

Digital Marketing Report

Impressions

How many ads were served:

401,587

Clicks

Times a user clicked on an ad

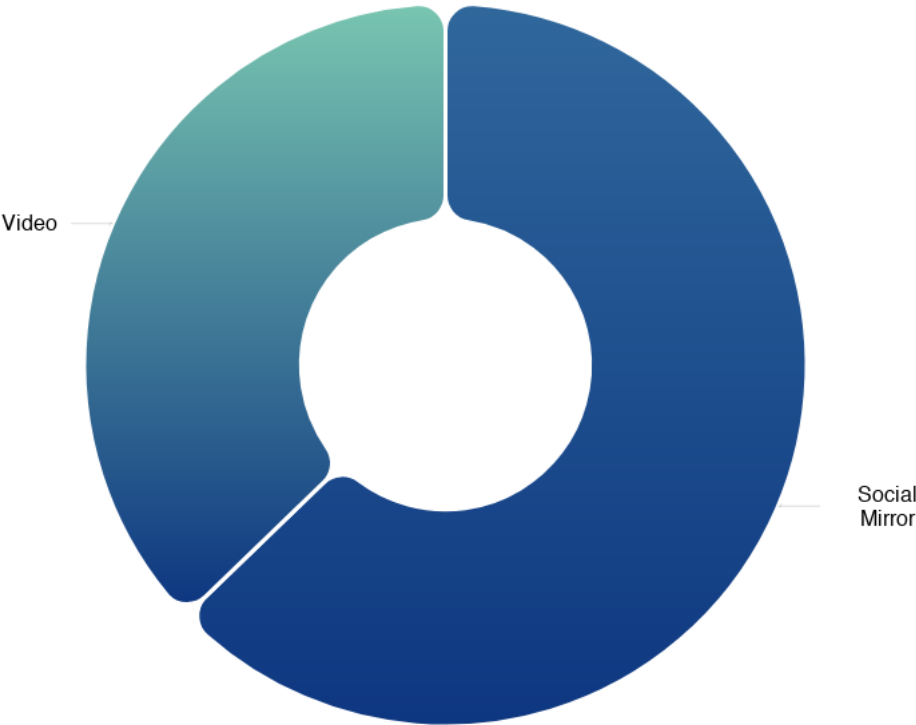
547

Click-Through Rate

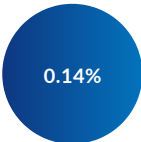
(Clicks/Impressions) x 100

0.14%

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.

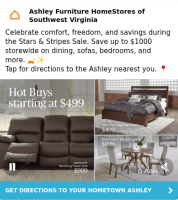


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ashley HomeStore - Roanoke Virginia - AI Social Mirror	115,523	113	0.10%	1.40
Ashley HomeStore - Roanoke Virginia - In-Market for Furniture Behavioral Social Mirror	98,082	69	0.07%	1.00
Ashley HomeStore - Roanoke Virginia - In-Market for Furniture Behavioral Video	75,045	143	0.19%	2.72
Ashley HomeStore - Roanoke Virginia - AI Video	74,426	175	0.24%	3.36
Ashley HomeStore - Roanoke Virginia - Geo-Retargeting Social Mirror	38,508	47	0.12%	1.74
Ashley HomeStore - Roanoke Virginia - Geo-Fencing Social Mirror	3	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

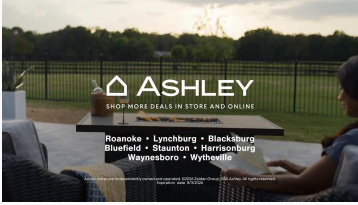
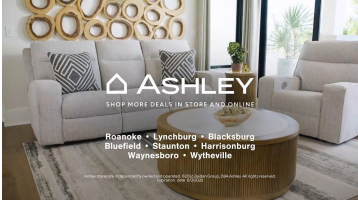
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ashley VA_7.7.26_Roanoke_Flight 1 - Summer Savings TV.mp4	35,764	30	0.08%	1.20
Thumbnail not available	Ashley VA_7.7.26_Roanoke_Summer Savings - Flight 1 - Mattress.png	23,001	30	0.13%	1.86
Thumbnail not available	Ashley VA_7.17.26_Roanoke_Flight 2 - Summer Savings TV.mp4	26,669	28	0.10%	1.50
Thumbnail not available	Ashley VA_7.17.26_Roanoke_Summer Savings - Flight 2 - Mattress.png	29,140	26	0.09%	1.27
Thumbnail not available	Ashley VA_7.27.26_Roanoke_Mattress_Flight 3 - Summer Savings TV.mp4	20,300	26	0.13%	1.83
Thumbnail not available	Ashley VA_7.27.26_Roanoke_Flight 3 - Summer Savings TV.mp4	20,011	21	0.10%	1.50
Thumbnail not available	Ashley VA_7.7.26_Roanoke_Flight 1 - Summer Savings Social.mp4	19,904	21	0.11%	1.51
Thumbnail not available	Ashley VA_7.17.26_Roanoke_Flight 2 - Summer Savings Social.mp4	26,163	18	0.07%	0.98
	Ashley VA_6.15.26_Roanoke_Furniture Video_Hot Buys	10,069	7	0.07%	0.99
	Ashley VA_6.2.26_Roanoke_Mattress Video	10,278	7	0.07%	0.97

