

# Digital Marketing Report

## Impressions

How many ads were served:

83,970

## Clicks

Times a user clicked on an ad

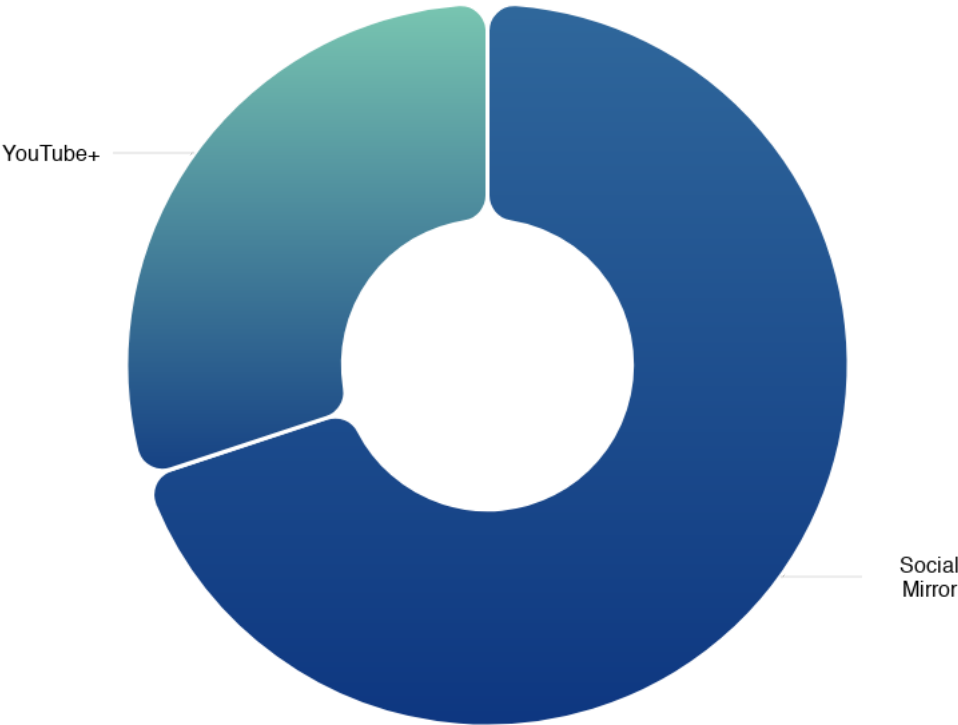
82

## Click-Through Rate

(Clicks/Impressions) x 100

0.13%

## Your Product Breakout by Impressions



## Total Engagement Rate

0.14%

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

## X the National Average

1.40

X the National Avg (.07%)

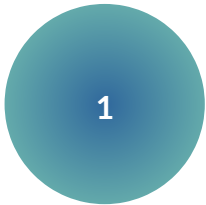
\*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

| Line Item Name                                                                               | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Claytons Furniture - Homeowners/Furniture Shoppers/Interior Designer/Decorator Social Mirror | 58,414        | 77     | 0.13% | 1.88                      |
| Claytons Furniture - Home Decor/Shoppers/Recently Moved YouTube+                             | 25,252        | 4      | 0.02% | 0.23                      |
| Claytons Furniture - Retargeting Social Mirror                                               | 304           | 1      | 0.33% | 4.70                      |

