

Digital Marketing Report

Impressions

How many ads were served:

216,341

Clicks

Times a user clicked on an ad

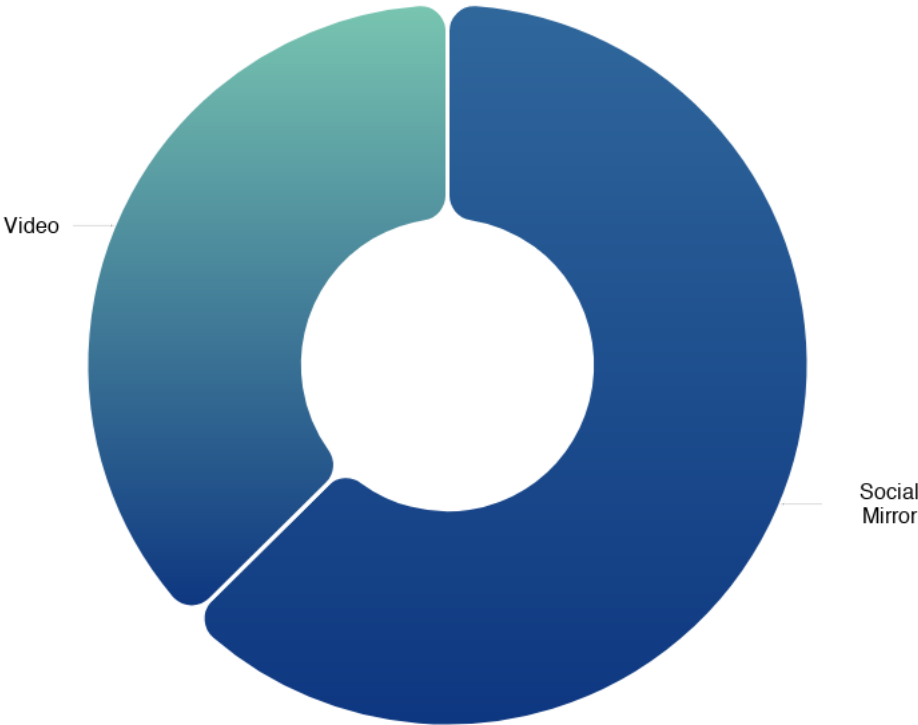
382

Click-Through Rate

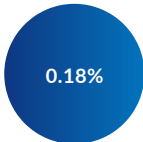
(Clicks/Impressions) x 100

0.18%

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 - Staunton VA - AI Social Mirror	55,568	73	0.13%	1.88
Ashley HomeStore - Staunton VA - In-Market for Furniture Behavioral Social Mirror	49,133	53	0.11%	1.54
Ashley HomeStore - Staunton VA - In-Market for Furniture Behavioral Video	40,592	90	0.22%	3.17
Ashley HomeStore - Staunton VA - AI Video	40,364	121	0.30%	4.28
Ashley HomeStore - Staunton VA - Geo-Retargeting Social Mirror	30,683	45	0.15%	2.10
Ashley HomeStore - Staunton VA - Geo-Fencing Social Mirror	1	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

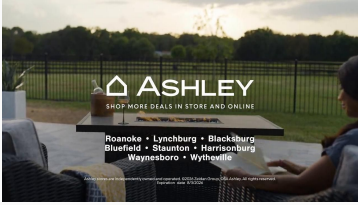
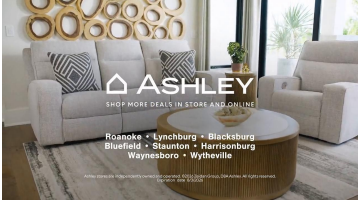
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ashley VA_7.17.26_Staunton_Flight 2 - Summer Savings Social.mp4	15,139	27	0.18%	2.55
Thumbnail not available	Ashley VA_7.7.26_Staunton_Flight 1 - Summer Savings Social.mp4	15,061	25	0.17%	2.37
Thumbnail not available	Ashley VA_7.17.26_Staunton_Flight 2 - Summer Savings TV.mp4	15,074	19	0.13%	1.80
Thumbnail not available	Ashley VA_7.7.26_Staunton_Flight 1 - Summer Savings TV.mp4	10,093	19	0.19%	2.69
Thumbnail not available	Ashley VA_7.17.26_Staunton_Summer Savings - Flight 2 - Mattress.png	13,649	18	0.13%	1.88
Thumbnail not available	Ashley VA_7.27.26_Staunton_Mattress_Flight 3 - Summer Savings TV.mp4	10,114	17	0.17%	2.40
Thumbnail not available	Ashley VA_7.7.26_Staunton_Summer Savings - Flight 1 - Mattress.png	17,019	16	0.09%	1.34
Thumbnail not available	Ashley VA_7.27.26_Staunton_Flight 3 - Summer Savings TV.mp4	11,626	13	0.11%	1.60
	Ashley VA_6.2.26_Staunton_Tempur-Pedic Video	5,232	6	0.11%	1.64
	Ashley VA_6.2.26_Staunton_Mattress Video	5,515	4	0.07%	1.04

Social Mirror Ad Screenshots

	Ashley VA_9.1.26_Staunton_Flight 3 Furniture v1_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	30,021	79	0.26%	3.76
	Flight 1 - Summer Savings TV (1).mp4	13,581	44	0.32%	4.63
	Flight 2 - Summer Savings TV (1).mp4	14,428	42	0.29%	4.16
	Flight 3 - Summer Savings TV (2).mp4	6,311	22	0.35%	4.98

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ashley HomeStore - Staunton VA - AI Video	73.82%	68.11%	64.10%	56.92%
Ashley HomeStore - Staunton VA - In-Market for Furniture Behavioral Video	68.19%	61.97%	57.51%	49.52%

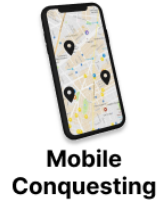
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	118,089	165	0.14%
Mobile	A portable electronic device that can connect to the internet.	90,300	205	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,952	12	0.15%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	39,156	0	0.00%
Pinterest	12,047	8	0.07%
aol.com	7,206	1	0.01%
accuweather.com	4,728	27	0.57%
foxnews.com	4,498	4	0.09%
merriam-webster.com	3,351	4	0.12%
biblegateway.com	3,243	8	0.25%
huffpost.com	2,980	4	0.13%
screenrant.com	2,336	6	0.26%
coloringhub.com	2,212	0	0.00%
realtor.com	2,089	7	0.34%
WHSV-TV3 Weather	1,846	0	0.00%
washingtonpost.com	1,779	4	0.22%
usethinkscript.com	1,761	2	0.11%
Pluto TV - Live TV and Movies	1,721	0	0.00%
nypost.com	1,641	17	1.04%
baseball-reference.com	1,606	5	0.31%
legacy.com	1,590	2	0.13%
Tubi - Movies & TV Shows	1,579	1	0.06%
buzzfeed.com	1,482	1	0.07%

All available products in our *toolbox*.



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