

Digital Marketing Report

Impressions

How many ads were served:

91,279

Clicks

Times a user clicked on an ad

470

Click-Through Rate

(Clicks/Impressions) x 100

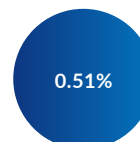
0.51%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



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%)
Wall Residences - Provider Recruitment - CNAs/Registered Nurse/Caregivers Behavioral B2B Social Mirror	57,854	398	0.69%	9.83
Wall Residences - Provider Recruitment - Keyword Social Mirror	30,782	67	0.22%	3.11
Wall Residences - Provider Recruitment - Retargeting Social Mirror	2,643	5	0.19%	2.70

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Wall Residences - Provider Recruitment_Social Mirror_3.30_“Come as you are.”	30,088	192	0.64%	9.12
	Wall Residences - Provider Recruitment_Social Mirror_At Wall, we have a depth of experience	32,224	171	0.53%	7.58
	Wall Residences - Provider Recruitment_Social Mirror_3.30_“People over profit.”	28,967	107	0.37%	5.28

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,403	403	0.60%
Desktop	A personal computing device that remains stationary at one location.	14,420	48	0.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,456	19	0.20%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	4,031	42	1.04%
T-Mobile Play	1,792	0	0.00%
imdb.com	1,740	2	0.11%
ruralsprout.com	1,426	4	0.28%
usatoday.com	1,166	7	0.60%
bonsaimary.com	1,049	1	0.10%
petmaximalist.com	999	0	0.00%
msn.com	979	0	0.00%
arcamax.com	956	6	0.63%
crispcrumbs.com	833	9	1.08%
hometalk.com	821	3	0.37%
nypost.com	602	3	0.50%
themompack.com	581	2	0.34%
apnews.com	569	4	0.70%
america-focus.com	564	3	0.53%
The Scoop	533	2	0.38%
realclearpolitics.com	465	0	0.00%
lovewhatmatters.com	436	0	0.00%
dailypositiveinfo.com	400	0	0.00%
people.com	374	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.