

Digital Marketing Report

Impressions

How many ads were served:

119,864

Clicks

Times a user clicked on an ad

443

Click-Through Rate

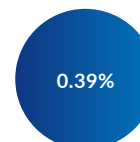
(Clicks/Impressions) x 100

0.37%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

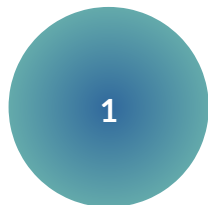
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Yarmouth Chamber of Commerce - Keyword Social Mirror	58,745	141	0.24%	3.43
Yarmouth Chamber of Commerce - Family Travel/Leisure Travel/Vacation Behavioral Social Mirror	58,469	288	0.49%	7.04
Yarmouth Chamber of Commerce - Retargeting Social Mirror	2,650	14	0.53%	7.55

Social Mirror View-through Conversions

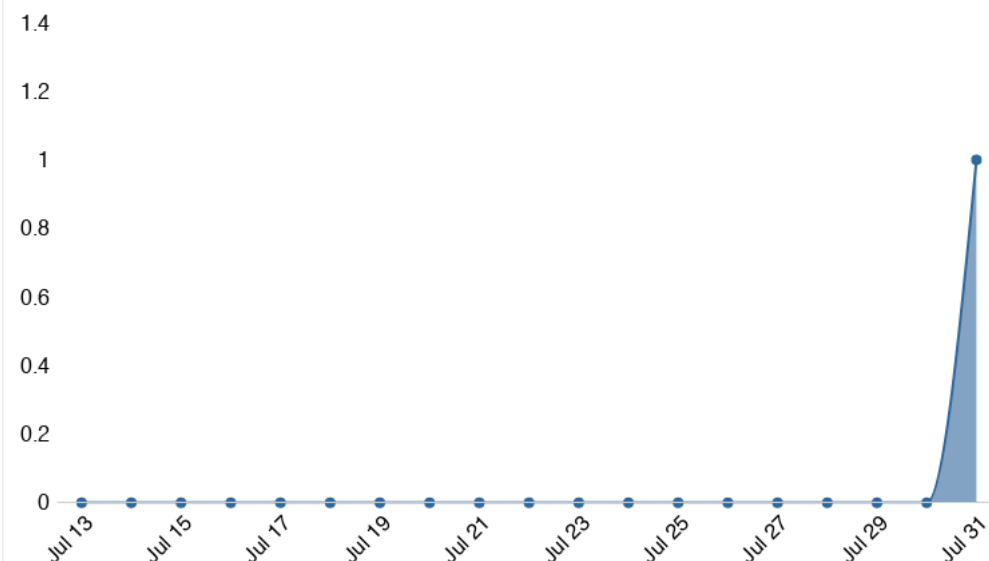


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

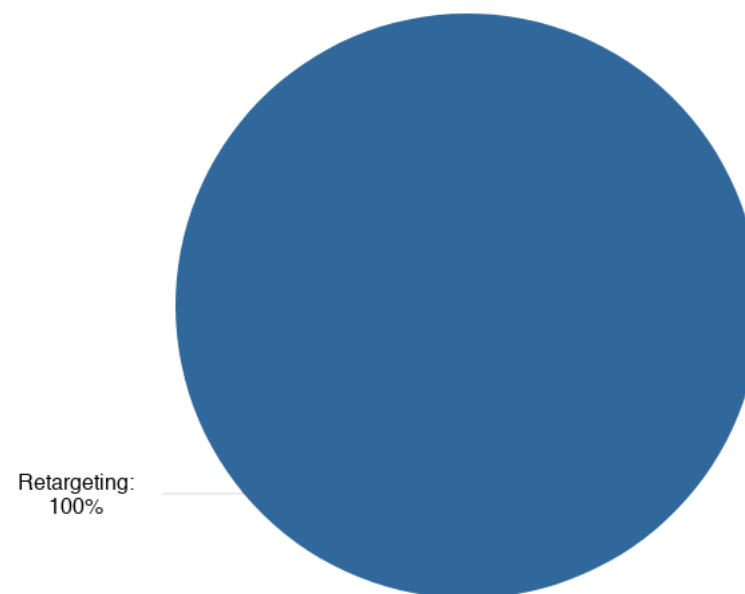
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Yarmouth Chamber of Commerce Homepage Visits	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

