

Digital Marketing Report

Impressions

How many ads were served:

59,803

Clicks

Times a user clicked on an ad

153

Click-Through Rate

(Clicks/Impressions) x 100

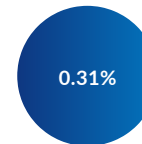
0.26%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



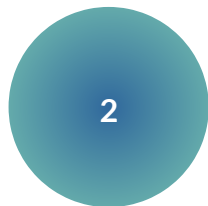
X the National Avg (.07%)

*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%)
North Carolina Freedom Fest - Military/Concert Goers/Festivals Behavioral Social Mirror	28,032	111	0.40%	5.66
North Carolina Freedom Fest - Keyword Social Mirror	27,132	31	0.11%	1.63
North Carolina Freedom Fest - Retargeting Social Mirror	4,639	11	0.24%	3.39

Social Mirror Click Conversions

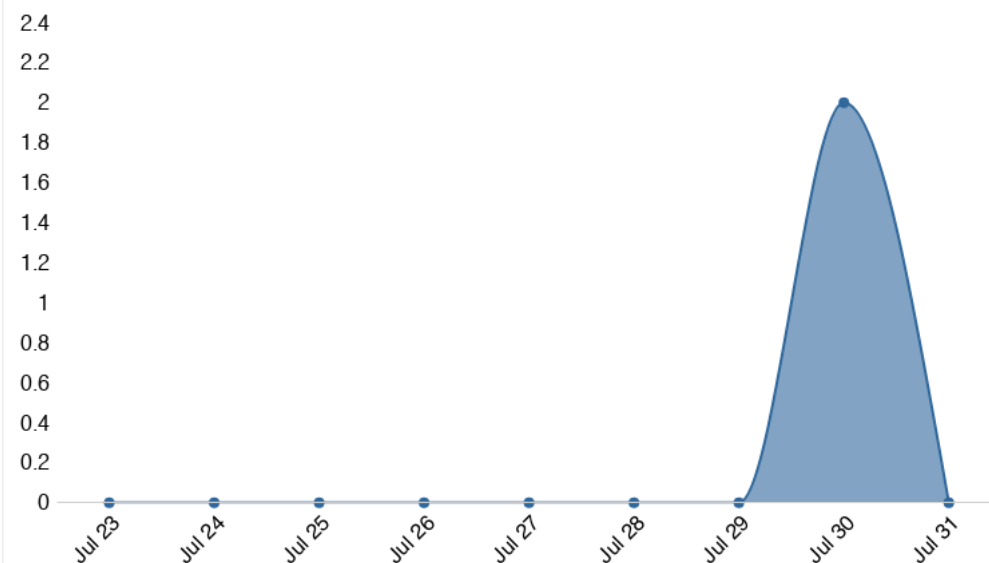


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

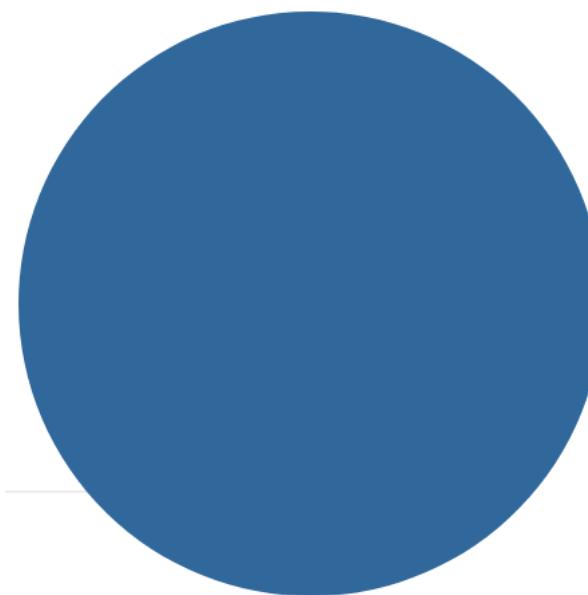
Conversion Name	Click Conversions ↓
North Carolina Freedom Fest Contact Page View	1
North Carolina Freedom Fest Gallery Page View	1

