

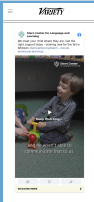
Digital Marketing Report

**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.*

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00008	Video	Click to View	12.82%	66.67%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00013	Video	Click to View	11.97%	50.00%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00012	Video	Click to View	11.11%	76.92%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00010	Video	Click to View	11.11%	53.85%
Stern Center_Social Mirror_We meet your child where they are	Variant: Original	Video	Click to View	9.40%	63.64%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00014	Video	Click to View	8.55%	60.00%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00011	Video	Click to View	6.84%	25.00%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00001	Video		5.13%	16.67%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00009	Video	Click to View	5.13%	33.33%
Stern Center_Social Mirror_We meet your child where they are	Variant: V_00006	Video		4.27%	40.00%

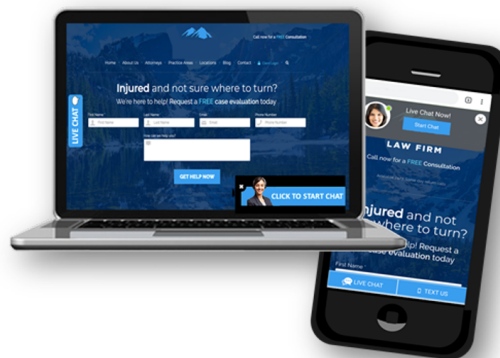
Social Mirror Ad Screenshots

	Stern Center_Social Mirror_We meet your child where they are
Screenshot	

Video Ad Screenshots

	Stern Center_H Elijah 30 s HD 2.mp4
Screenshot	

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CHATS



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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.