

Digital Marketing Report

Impressions

How many ads were served:

120,788

Clicks

Times a user clicked on an ad

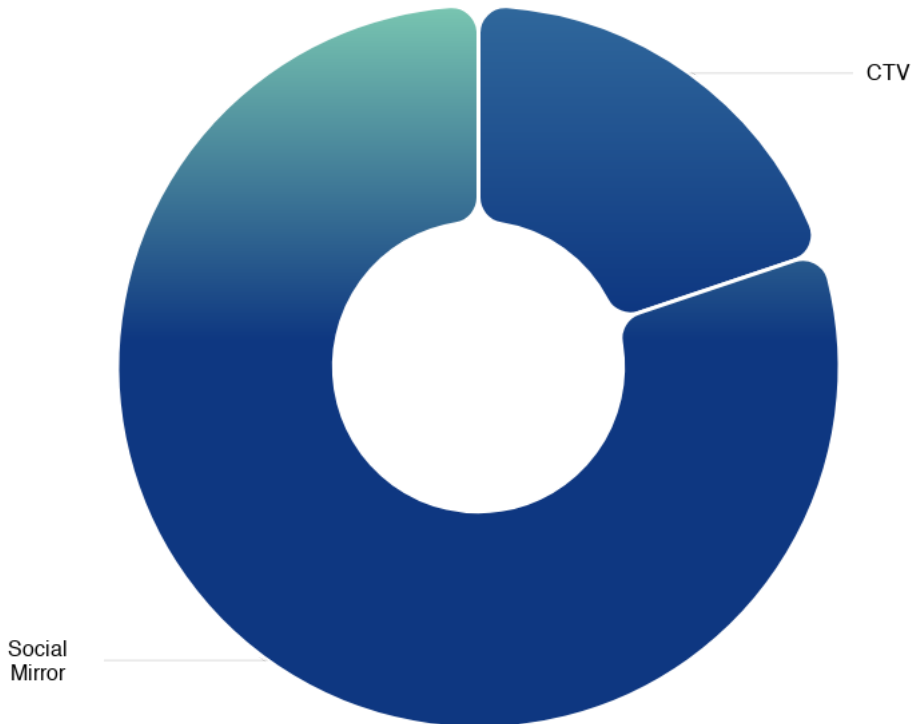
306

Click-Through Rate

(Clicks/Impressions) x 100

0.32%

Your Product Breakout by Impressions



CTV Completion Rate

91.17%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.34%

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

X the National Average

4.51

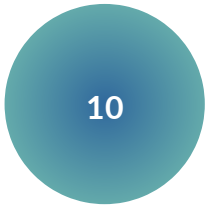
X the National Avg (.07%)

*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%)
Eastern Floor Covering - AI Social Mirror REACHv2	51,091	90	0.18%	2.52
Eastern Floor Covering - Home Improvement/Flooring/Home Value 100k+Social Mirror	19,986	18	0.09%	1.29
Eastern Floor Covering - AI Social Mirror	15,880	176	1.11%	15.83
Eastern Floor Covering - AI CTV	8,460	52	0.61%	8.78
Eastern Floor Covering - Home Improvement/Flooring/Home Value 100k+ CTV	8,245	10	0.12%	1.73
Eastern Floor Covering - Retargeting CTV	7,259	5	0.07%	0.98
Eastern Floor Covering - Geo-Retargeting Social Mirror	5,610	3	0.05%	0.76
Eastern Floor Covering - Retargeting Social Mirror	3,704	7	0.19%	2.70
Eastern Floor Covering - Home Improvement/Flooring/Home Value 100k+Social Mirror REACHv2	548	12	2.19%	31.28
Eastern Floor Covering - Geo-Fencing Social Mirror	5	0	0.00%	0.00

