

Digital Marketing Report

Impressions

How many ads were served:

369,760

Clicks

Times a user clicked on an ad

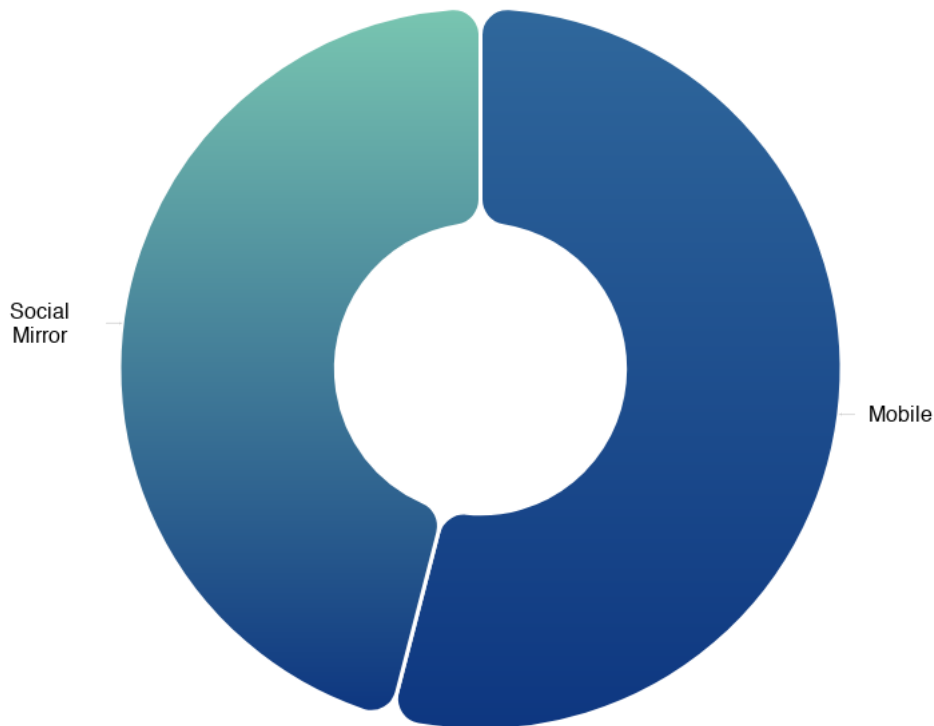
887

Click-Through Rate

(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



Total Engagement Rate

0.27%

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

X the National Average

3.43

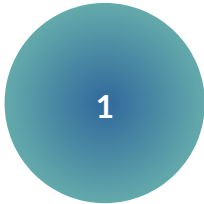
X the National Avg (.07%)

*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%)
Home-Makers Mechanicsville - In-Market Furniture Mobile	154,252	507	0.33%	4.70
Home-Makers Furniture Mechanicsville - AI Social Mirror	67,925	92	0.14%	1.93
Home-Makers Furniture Mechanicsville - In-Market for Furniture Behavioral Social Mirror	59,475	44	0.07%	1.06
Home-Makers Furniture Mechanicsville - Keyword Social Mirror	42,599	19	0.04%	0.64
Home-Makers Mechanicsville - Geo-Retargeting Mobile	41,233	194	0.47%	6.72
Home-Makers Mechanicsville - Geo-Retargeting Lookalike Mobile	4,276	31	0.72%	10.36

