -SC - Parents of Young Children/Mothers/Online Learning Behavioral Social Mirror	25,092	20	0.08%	1.14
Mifflin County School District -SC - Geo-Fencing Mobile	1,079	5	0.46%	6.62



Social Mirror View-through Conversions

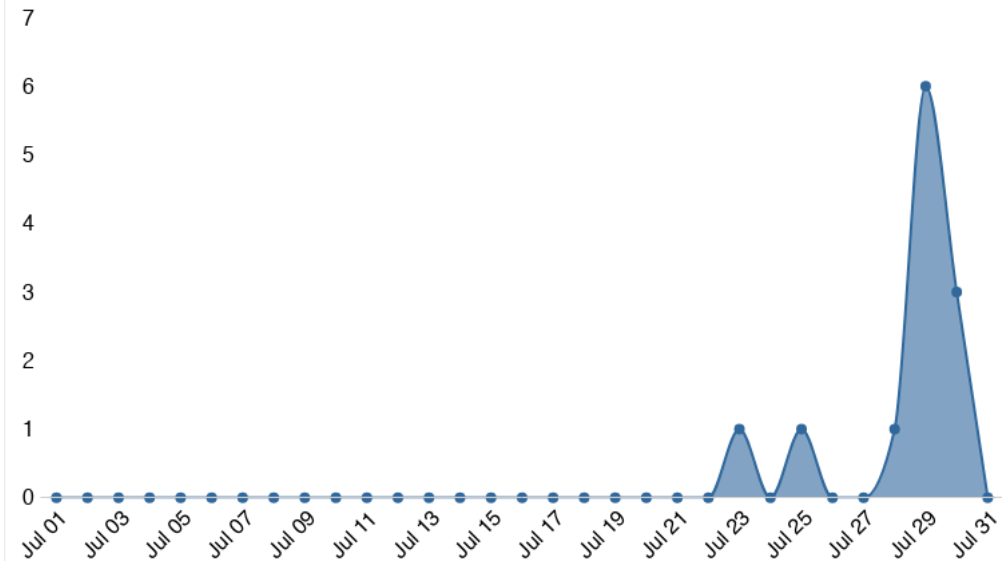


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

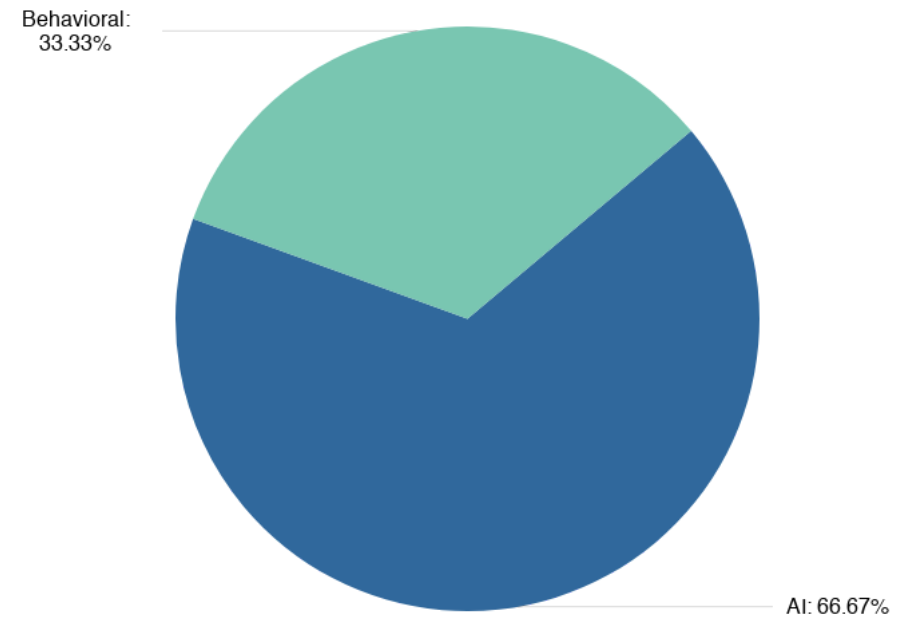
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mifflin County School District -SC Homepage Visits	12

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Native View-through Conversions