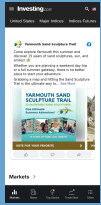
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	66,843	283	0.42%	6.05
	Yarmouth Chamber of Commerce_Social Mirror_7.3.26_Come explore Yarmouth this summer	53,021	160	0.30%	4.31

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	Variant: V_00014	Story	Click to View	5.31%	0.86%
Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	Variant: V_00003	Story	Click to View	5.05%	1.19%
Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	Variant: V_00004	Story	Click to View	4.99%	0.93%
Yarmouth Chamber of Commerce_Social Mirror_7.3.26_Come explore Yarmouth this summer	Variant: V_00007	Carousel	Click to View	4.37%	1.20%
Yarmouth Chamber of Commerce_Social Mirror_7.3.26_Come explore Yarmouth this summer	Variant: V_00011	Carousel	Click to View	3.71%	1.12%
Yarmouth Chamber of Commerce_Social Mirror_7.3.26_Come explore Yarmouth this summer	Variant: V_00001	Carousel	Click to View	3.42%	0.92%
Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	Variant: V_00002	Story	Click to View	3.25%	1.23%
Yarmouth Chamber of Commerce_Social Mirror_Story_7.13.26_Come explore Yarmouth this summer	Variant: V_00008	Story	Click to View	3.22%	1.42%

Social Mirror Ad Screenshots

Yarmouth Chamber of Commerce_Social Mirror_7.3.26_Come explore Yarmouth this summer	
Screenshot	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02492	18,437	64	0.35%	4.96
02169	15,821	46	0.29%	4.15
02301	11,921	57	0.48%	6.83
02148	10,852	40	0.37%	5.27
02038	8,750	25	0.29%	4.08
02780	8,561	47	0.55%	7.84
02127	8,394	30	0.36%	5.11
02184	7,012	29	0.41%	5.91
02136	4,125	16	0.39%	5.54
02171	3,487	17	0.49%	6.96
02481	3,394	12	0.35%	5.05
02072	3,245	9	0.28%	3.96
02189	3,203	11	0.34%	4.91
02330	2,382	13	0.55%	7.80
02458	2,365	4	0.17%	2.42
02141	2,030	3	0.15%	2.11
02052	1,821	8	0.44%	6.28
02061	1,471	1	0.07%	0.97
01907	1,317	3	0.23%	3.25
02347	1,165	8	0.69%	9.81

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	80,041	374	0.47%
Desktop	A personal computing device that remains stationary at one location.	32,882	56	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,941	13	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	8,070	31	0.38%
msn.com	4,266	0	0.00%
people.com	3,877	28	0.72%
dailymail.com	3,660	7	0.19%
usatoday.com	3,344	10	0.30%
nypost.com	3,282	10	0.30%
courttv.com	2,902	2	0.07%
tmz.com	2,818	5	0.18%
capecodtimes.com	2,338	7	0.30%
theguardian.com	2,012	3	0.15%
buzzfeed.com	1,787	1	0.06%
apnews.com	1,643	0	0.00%
huffpost.com	1,606	6	0.37%
hollywoodpq.com	1,512	10	0.66%
barstoolsports.com	1,255	4	0.32%
nytimes.com	950	5	0.53%
cnn.com	937	8	0.85%
americanoceans.org	904	0	0.00%
studentdoctor.net	840	3	0.36%
foodiefriend.com	792	1	0.13%

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



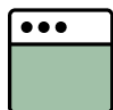
Live Chat



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.