Social Mirror Click Conversions

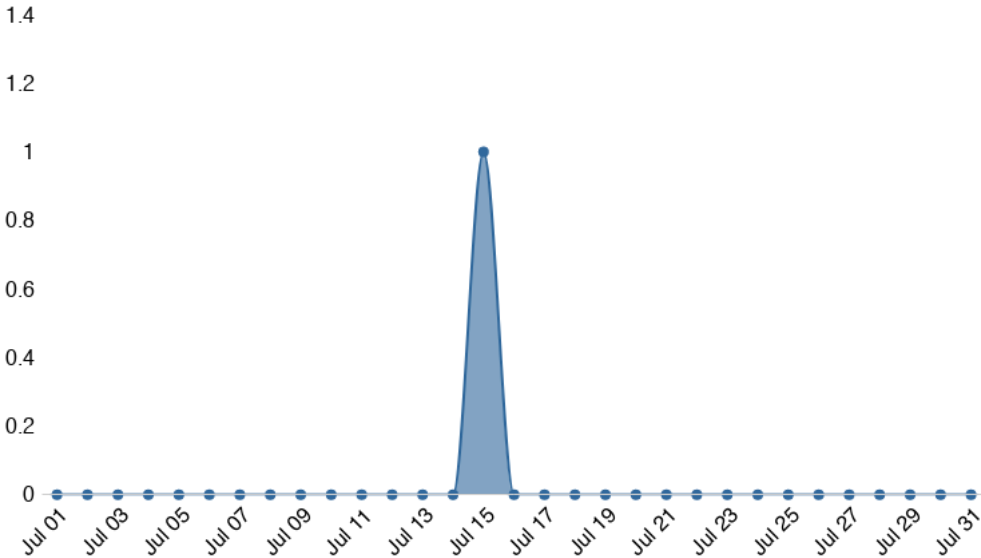


Times users clicked on an ad leading to your site and visited a page or completed an action

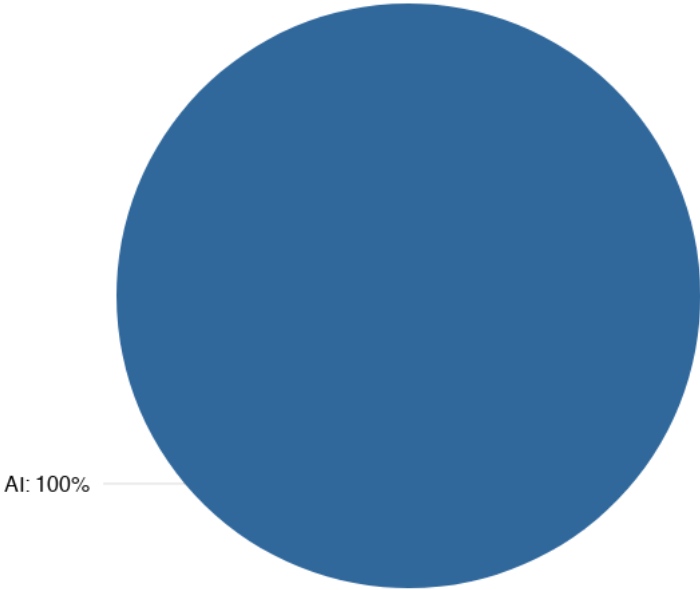
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Home-Makers Furniture Mechanicsville Home Furniture Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

