



Digital Marketing Report

Impressions

How many ads were served:

81,563

Clicks

Times a user clicked on an ad

185

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

0.28%

Your Product Breakout by Impressions



CTV Completion Rate

89.85%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.32%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

4.06

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%)
Browns Furniture - AI Social Mirror	30,414	111	0.36%	5.21
Browns Furniture - Affluent Household/Home Furnishings/New Homeowners Video May-Jul	16,998	33	0.19%	2.77
Browns Furniture - AI Video	14,008	24	0.17%	2.45
Browns Furniture - AI CTV	7,978	11	0.14%	1.97
Browns Furniture - Affluent Household/Home Furnishings/New Homeowners CTV	7,546	18	0.24%	3.41
Browns Furniture - Retargeting Video	2,008	11	0.55%	7.83
Browns Furniture - Retargeting Social Mirror	1,614	6	0.37%	5.31
Browns Furniture - Retargeting CTV	997	0	0.00%	0.00



Social Mirror Click Conversions

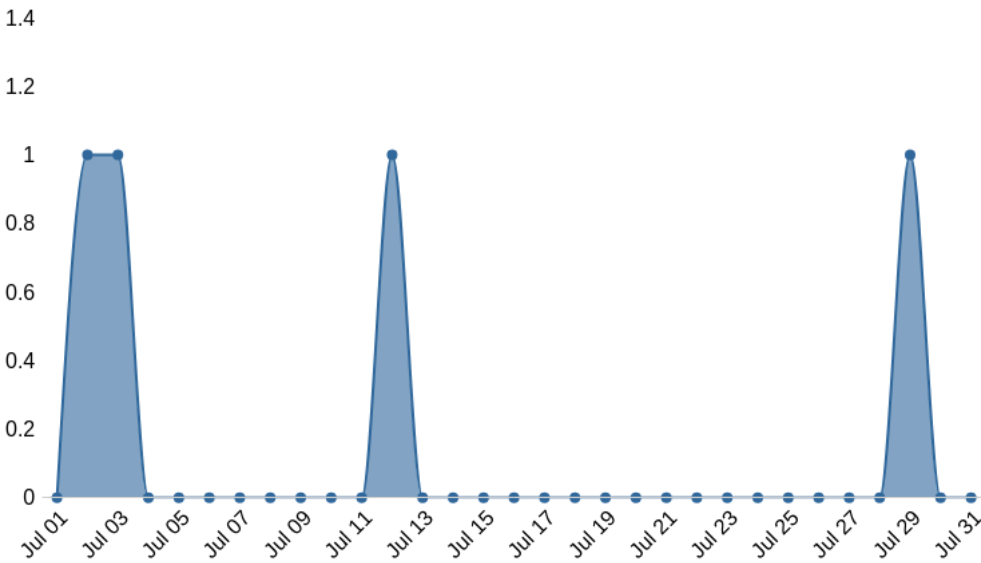


Times users clicked on an ad leading to your site and visited a page or completed an action

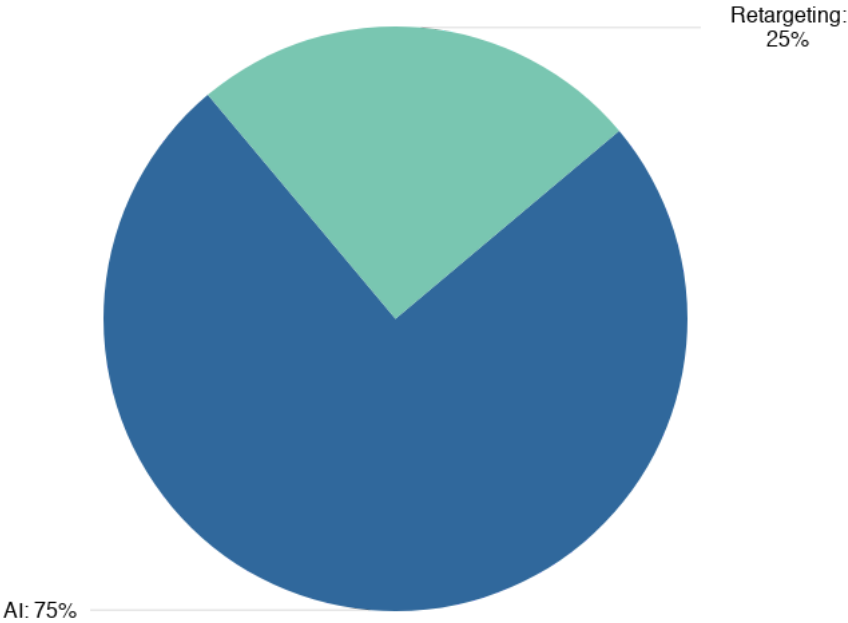
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Browns Furniture Shelbina Phone Number Click Conversion	2
Browns Furniture Brands Page View	1
Browns Furniture Palmyra Phone Number Click Conversion	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