Social Mirror Ad Screenshots

	Ashley VA_8.4.26_Roanoke_Flight 1 Mattress_300x600
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	53,811	127	0.24%	3.37
	Flight 1 - Summer Savings TV (1).mp4	26,069	72	0.28%	3.95
	Flight 2 - Summer Savings TV (1).mp4	27,026	62	0.23%	3.28
	Flight 3 - Summer Savings TV (2).mp4	11,954	16	0.13%	1.91

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ashley HomeStore - Roanoke Virginia - AI Video	71.17%	65.90%	61.91%	55.19%
Ashley HomeStore - Roanoke Virginia - In-Market for Furniture Behavioral Video	67.22%	61.41%	57.47%	49.40%

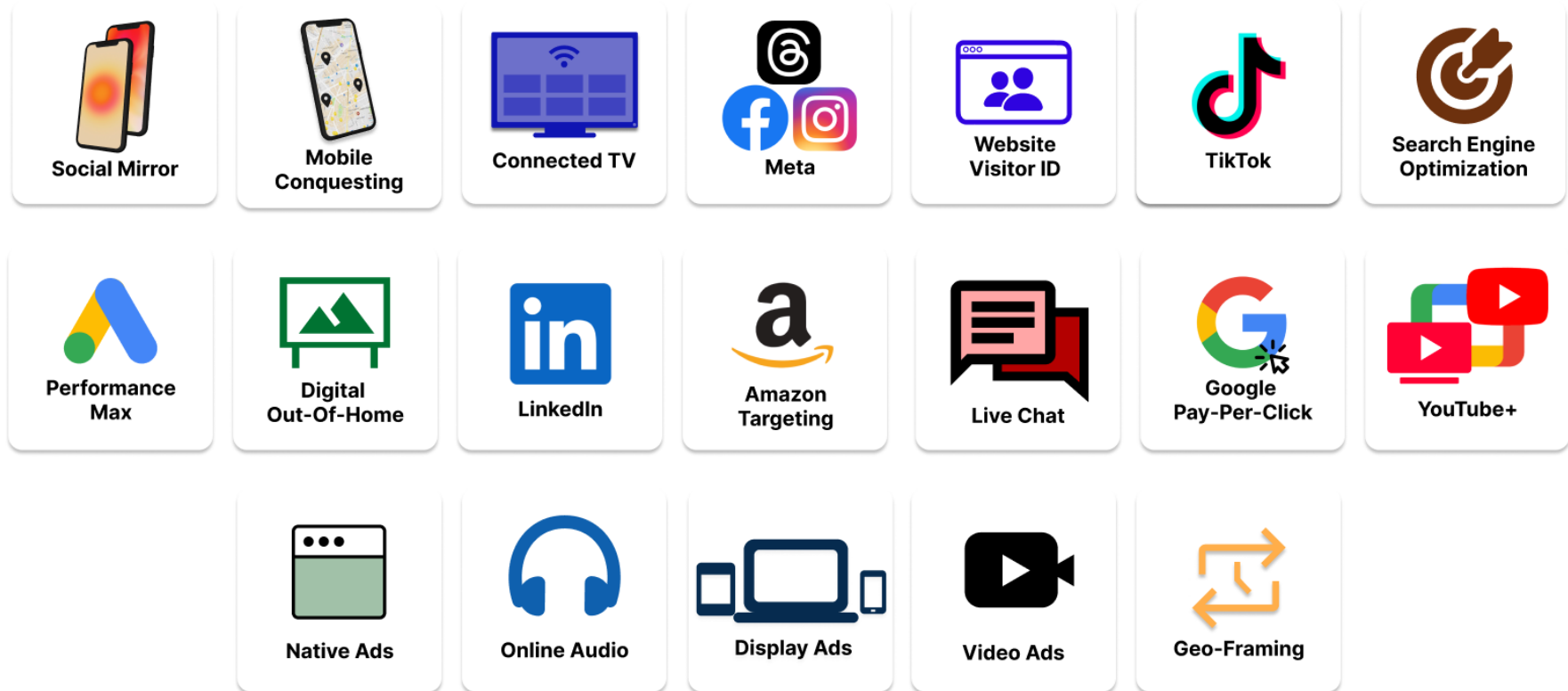
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	215,820	221	0.10%
Mobile	A portable electronic device that can connect to the internet.	172,322	307	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,445	19	0.14%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	60,666	4	0.01%
Pinterest	22,188	19	0.09%
aol.com	20,324	4	0.02%
accuweather.com	8,333	47	0.56%
foxnews.com	8,260	8	0.10%
merriam-webster.com	7,621	18	0.24%
WDBJ7 Weather & Traffic	6,931	0	0.00%
mahjong4friends.com	6,772	2	0.03%
biblegateway.com	6,586	6	0.09%
legacy.com	4,339	9	0.21%
realtor.com	3,823	12	0.31%
screenrant.com	3,571	9	0.25%
huffpost.com	3,479	8	0.23%
Pluto TV - Live TV and Movies	3,258	1	0.03%
Tubi - Movies & TV Shows	2,985	1	0.03%
nypost.com	2,861	17	0.59%
WDBJ News	2,638	1	0.04%
washingtonpost.com	2,273	1	0.04%
wfxrtv.com	2,196	3	0.14%
buzzfeed.com	1,925	4	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.