Social Mirror Click Conversions

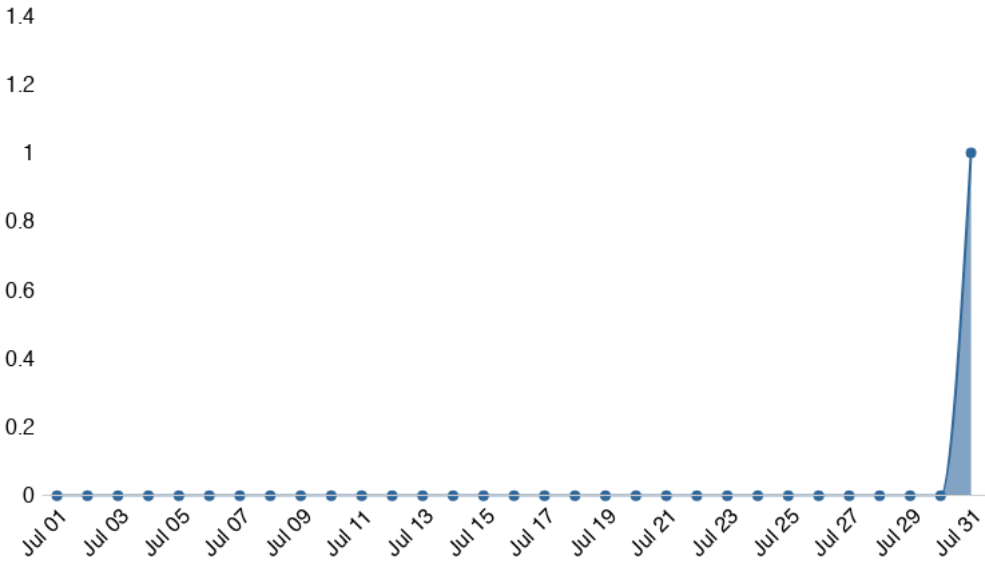


Times users clicked on an ad leading to your site and visited a page or completed an action

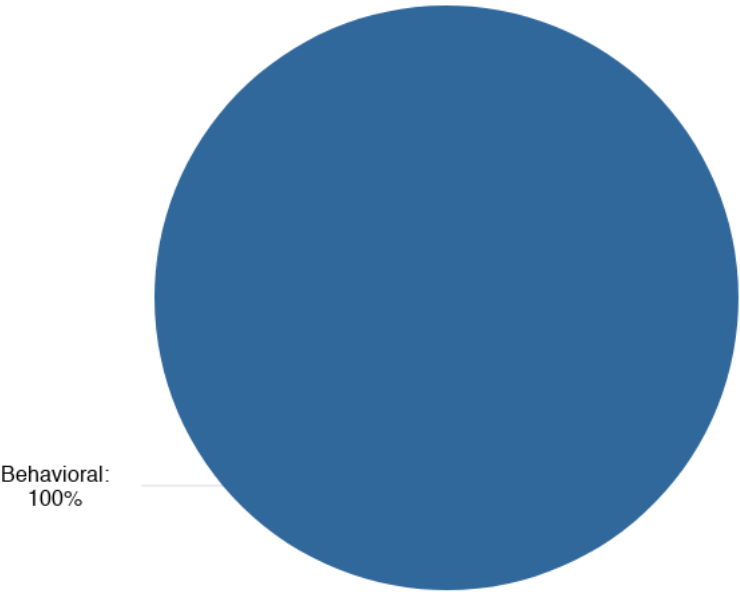
Social Mirror Click Conversion Performance Breakout

| Conversion Name                      | Click Conversions ↓ |
|--------------------------------------|---------------------|
| Claytons Furniture Gallery Page View | 1                   |

