

Digital Marketing Report

Impressions

How many ads were served:

191,869

Clicks

Times a user clicked on an ad

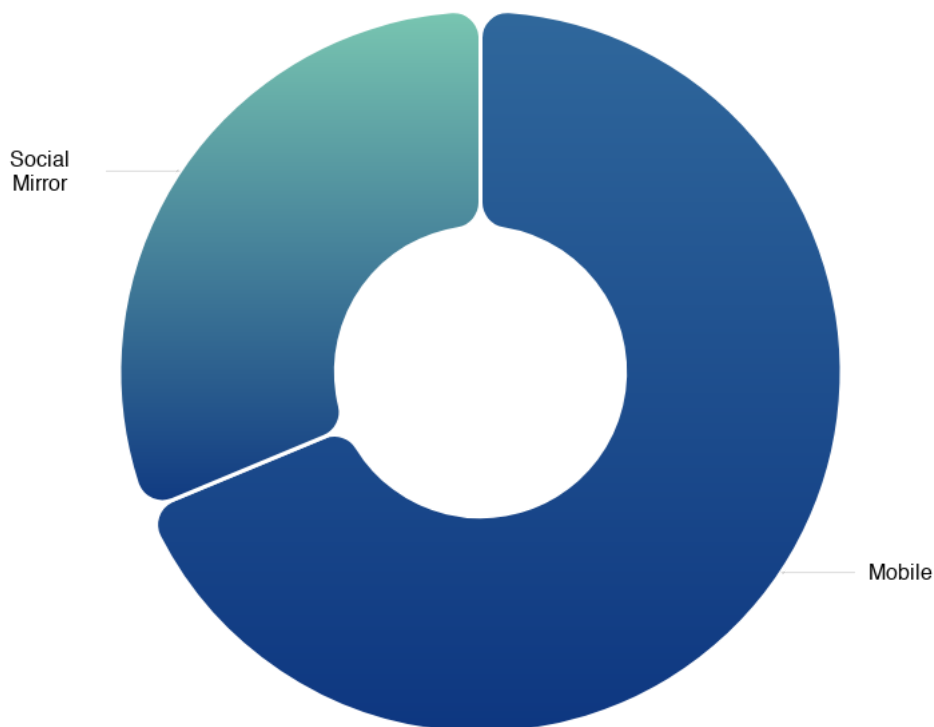
821

Click-Through Rate

(Clicks/Impressions) x 100

0.43%

Your Product Breakout by Impressions



CTV Completion Rate

2.68%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.43%

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

X the National Average

6.11

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%)
FCICC - Flooring/Carpets/Recent Movers Mobile	90,052	533	0.59%	8.46
FCICC - New Homeowner/Carpet/Flooring Behavioral Social Mirror	39,336	91	0.23%	3.30
FCICC - Geo-Retargeting Mobile	38,397	127	0.33%	4.73
FCICC - Keyword Social Mirror	20,669	28	0.14%	1.94
FCICC - Geo-Fencing Mobile	3,415	42	1.23%	17.57

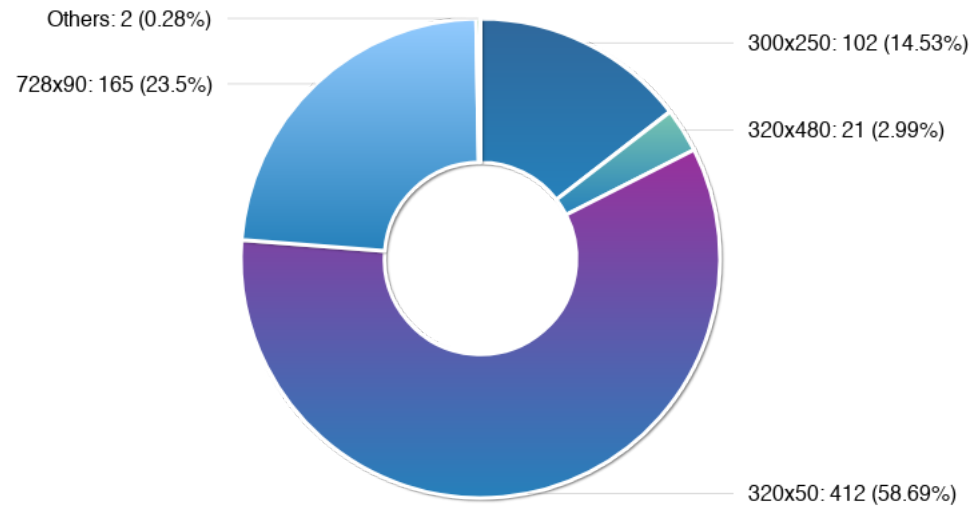
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	FCICC_Social Mirror_What an amazing transformation	31,582	75	0.24%	3.39
	FCICC_Social Mirror_A recent customer	28,423	44	0.15%	2.21