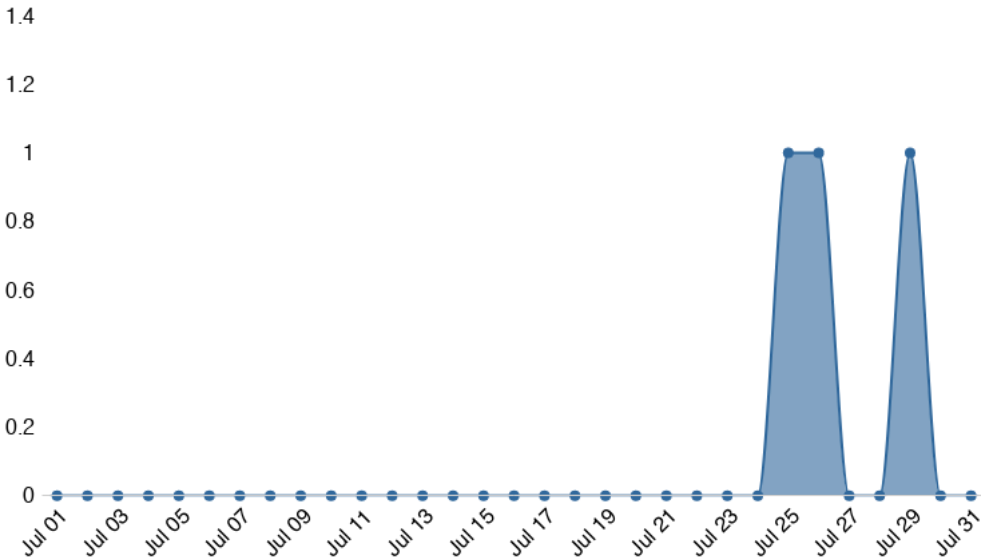


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

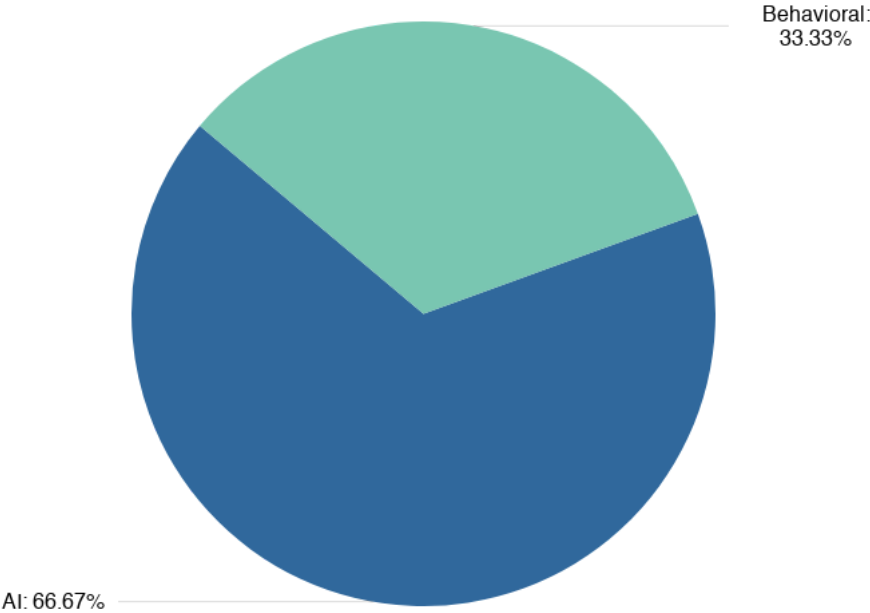
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mifflin County School District -SC Homepage Visits	3

