



Digital Marketing Report

Impressions

How many ads were served:

122,021

Clicks

Times a user clicked on an ad

377

Click-Through Rate

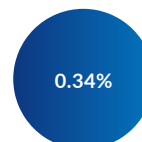
(Clicks/Impressions) x 100

0.31%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Doors N More - AI Social Mirror	42,237	252	0.60%	8.52
Doors N More - Home Improvement/Doors & Windows/Homeowner Social Mirror	41,959	62	0.15%	2.11
Doors N More - AI Social Mirror Marvin	30,589	49	0.16%	2.29
Doors N More - Retargeting Social Mirror	5,830	12	0.21%	2.94
Doors N More - Retargeting Social Mirror Marvin	1,406	2	0.14%	2.03



Social Mirror Click Conversions

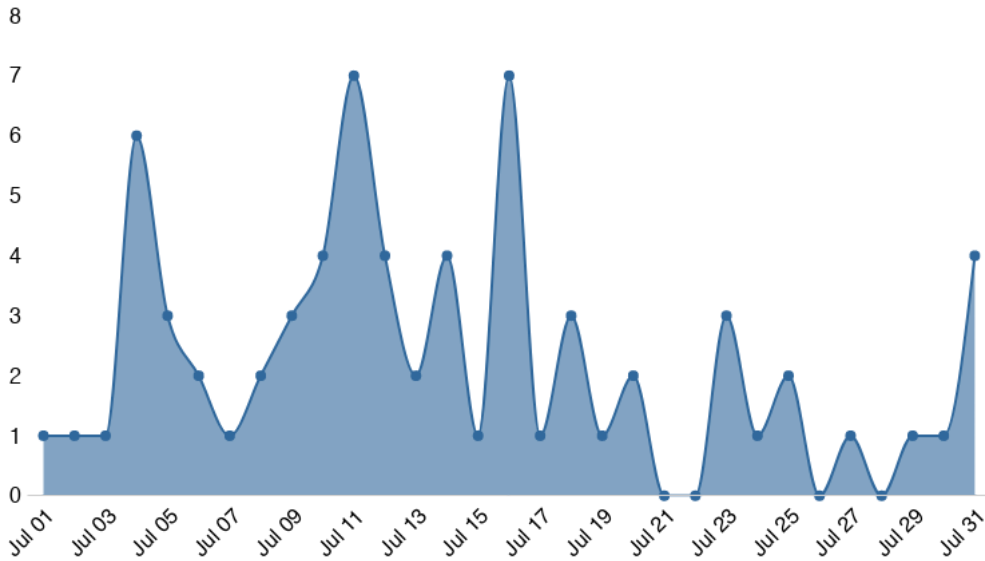


Times users clicked on an ad leading to your site and visited a page or completed an action

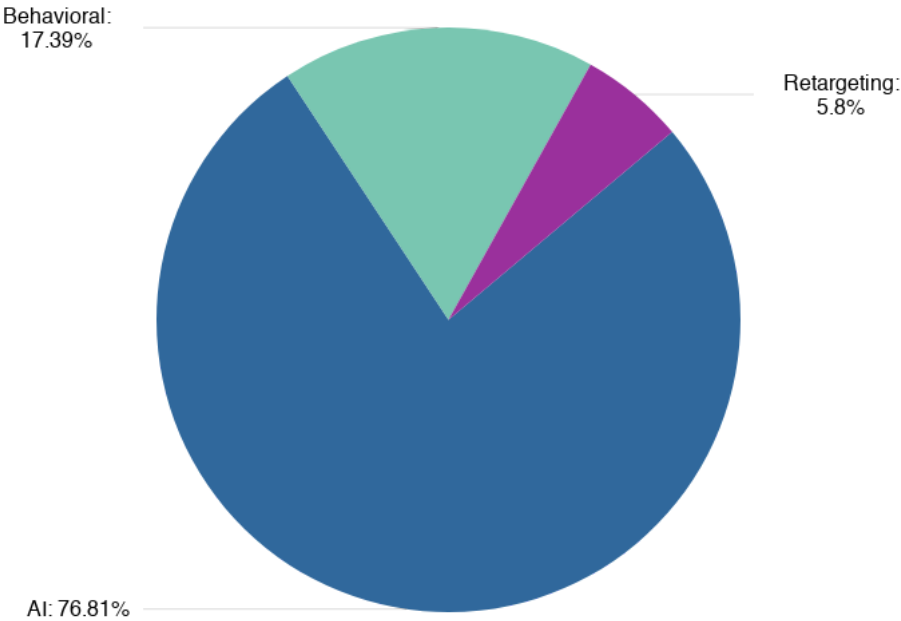
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Doors N More Doors Page View	68
	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