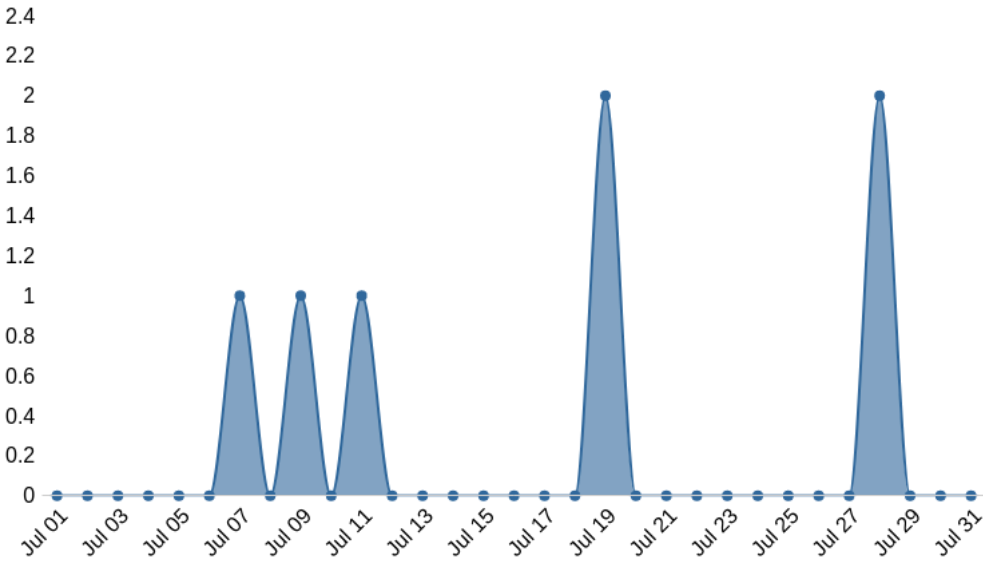


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

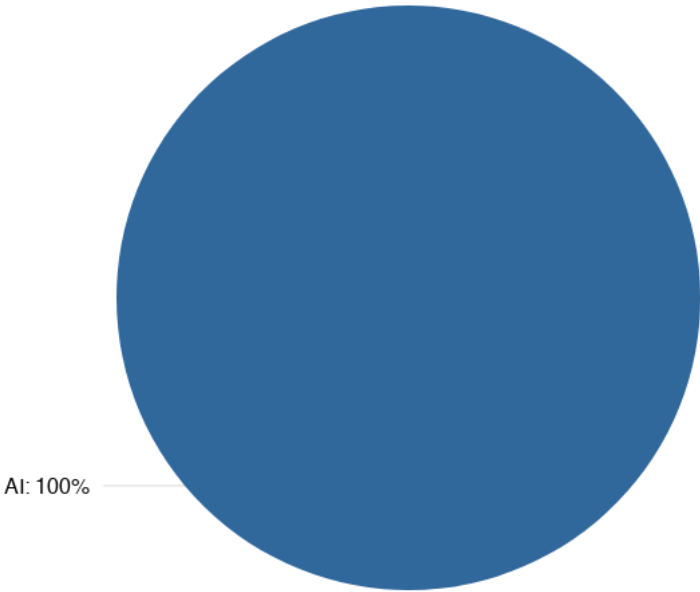
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Browns Furniture Brands Page View	5
Browns Furniture Financing Page View	1
Browns Furniture Palmyra Phone Number Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Video View-through Conversions