Social Mirror Click Conversions

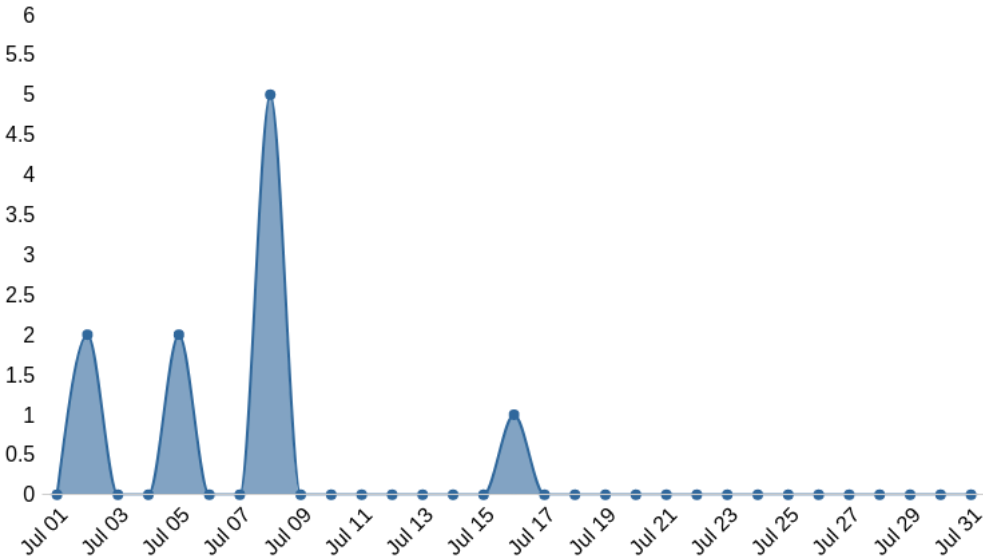


Times users clicked on an ad leading to your site and visited a page or completed an action

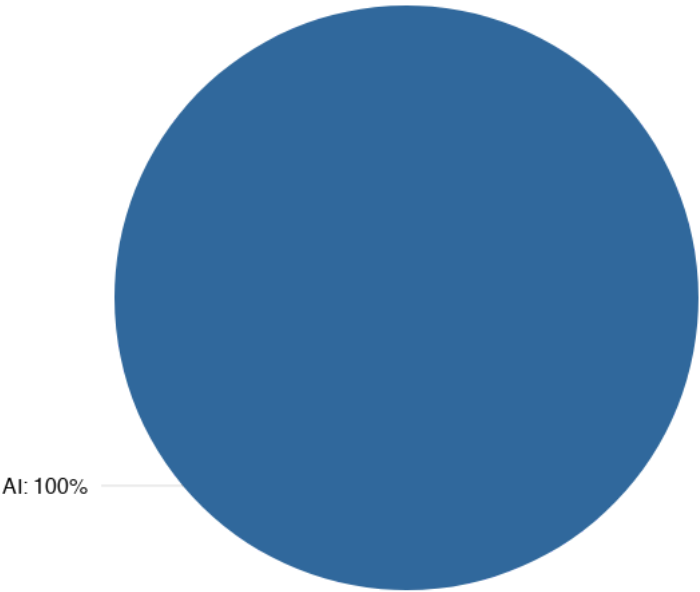
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Eastern Floor Covering Contact Page View	5
Eastern Floor Covering Get Estimate Click Conversion	5