Native View-through Conversions by Day



Top Native View-through Conversions by Strategy





Mobile Conquesting View-through Conversions

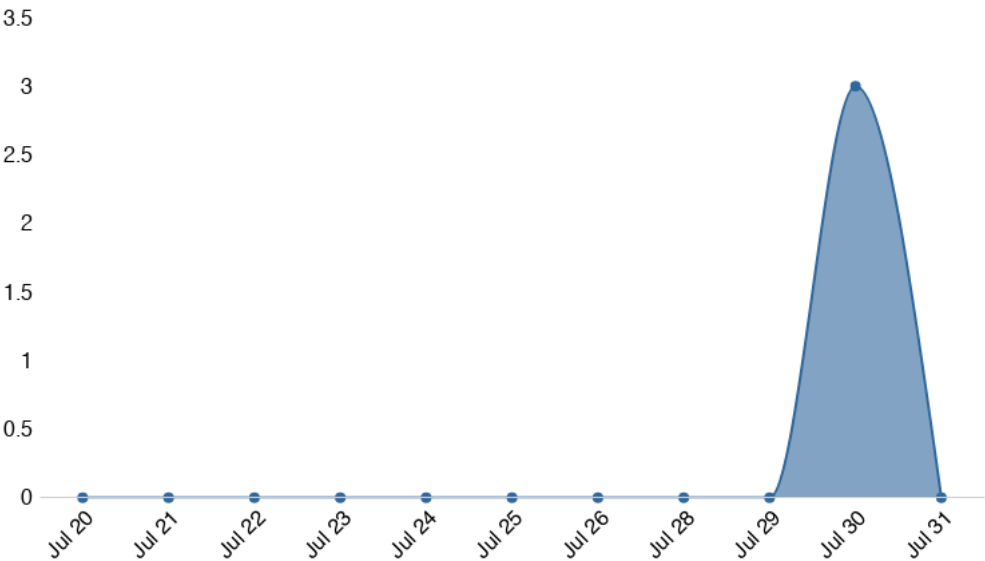


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

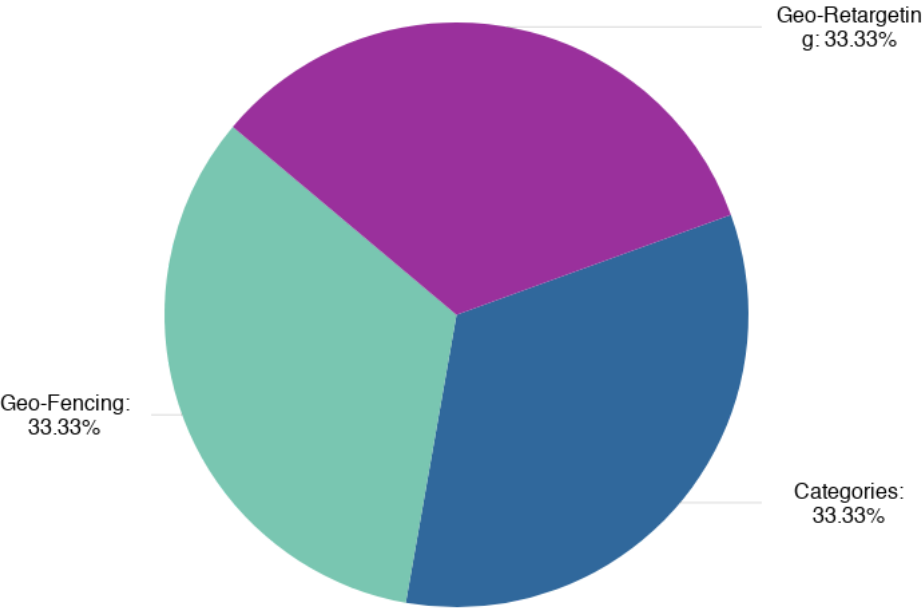
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Mifflin County School District Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mifflin County School District - SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	46,661	53	0.11%	1.62
	Mifflin County School District - SC_Social Mirror_7.29_MCSD Alpha Program	4,116	19	0.46%	6.59



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: Original	Photo	Click to View	5.09%	0.57%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00004	Photo	Click to View	5.01%	0.58%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00011	Photo	Click to View	4.99%	0.58%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00005	Photo	Click to View	4.95%	0.82%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00009	Photo	Click to View	4.92%	0.83%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00013	Photo	Click to View	4.90%	0.12%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00012	Photo	Click to View	4.87%	0.48%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00001	Photo	Click to View	4.80%	0.49%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00015	Photo	Click to View	4.75%	0.61%
Mifflin County School District -SC_Social Mirror_MCSD Alpha Program is at Mifflin County High School.	Variant: V_00003	Photo	Click to View	4.75%	0.49%



Social Mirror Ad Screenshots

Mifflin County School District -SC_Social Mirror_7.29_MCSD Alpha Program	
Screenshot Urls	