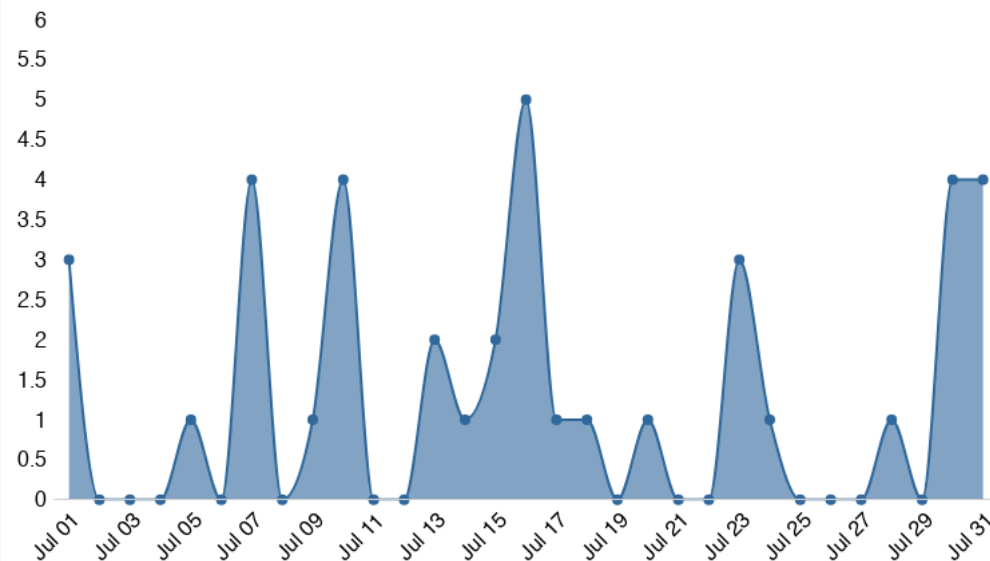


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

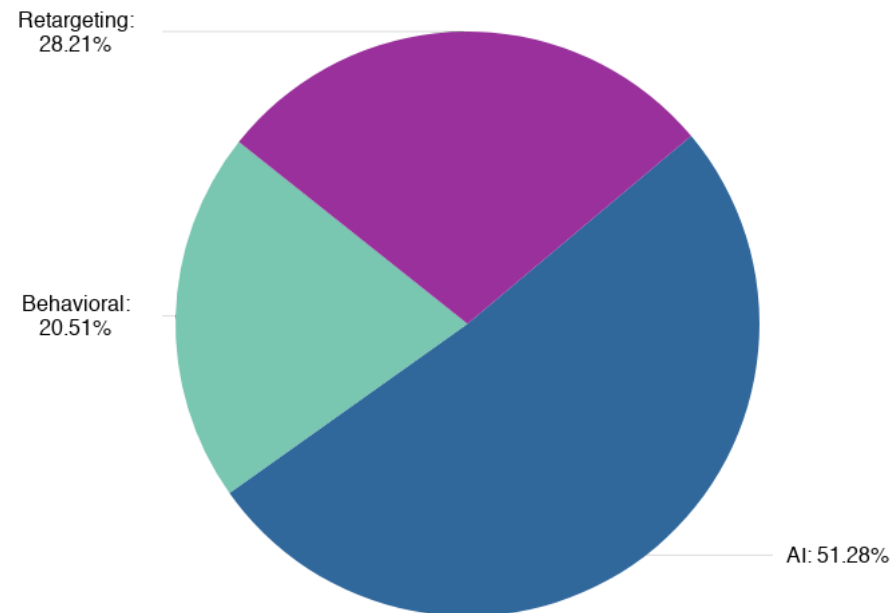
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Doors N More Doors Page View	18
Doors N More Homepage Visits	17
Doors N More Replacement Windows Page View	2
Doors N More About Us Page View	1
Doors N More All Season Room Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

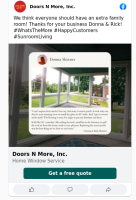
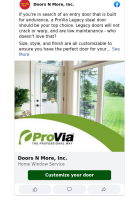
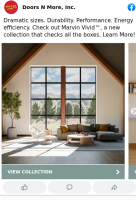
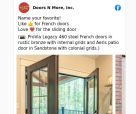


