

Digital Marketing Report

Impressions

How many ads were served:

135,750

Clicks

Times a user clicked on an ad

196

Click-Through Rate

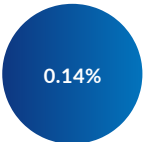
(Clicks/Impressions) x 100

0.14%

Your Product Breakout by Impressions



Total Engagement Rate



0.14%

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

X the National Average



2.06

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%)
Ashley HomeStore - Blacksburg Virginia - In-Market for Furniture Behavioral Social Mirror	47,014	63	0.13%	1.91
Ashley HomeStore - Blacksburg Virginia - AI Social Mirror	42,888	48	0.11%	1.60
Ashley HomeStore - Blacksburg Virginia - Keyword Social Mirror	30,580	62	0.20%	2.90
Ashley HomeStore - Blacksburg Virginia - Geo-Retargeting Social Mirror	15,268	23	0.15%	2.15

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ashley VA_7.17.26_Blacksburg_Flight 2 - Summer Savings TV.mp4	15,135	30	0.20%	2.83
Thumbnail not available	Ashley VA_7.17.26_Blacksburg_Flight 2 - Summer Savings Social.mp4	13,635	26	0.19%	2.72
Thumbnail not available	Ashley VA_7.27.26_Blacksburg_Mattress_Flight 3 - Summer Savings TV.mp4	10,841	26	0.24%	3.43
Thumbnail not available	Ashley VA_7.27.26_Blacksburg_Flight 3 - Summer Savings TV.mp4	10,961	20	0.18%	2.61
Thumbnail not available	Ashley VA_7.7.26_Blacksburg_Summer Savings - Flight 1 - Mattress.png	13,965	20	0.14%	2.05
Thumbnail not available	Ashley VA_7.17.26_Blacksburg_Summer Savings - Flight 2 - Mattress.png	14,945	17	0.11%	1.63
Thumbnail not available	Ashley VA_7.7.26_Blacksburg_Flight 1 - Summer Savings Social.mp4	14,292	17	0.12%	1.70
Thumbnail not available	Ashley VA_7.7.26_Blacksburg_Flight 1 - Summer Savings TV.mp4	14,352	15	0.10%	1.49
	Ashley VA_6.2.26_Blacksburg_Furniture Video	6,678	7	0.10%	1.50

Social Mirror Ad Screenshots

	Ashley VA_8.4.26_Blacksburg_Flight 1 Furniture_320x480
Screenshot	

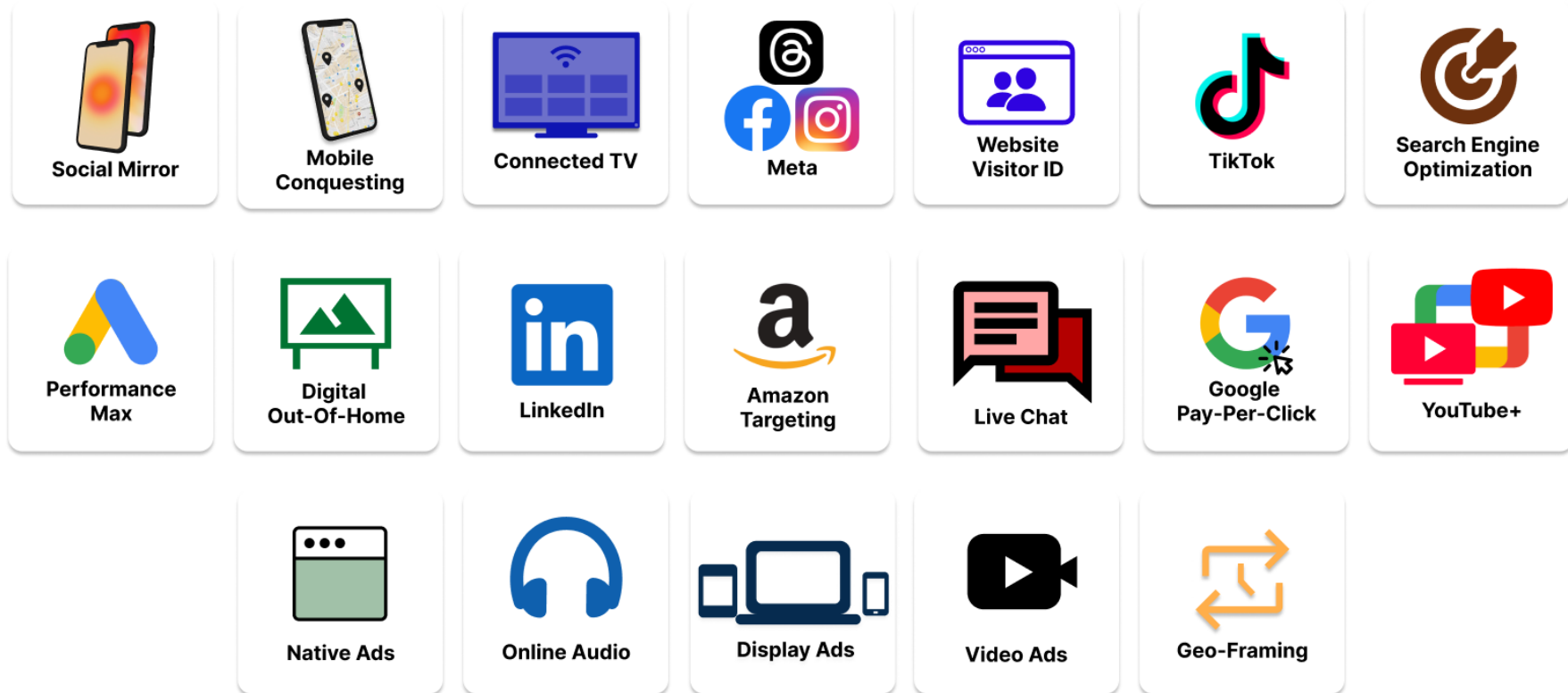
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	83,355	84	0.10%
Mobile	A portable electronic device that can connect to the internet.	48,677	105	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,718	7	0.19%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	30,370	4	0.01%
aol.com	8,374	2	0.02%
foxnews.com	4,994	9	0.18%
Pinterest	4,818	2	0.04%
mahjong4friends.com	2,611	0	0.00%
realtor.com	1,578	4	0.25%
biblegateway.com	1,402	0	0.00%
Weather by WeatherBug	1,383	2	0.14%
merriam-webster.com	1,359	3	0.22%
screenrant.com	1,189	1	0.08%
thecalculatorsite.com	1,173	1	0.09%
washingtonpost.com	1,089	1	0.09%
futbin.com	1,023	0	0.00%
accuweather.com	859	1	0.12%
WDBJ News	690	2	0.29%
zenword.net	573	0	0.00%
apnews.com	479	3	0.63%
people.com	415	11	2.65%
reuters.com	412	5	1.21%
legacy.com	392	9	2.30%

All available products in our *toolbox*.



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