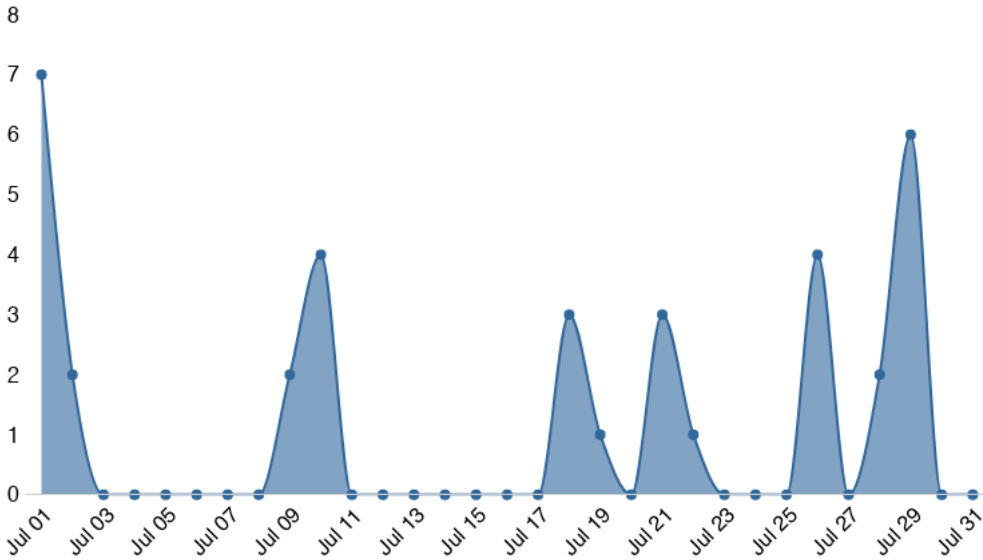


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

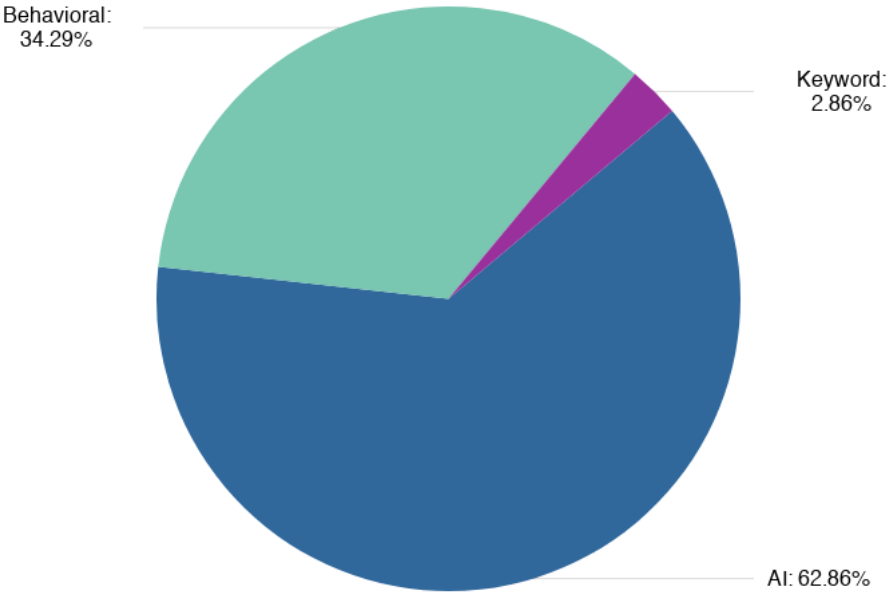
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Home-Makers Furniture Mechanicsville Homepage Visits	32
Home-Makers Furniture Mechanicsville Home Furniture Page View	3

