

# Digital Marketing Report

## Impressions

How many ads were served:

301,652

## Clicks

Times a user clicked on an ad

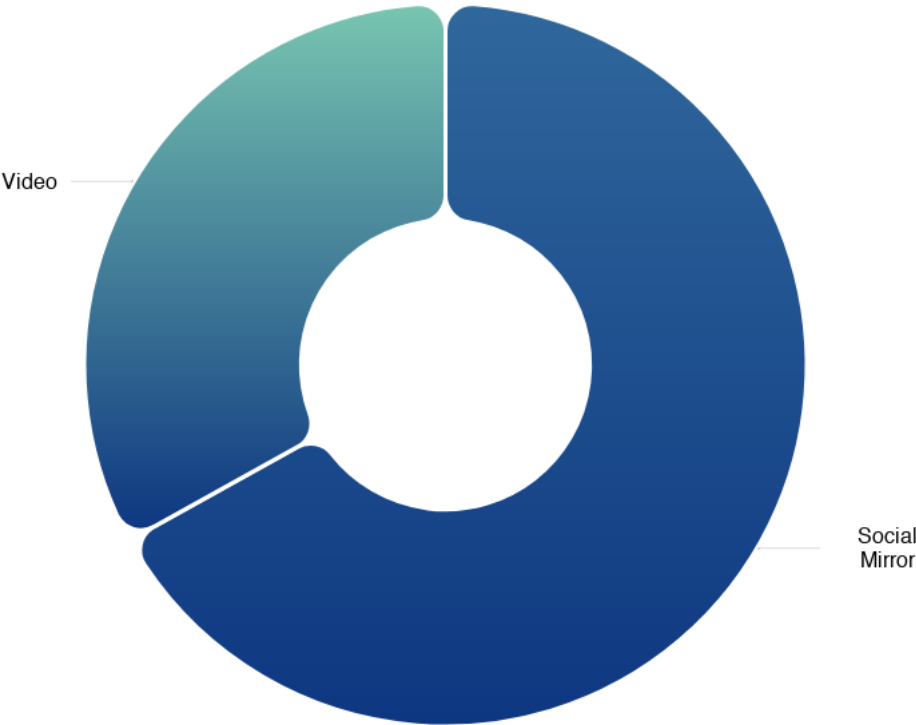
354

## Click-Through Rate

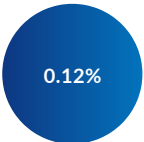
(Clicks/Impressions) x 100

0.12%

Your Product Breakout by Impressions



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%) |
|---------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Ashley HomeStore - Harrisonburg VA - In-Market for Furniture Behavioral Social Mirror | 101,831       | 93     | 0.09% | 1.30                      |
| Ashley HomeStore - Harrisonburg VA - AI Social Mirror                                 | 100,092       | 104    | 0.10% | 1.48                      |
| Ashley HomeStore - Harrisonburg VA - AI Video                                         | 50,045        | 46     | 0.09% | 1.31                      |
| Ashley HomeStore - Harrisonburg VA - In-Market for Furniture Behavioral Video         | 49,684        | 111    | 0.22% | 3.19                      |

Grid contains more rows, but they have been clipped.