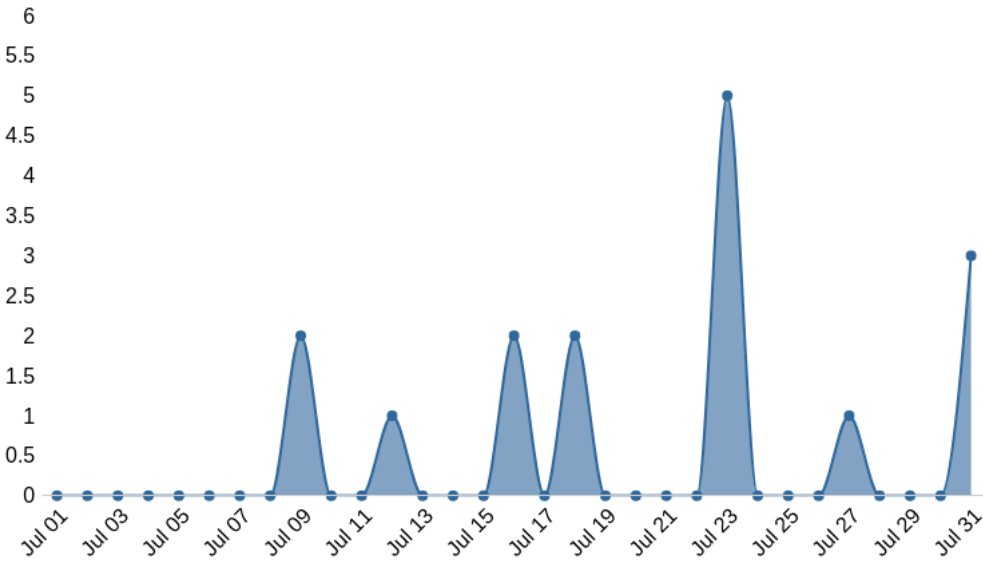


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

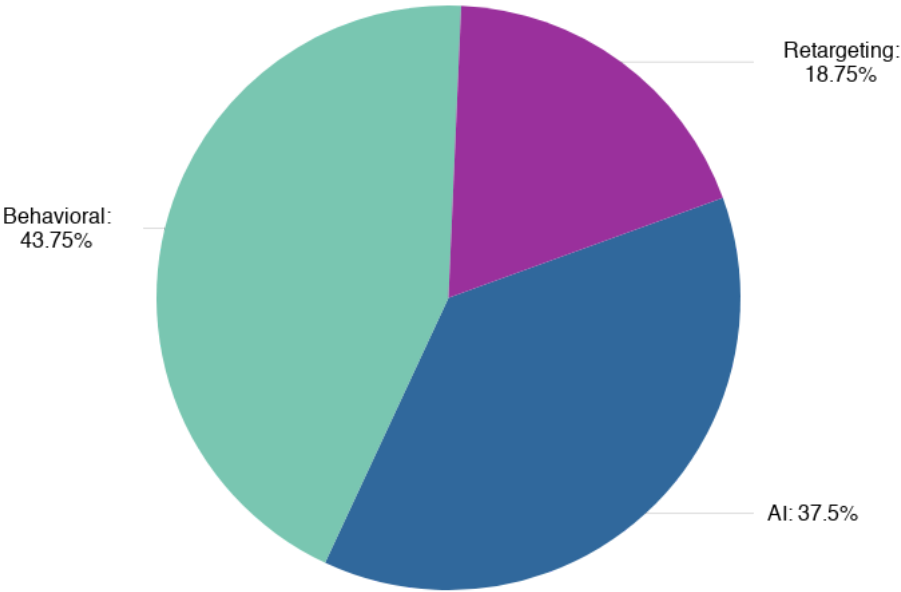
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Browns Furniture Brands Page View	9
Browns Furniture Financing Page View	3
Browns Furniture FAQs Page View	2
Browns Furniture Locations Page View	1
Browns Furniture Palmyra Phone Number Click Conversion	1

