

Digital Marketing Report

Impressions

How many ads were served:

170,829

Clicks

Times a user clicked on an ad

230

Click-Through Rate

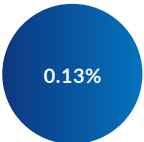
(Clicks/Impressions) x 100

0.13%

Your Product Breakout by Impressions



Total Engagement Rate



0.13%

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

X the National Average



1.92

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 - Bluefield Virginia - AI Social Mirror	53,902	50	0.09%	1.33
Ashley HomeStore - Bluefield Virginia - Keyword Social Mirror	45,491	96	0.21%	3.01
Ashley HomeStore - Bluefield Virginia - In-Market for Furniture Behavioral Social Mirror	45,231	50	0.11%	1.58
Ashley HomeStore - Bluefield Virginia - Geo-Retargeting Social Mirror	26,203	34	0.13%	1.85
Ashley HomeStore - Bluefield Virginia - Geo-Fencing Social Mirror	2	0	0.00%	0.00

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_Bluefield_Flight 2 - Summer Savings Social.mp4	20,688	38	0.18%	2.62
Thumbnail not available	Ashley VA_7.7.26_Bluefield_Flight 1 - Summer Savings TV.mp4	18,062	31	0.17%	2.45
Thumbnail not available	Ashley VA_7.7.26_Bluefield_Flight 1 - Summer Savings Social.mp4	30,874	28	0.09%	1.30
Thumbnail not available	Ashley VA_7.17.26_Bluefield_Flight 2 - Summer Savings TV.mp4	13,529	24	0.18%	2.53
Thumbnail not available	Ashley VA_7.17.26_Bluefield_Summer Savings - Flight 2 - Mattress.png	20,820	21	0.10%	1.44
Thumbnail not available	Ashley VA_7.27.26_Bluefield_Mattress_Flight 3 - Summer Savings TV.mp4	13,676	17	0.12%	1.78
Thumbnail not available	Ashley VA_7.27.26_Bluefield_Flight 3 - Summer Savings TV.mp4	13,770	15	0.11%	1.56
	Ashley VA_6.2.26_Bluefield_Furniture Video	8,456	12	0.14%	2.03
	Ashley VA_6.2.26_Bluefield_Tempur-Pedic Video	8,445	11	0.13%	1.86

Social Mirror Ad Screenshots

	Ashley VA_7.7.26_Bluefield_Summer Savings - Flight 1 - Mattress.png
Screenshot Urls	

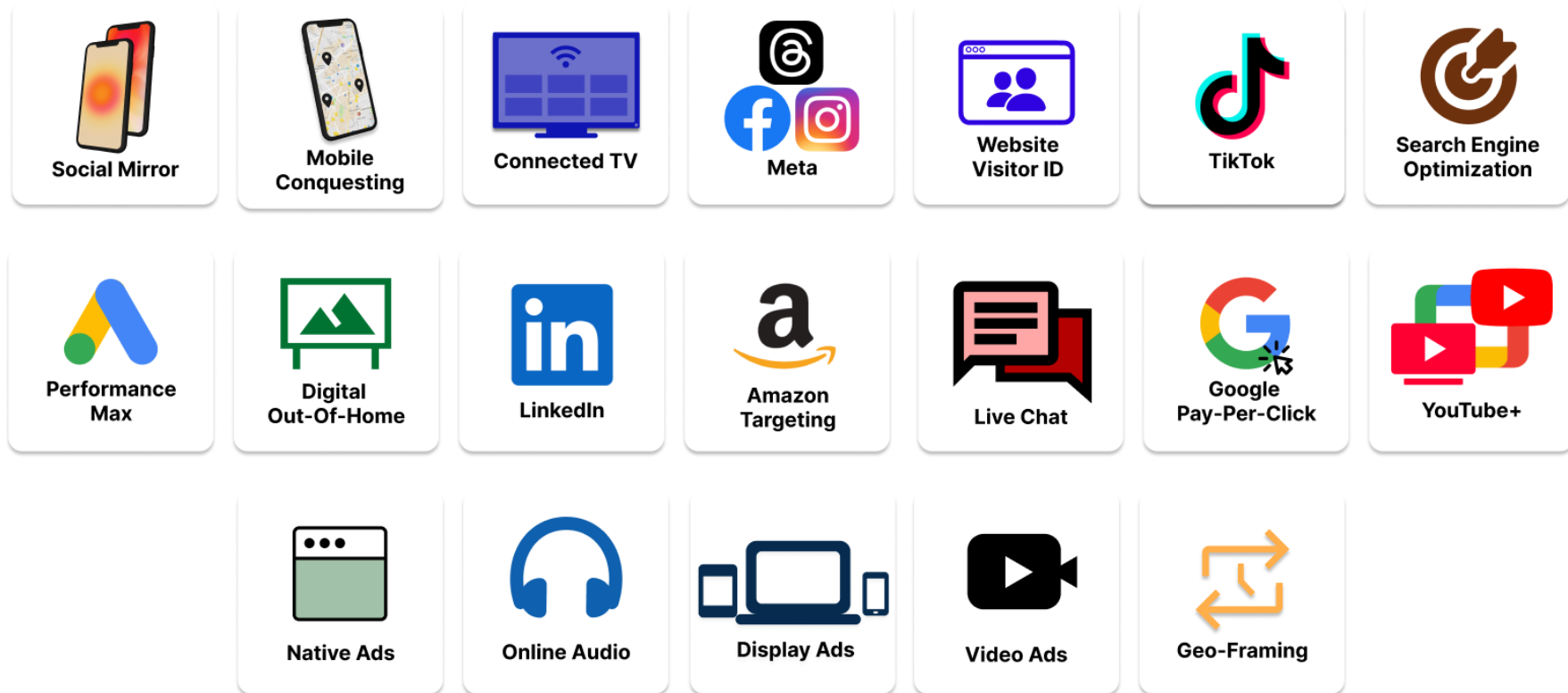
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	95,869	82	0.09%
Mobile	A portable electronic device that can connect to the internet.	68,761	134	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,199	14	0.23%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	48,645	0	0.00%
Pinterest	7,062	3	0.04%
foxnews.com	5,375	4	0.07%
aol.com	5,034	1	0.02%
Weather by WeatherBug	2,308	3	0.13%
realtor.com	1,925	10	0.52%
avclub.com	1,912	0	0.00%
biblegateway.com	1,469	0	0.00%
simplefunforkids.com	1,249	0	0.00%
washingtonpost.com	1,073	1	0.09%
merriam-webster.com	1,037	1	0.10%
nypost.com	985	16	1.62%
itsmynest.com	819	0	0.00%
screenrant.com	712	2	0.28%
miniplay.com	648	0	0.00%
Podcast Player	630	2	0.32%
legacy.com	625	7	1.12%
autorepairlebanontn.com	541	0	0.00%
people.com	520	14	2.69%
dailymail.com	473	1	0.21%

All available products in our *toolbox*.



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