

Digital Marketing Report

Impressions

How many ads were served:

176,012

Clicks

Times a user clicked on an ad

643

Click-Through Rate

(Clicks/Impressions) x 100

0.37%

Your Product Breakout by Impressions



CTV Completion Rate

42.82%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.37%

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

X the National Average

5.22

X the National Avg (.07%)

Social
Mirror

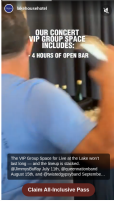
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Lakehouse Resort - Keyword Social Mirror	104,842	444	0.42%	6.05
Lakehouse Resort - Behavioral Social Mirror	35,079	41	0.12%	1.67
Lakehouse Resort - Custom Audience Matching Social Mirror	17,505	34	0.19%	2.77
Lakehouse Resort - Retargeting Social Mirror	12,207	68	0.56%	7.96
Lakehouse Resort - Custom Audience Lookalike Social Mirror	6,363	56	0.88%	12.57
Lakehouse Resort - Family Vacations/Golf Behavioral Social Mirror	16	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Lakehouse Resort_Social Mirror_Story_7.8_Date Adventures	32,998	144	0.44%	6.23
	Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	33,284	130	0.39%	5.58
	Lakehouse Resort_Social Mirror_7.8_AM to PM at Lakehouse	22,338	86	0.38%	5.50
	Lakehouse Resort_Social Mirror_IG_7.8_Live music, lake views	25,455	84	0.33%	4.71
	Lakehouse Resort_Social Mirror_IG_7.8_Summer Stay & Water Play	17,954	51	0.28%	4.06
Thumbnail not available	Lakehouse Resort_Social Mirror_5.28_Story_Evergreen_Pool days	14,267	46	0.32%	4.61
	Lakehouse Resort_Social	7,090	42	0.59%	8.46

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Lakehouse Resort_Social Mirror_IG_7.8_Live music, lake views	Variant: V_00004	Video	Click to View	3.63%	1.57%
Lakehouse Resort_Social Mirror_7.8_AM to PM at Lakehouse	Variant: V_00007	Video	Click to View	3.55%	2.58%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00005	Story	Click to View	3.40%	1.90%
Lakehouse Resort_Social Mirror_IG_7.8_Live music, lake views	Variant: V_00003	Video	Click to View	2.22%	2.65%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00008	Story	Click to View	1.86%	1.86%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00015	Story	Click to View	1.74%	1.76%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00003	Story	Click to View	1.66%	1.38%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00006	Story	Click to View	1.46%	1.29%
Lakehouse Resort_Social Mirror_5.28_IG_Summer staycations	Variant: V_00022	Video	Click to View	1.45%	0.57%
Lakehouse Resort_Social Mirror_Story_7.8_Concert Group Space	Variant: V_00007	Story	Click to View	1.45%	1.58%

Social Mirror Ad Screenshots

	Lakehouse Resort_Social Mirror_IG_7.8_Live music, lake views	Lakehouse Resort_Social Mirror_Story_7.8_Date Adventures
Screenshot		

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	10,190	31	0.30%	4.35
92078	8,413	23	0.27%	3.91
92069	5,884	12	0.20%	2.91
92592	3,948	18	0.46%	6.51
92037	3,850	10	0.26%	3.71
92109	3,825	10	0.26%	3.73
92021	3,763	19	0.50%	7.21
92130	3,639	20	0.55%	7.85
92011	3,310	6	0.18%	2.59
92126	3,273	11	0.34%	4.80
92009	3,239	16	0.49%	7.06
92028	3,153	16	0.51%	7.25
92562	3,140	8	0.25%	3.64
92057	3,107	16	0.52%	7.36
92025	3,070	9	0.29%	4.19
92128	3,040	11	0.36%	5.17
92008	3,034	7	0.23%	3.30
92127	3,018	7	0.23%	3.31
92103	2,866	14	0.49%	6.98
92010	2,844	2	0.07%	1.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	83,969	422	0.50%
Desktop	A personal computing device that remains stationary at one location.	82,734	194	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,309	27	0.29%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	10,815	1	0.01%
tmz.com	4,553	5	0.11%
foxnews.com	4,282	32	0.75%
aol.com	4,086	0	0.00%
nypost.com	3,805	25	0.66%
usatoday.com	3,502	11	0.31%
npr.org	2,744	0	0.00%
theguardian.com	2,708	14	0.52%
eater.com	2,578	5	0.19%
zillow.com	1,993	0	0.00%
huffpost.com	1,935	6	0.31%
imdb.com	1,909	9	0.47%
Pinterest	1,735	4	0.23%
dailymail.com	1,729	6	0.35%
x.com	1,555	0	0.00%
rockpapershotgun.com	1,390	2	0.14%
ebay.com	1,363	0	0.00%
cookandsharerecipes.com	1,296	5	0.39%
pinterest.com	1,209	0	0.00%
sandiegomamas.com	1,152	2	0.17%

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.