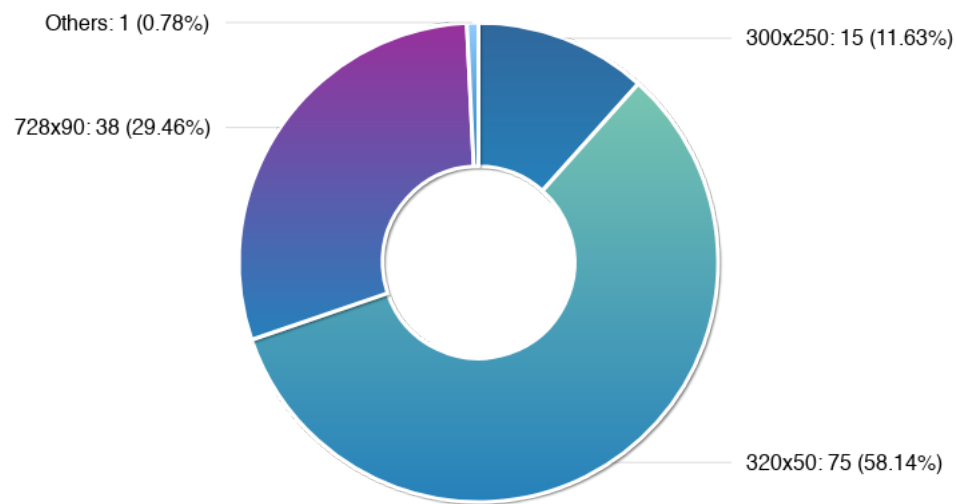


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Mifflin County School District - SC_MIFFLIN-MAY-320x50 (2).gif	87,550	75	0.09%	1.22
	Mifflin County School District - SC_MIFFLIN-MAY-728x90 (1).gif	9,306	38	0.41%	5.83
	Mifflin County School District - SC_MIFFLIN-MAY-300X250 (4).gif	4,052	15	0.37%	5.29
	Mifflin County School District - SC_MIFFLIN-MAY-320x480 (2).gif	32	1	3.13%	44.64



Mobile Conquesting Click Performance by Ad Size





Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mifflin County School District - SC_MIFFLIN-MAY-1200x628 (2).gif	72,067	124	0.17%	2.46



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Mifflin County Library Lewistown	123 N. Wayne Street	Lewistown	PA	17044			873	4	0.46%
Downtown OPI	24 E Market St	Lewistown	PA	17044			73	0	0.00%
Walking Trails	100 Cherry Street	Lewistown	PA	17044			39	0	0.00%
Mifflin County Youth Park	110 West Logan Street	Reedsville	PA	17084			25	0	0.00%
Community Center	108 Montgomery Street	Lewistown	PA	17044			23	0	0.00%
Rec Park	110 Cherry Street	Lewistown	PA	17044			18	0	0.00%
Juniata Valley YMCA	105 First Avenue	Burnham	PA	17009			7	0	0.00%
Reedsville Creamery Ice Cream Stand	19 S Main St	Reedsville	PA	17084			3	0	0.00%
JP Edwards	205 S Logan Blvd	Lewistown	PA	17044			3	0	0.00%
Veterans Memorial Pool	32 E. Ohio Street	Mcclure	PA	17841			1	1	100.00%
Reedsville Youth Center	61 W Railroad St	Reedsville	PA	17084			0	0	-



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	86,339	156	0.18%
Desktop	A personal computing device that remains stationary at one location.	28,539	32	0.11%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,537	8	0.11%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	43	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,783	0	0.00%
AOL - News, Mail & Video	3,302	0	0.00%
Life360: Find Friends & Family	2,984	0	0.00%
live.com	2,901	0	0.00%
foxnews.com	2,608	1	0.04%
Weather - The Weather Channel	2,568	1	0.04%
sweepstakestoday.com	2,106	0	0.00%
bitcoinisok.com	1,934	1	0.05%
Yahoo Mail - Organized Email	1,747	2	0.11%
nypost.com	1,651	2	0.12%
T-Mobile Play	1,577	1	0.06%
biblegateway.com	1,399	0	0.00%
Life360: Live Location Sharing	1,201	0	0.00%
tmz.com	1,180	0	0.00%
weather.com	1,123	0	0.00%
Podcast Player	1,102	0	0.00%
aol.com	1,086	0	0.00%
Weather by WeatherBug	1,067	0	0.00%
accuweather.com	1,063	3	0.28%
Fox News - Daily Breaking News	949	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.