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

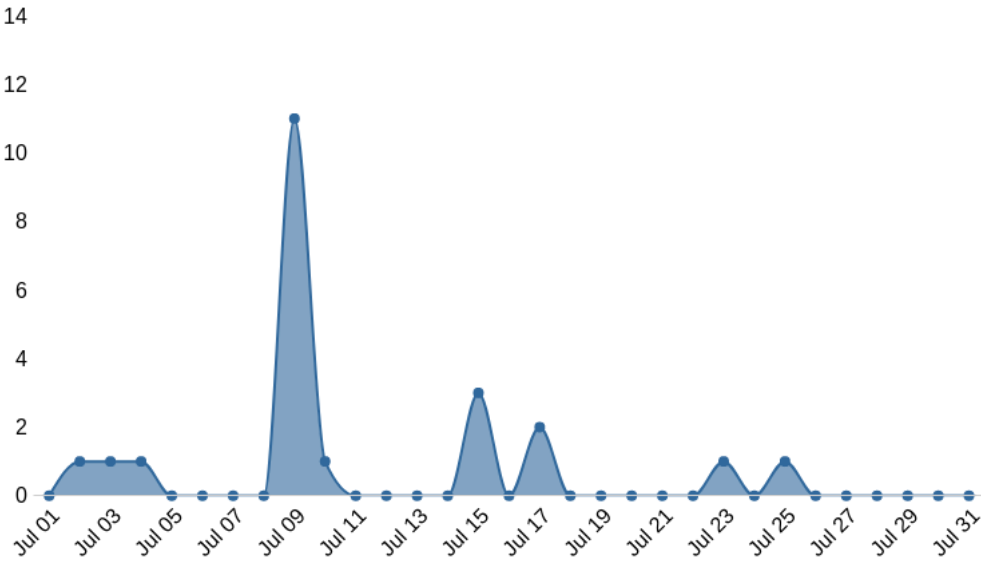


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

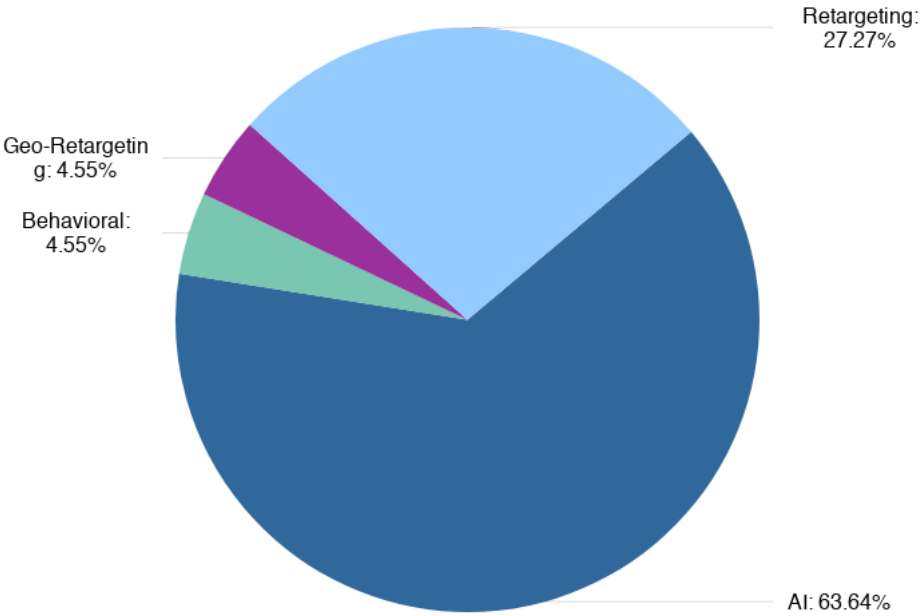
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Eastern Floor Covering Homepage Visits	19
Eastern Floor Covering Products Page View	3

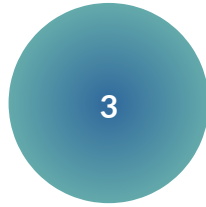
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