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Doors-N-More Inc	255 S 36th ST # 300	Quincy	IL	62301	1

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	31,631	134	0.42%	6.05
	Doors N More_7.1.26_Social Mirror_We think everyone should have an extra family room!	28,287	86	0.30%	4.34
	Doors N More_7.1.26_Social Mirror_If you're in search of an entry door	25,820	81	0.31%	4.48
	Doors N More_7.1.26_Social Mirror_Marvin Vivid™	29,975	48	0.16%	2.29
Thumbnail not available	Doors N More_6.1.26_Social Mirror_Warning: this video may cause sudden home upgrade ideas Story	1,690	15	0.89%	12.68
	Doors N More_6.1.26_Social Mirror_ProVia Legacy 460	1,509	10	0.66%	9.47



Social Mirror Ad Screenshots

	Doors N More_2.27.26_Social Mirror_Ta-da! Commercial door before and after.	Doors N More_6.1.26_Social Mirror_Marvin Vivid Collection	Doors N More_6.1.26_Social Mirror_Pick your ProVia window	Doors N More_6.1.26_Social Mirror_ProVia Legacy 460	Doors N More_6.1.26_Social Mirror_Warning: this video may cause sudden home upgrade ideas Story	Doors N More_7.1.26_Social Mirror_If you're in search of an entry door	Doors N More_7.1.26_Social Mirror_Marvin Vivid™	Doors N More_7.1.26_Social Mirror_Marvin Vivid™_300x250	Doors N More_7.1.26_Social Mirror_Marvin Vivid™_300x600	Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!
Screenshot										

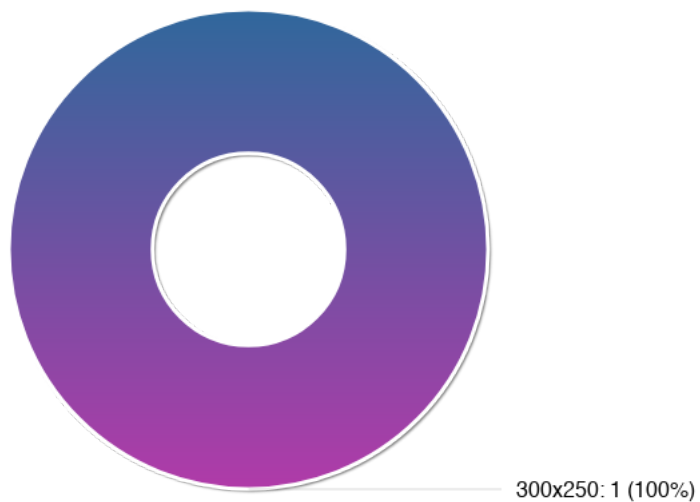


Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00005	Photo	Click to View	1.66%	2.50%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00002	Photo	Click to View	1.64%	2.28%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00004	Photo	Click to View	1.63%	2.76%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00008	Photo	Click to View	1.63%	2.45%
Doors N More_7.1.26_Social Mirror_Marvin Vivid™	Variant: V_00004	Carousel	Click to View	1.63%	2.04%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00012	Photo	Click to View	1.61%	2.00%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00007	Photo	Click to View	1.61%	2.48%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00015	Photo	Click to View	1.61%	2.80%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00010	Photo	Click to View	1.60%	2.23%
Doors N More_7.1.26_Social Mirror_ProVia's 8-foot doors are iconic!	Variant: V_00001	Photo	Click to View	1.60%	2.28%



Mobile Conquesting Visit Performance by Ad Size





BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62301	14,472	52	0.36%	5.13
63401	11,255	22	0.20%	2.79
65265	7,913	29	0.37%	5.24
61455	7,047	24	0.34%	4.87
62305	6,946	26	0.37%	5.35
63552	5,879	17	0.29%	4.13
52632	4,845	14	0.29%	4.13
52627	4,632	8	0.17%	2.47
62618	2,729	2	0.07%	1.05
63461	2,714	9	0.33%	4.74
63334	2,374	10	0.42%	6.02
62363	2,331	5	0.21%	3.06
63353	2,043	5	0.24%	3.50
63555	1,969	4	0.20%	2.90
63459	1,690	2	0.12%	1.69
63456	1,341	2	0.15%	2.13
62681	1,319	6	0.45%	6.50
62694	1,055	4	0.38%	5.42
63382	961	2	0.21%	2.97
62347	895	0	0.00%	0.00



