

Digital Marketing Report

Impressions

How many ads were served:

135,049

Clicks

Times a user clicked on an ad

209

Click-Through Rate

(Clicks/Impressions) x 100

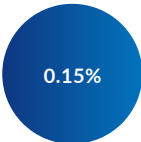
0.15%

Your Product Breakout by Impressions



Social
Mirror

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 - Wytheville - AI Social Mirror	41,606	56	0.13%	1.92
Ashley HomeStore - Wytheville - In-Market for Furniture Behavioral Social Mirror	36,157	49	0.14%	1.94
Ashley HomeStore - Wytheville - Keyword Social Mirror	33,611	71	0.21%	3.02
Ashley HomeStore - Wytheville - Geo-Retargeting Social Mirror	23,675	33	0.14%	1.99

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_Wytheville_Flight 1 - Summer Savings Social.mp4	8,830	28	0.32%	4.53
Thumbnail not available	Ashley VA_7.17.26_Wytheville_Flight 2 - Summer Savings TV.mp4	14,483	25	0.17%	2.47
Thumbnail not available	Ashley VA_7.17.26_Wytheville_Summer Savings - Flight 2 - Mattress.png	14,684	23	0.16%	2.24
Thumbnail not available	Ashley VA_7.7.26_Wytheville_Summer Savings - Flight 1 - Mattress.png	24,592	23	0.09%	1.34
Thumbnail not available	Ashley VA_7.17.26_Wytheville_Flight 2 - Summer Savings Social.mp4	14,810	22	0.15%	2.12
Thumbnail not available	Ashley VA_7.27.26_Wytheville_Flight 3 - Summer Savings TV.mp4	11,069	19	0.17%	2.45
Thumbnail not available	Ashley VA_7.7.26_Wytheville_Flight 1 - Summer Savings TV.mp4	9,252	18	0.19%	2.78
Thumbnail not available	Ashley VA_7.27.26_Wytheville_Mattress_Flight 3 - Summer Savings TV.mp4	10,881	16	0.15%	2.10
	Ashley VA_6.2.26_Wytheville_Tempur-Pedic Video	5,013	12	0.24%	3.42

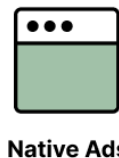
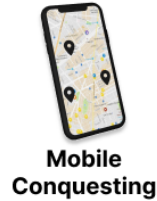
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	74,469	79	0.11%
Mobile	A portable electronic device that can connect to the internet.	56,924	127	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,655	3	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	46,263	5	0.01%
foxnews.com	6,427	7	0.11%
Pinterest	4,094	2	0.05%
Weather by WeatherBug	3,691	6	0.16%
realtor.com	2,787	8	0.29%
aol.com	2,265	0	0.00%
biblegateway.com	1,049	0	0.00%
accuweather.com	901	0	0.00%
washingtonpost.com	807	4	0.50%
bibleinspire.com	757	0	0.00%
News 5 WCYB.com Mobile	636	9	1.42%
huffpost.com	592	3	0.51%
legacy.com	483	13	2.69%
nypost.com	458	6	1.31%
WeatherBug – Weather Forecast	431	0	0.00%
screenrant.com	396	0	0.00%
Podcast Player - Castbox	360	2	0.56%
people.com	348	5	1.44%
merriam-webster.com	342	0	0.00%
WSET ABC 13	337	0	0.00%

All available products in our *toolbox*.



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