

Digital Marketing Report

Impressions

How many ads were served:

96,421

Clicks

Times a user clicked on an ad

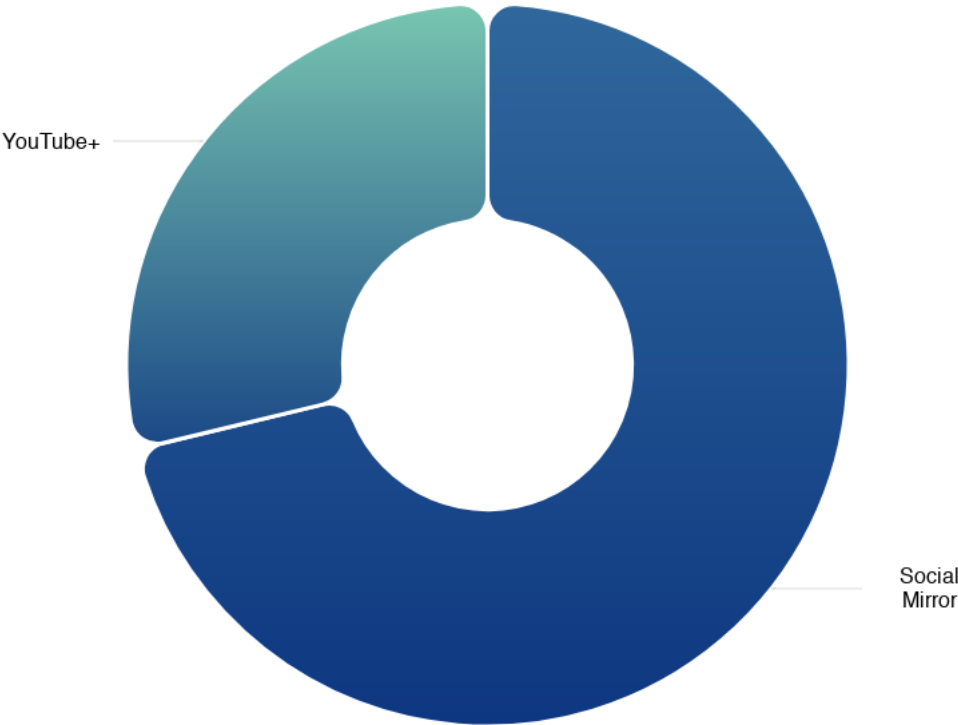
65

Click-Through Rate

(Clicks/Impressions) x 100

0.09%

Your Product Breakout by Impressions



CTV Completion Rate

65.57%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.10%

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

X the National Average

0.96

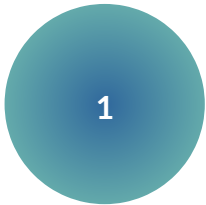
X the National Avg (.07%)

*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%)
Grigores Hardwood Flooring - Homeowners/Furniture Shoppers/Interior Designer/Decorator Social Mirror	66,649	60	0.09%	1.29
Grigores Hardwood Flooring - 35+ /Homeowners/Recently Moved YouTube+	27,729	1	0.00%	0.05
Grigores Hardwood Flooring - Retargeting Social Mirror	2,043	4	0.20%	2.80