Video View-through Conversions by Day

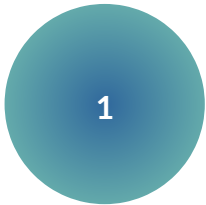


Top Video View-through Conversions by Strategy





CTV View-through Conversions

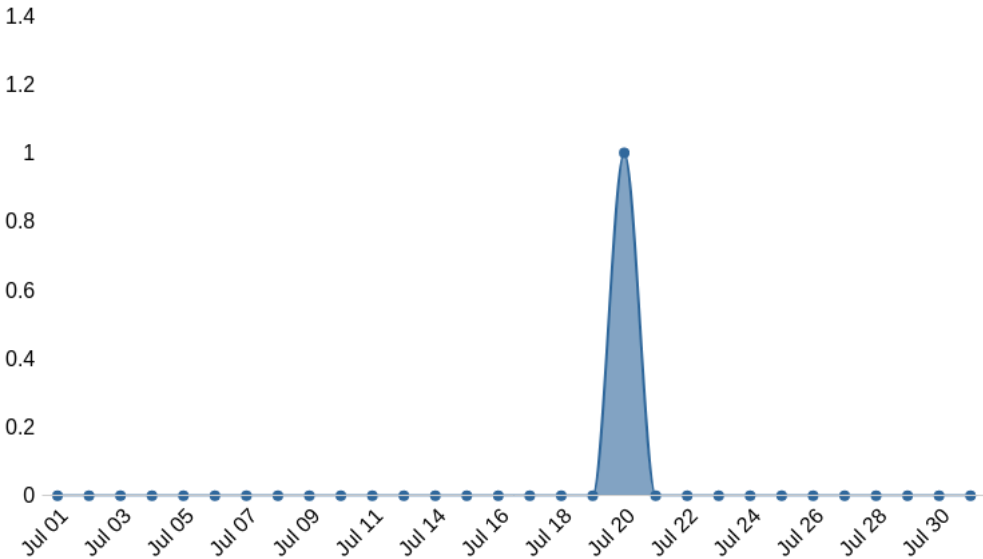


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

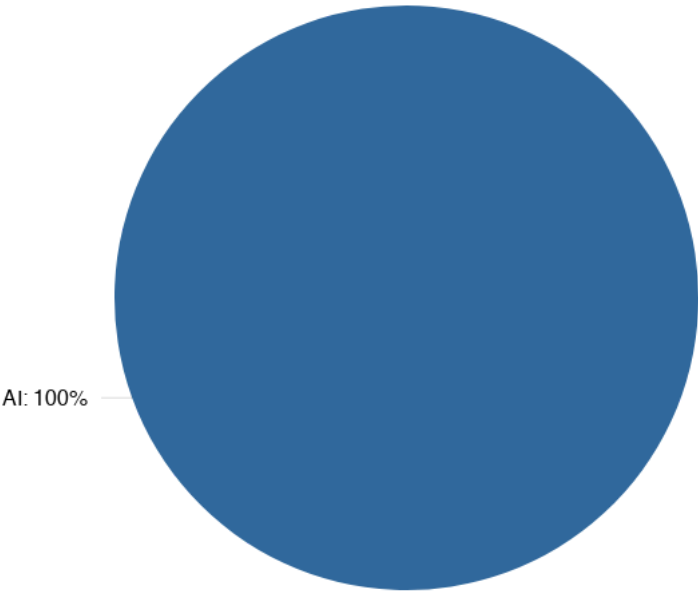
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Browns Furniture Brands Page View	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Brown's Furniture_7.13.26_Social Mirror_THE SUMMER SWEEP-OUT SALE IS HERE!	18,780	64	0.34%	4.87
	Brown's Furniture_6.23.26_Social Mirror_4th of July Sale	6,170	22	0.36%	5.09
	Brown's Furniture_7.6.26_Social Mirror_Brown's Furniture 4th of July Sale is EXTENDED!	2,098	16	0.76%	10.89
Thumbnail not available	Brown's Furniture_6.9.26_Social Mirror_Recliner & Mattress Sell-Off	4,980	15	0.30%	4.30



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Brown\'s Furniture_6.23.26_Social Mirror_4th of July Sale	Variant: V_00010	Video	Click to View	5.59%	15.48%
Brown\'s Furniture_6.9.26_Social Mirror_Recliner & Mattress Sell-Off	Variant: V_00001	Video	Click to View	4.35%	3.62%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00006	Video	Click to View	4.23%	2.75%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00010	Video	Click to View	3.90%	2.98%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00008	Video	Click to View	3.89%	3.23%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00003	Video	Click to View	3.58%	2.99%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00013	Video	Click to View	3.58%	2.55%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00005	Video	Click to View	3.57%	3.52%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00014	Video	Click to View	3.54%	3.47%
Brown\'s Furniture_7.13.26_Social Mirror_THE SUMMER SWEEPOUT SALE IS HERE!	Variant: V_00012	Video	Click to View	3.49%	2.71%



Brenton's Furniture Palace

THE SUMMER SWEEPSTAKES SALE IS HERE!

We are celebrating our start to profit by clearing out our stores most desired and top performing! Brenton's Furniture is liquidating a MASSIVE inventory which includes over 100,000 sq. ft. of STUFFED/UPHOLSTERED or less if all with NO DOWN PAYMENTS and NO FINANCE CHARGES for up to 60 months.

CLEAN OUT OUR WAREHOUSES

Like · Comment · Share

[View more](#)

Recommended For You

Three small profile pictures of other users are visible at the bottom of the screenshot.



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Browns Furniture_7.13.26_SUMMER SWEEPOUT - BF26.mp4	21,733	53	0.24%	3.48
	Browns Furniture_7.5.26_U-S-A 4th of July BF26 EXT.mp4	7,670	10	0.13%	1.86
Thumbnail not available	Browns Furniture_6.22.26_U-S-A 4th of July Sale BF26.mp4	3,611	5	0.14%	1.98

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Browns Furniture - AI Video	67.15%	61.06%	56.70%	46.17%
Browns Furniture - Affluent Household/Home Furnishings/New Homeowners Video May-Jul	61.34%	54.98%	50.91%	39.70%
Browns Furniture - Retargeting Video	60.31%	52.89%	48.01%	31.87%