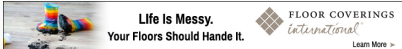
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
FCICC_Social Mirror_What an amazing transformation	Variant: V_00015	Carousel	Click to View	9.09%	1.24%
FCICC_Social Mirror_What an amazing transformation	Variant: V_00011	Carousel	Click to View	8.18%	1.92%
FCICC_Social Mirror_A recent customer	Variant: V_00012	Video	Click to View	6.99%	1.73%
FCICC_Social Mirror_A recent customer	Variant: Original	Video	Click to View	4.49%	1.63%
FCICC_Social Mirror_A recent customer	Variant: V_00010	Video	Click to View	4.24%	1.13%
FCICC_Social Mirror_What an amazing transformation	Variant: V_00010	Carousel	Click to View	3.71%	1.42%
FCICC_Social Mirror_A recent customer	Variant: V_00013	Video	Click to View	3.31%	1.86%
FCICC_Social Mirror_What an amazing transformation	Variant: V_00005	Carousel	Click to View	3.05%	1.73%
FCICC_Social Mirror_A recent customer	Variant: V_00007	Video	Click to View	3.00%	0.91%
FCICC_Social Mirror_A recent customer	Variant: V_00004	Video	Click to View	2.94%	1.51%

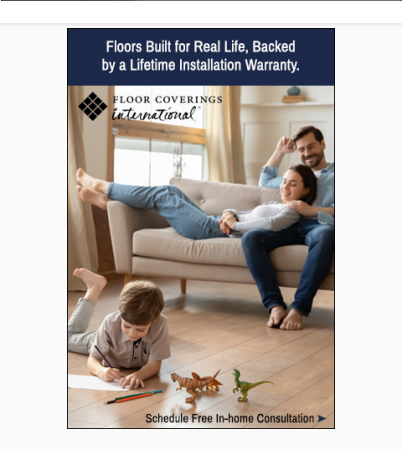
Mobile Conquesting Click Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	fci2_boots_320x50.jpg	33,292	154	0.46%	6.61
	fci3b_real_320x50.jpg	32,698	136	0.42%	5.94
	FCICC_Scroller Ad	33,785	120	0.36%	5.07
	fci2_boots_728X90.jpg	12,453	83	0.67%	9.52
	fci3b_real_728X90.jpg	12,400	80	0.65%	9.22
	fci2_boots_300x250.jpg	2,583	52	2.01%	28.76
	fci3b_real_300x250.jpg	2,475	49	1.98%	28.28

	fci3b_real_320x480.jpg	254	12	4.72%	67.49
	fci2_boots_320x480.jpg	257	9	3.50%	50.03
	fci5a_experts_728x90.jpg	96	2	2.08%	29.76
	UGC_FloorCoveringsInt_June 23.mp4	300	2	0.67%	9.52
	fci5a_experts_320x50.jpg	563	1	0.18%	2.54
	fci4a_messy_320x50.jpg	533	1	0.19%	2.68
	fci5a_experts_300x250.jpg	45	1	2.22%	31.75

 Life Is Messy. Your Floors Should Handle It. FLOOR COVERINGS <i>international</i> Schedule In-Home Consult ►	fci4a_messy_728X90.jpg	97	0	0.00%	0.00
 Floors Built for Real Life, Backed by a Lifetime Installation Warranty. FLOOR COVERINGS <i>international</i> Schedule Free In-home Consultation ►	fci5a_experts_320x480.jpg	1	0	0.00%	0.00
 Life Is Messy. Your Floors Should Handle It. FLOOR COVERINGS <i>international</i> Schedule In-Home Consult ►	fci4a_messy_300x250.jpg	32	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Pinehills & White Horse Beach	54 Clubhouse Dr	Plymouth	MA	2360			2,152	34	1.58%
New Seabury Neighborhood	60 Cross Rd	Mashpee	MA	2649			795	3	0.38%
Freedom Boat Club Fairhaven	110 Middle St	Fairhaven	MA	2719			148	2	1.35%
White Cliffs Community	1 Eastcliff Dr	Plymouth	MA	2360			83	2	2.41%
Freedom Boat Club West Dennis-Bass River Marina	150 Main Street Route 28	West Dennis	MA	2670			75	0	0.00%
California Closets Osterville	866 Main St	Osterville	MA	2655			59	0	0.00%
	866 Main St	Barnstable	MA	02655			34	0	0.00%
Freedom Boat Club Marshfield (& Cut River Yacht Club)	239 Dyke Road	Marshfield	MA	2041			20	0	0.00%
Redbrook & White Island Shores	237 Wareham Rd	Plymouth	MA	2360			16	0	0.00%
Woods Hole, Quissett Yacht Clubs, Woods Hole Marina	58 Bar Neck Rd	Falmouth	MA	2540			12	0	0.00%
Chatham Yacht Basin	35 Stage Neck Rd	Chatham	MA	2633			8	0	0.00%
Freedom Boat Club Catumet	1 Shipyard Lane	Cataumet	MA	2534			5	1	20.00%
White Wood Kitchens	160 MA-6A	Sandwich	MA	2563			1	0	0.00%
Wianno Yacht Club, Oyster Harbor, Nauticus & Beach St Marinas, Cotuit Mosquito Club	2 Indian Trail	Osterville	MA	2655			1	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02360	24,455	47	0.19%	2.75
02536	9,851	19	0.19%	2.76
02649	8,976	12	0.13%	1.91
02563	4,316	8	0.19%	2.65
02532	3,493	13	0.37%	5.32
02540	2,455	8	0.33%	4.66
02648	1,746	6	0.34%	4.91
02667	1,469	2	0.14%	1.94
02559	1,076	2	0.19%	2.66
02638	1,049	0	0.00%	0.00
02666	465	1	0.22%	3.07
02556	333	1	0.30%	4.29
02641	216	0	0.00%	0.00
02663	6	0	0.00%	0.00