Social Mirror Click Conversions

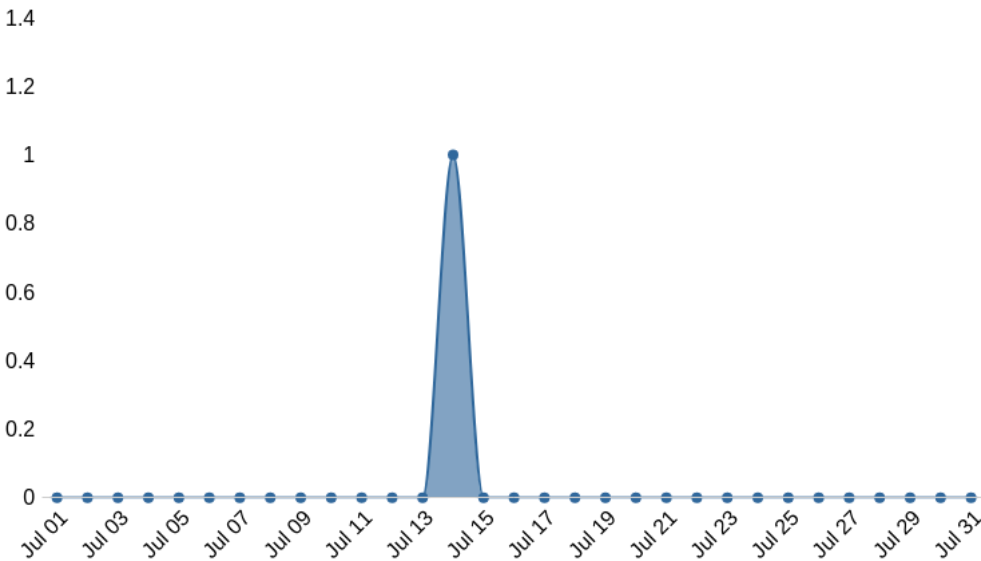


Times users clicked on an ad leading to your site and visited a page or completed an action

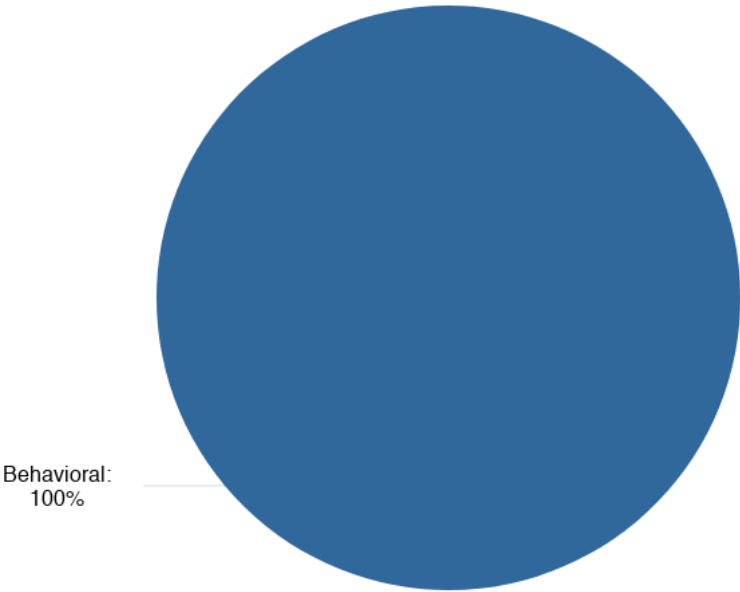
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Grigores Hardwood Flooring Form Fill Click Conversion	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