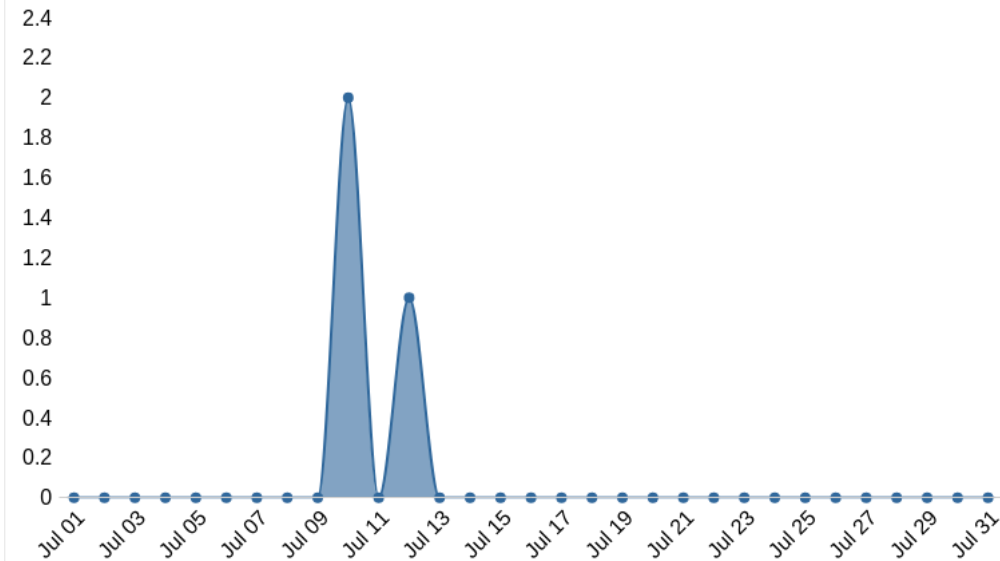


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

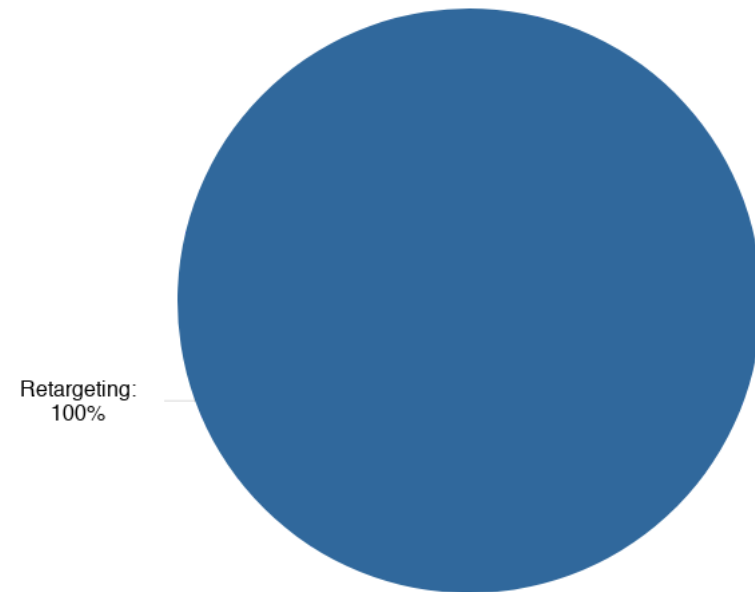
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Eastern Floor Covering Homepage Visits	2
Eastern Floor Covering Get Estimate Click Conversion	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	56,993	194	0.34%	4.86
	Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads	39,823	112	0.28%	4.02
	Eastern Floor Covering_3.20_Social Mirror_Happy First day of Spring!!!	4	0	0.00%	0.00
Thumbnail not available	Eastern Floor Covering_3.20_Social Mirror_Say NO to Big Box BS!!!	4	0	0.00%	0.00

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads	Variant: V_00002	Video	Click to View	15.68%	1.76%
Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads	Variant: V_00001	Video	Click to View	8.99%	1.48%
Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads	Variant: V_00003	Video	Click to View	8.49%	1.22%
Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads	Variant: Original	Video	Click to View	8.14%	1.13%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00006	Video	Click to View	7.51%	1.56%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00002	Video	Click to View	4.76%	1.37%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00005	Video	Click to View	4.45%	0.88%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00010	Video	Click to View	4.13%	1.26%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00009	Video	Click to View	3.72%	1.81%
Eastern Floor Covering_6.29_Social Mirror_Experience the best in flooring with Eastern Floor Covering	Variant: V_00015	Video	Click to View	3.53%	1.04%