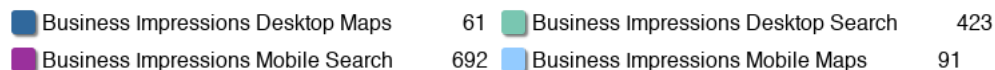
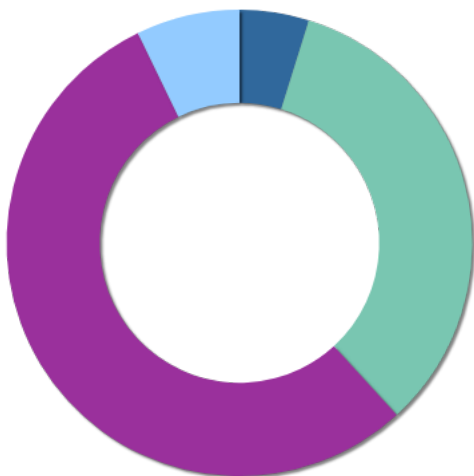
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	28,268	37	0.13%
Mobile	A portable electronic device that can connect to the internet.	26,490	69	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,247	13	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	5,891	3	0.05%
realtor.com	2,215	4	0.18%
courttv.com	1,962	1	0.05%
usatoday.com	1,906	2	0.10%
capecodtimes.com	1,415	4	0.28%
tmz.com	1,243	1	0.08%
foxnews.com	1,131	10	0.88%
dailymail.com	934	3	0.32%
bostonglobe.com	895	2	0.22%
huffpost.com	870	4	0.46%
theguardian.com	768	1	0.13%
buzzfeed.com	747	0	0.00%
homestratosphere.com	712	3	0.42%
hometalk.com	685	2	0.29%
aol.com	676	0	0.00%
takingthekids.com	676	2	0.30%
myfamilytravels.com	644	0	0.00%
nypost.com	586	5	0.85%
ign.com	584	2	0.34%
reuters.com	564	0	0.00%

How customers search for your business on Google



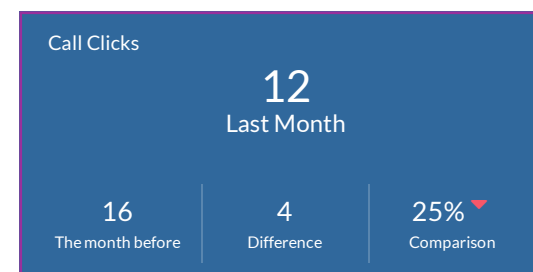
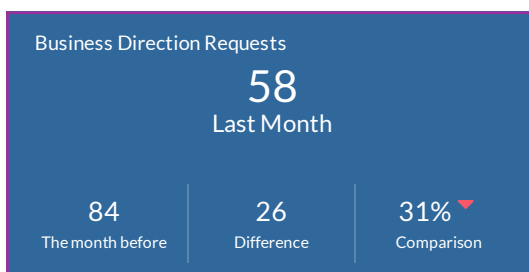
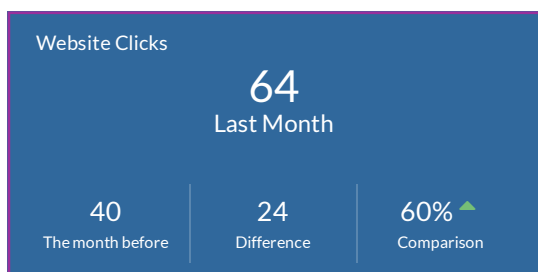
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