Video Ad Screenshots

	Browns Furniture_7.31_SERTA CLOSEOUT BF26.mp4
Screenshot Urls	



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Browns Furniture_7.13.26_SUMMER SWEEPOUT - BF26.mp4	10,889	99.11%
	Browns Furniture_7.5.26_U-S-A 4th of July BF26 EXT.mp4	3,675	98.73%
	Browns Furniture_7.31_ERIN b BEN NAPIER BF26.mp4	40	97.50%
Thumbnail not available	Browns Furniture_6.22.26_U-S-A 4th of July Sale BF26.mp4	1,917	97.00%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Browns Furniture - Retargeting CTV	100.00%	99.60%	99.30%	99.30%
Browns Furniture - AI CTV	100.00%	99.76%	99.50%	99.07%
Browns Furniture - Affluent Household/Home Furnishings/New Homeowners CTV	100.00%	99.22%	98.67%	98.40%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62301	8,586	13	0.15%	2.16
63401	6,367	16	0.25%	3.59
63501	5,726	18	0.31%	4.49
65270	5,329	20	0.38%	5.36
62305	4,047	13	0.32%	4.59
52632	3,809	16	0.42%	6.00
65265	3,700	9	0.24%	3.47
52627	2,893	11	0.38%	5.43
65240	2,163	4	0.18%	2.64
63343	2,068	4	0.19%	2.76
62363	1,579	4	0.25%	3.62
62618	1,314	1	0.08%	1.09
62324	1,197	0	0.00%	0.00
63353	1,149	4	0.35%	4.97
63459	1,034	2	0.19%	2.76
63334	1,017	1	0.10%	1.40
63456	1,016	4	0.39%	5.62
63461	1,005	3	0.30%	4.26
62321	791	1	0.13%	1.81
63555	780	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,104	115	0.28%
Desktop	A personal computing device that remains stationary at one location.	19,432	54	0.28%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	10,986	25	0.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	5,535	4	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,506	16	0.36%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	4,550	7	0.15%
imdb.com	1,929	0	0.00%
accuweather.com	1,540	3	0.19%
Pluto TV - Live TV and Movies	1,015	0	0.00%
spacedaily.com	888	0	0.00%
aol.com	542	0	0.00%
Tubi - Movies & TV Shows	502	1	0.20%
legacy.com	471	0	0.00%
Weather - The Weather Channel	460	0	0.00%
usatoday.com	429	2	0.47%
WGEM Weather	415	0	0.00%
themirror.com	387	8	2.07%
huffpost.com	374	0	0.00%
biblegateway.com	341	0	0.00%
wgem.com	281	1	0.36%
screenrant.com	280	1	0.36%
weather.com	274	2	0.73%
jcpenny.com	272	0	0.00%
merriam-webster.com	271	0	0.00%
kindnessstorieshub.com	250	0	0.00%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	1,083	99.08%
		The Roku Channel	913	98.10%
		Vizio - Vizio WatchFree+	848	99.70%
		DIRECTV	740	98.31%
		SAMSUNG TV PLUS	392	101.04%
		Pluto TV - Live TV and Movies	230	98.33%

	Tubi - Free Movies & TV	116	100.00%
	Amazon Fire TV	68	100.00%
	Tubi - Movies & TV Shows	55	97.14%
	LG Channel App	30	96.67%



Google Analytics 4 Performance

3,310	2,172	658	30.29%	2,022	1,926	2,099
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
	1.07		9:12:14			
	SESSIONS PER USER		TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

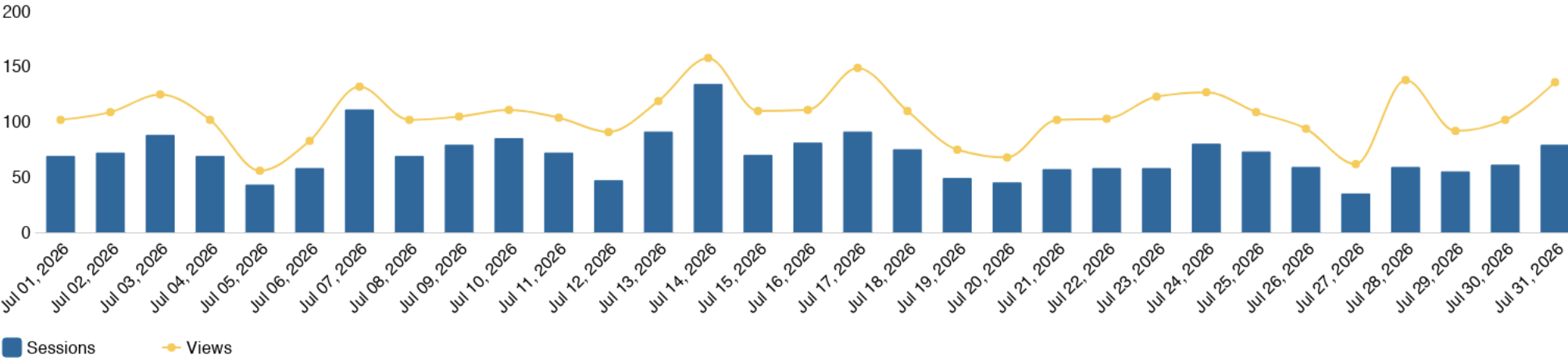
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