Social Mirror Ad Screenshots

	Eastern Floor Covering_7.9_Social Mirror_EFC: 50 years of flooring excellence in Hampton Roads
Screenshot Urls	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Eastern Floor Covering_7.7_EFC_Wholesale Buyers Jen 30 REV.mp4	8,940	99.30%
Thumbnail not available	Eastern Floor Covering_6.29_EFC_We Come To You 30_1.mp4	15,024	98.16%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Eastern Floor Covering - Retargeting CTV	100.00%	99.62%	99.47%	99.26%
Eastern Floor Covering - AI CTV	100.00%	99.39%	98.95%	98.40%
Eastern Floor Covering - Home Improvement/Flooring/Home Value 100k+ CTV	100.00%	99.44%	99.12%	98.18%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	55,226	164	0.30%
Desktop	A personal computing device that remains stationary at one location.	35,846	129	0.36%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	12,488	32	0.26%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	11,476	35	0.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,752	13	0.23%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,826	1	0.03%
foxnews.com	3,771	3	0.08%
nypost.com	3,152	2	0.06%
aol.com	2,210	0	0.00%
tmz.com	2,205	4	0.18%
wtkr.com	1,733	3	0.17%
Fox News - Daily Breaking News	1,728	0	0.00%
huffpost.com	1,366	2	0.15%
Weather by WeatherBug	1,316	0	0.00%
WeatherBug – Weather Forecast	1,315	1	0.08%
accuweather.com	1,292	0	0.00%
mediotiempo.com	1,012	0	0.00%
Weather - The Weather Channel	945	0	0.00%
usatoday.com	938	1	0.11%
merriam-webster.com	790	2	0.25%
theguardian.com	695	1	0.14%
buzzfeed.com	675	0	0.00%
tumblr.com	654	0	0.00%
washingtonpost.com	637	2	0.31%
arcamax.com	632	2	0.32%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	1,698	96.57%
	DIRECTV	1,253	99.78%
	SAMSUNG TV PLUS	1,143	98.40%
	Tubi - Free Movies & TV	1,034	96.63%
	Tubi - Movies & TV Shows	532	78.52%
	Amazon Fire TV	523	98.19%

	The Roku Channel	383	98.67%
	Philo TV	381	99.33%
	Xfinity TV - Tubi	268	99.42%
	Roku - Tubi	260	99.59%

Google Analytics 4 Performance

2,751	1,732	373	21.54%	1,677	1,636	1,692
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.03	6:19:49			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

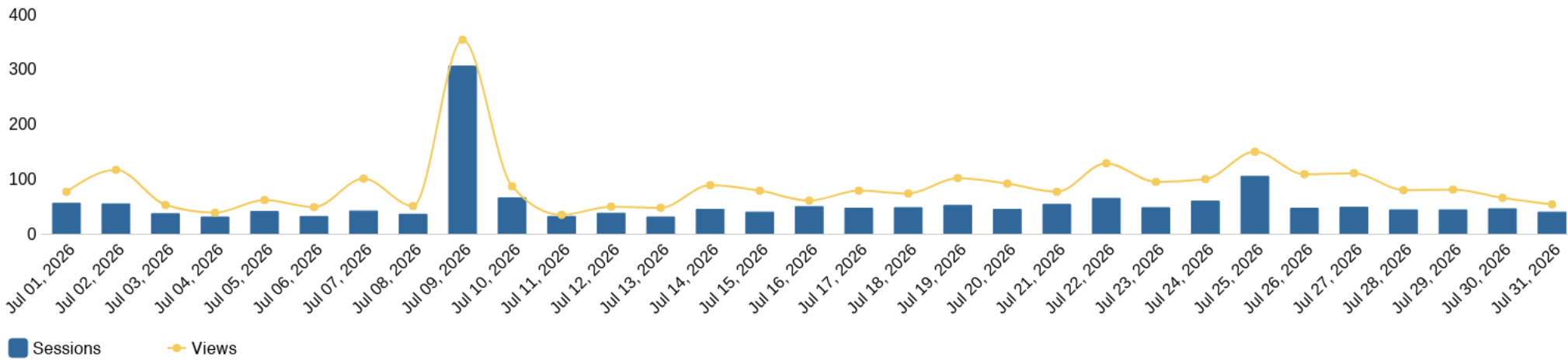
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