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

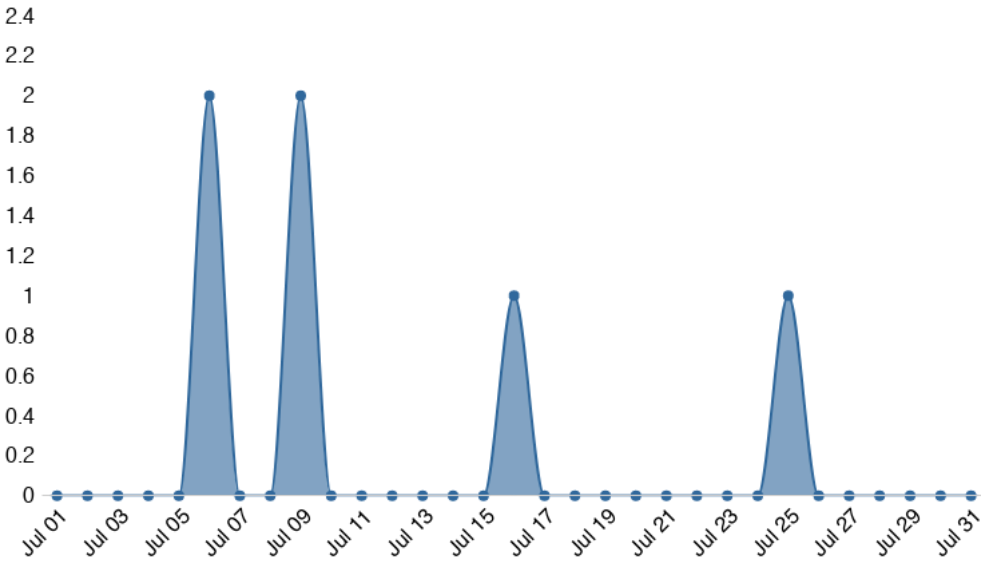


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

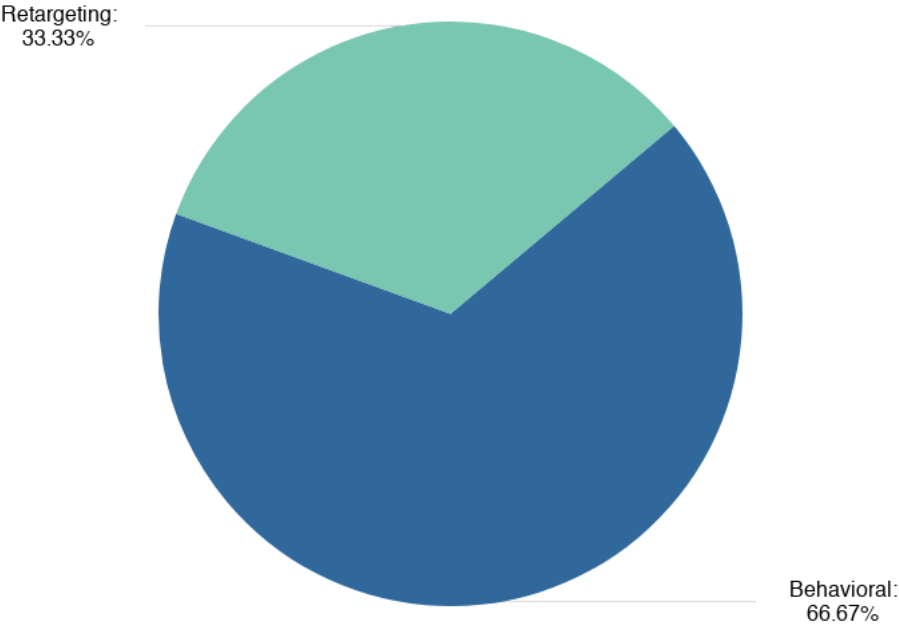
Social Mirror View-through Conversion Performance Breakout

| Conversion Name                      | View-through Conversions ↓ |
|--------------------------------------|----------------------------|
| Claytons Furniture Homepage Visits   | 4                          |
| Claytons Furniture Contact Page View | 1                          |
| Claytons Furniture Gallery Page View | 1                          |

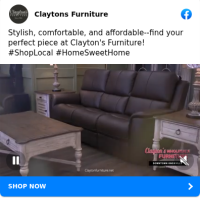
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                   | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | Claytons Furniture_2.25_Stylish,<br>comfortable, and affordable | 58,718      | 78       | 0.13% | 1.90                      |



YouTube+ Creative Performance

| Ad (Headline)                                                | Impressions ↓ | Clicks | Completion Rate | Cost Per Completed View |
|--------------------------------------------------------------|---------------|--------|-----------------|-------------------------|
| Claytons Furniture_Clayton Wholesale Furniture 1x15 OTT 2025 | 25,251        | 4      | 93.36%          | 0.04                    |

YouTube+ Video Completion Performance by Creative

| Ad (Headline)                                                | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|--------------------------------------------------------------|-----------------|---------------|---------------|----------------|
| Claytons Furniture_Clayton Wholesale Furniture 1x15 OTT 2025 | 95.53%          | 94.38%        | 93.74%        | 93.36%         |

