

Digital Marketing Report

Impressions

How many ads were served:

84,718

Clicks

Times a user clicked on an ad

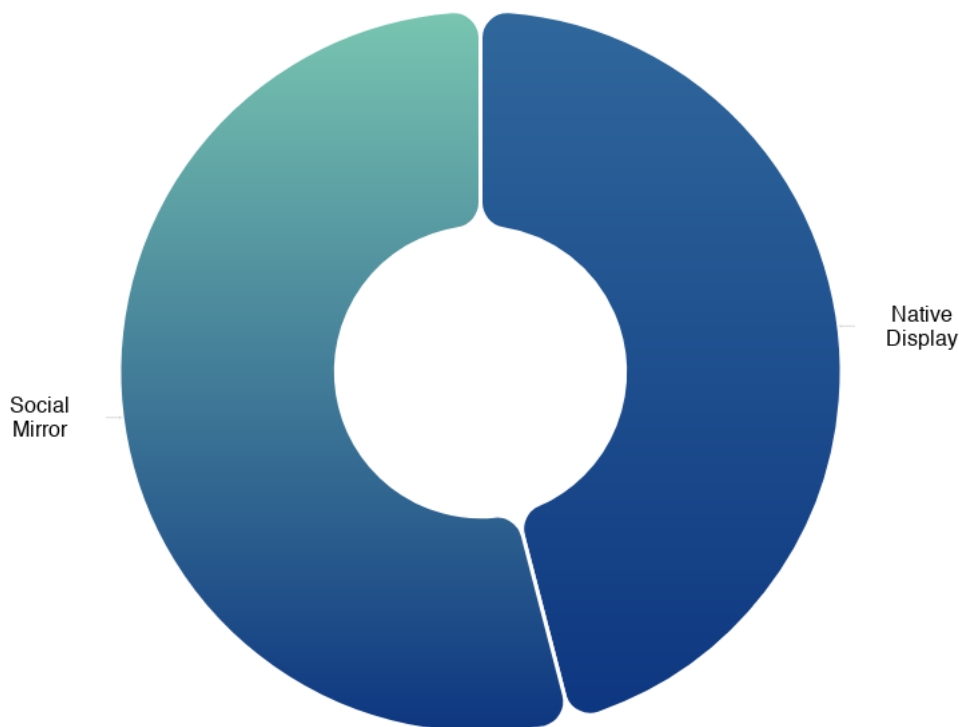
180

Click-Through Rate

(Clicks/Impressions) x 100

0.21%

Your Product Breakout by Impressions



CTV Completion Rate

56.48%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.58%

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

X the National Average

3.04

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%)
Speakeasy Dispensary - AI Social Mirror	45,781	114	0.25%	3.56
Speakeasy Dispensary - Alternative Medicine /Arthritis Behavioral Social Mirror	38,937	66	0.17%	2.42

Social Mirror View-through Conversions

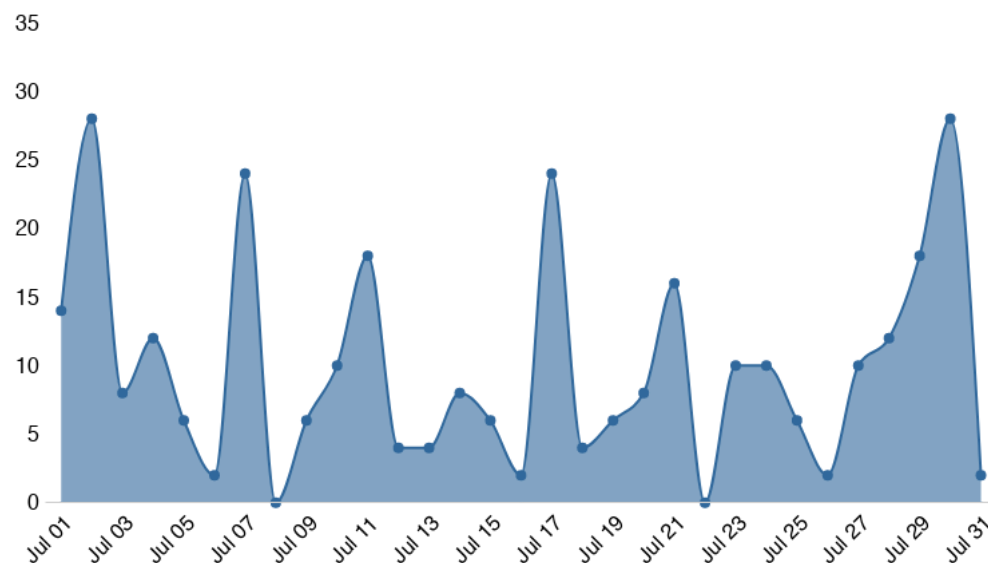


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror View-through Conversion Performance Breakout

