

Digital Marketing Report

Impressions

How many ads were served:

118,865

Clicks

Times a user clicked on an ad

100

Click-Through Rate

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

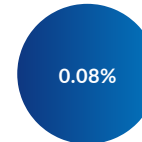
0.08%

Your Product Breakout by Impressions



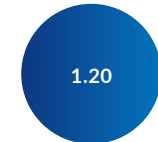
Social
Mirror

Total Engagement Rate



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

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%)
Revity Credit Union - Spanish/High School Degree/Parents Behavioral Social Mirror	61,141	51	0.08%	1.19
Revity Credit Union - Spanish AI Social Mirror	57,724	49	0.08%	1.21

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Revity Credit Union - Grant Campaign_Social Mirror_FB_Revity está aquí para	55,584	36	0.06%	0.93
Thumbnail not available	Revity Credit Union - Grant Campaign_Social Mirror_IG_Revity está aquí para	53,532	27	0.05%	0.72
	Revity Credit Union - Grant Campaign_Social Mriror_7.29_IG_Did you know	3,601	13	0.36%	5.16
	Revity Credit Union - Grant Campaign_Social Mriror_7.29_TikTok_Did you know	2,724	13	0.48%	6.82
	Revity Credit Union - Grant Campaign_Social Mriror_7.29_FB_Did you know	3,424	11	0.32%	4.59

Social Mirror Ad Screenshots

	Revity Credit Union - Grant Campaign_Social Mirror_IG_Revity está aquí para	Revity Credit Union - Grant Campaign_Social Mirior_7.29_TikTok_Did you know
Screenshot		

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	73,125	49	0.07%
Mobile	A portable electronic device that can connect to the internet.	41,809	46	0.11%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,931	5	0.13%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	21,879	1	0.00%
aol.com	9,127	0	0.00%
ebay.com	5,121	0	0.00%
Pinterest	2,712	3	0.11%
legacy.com	2,209	7	0.32%
pinterest.com	1,949	0	0.00%
foxnews.com	1,938	1	0.05%
biblegateway.com	1,663	0	0.00%
apnews.com	1,451	5	0.34%
WeatherBug – Weather Forecast	803	1	0.12%
imdb.com	780	2	0.26%
Weather by WeatherBug	732	1	0.14%
screenrant.com	623	0	0.00%
merriam-webster.com	619	1	0.16%
weatherforyou.com	538	1	0.19%
zillow.com	525	0	0.00%
lakemchenryscanner.com	510	0	0.00%
lingojam.com	474	0	0.00%
gamerguides.com	468	0	0.00%
wgel.com	465	1	0.22%

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.