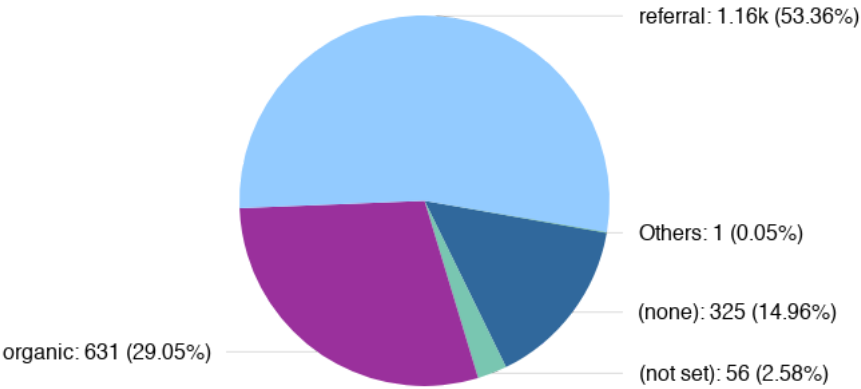


Google Analytics 4 Account Performance

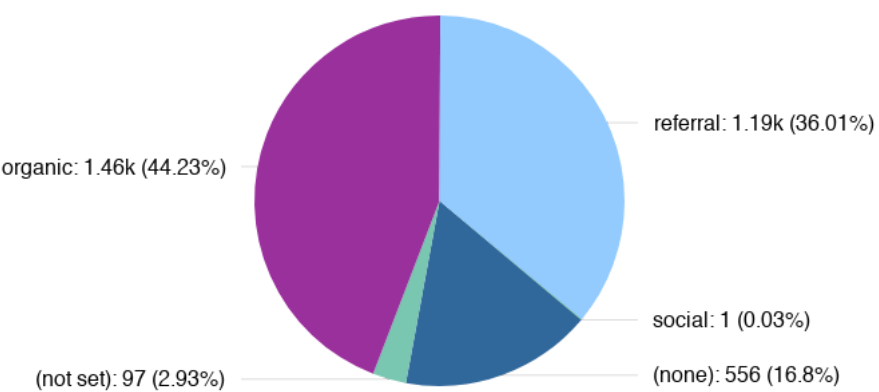
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,172	3,310	9:12:14	1.52	30.29%
VWM / Rethink Sites	2,172	3,310	09:12:14	1.52	30.29%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