Social Mirror Click Conversions by Day

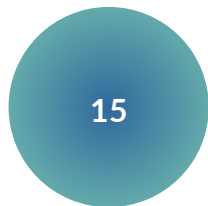


Top Social Mirror Click Conversions by Strategy

Keyword:
100%



Social Mirror View-through Conversions

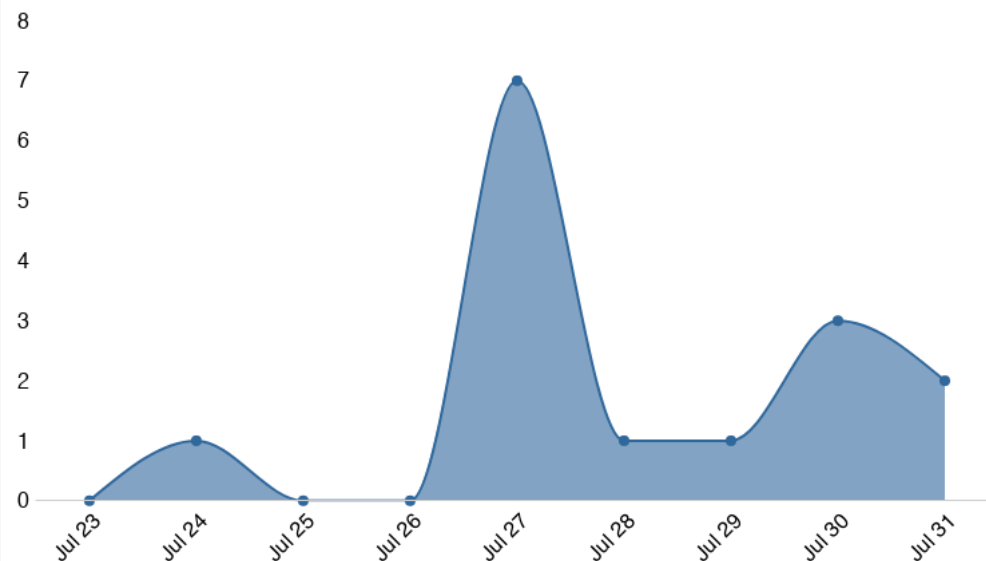


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

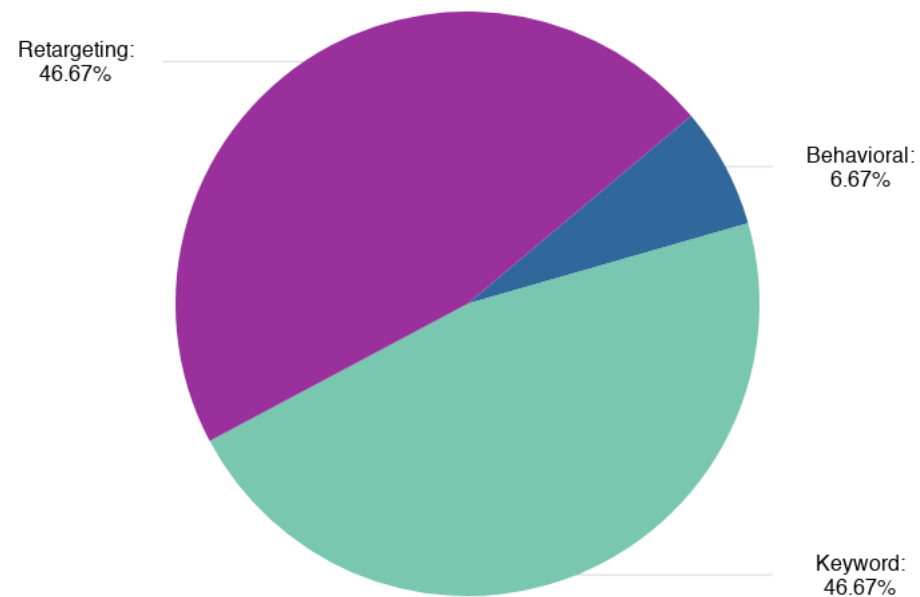
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
North Carolina Freedom Fest Homepage Visits	15

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%)
	NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde_300x250	46,697	111	0.24%	3.40
	NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde_300x600	13,106	42	0.32%	4.58

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			
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00015	Photo	Click to View	18.58%	0.78%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00003	Photo	Click to View	9.19%	0.92%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00011	Photo	Click to View	9.17%	0.79%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00009	Photo	Click to View	8.77%	0.79%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00001	Photo	Click to View	6.19%	1.07%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00007	Photo	Click to View	5.78%	0.69%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00004	Photo	Click to View	5.31%	0.98%
NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde	Variant: V_00012	Photo	Click to View	4.74%	1.35%

Social Mirror Ad Screenshots

NC Freedom Fest_Social Mirror_7.23.26_GRAMMY-winning Ashley McBryde_300x250	
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	34,779	115	0.33%
Desktop	A personal computing device that remains stationary at one location.	18,423	24	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,601	14	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	3,417	2	0.06%
nypost.com	2,215	3	0.14%
hollywoodpq.com	1,892	3	0.16%
usatoday.com	1,245	7	0.56%
tmz.com	1,173	1	0.09%
buzzfeed.com	1,138	0	0.00%
newsobserver.com	1,044	1	0.10%
apnews.com	1,002	1	0.10%
ign.com	876	0	0.00%
huffpost.com	820	1	0.12%
tunein.com	806	2	0.25%
thisisraleigh.com	734	0	0.00%
dailymail.com	649	2	0.31%
bonsaimary.com	552	0	0.00%
themompack.com	428	0	0.00%
economictimes.com	426	1	0.23%
theguardian.com	395	3	0.76%
genealogyexplained.com	375	0	0.00%
people.com	366	2	0.55%
militarywatchmagazine.com	361	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.