

Digital Marketing Report

Impressions

How many ads were served:

37,491

Clicks

Times a user clicked on an ad

155

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

0.41%

Your Product Breakout by Impressions



CTV Completion Rate

15.60%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.41%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

5.91

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%)
Fecteau Homes - Caregiver in HH/Elderly/Rural Behavioral Social Mirror	18,870	67	0.36%	5.07
Fecteau Homes - AI Social Mirror	18,512	88	0.48%	6.79
Fecteau Homes - Keyword Social Mirror	109	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Fecteau Homes_Social Mirror_768 ADU Double-wide	21,219	98	0.46%	6.60
	Fecteau Homes_Social Mirror_749 Duplex Double-Wide	16,272	57	0.35%	5.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00007	Video	Click to View	7.54%	2.92%
Fecteau Homes_Social Mirror_749 Duplex Double-Wide	Variant: V_00002	Video	Click to View	7.26%	2.33%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00001	Video	Click to View	5.85%	2.61%
Fecteau Homes_Social Mirror_749 Duplex Double-Wide	Variant: V_00006	Video	Click to View	5.69%	3.49%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00003	Video	Click to View	5.51%	1.85%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: Original	Video	Click to View	5.41%	2.13%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00011	Video	Click to View	5.18%	1.87%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00008	Video	Click to View	5.17%	3.84%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00010	Video	Click to View	4.99%	1.99%
Fecteau Homes_Social Mirror_768 ADU Double-wide	Variant: V_00006	Video	Click to View	4.90%	2.19%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	19,177	84	0.44%
Desktop	A personal computing device that remains stationary at one location.	16,519	59	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,795	12	0.67%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,473	4	0.12%
WCAX Channel 3 News: VT-NY-NH	2,824	2	0.07%
mynbc5.com	1,953	1	0.05%
usatoday.com	1,713	10	0.58%
theguardian.com	1,294	3	0.23%
nypost.com	1,208	9	0.75%
buzzfeed.com	813	1	0.12%
Samsung Global Goals	732	0	0.00%
huffpost.com	671	1	0.15%
dailymail.com	629	3	0.48%
tmz.com	523	0	0.00%
Tapatalk - 200,000+ Forums	516	2	0.39%
The Scoop	512	1	0.20%
accuweather.com	460	0	0.00%
courttv.com	379	0	0.00%
hollywoodpq.com	312	0	0.00%
foxnews.com	250	1	0.40%
nytimes.com	232	0	0.00%
gizmodo.com	198	0	0.00%
sfgate.com	177	1	0.57%

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.