### Social Mirror Creative Performance

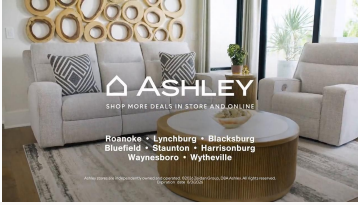
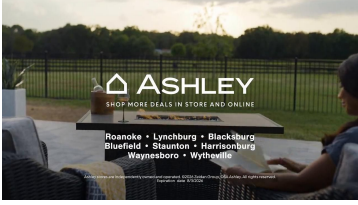
| Preview Image                                                                       | Creative Name                                                               | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| Thumbnail not available                                                             | Ashley<br>VA_7.17.26_Harrisonburg_Flight 2 - Summer Savings Social.mp4      | 21,890      | 26       | 0.12% | 1.70                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.7.26_Harrisonburg_Flight 1 - Summer Savings Social.mp4       | 21,701      | 25       | 0.12% | 1.65                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.17.26_Harrisonburg_Summer Savings - Flight 2 - Mattress.png  | 21,834      | 24       | 0.11% | 1.57                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.17.26_Harrisonburg_Flight 2 - Summer Savings TV.mp4          | 21,247      | 22       | 0.10% | 1.48                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.27.26_Harrisonburg_Mattress_Flight 3 - Summer Savings TV.mp4 | 17,346      | 21       | 0.12% | 1.73                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.7.26_Harrisonburg_Flight 1 - Summer Savings TV.mp4           | 19,842      | 19       | 0.10% | 1.37                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.7.26_Harrisonburg_Summer Savings - Flight 1 - Mattress.png   | 21,687      | 19       | 0.09% | 1.25                      |
| Thumbnail not available                                                             | Ashley<br>VA_7.27.26_Harrisonburg_Flight 3 - Summer Savings TV.mp4          | 15,153      | 12       | 0.08% | 1.13                      |
|  | Ashley<br>VA_6.15.26_Harrisonburg_Furniture Video_Hot Buys                  | 9,712       | 10       | 0.10% | 1.47                      |

Social Mirror Ad Screenshots

|            |                                                           |
|------------|-----------------------------------------------------------|
|            | Ashley VA_8.18.26_Harrisonburg_Flight 2 Furniture_300x250 |
| Screenshot |                                                           |

Grid contains more rows, but they have been clipped.

Video Creative Performance

| Preview Image                                                                    | Creative Name                        | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------|--------------------------------------|-------------|----------|-------|---------------------------|
|  | Mattress - Entire Flight.mp4         | 34,895      | 55       | 0.16% | 2.25                      |
|  | Flight 2 - Summer Savings TV (1).mp4 | 18,148      | 37       | 0.20% | 2.91                      |
|  | Flight 1 - Summer Savings TV (1).mp4 | 18,087      | 29       | 0.16% | 2.29                      |
|                                                                                  | Flight 3 - Summer Savings TV (2).mp4 | 7,966       | 16       | 0.20% | 2.87                      |

Video Completion Performance by Line Item

| Line Item Name                                                                | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|-------------------------------------------------------------------------------|-----------------|---------------|---------------|----------------|
| Ashley HomeStore - Harrisonburg VA - AI Video                                 | 86.83%          | 84.58%        | 82.83%        | 81.11%         |
| Ashley HomeStore - Harrisonburg VA - In-Market for Furniture Behavioral Video | 67.01%          | 60.79%        | 56.51%        | 48.26%         |