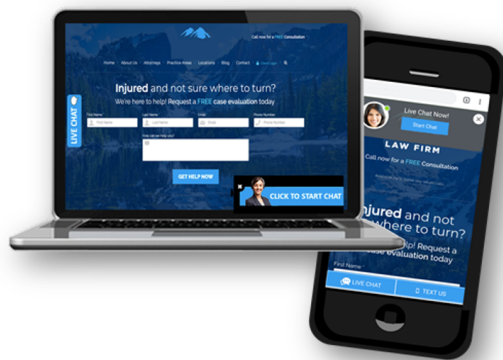
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,216	267	0.42%
Desktop	A personal computing device that remains stationary at one location.	51,248	89	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,557	21	0.32%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	14,971	0	0.00%
foxnews.com	3,958	9	0.23%
imdb.com	2,907	2	0.07%
Pinterest	2,712	5	0.18%
ebay.com	2,663	0	0.00%
aol.com	1,594	0	0.00%
accuweather.com	1,171	1	0.09%
Timehop - Memories Then & Now	908	3	0.33%
Fox News - Daily Breaking News	889	0	0.00%
realtor.com	748	1	0.13%
T-Mobile Play	729	0	0.00%
legacy.com	697	0	0.00%
washingtonpost.com	674	1	0.15%
merriam-webster.com	656	0	0.00%
zillow.com	641	0	0.00%
brezzamistica.info	622	0	0.00%
pinterest.com	610	0	0.00%
biblegateway.com	589	0	0.00%
Podcast Player	575	1	0.17%
mediotiempo.com	560	4	0.71%



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

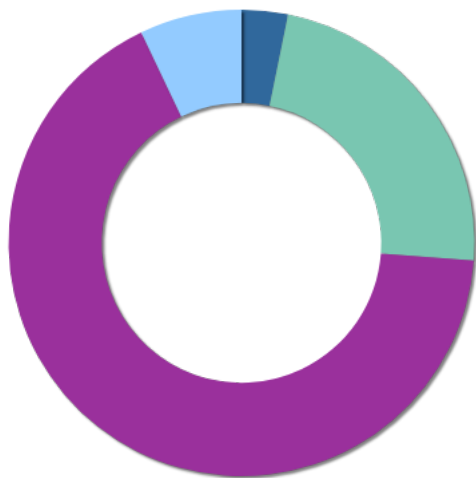
Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



How customers search for your business on Google



Business Impressions Desktop Maps	49	Business Impressions Desktop Search	351
Business Impressions Mobile Search	1k	Business Impressions Mobile Maps	108

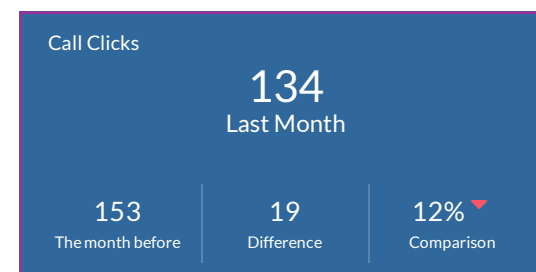
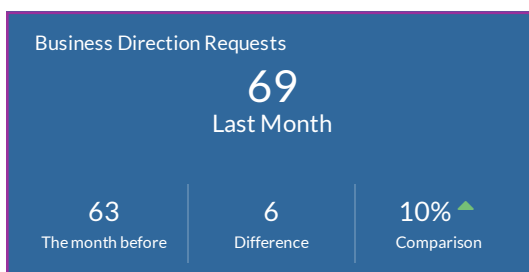
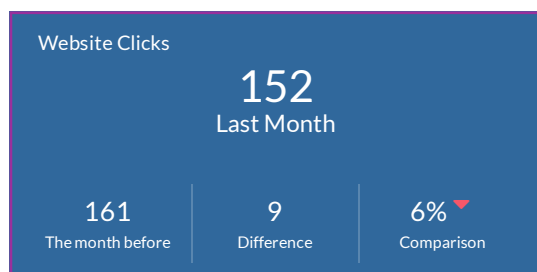
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