Device Performance

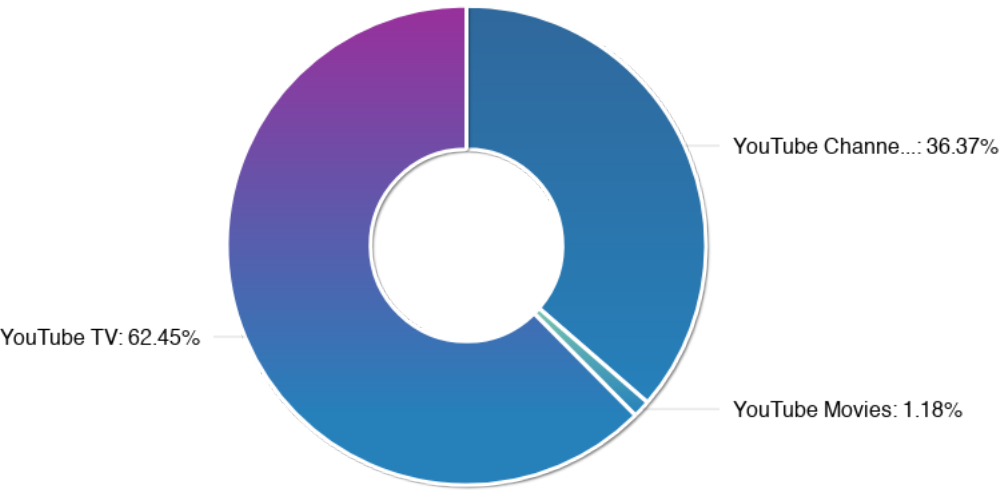
| Device       |                                                                                                                                 |               |        |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name  | Description                                                                                                                     | Impressions ↓ | Clicks | CTR   |
| Mobile       | A portable electronic device that can connect to the internet.                                                                  | 41,642        | 59     | 0.14% |
| Connected TV | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device. | 23,347        | 2      | 0.01% |
| Desktop      | A personal computing device that remains stationary at one location.                                                            | 14,321        | 17     | 0.12% |
| Tablet       | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 4,659         | 4      | 0.09% |

Site and App Performance

| Name                                           | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------|---------------|--------|-------|
| foxnews.com                                    | 2,604         | 3      | 0.12% |
| nypost.com                                     | 2,127         | 2      | 0.09% |
| tmz.com                                        | 1,827         | 3      | 0.16% |
| huffpost.com                                   | 1,535         | 1      | 0.07% |
| dailymail.com                                  | 1,346         | 8      | 0.59% |
| Pinterest                                      | 1,333         | 0      | 0.00% |
| washingtonpost.com                             | 1,116         | 0      | 0.00% |
| buzzfeed.com                                   | 1,006         | 1      | 0.10% |
| iHeartRadio: Radio, Podcasts & Music On Demand | 955           | 0      | 0.00% |
| shopgoodwill.com                               | 817           | 2      | 0.24% |
| apnews.com                                     | 800           | 1      | 0.13% |
| Fox News - Daily Breaking News                 | 695           | 0      | 0.00% |
| queensultimate.com                             | 590           | 1      | 0.17% |
| courttv.com                                    | 583           | 0      | 0.00% |
| tumblr.com                                     | 561           | 0      | 0.00% |
| mediotiempo.com                                | 404           | 0      | 0.00% |
| msn.com                                        | 404           | 0      | 0.00% |
| Podcast Player                                 | 381           | 0      | 0.00% |
| nytimes.com                                    | 374           | 0      | 0.00% |
| screenrant.com                                 | 344           | 0      | 0.00% |



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

| Placement Display Name              | Impressions ↓ | Clicks | CTR   |
|-------------------------------------|---------------|--------|-------|
| Disney Jr.                          | 931           | 0      | 0.00% |
| GFAM                                | 481           | 0      | 0.00% |
| El Payaso Plim Plim                 | 278           | 0      | 0.00% |
| Bluey - Official Channel            | 226           | 0      | 0.00% |
| Ms Rachel - Toddler Learning Videos | 203           | 0      | 0.00% |
| GLIV                                | 133           | 0      | 0.00% |
| CaseOh                              | 114           | 0      | 0.00% |
| Disney Channel Animation            | 110           | 0      | 0.00% |
| Sesame Street                       | 94            | 0      | 0.00% |
| Super Simple Songs - Kids Songs     | 91            | 0      | 0.00% |

Top 10 YouTube TV Channel Performance

| Placement Display Name               | Impressions ↓ |
|--------------------------------------|---------------|
| (YouTube TV) FOX News                | 3,681         |
| (YouTube TV) MS NOW                  | 629           |
| (YouTube TV) CNN                     | 528           |
| (YouTube TV) ESPN                    | 194           |
| (YouTube TV) CNBC                    | 150           |
| (YouTube TV) FOX Business            | 114           |
| (YouTube TV) Investigation Discovery | 81            |
| (YouTube TV) GREAT                   | 57            |
| (YouTube TV) FOX Weather             | 51            |
| (YouTube TV) Hallmark TV             | 49            |

# 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.