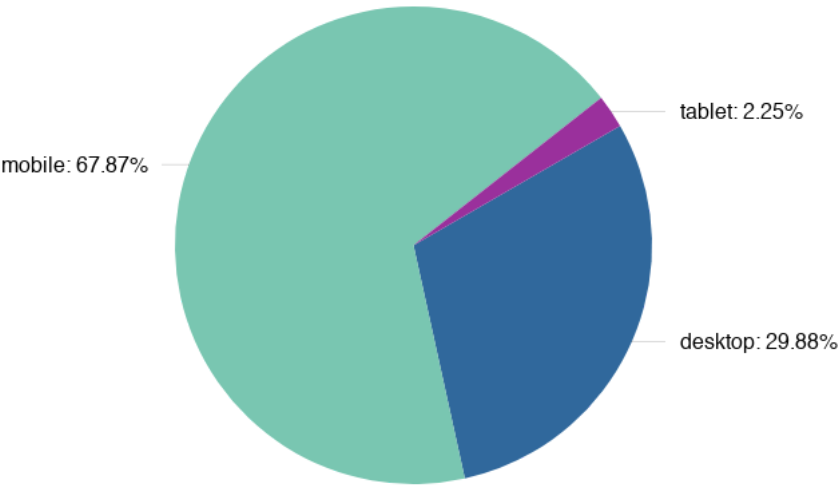


Google Analytics 4 Event Performance

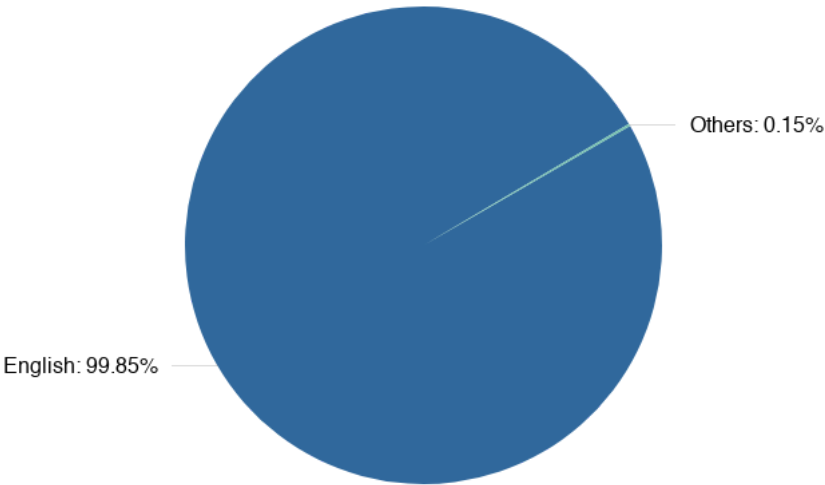
Event name	Event count ↓
Total	10,361
page_view	3,310
session_start	2,159
first_visit	1,926
user_engagement	1,432
scroll	1,028
click	506



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	2,180	3,310	666	30.55%	9:12:14
Chrome	1,254	1,679	285	22.73%	03:50:33
Safari	630	1,189	301	47.78%	03:41:51
Android Webview	98	112	12	12.24%	00:02:33
Edge	89	179	47	52.81%	01:15:29
Safari (in-app)	39	39	0	0.00%	00:00:00



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,306
/	540
/brands/	331
/locations/palmyra-missouri/	197
/locations/shelbina-missouri/	100
/locations/	52
/faqs/	51
/financing/	35

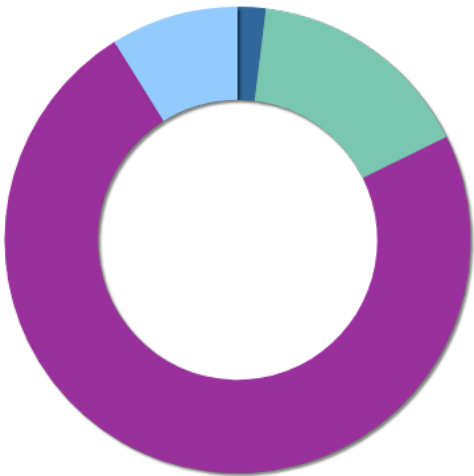


Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,239	3,310	721	32.20%	9:12:14
New York	New York	510	519	5	0.98%	00:02:29
Chicago	Illinois	216	264	35	16.20%	00:26:37
(not set)	(not set)	121	121	3	2.48%	00:00:28
Quincy	Illinois	71	171	55	77.46%	00:50:48
(not set)	New York	61	61	0	0.00%	00:00:00
St. Louis	Missouri	57	137	45	78.95%	00:26:05
Hannibal	Missouri	48	123	35	72.92%	00:45:35
(not set)	Missouri	44	104	32	72.73%	00:36:34
Las Vegas Valley	Nevada	35	34	0	0.00%	00:00:00
Palmyra	Missouri	31	57	21	67.74%	00:09:40
(not set)	Illinois	26	66	20	76.92%	00:18:00
Boardman	Oregon	24	24	0	0.00%	00:00:21
Macon	Missouri	22	67	20	90.91%	00:23:59
(not set)	California	19	19	1	5.26%	00:00:07
(not set)	(not set)	15	15	4	26.67%	00:00:45



How customers search for your business on Google



Business Impressions Desktop Maps	17	Business Impressions Desktop Search	137
Business Impressions Mobile Search	638	Business Impressions Mobile Maps	77

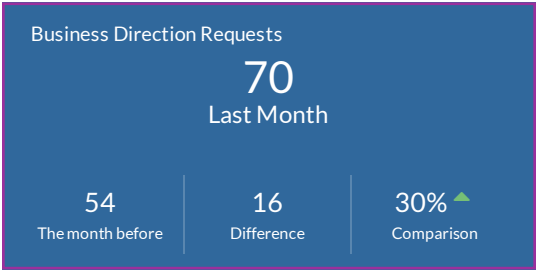
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

