

Digital Marketing Report

Impressions

How many ads were served:

64,638

Clicks

Times a user clicked on an ad

157

Click-Through Rate

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

0.24%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

2.86%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.24%

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

X the National Average

3.47

X the National Avg (.07%)

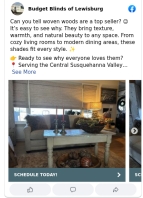
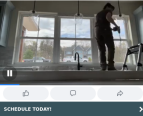
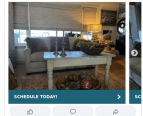
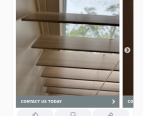
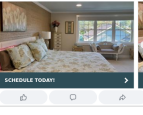
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Budget Blinds Selinsgrove - A30+/HGTV/DIY Behavioral Social Mirror	23,525	25	0.11%	1.52
Budget Blinds Selinsgrove - AI Social Mirror	20,801	80	0.38%	5.49
Budget Blinds Selinsgrove - Keyword Social Mirror	20,312	52	0.26%	3.66

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Budget Blinds Selinsgrove_Social Mirror_7.13_Can you tell woven woods are a top seller?	32,067	97	0.30%	4.32
	Budget Blinds Selinsgrove_Social Mirror_7.13_A perfect blend of style and function	29,576	55	0.19%	2.66
	Budget Blinds Selinsgrove_Social Mirror_11.6_Can you tell woven woods are a top seller?	920	3	0.33%	4.66
	Budget Blinds Selinsgrove_Social Mirror_12.5_The beauty and warmth of real wood blinds	887	2	0.23%	3.22
	Budget Blinds Selinsgrove_Social Mirror_11.6_These Lewisburg clients just wrapped up	1,188	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,024	112	0.28%
Desktop	A personal computing device that remains stationary at one location.	21,201	38	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,413	7	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,216	6	0.14%
foxnews.com	2,702	11	0.41%
msn.com	2,177	0	0.00%
usatoday.com	2,047	10	0.49%
accuweather.com	1,983	3	0.15%
tmz.com	1,945	1	0.05%
huffpost.com	1,278	2	0.16%
theguardian.com	1,001	2	0.20%
themirror.com	951	9	0.95%
Weather - The Weather Channel	721	0	0.00%
tumblr.com	677	0	0.00%
insp.com	595	0	0.00%
Fox News - Daily Breaking News	578	0	0.00%
arcamax.com	495	6	1.21%
ign.com	449	6	1.34%
buzzfeed.com	438	1	0.23%
courttv.com	384	1	0.26%
dailymail.com	376	1	0.27%
hometalk.com	339	0	0.00%
hollywoodpq.com	337	4	1.19%

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



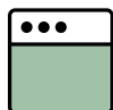
Live Chat



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.