

Digital Marketing Report

Impressions

How many ads were served:

90,929

Clicks

Times a user clicked on an ad

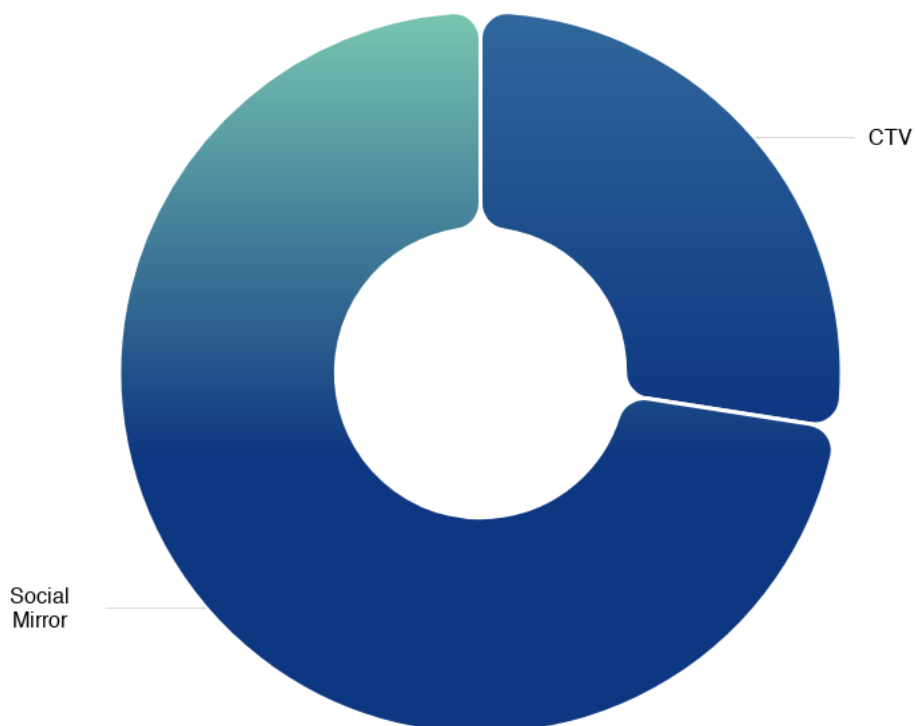
79

Click-Through Rate

(Clicks/Impressions) x 100

0.12%

Your Product Breakout by Impressions



CTV Completion Rate

89.55%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.12%

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

X the National Average

1.71

X the National Avg (.07%)

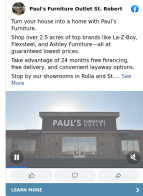
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Paul's Furniture - Rolla Homeowners/Furniture/Home Decor Behavioral Social Mirror	33,012	31	0.09%	1.34
Paul's Furniture - St. Robert Homeowners/Furniture/Home Decor Behavioral Social Mirror	32,965	48	0.15%	2.08
Paul's Furniture - Rolla Homeowners/Furniture/Home Decor Behavioral OTT	12,516	9	0.07%	1.03
Paul's Furniture - St. Robert Homeowners/Furniture/Home Decor Behavioral OTT	12,436	8	0.06%	0.92

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Paul's Furniture_Social Mirror_St. Roberts 4.27_Turn your house into a home	22,203	27	0.12%	1.74
Thumbnail not available	Paul's Furniture_Social Mirror_7.21_St. Robert_Your dream home	10,762	21	0.20%	2.79
	Paul's Furniture_Social Mirror_7.21_Rolla_Your dream home	10,633	17	0.16%	2.28
	Paul's Furniture_Social Mirror_Rolla 4.27_Turn your house into a home	22,379	14	0.06%	0.89

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Paul's Furniture_7.21_PAULS ROLLA VIDEO June 26 (1).mp4	5,812	99.38%
	Paul's Furniture_7.21_PAULS ST BOB VIDEO June 26 (1).mp4	5,782	99.08%
Thumbnail not available	Paul's Furniture_Rolla_PAULS ROLLA April 2026.mp4	6,704	99.05%
Thumbnail not available	Paul's Furniture_PAULS ST BOB TAX SEASON (1).mp4	6,654	98.51%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Paul's Furniture - Rolla Homeowners/Furniture/Home Decor Behavioral OTT	100.00%	99.82%	99.62%	99.20%
Paul's Furniture - St. Robert Homeowners/Furniture/Home Decor Behavioral OTT	100.00%	99.76%	99.55%	98.78%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	36,110	53	0.15%
Desktop	A personal computing device that remains stationary at one location.	27,886	22	0.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	13,242	6	0.05%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	11,710	11	0.09%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,981	4	0.20%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	11,009	2	0.02%
Pinterest	5,398	3	0.06%
ebay.com	1,752	1	0.06%
foxnews.com	1,706	5	0.29%
imdb.com	1,208	5	0.41%
x.com	985	0	0.00%
aol.com	875	0	0.00%
realtor.com	786	1	0.13%
KY3 Weather	529	2	0.38%
ky3.com	527	0	0.00%
ign.com	442	3	0.68%
pinterest.com	441	0	0.00%
Fox News - Daily Breaking News	395	0	0.00%
gamefzion.com	391	0	0.00%
gametreki.com	366	0	0.00%
weather.com	353	0	0.00%
protectpit.com	343	0	0.00%
firstalert4.com	290	0	0.00%
Weather by WeatherBug	289	0	0.00%
genius.com	283	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	3,959	98.71%
	Pluto TV - Live TV and Movies	1,455	98.59%
	Tubi - Free Movies & TV	1,234	99.18%
	Tubi - Movies & TV Shows	615	98.51%
	SAMSUNG TV PLUS	560	94.66%
	Telly - The Truly Smart TV	544	99.59%

	DIRECTV	481	99.84%
	DISH Anywhere	368	96.31%
	Google TV - Pluto TV	269	99.91%
	Pluto TV	268	99.81%

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.