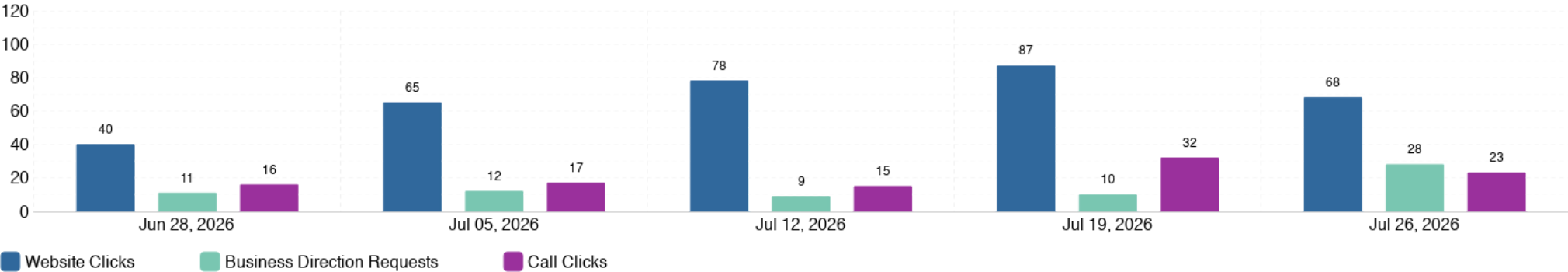
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing

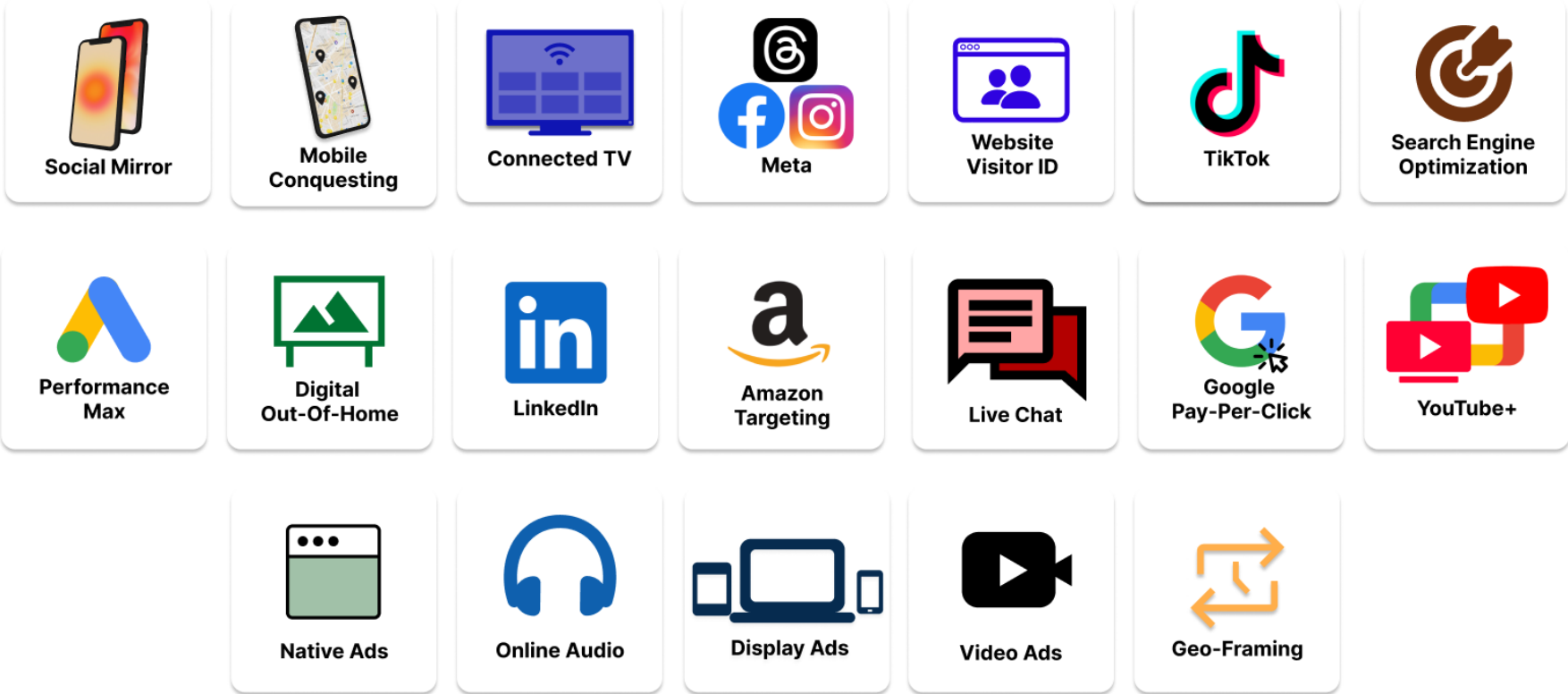


What actions customers take on your listing





All available products in our *toolbox*.



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