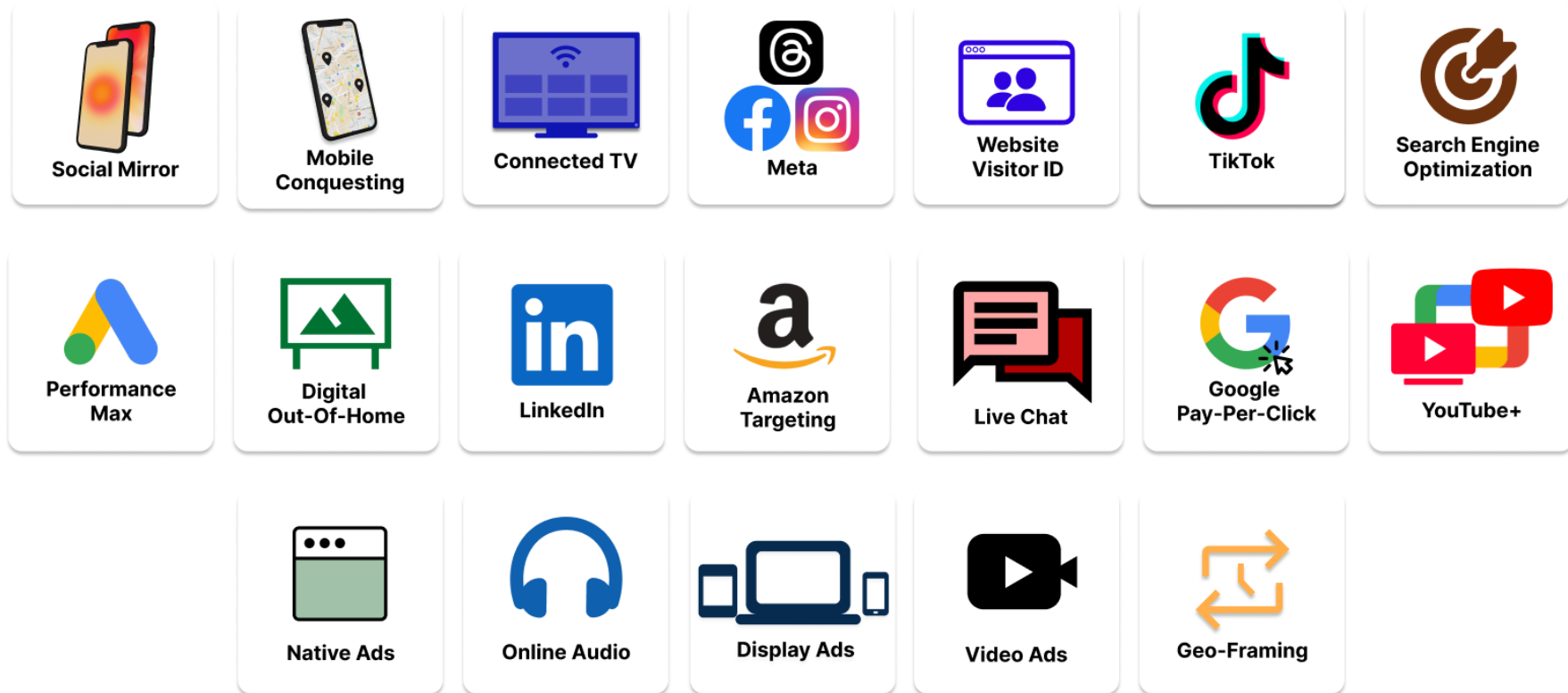
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 148,084       | 159    | 0.11% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 139,186       | 187    | 0.13% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 14,382        | 8      | 0.06% |

Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| msn.com                        | 42,023        | 12     | 0.03% |
| Pinterest                      | 15,033        | 8      | 0.05% |
| aol.com                        | 14,624        | 1      | 0.01% |
| Tubi - Movies & TV Shows       | 10,459        | 3      | 0.03% |
| Pluto TV - Live TV and Movies  | 9,639         | 1      | 0.01% |
| foxnews.com                    | 6,723         | 3      | 0.04% |
| biblegateway.com               | 5,617         | 11     | 0.20% |
| accuweather.com                | 4,404         | 14     | 0.32% |
| washingtonpost.com             | 3,704         | 1      | 0.03% |
| Tubi - Watch Movies & TV Shows | 3,550         | 2      | 0.06% |
| merriam-webster.com            | 3,179         | 2      | 0.06% |
| nypost.com                     | 2,542         | 12     | 0.47% |
| screenrant.com                 | 1,795         | 3      | 0.17% |
| realtor.com                    | 1,692         | 16     | 0.95% |
| WHSV-TV3 Weather               | 1,612         | 0      | 0.00% |
| huffpost.com                   | 1,531         | 7      | 0.46% |
| vox.com                        | 1,484         | 0      | 0.00% |
| Tubi - Free Movies & TV        | 1,462         | 0      | 0.00% |
| buzzfeed.com                   | 1,225         | 1      | 0.08% |
| apnews.com                     | 1,209         | 1      | 0.08% |

# All available products in our *toolbox*.



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