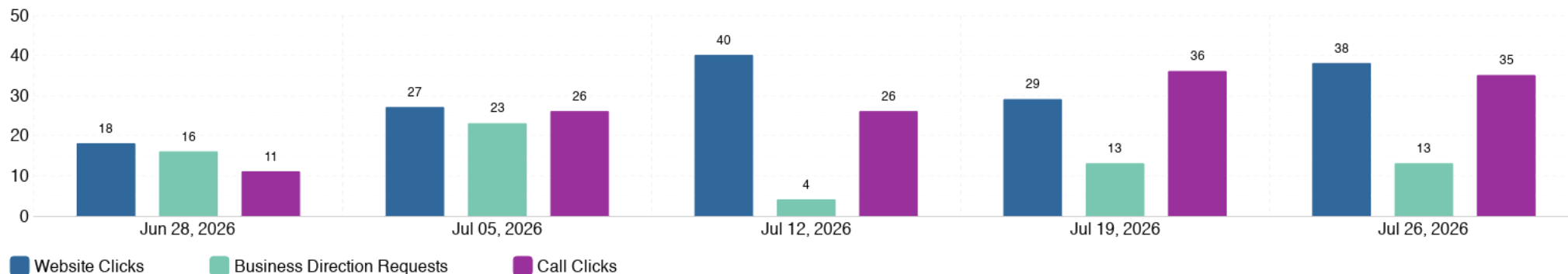
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

What actions customers take on your listing

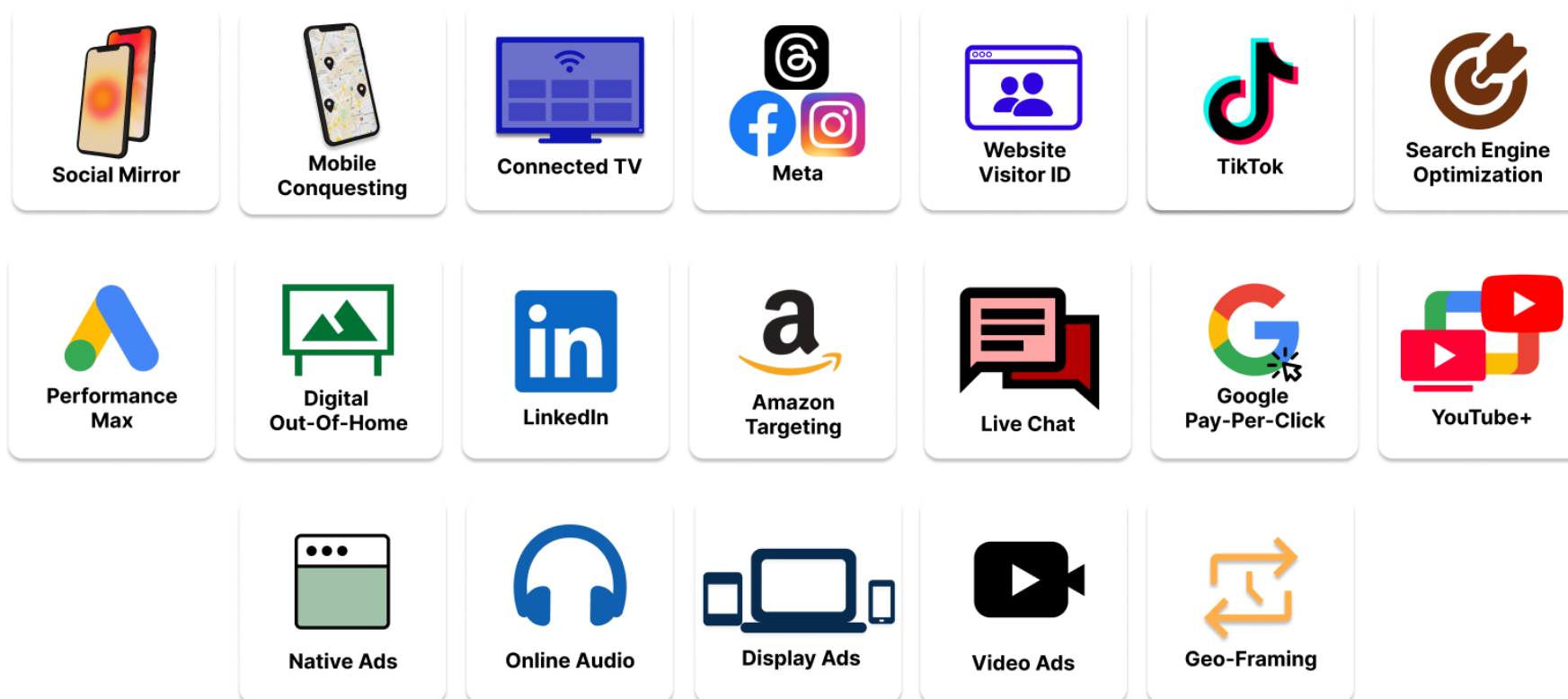


What actions customers take on your listing





All available products in our *toolbox*.



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