

Digital Marketing Report

Impressions

How many ads were served:

70,123

Clicks

Times a user clicked on an ad

399

Click-Through Rate

(Clicks/Impressions) x 100

0.57%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

43.31%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.57%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

8.13

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%)
St. Louis Symphony Orchestra - Concert Goers/Arts & Culture/Music Enthusiasts Behavioral Social Mirror	35,098	120	0.34%	4.88
St. Louis Symphony Orchestra - AI Social Mirror	35,025	279	0.80%	11.38

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	St. Louis Symphony Orchestra_Social Mirror_FB_All tickets	37,343	203	0.54%	7.77
	St. Louis Symphony Orchestra_Social Mirror_IG_All tickets	32,780	196	0.60%	8.54

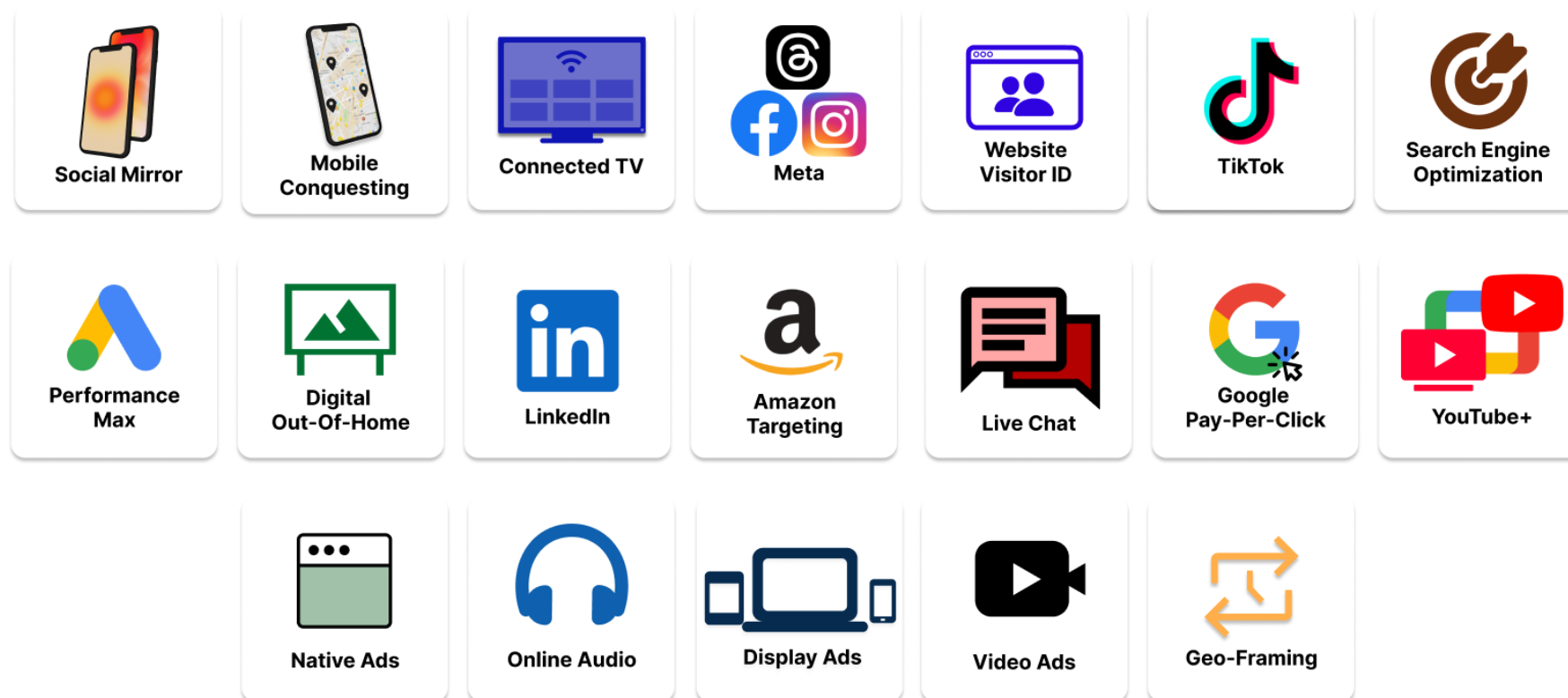
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	42,525	268	0.63%
Desktop	A personal computing device that remains stationary at one location.	22,995	111	0.48%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,603	20	0.43%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
dailymail.com	3,537	13	0.37%
tmz.com	3,314	5	0.15%
usatoday.com	3,060	8	0.26%
themirror.com	2,985	16	0.54%
lawandcrime.com	1,371	0	0.00%
arcamax.com	1,357	4	0.29%
hollywoodpq.com	1,238	4	0.32%
nypost.com	1,124	9	0.80%
realclearpolitics.com	987	0	0.00%
bosnian.news	727	0	0.00%
huffpost.com	688	1	0.15%
courttv.com	670	2	0.30%
foxnews.com	612	1	0.16%
ultimate-guitar.com	594	0	0.00%
teachmeliflife.net	583	10	1.72%
accuweather.com	567	1	0.18%
fragrantica.com	544	0	0.00%
studentdoctor.net	543	0	0.00%
shopgoodwill.com	536	2	0.37%
theguardian.com	487	1	0.21%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.