

Digital Marketing Report

Impressions

How many ads were served:

120,919

Clicks

Times a user clicked on an ad

797

Click-Through Rate

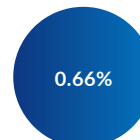
$(\text{Clicks} / \text{Impressions}) \times 100$

0.66%

Your Product Breakout by Impressions

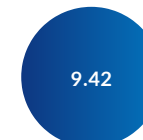


Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

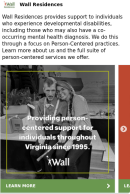
Social
Mirror

*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%)
Wall Residences - CSB Targeting - Case Manager/Social Worker/Counselors Behavioral B2B Social Mirror	55,192	365	0.66%	9.45
Wall Residences - CSB Targeting - Geo-Retargeting Social Mirror	28,385	207	0.73%	10.42
Wall Residences - CSB Targeting - Keyword Social Mirror	19,286	146	0.76%	10.81
Wall Residences - CSB Targeting - Retargeting Social Mirror	18,047	79	0.44%	6.25
Wall Residences - CSB Targeting - Geo-Fencing Social Mirror	9	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Wall Residences - CSB Targeting_Social Mirror_3.30_People Over Profit	31,788	271	0.85%	12.18
Thumbnail not available	Wall Residences - CSB Targeting_Social Mirror_Wall Community Options offers a wide variety of support	37,867	257	0.68%	9.70
	Wall Residences - CSB Targeting_Social Mirror_Wall Residences provides support to individuals	25,489	135	0.53%	7.57
	Wall Residences - CSB Targeting_Social Mirror_Wall Residences offers a full suite of services	25,775	134	0.52%	7.43

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	82,268	622	0.76%
Desktop	A personal computing device that remains stationary at one location.	31,731	157	0.49%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,920	18	0.26%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	12,707	124	0.98%
msn.com	2,577	0	0.00%
nypost.com	1,967	11	0.56%
T-Mobile Play	1,892	0	0.00%
crispcrumbs.com	1,333	0	0.00%
imdb.com	1,255	3	0.24%
aol.com	1,171	0	0.00%
arcamax.com	1,158	5	0.43%
realclearpolitics.com	1,108	0	0.00%
ruralsprout.com	1,016	3	0.30%
theScore: Sports News & Scores	1,013	1	0.10%
tmz.com	917	6	0.65%
apnews.com	882	4	0.45%
wtvr.com	801	4	0.50%
usatoday.com	781	1	0.13%
historyexpose.com	776	49	6.31%
themompack.com	717	4	0.56%
wtkr.com	685	2	0.29%
cookandsharerecipes.com	663	0	0.00%
OfferUp: Buy. Sell. Letgo.	598	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.