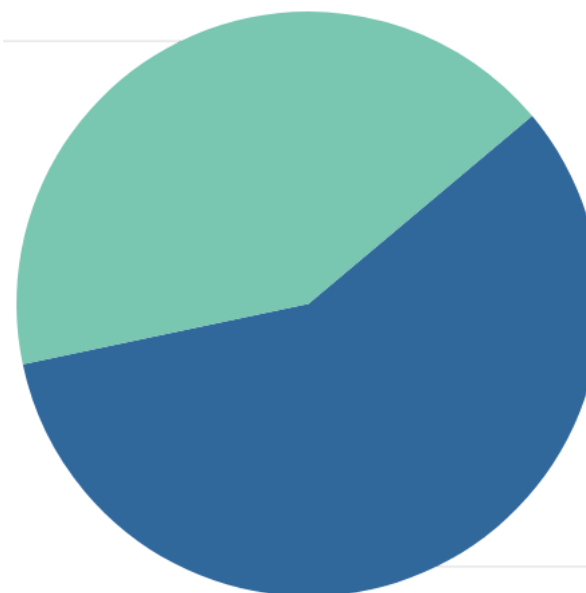
Conversion Name	View-through Conversions ↓
Speakeasy Dispensary Lexington KY Page View	308

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

Behavioral:
42.21%



At: 57.79%

Native View-through Conversions

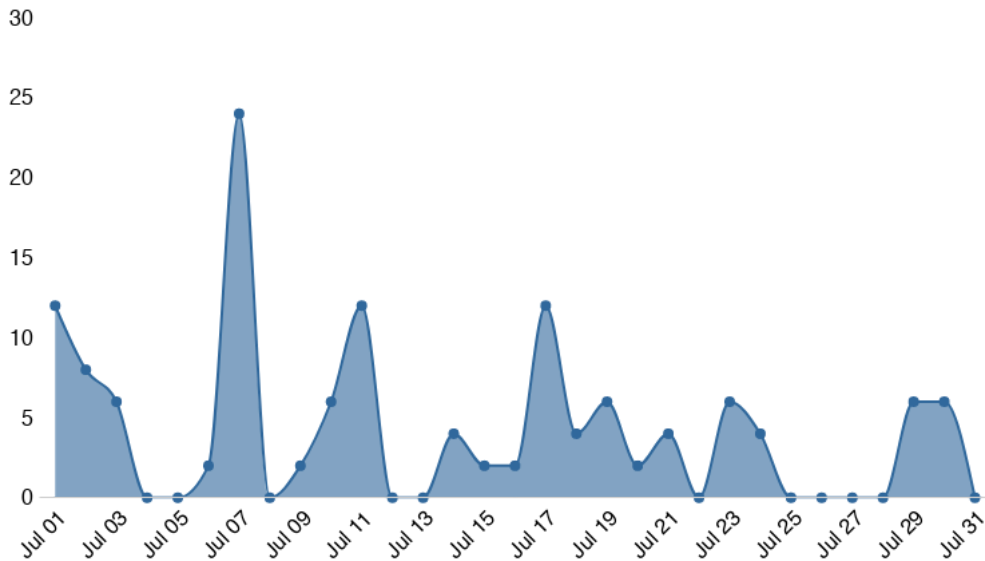


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

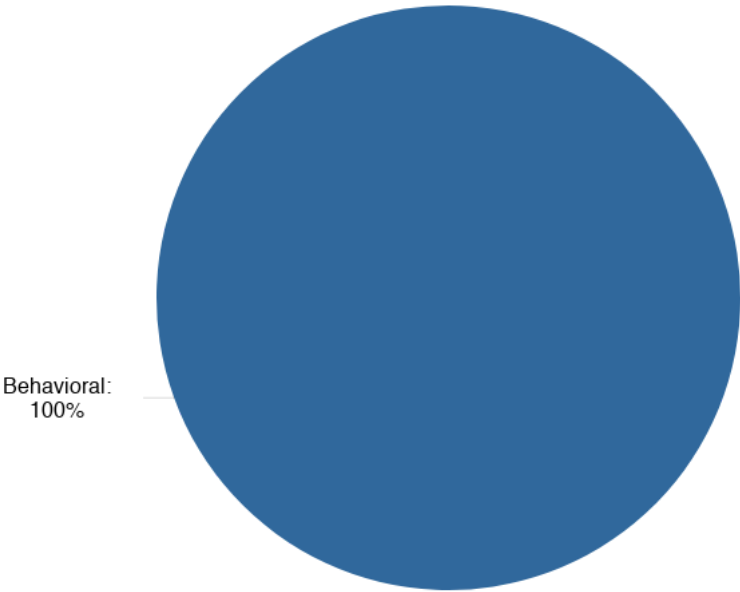
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Speakeasy Dispensary Lexington KY Page View	130

Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



Behavioral:
100%



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	45,781	114	0.25%	3.56



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00002	Video	Click to View	14.61%	1.02%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00010	Video	Click to View	7.01%	0.69%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: Original	Video	Click to View	5.84%	0.81%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00015	Video	Click to View	5.84%	0.82%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00004	Video	Click to View	5.81%	0.74%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00014	Video	Click to View	5.60%	0.66%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00007	Video	Click to View	5.56%	0.72%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00001	Video	Click to View	5.09%	0.77%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00003	Video	Click to View	4.95%	0.65%
Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	Variant: V_00009	Video	Click to View	4.90%	0.72%



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Speakeasy Dispensary_Social Mirror_FB_5.21_Thinking	38,937	66	0.17%	2.42



Device Performance

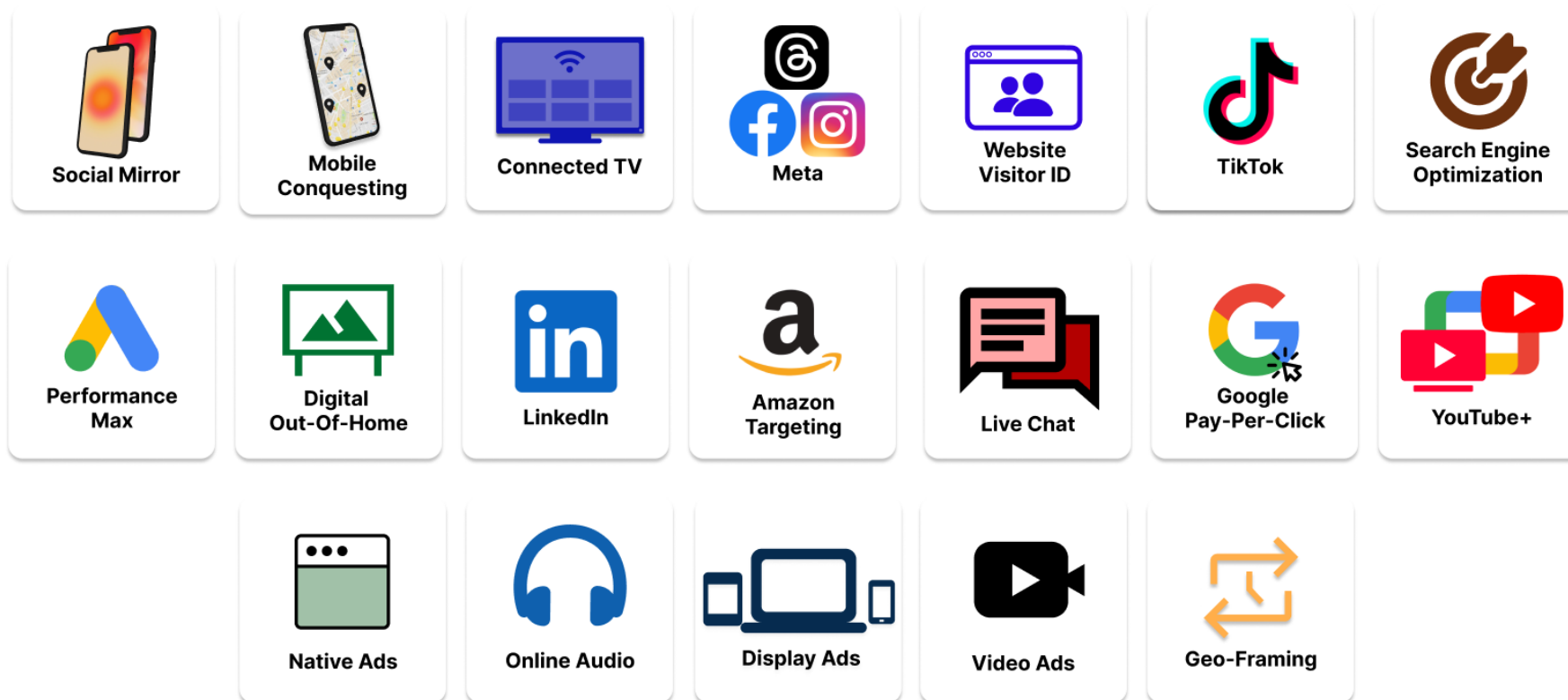
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	46,548	53	0.11%
Mobile	A portable electronic device that can connect to the internet.	35,062	117	0.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,108	10	0.32%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	4,636	0	0.00%
imdb.com	3,501	3	0.09%
foxnews.com	1,895	5	0.26%
merriam-webster.com	1,705	3	0.18%
ebay.com	1,578	0	0.00%
T-Mobile Play	1,452	0	0.00%
screenrant.com	1,222	1	0.08%
hollywoodpq.com	813	2	0.25%
biblegateway.com	768	1	0.13%
mahjong4friends.com	747	0	0.00%
usatoday.com	613	0	0.00%
aseaofblue.com	516	1	0.19%
baseball-reference.com	465	0	0.00%
jcpenny.com	443	3	0.68%
apnews.com	437	1	0.23%
grillsmokelove.com	415	0	0.00%
besteveralbums.com	405	1	0.25%
reuters.com	387	6	1.55%
nypost.com	380	3	0.79%
washingtonpost.com	361	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.