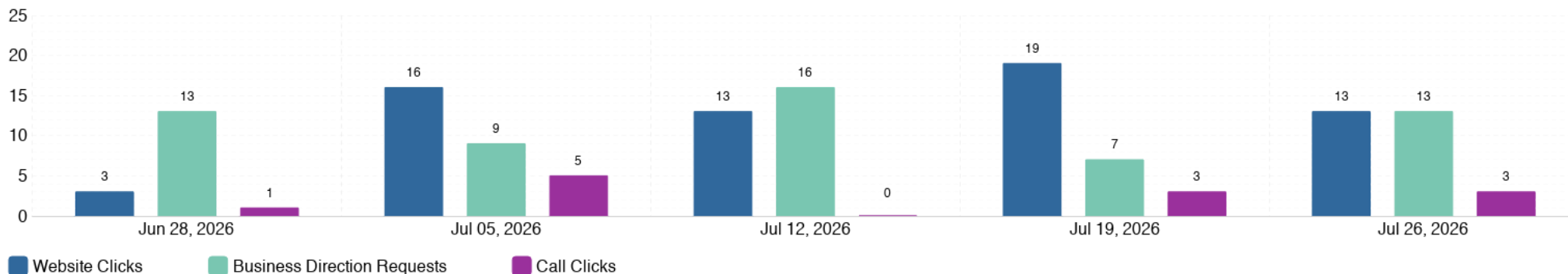
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

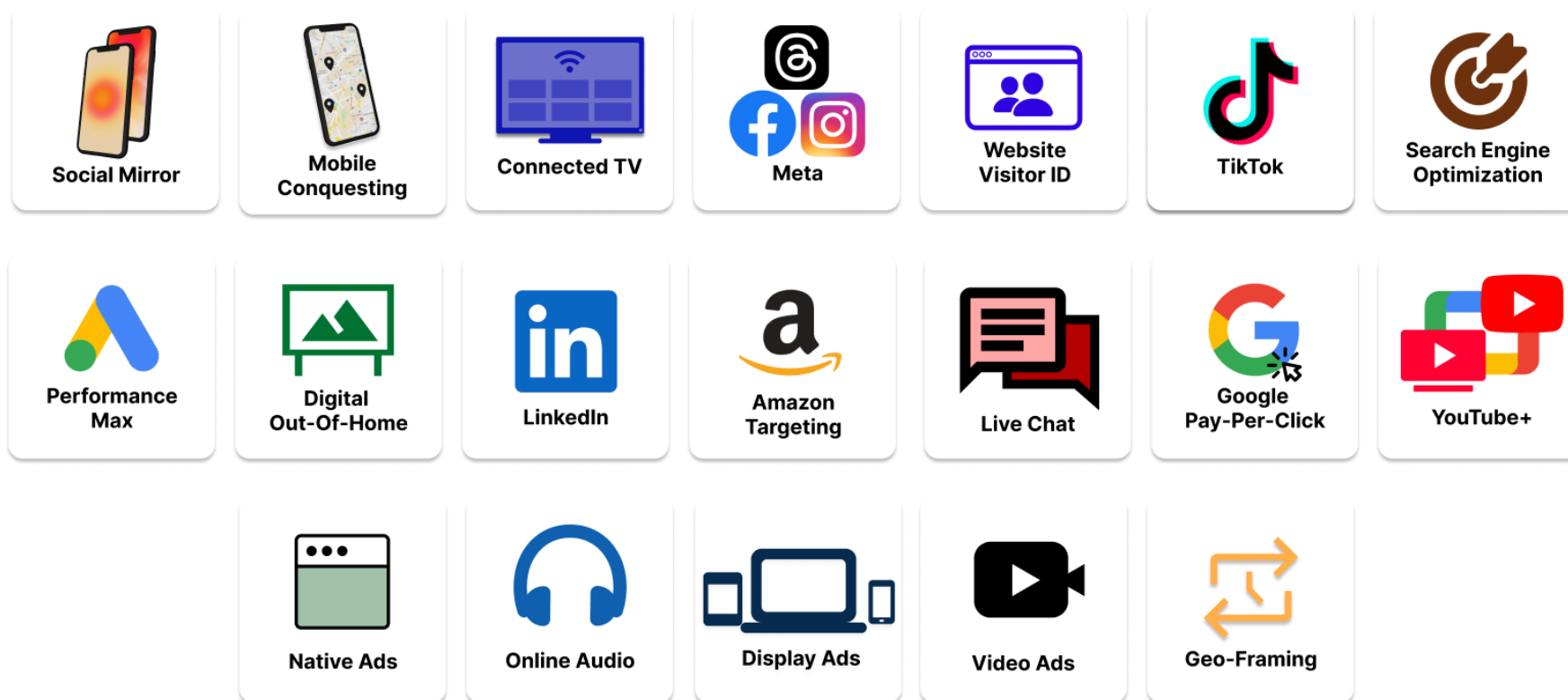
What actions customers take on your listing



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.