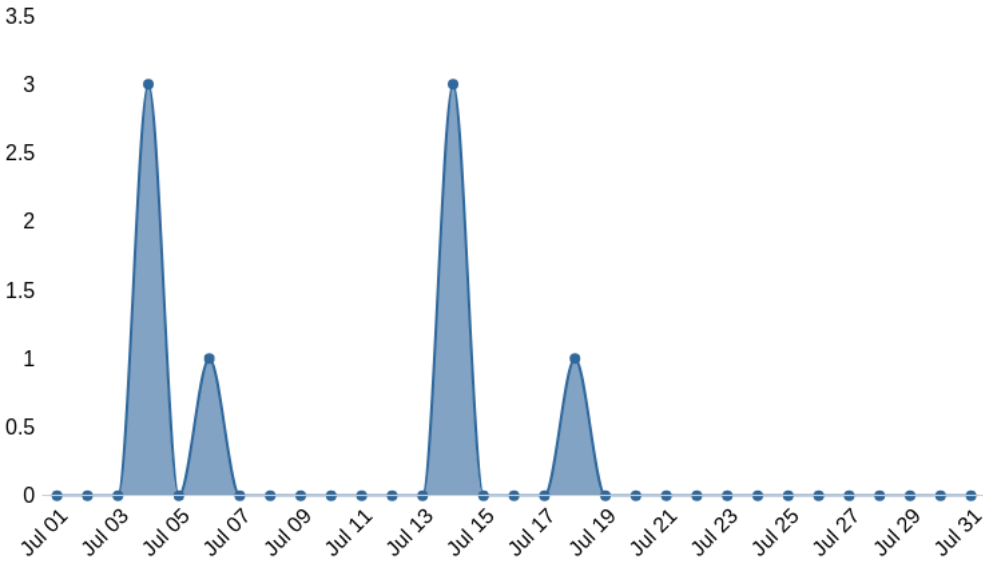


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

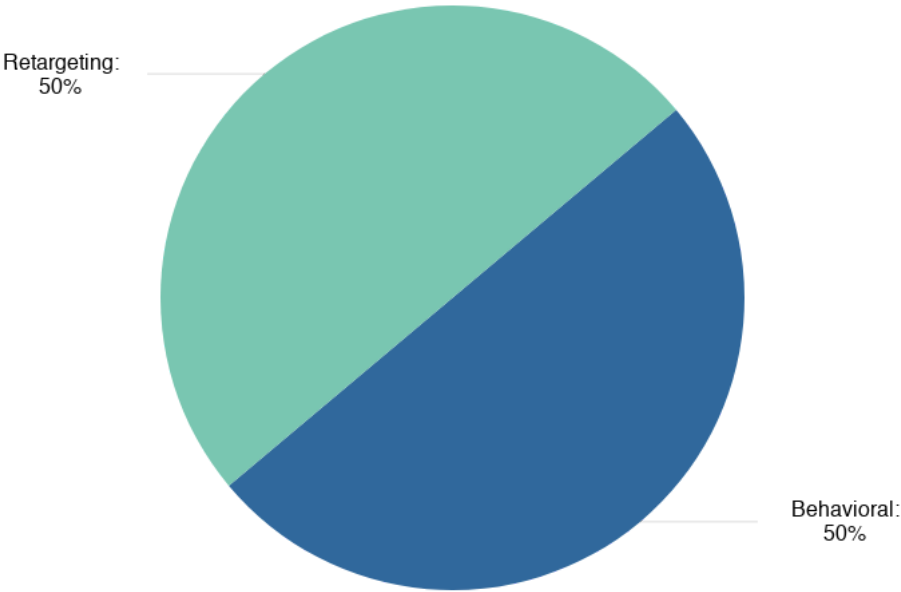
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Grigores Hardwood Flooring Homepage Visits	6
Grigores Hardwood Flooring Contact Click Conversion	1
Grigores Hardwood Flooring Form Fill Click Conversion	1

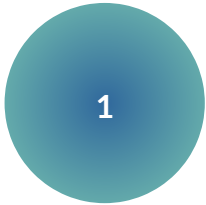
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



