



Digital Marketing Report

Impressions

How many ads were served:

103,818

Clicks

Times a user clicked on an ad

298

Click-Through Rate

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

0.29%

Your Product Breakout by Impressions



Total Engagement Rate

0.29%

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

X the National Average

4.10

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.*

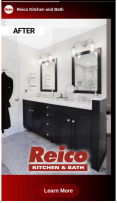
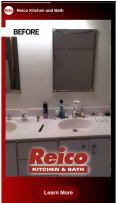


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Reico Kitchen and Bath - Frederick Homeowner/Home Renovation/Home Improvement Behavioral Social Mirror	17,351	50	0.29%	4.12
Reico Kitchen and Bath - Frederick AI Social Mirror	17,343	43	0.25%	3.54
Reico Kitchen and Bath - Chantilly Homeowner/Home Renovation/Home Improvement Behavioral Social Mirror	17,309	28	0.16%	2.31
Reico Kitchen and Bath - Chantilly AI Social Mirror	17,306	54	0.31%	4.46
Reico Kitchen and Bath - Winchester AI Social Mirror	17,257	42	0.24%	3.48
Reico Kitchen and Bath - Winchester Homeowner/Home Renovation/Home Improvement Behavioral Social Mirror	17,252	81	0.47%	6.71



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Reico Kitchen and Bath_Social Mirror_7.17_Winchester_Reico May 2026 Design.mp4	17,280	81	0.47%	6.70
	Reico Kitchen and Bath_Social Mirror_7.17_Frederick_Reico May 2026 Design.mp4	17,030	63	0.37%	5.28
	Reico Kitchen and Bath_Social Mirror_7.17_Chantilly_Reico May 2026 Design.mp4	17,126	49	0.29%	4.09
	Reico Kitchen and Bath_Social Mirror_Winchester_Before & After	17,229	42	0.24%	3.48
Thumbnail not available	Reico Kitchen and Bath_Social Mirror_Chantilly_Before & After	17,489	33	0.19%	2.70
	Reico Kitchen and Bath_Social Mirror_Frederick_Before & After	17,664	30	0.17%	2.43



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	60,096	246	0.41%
Desktop	A personal computing device that remains stationary at one location.	38,588	44	0.11%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,134	8	0.16%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,964	1	0.01%
Pinterest	5,991	44	0.73%
foxnews.com	4,139	20	0.48%
aol.com	2,783	0	0.00%
nypost.com	2,201	9	0.41%
fox5dc.com	1,875	0	0.00%
biblegateway.com	1,805	1	0.06%
merriam-webster.com	1,536	3	0.20%
screenrant.com	1,266	1	0.08%
ffxnow.com	1,249	3	0.24%
huffpost.com	1,091	1	0.09%
tmz.com	1,078	11	1.02%
washingtonpost.com	763	1	0.13%
apnews.com	704	3	0.43%
WeatherBug – Weather Forecast	703	0	0.00%
mahjong4friends.com	691	0	0.00%
dailymail.com	663	2	0.30%
realtor.com	600	0	0.00%
accuweather.com	595	2	0.34%
legacy.com	552	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.