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

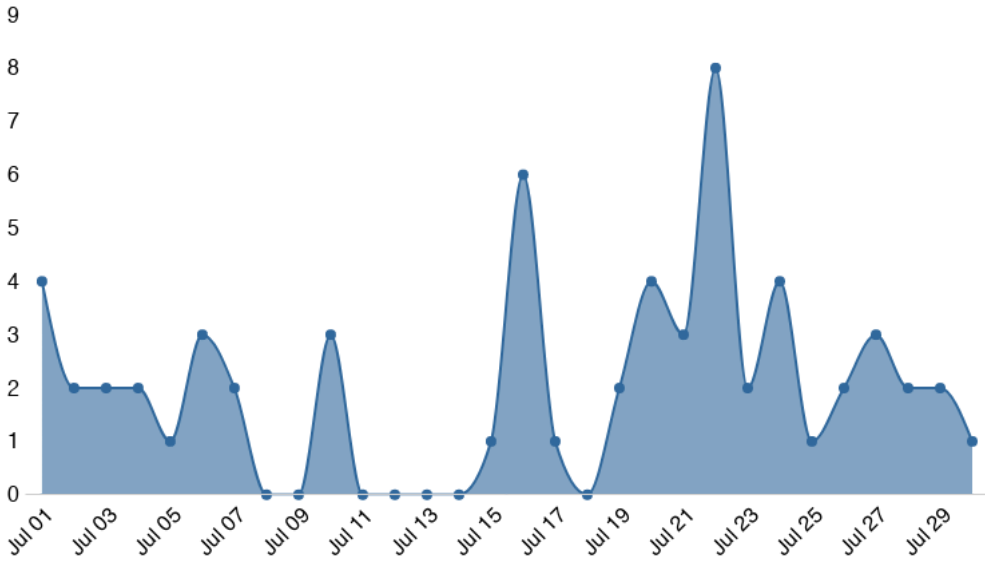


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

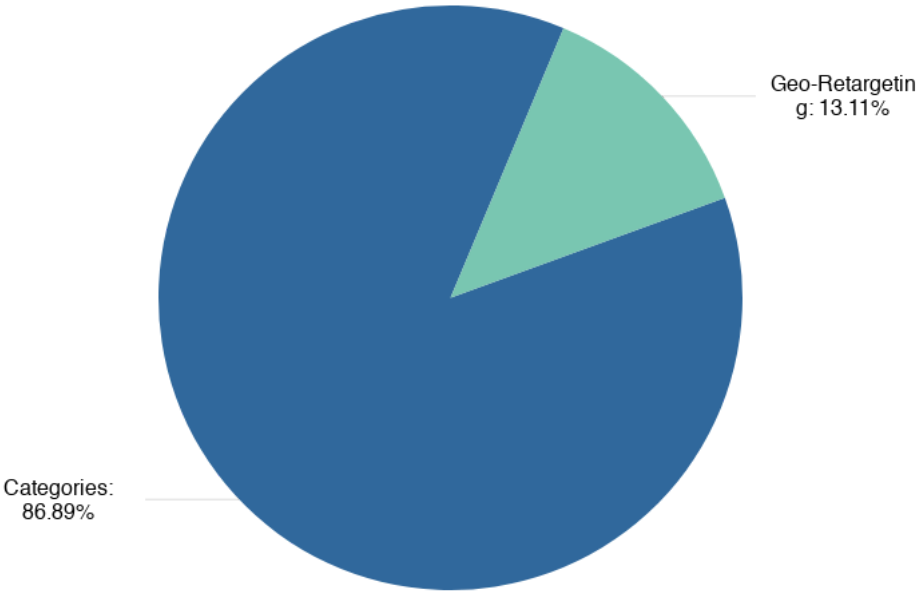
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Home-Makers Furniture Mechanicsville Homepage Visits	61

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



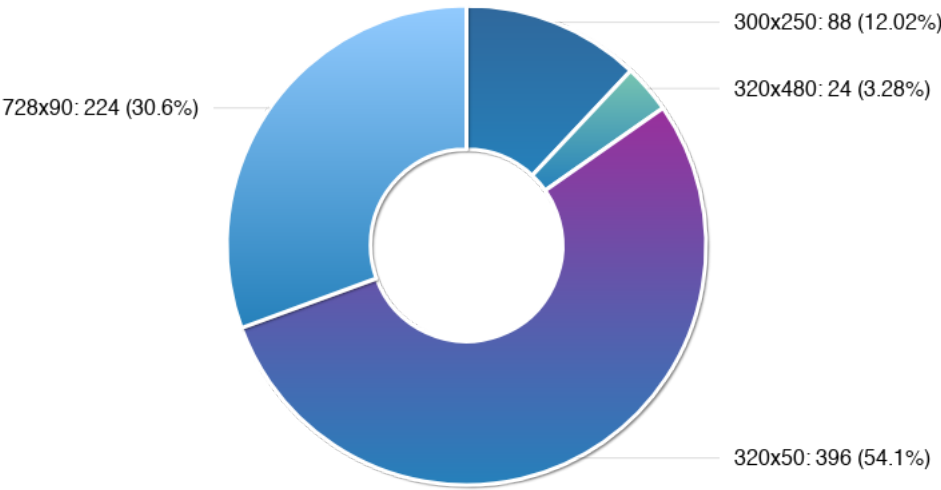
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Home-Makers Furniture_7.7.26_Social Mirror_Summer Savings 2026	135,102	114	0.08%	1.21
Thumbnail not available	Home-Makers Furniture_6.29.26_Social Mirror_HomeMakers_JulyLibertyBl owoutSale_06292026.mp4	7,426	11	0.15%	2.12
Thumbnail not available	Home-Makers Furniture_6.18.26_Social Mirror_44124-09-MB Home Makers 4JE 2 TV Spots Jun26_30s_A_noslate.mp4	7,353	9	0.12%	1.75
Thumbnail not available	Home-Makers Furniture_6.1.26_Social Mirror_HomeMakers_SummerSavin gsVideoJune2026.mp4	7,459	7	0.09%	1.34
Thumbnail not available	Home-Makers Furniture_6.18.26_Social Mirror_44124-09-MB Home Makers 4JE 2 TV Spots Jun26_15s_A_noslate.mp4	6,277	7	0.11%	1.59
Thumbnail not available	Home-Makers Furniture_6.29.26_Social Mirror_Home Makers - Liberty Blowout - 640x640.png	6,382	7	0.11%	1.57

