

Digital Marketing Report

Impressions

How many ads were served:

230,709

Clicks

Times a user clicked on an ad

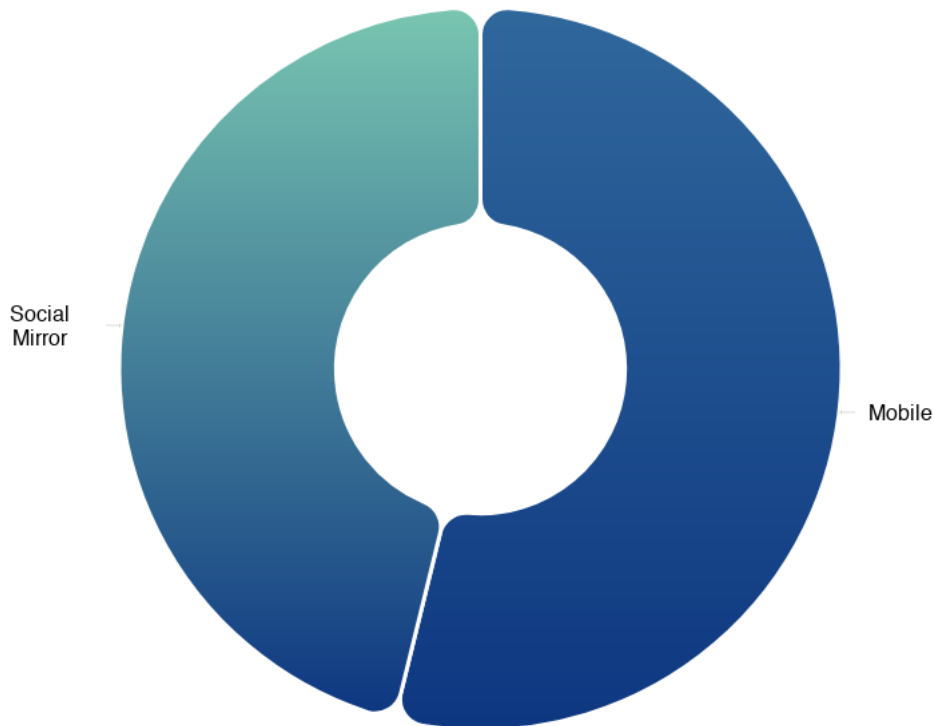
722

Click-Through Rate

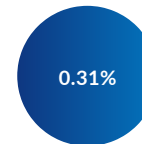
(Clicks/Impressions) x 100

0.31%

Your Product Breakout by Impressions



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.



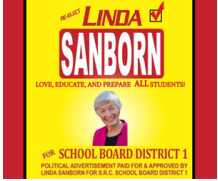
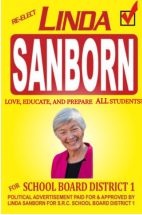
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Linda Sanborn for Santa Rosa School Board - Voters/Republicans/Democrats Mobile	83,043	339	0.41%	5.83
Linda Sanborn for Santa Rosa School Board - Address Retargeting Mobile	40,230	172	0.43%	6.11
Linda Sanborn for Santa Rosa School Board - AI Social Mirror	35,515	91	0.26%	3.66
Linda Sanborn for Santa Rosa School Board - Keyword Social Mirror	35,509	58	0.16%	2.33
Linda Sanborn for Santa Rosa School Board - Early & Absentee Voters/Heavy Social Media Users/Heavy Streaming Users Behavioral Social Mirror	35,484	51	0.14%	2.05
Linda Sanborn for Santa Rosa School Board - Address Targeting Mobile	928	11	1.19%	16.93

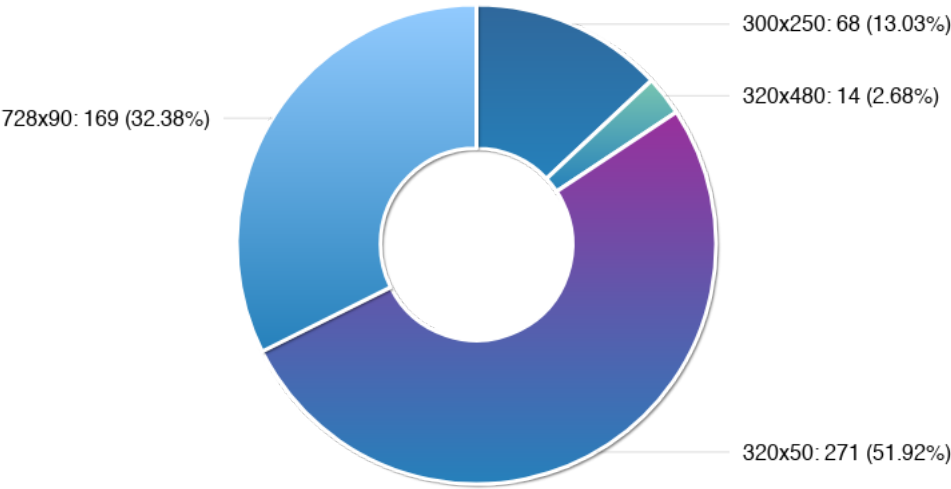
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Linda Sanborn for Santa Rosa School Board_Social Mirror_Love, Educate and Prepare	106,508	200	0.19%	2.68

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Linda Sanborn for Santa Rosa School Board_sanborn 2 320 x 50.png	78,631	271	0.34%	4.92
	Linda Sanborn for Santa Rosa School Board_sanborn 2 (728 x 90 px).png	41,041	169	0.41%	5.88
	Linda Sanborn for Santa Rosa School Board_sanborn 2 300 x 250.png	3,836	68	1.77%	25.32
	Linda Sanborn for Santa Rosa School Board_sanborn 2 320x480.png	693	14	2.02%	28.86

Mobile Conquesting Click Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	77,287	159	0.21%
Desktop	A personal computing device that remains stationary at one location.	20,369	31	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,852	10	0.11%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	7,964	12	0.15%
nypost.com	4,636	5	0.11%
tmz.com	3,374	0	0.00%
accuweather.com	2,603	9	0.35%
Podcast Player	2,356	1	0.04%
people.com	2,083	1	0.05%
dailymail.com	1,759	7	0.40%
theguardian.com	1,704	2	0.12%
huffpost.com	1,275	1	0.08%
baseball-reference.com	1,041	0	0.00%
buzzfeed.com	992	1	0.10%
boatmart.com	943	4	0.42%
nwfdailynews.com	909	0	0.00%
apnews.com	823	1	0.12%
Fox News - Daily Breaking News	775	0	0.00%
mediotiempo.com	764	2	0.26%
economictimes.com	704	0	0.00%
fool.com	645	1	0.16%
reuters.com	506	0	0.00%
Timehop - Memories Then & Now	495	1	0.20%

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.