YouTube+ View-Through Conversions

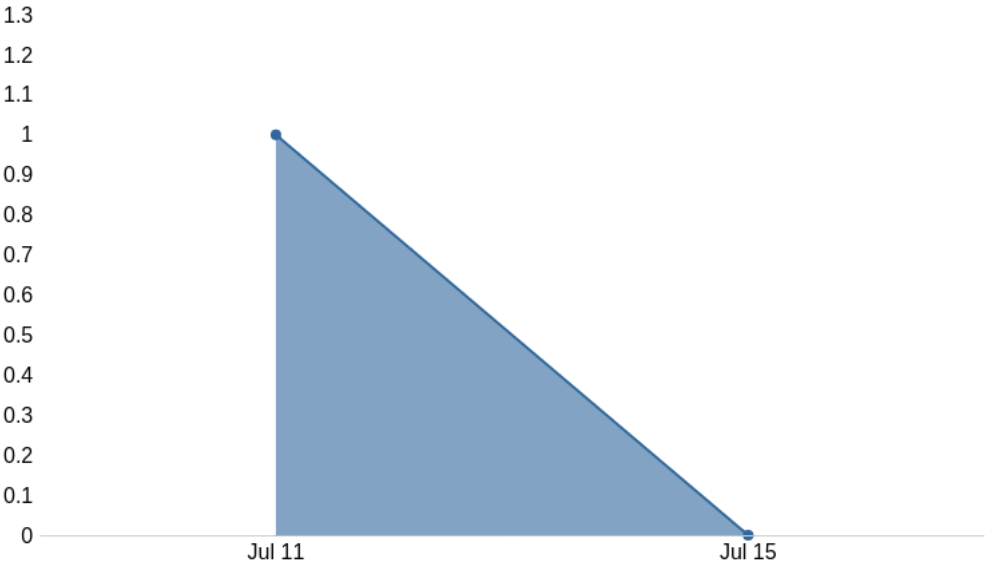


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

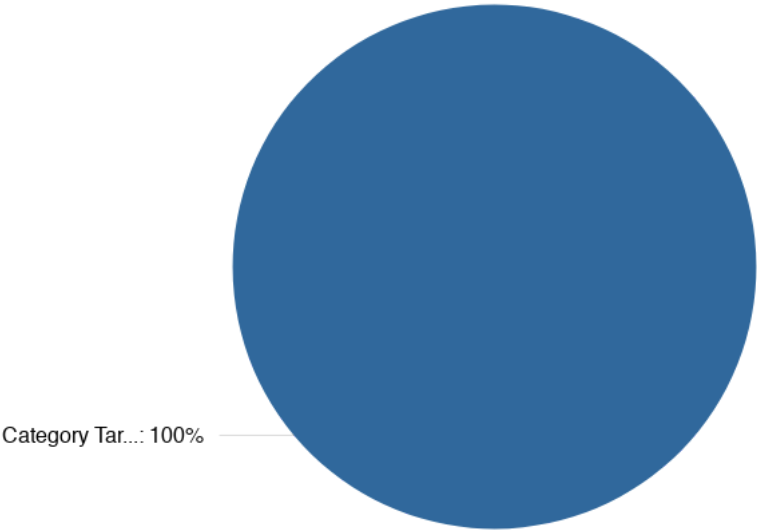
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Grigores Hardwood Flooring Homepage Visits	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Grigores Hardwood Flooring_2.27_Upgrade Your Home with Timeless Hardwood!	68,692	64	0.09%	1.33

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Grigores Hardwood Flooring_15 Second Ad	27,729	1	97.19%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Grigores Hardwood Flooring_15 Second Ad	98.27%	97.68%	97.37%	97.19%

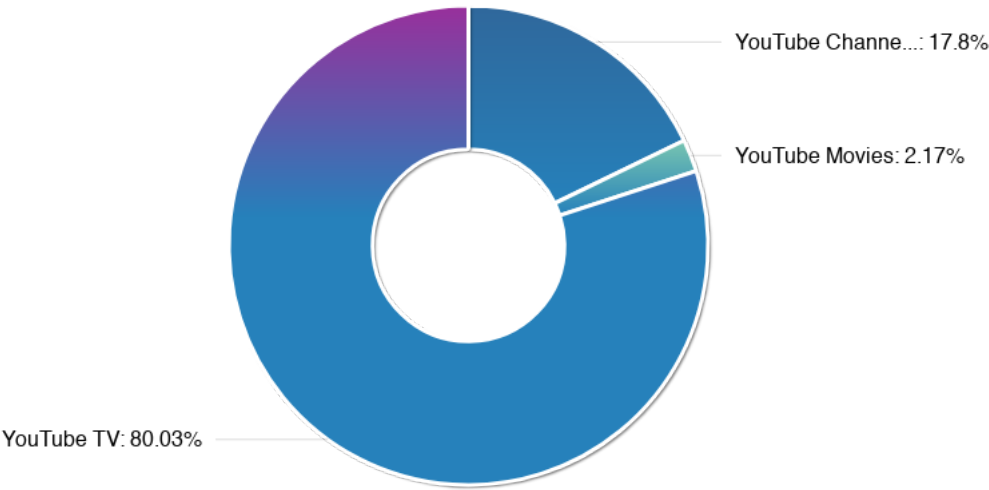
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	33,907	46	0.14%
Desktop	A personal computing device that remains stationary at one location.	32,307	13	0.04%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	26,259	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,948	6	0.15%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	14,791	0	0.00%
foxnews.com	3,677	0	0.00%
nypost.com	2,550	3	0.12%
aol.com	1,503	0	0.00%
Fox News - Daily Breaking News	847	0	0.00%
brezzamistica.info	692	0	0.00%
tmz.com	611	4	0.65%
huffpost.com	499	1	0.20%
washingtonpost.com	479	0	0.00%
dailymail.com	451	1	0.22%
apnews.com	393	0	0.00%
patient.info	360	0	0.00%
theguardian.com	356	1	0.28%
WeatherBug – Weather Forecast	348	0	0.00%
courttv.com	338	0	0.00%
studentdoctor.net	332	0	0.00%
shopgoodwill.com	329	2	0.61%
gametreki.com	280	0	0.00%
ptcbpracticetests.com	280	2	0.71%
tumblr.com	274	1	0.36%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	788	0	0.00%
GLIV	314	0	0.00%
CaseOh	121	0	0.00%
AWE	119	0	0.00%
Noticias Telemundo	72	0	0.00%
ABC News	71	0	0.00%
Dateline NBC	65	0	0.00%
Pop The Balloon	43	0	0.00%
One America News	38	0	0.00%
NBC News	37	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	5,848
(YouTube TV) MS NOW	1,040
(YouTube TV) CNN	703
(YouTube TV) ESPN	256
(YouTube TV) GREAT	214
(YouTube TV) CNBC	162
(YouTube TV) FOX Business	134
(YouTube TV) Hallmark TV	110
(YouTube TV) Investigation Discovery	67
(YouTube TV) FOX Weather	55

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.