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Summer Savings - 320x50 - Ends July 31 2026.gif	114,607	307	0.27%	3.83
	Summer Savings - 728x90 - Ends July 31 2026.gif	55,660	174	0.31%	4.47
	Liberty - Home-Makers - 320x50 - Ends 7-6-26.gif	12,220	69	0.56%	8.07
	Summer Savings - 300x250 - Ends July 31 2026.gif	7,302	60	0.82%	11.74
	Liberty - Home-Makers - 728x90 - Ends 7-6-26.gif	6,997	50	0.71%	10.21
	Home Makers_Scroller Ad	1,336	20	1.50%	21.39
	Home-Makers - Summer Savings - 320x480 - Ends 7-30-26.png	873	23	2.63%	37.64
	Liberty - Home-Makers - 300x250 - Ends 7-6-26.gif	749	28	3.74%	53.40
	Liberty - Home-Makers - 320x480 - Ends 7-6-26.gif	19	1	5.26%	75.19

Mobile Conquesting Click Performance by Ad Size



Device Performance

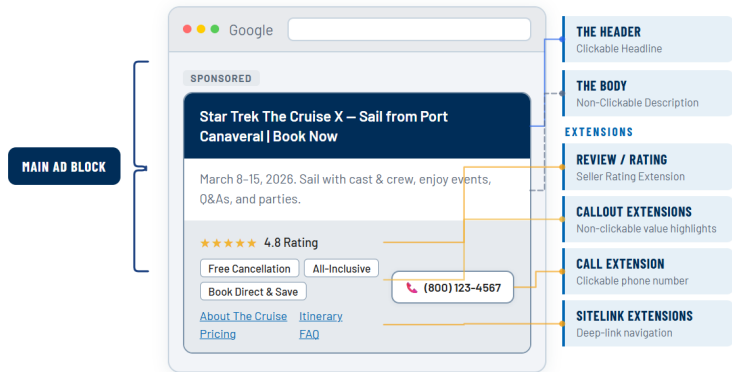
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	85,706	46	0.05%
Mobile	A portable electronic device that can connect to the internet.	76,114	105	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,179	4	0.05%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	8,248	3	0.04%
foxnews.com	5,539	10	0.18%
msn.com	4,737	1	0.02%
tmz.com	3,273	2	0.06%
dailymail.com	2,398	0	0.00%
aol.com	2,297	1	0.04%
washingtonpost.com	2,297	1	0.04%
Pinterest	2,173	3	0.14%
huffpost.com	1,947	3	0.15%
Fox News - Daily Breaking News	1,724	0	0.00%
theguardian.com	1,470	5	0.34%
biblegateway.com	1,205	1	0.08%
buzzfeed.com	1,080	0	0.00%
screenrant.com	1,055	2	0.19%
creativesimpleliving.com	1,050	0	0.00%
Weather - The Weather Channel	1,025	0	0.00%
Timehop - Memories Then & Now	994	1	0.10%
courttv.com	964	0	0.00%
accuweather.com	913	0	0.00%
WWBT NBC12 News	905	0	0.00%

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.

Location Extensions are not currently available to be shown.

"Phone calls" are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing



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