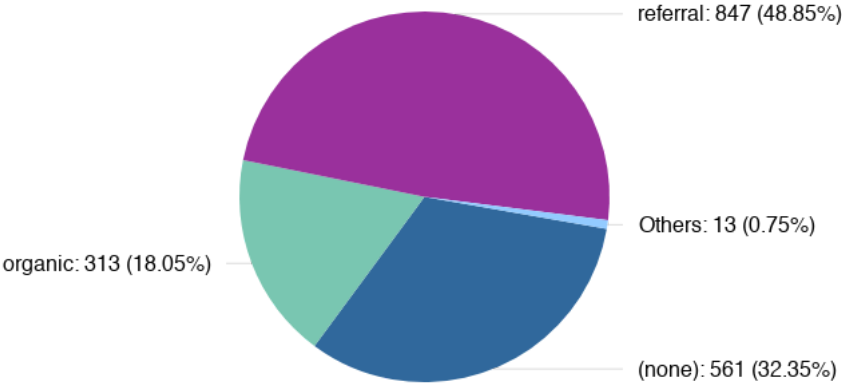
Google Analytics 4 Performance by Day



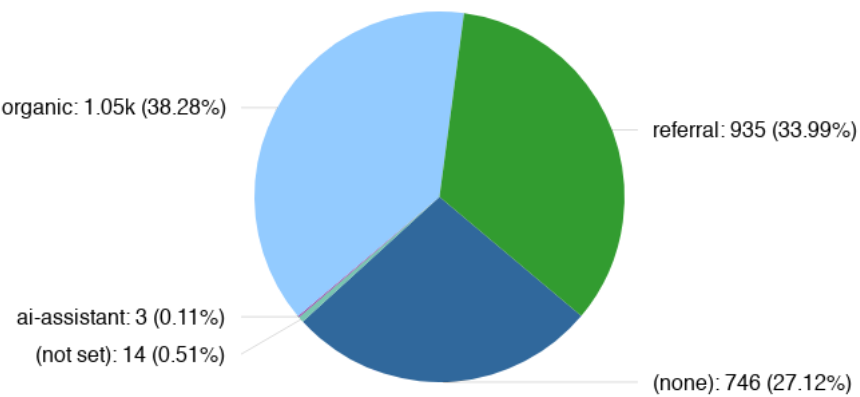
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,732	2,751	6:19:49	1.59	21.54%
Analytics for Individual Dealers - Shaw	1,732	2,751	06:19:49	1.59	21.54%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

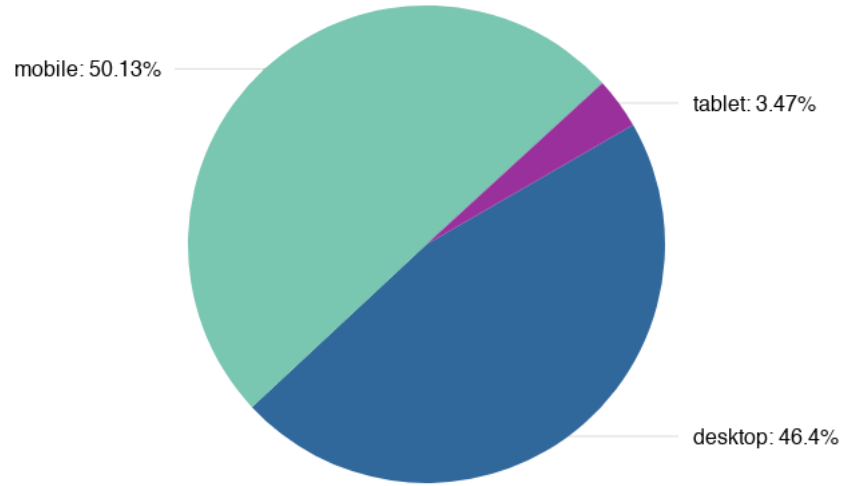


Grid contains more rows, but they have been clipped.

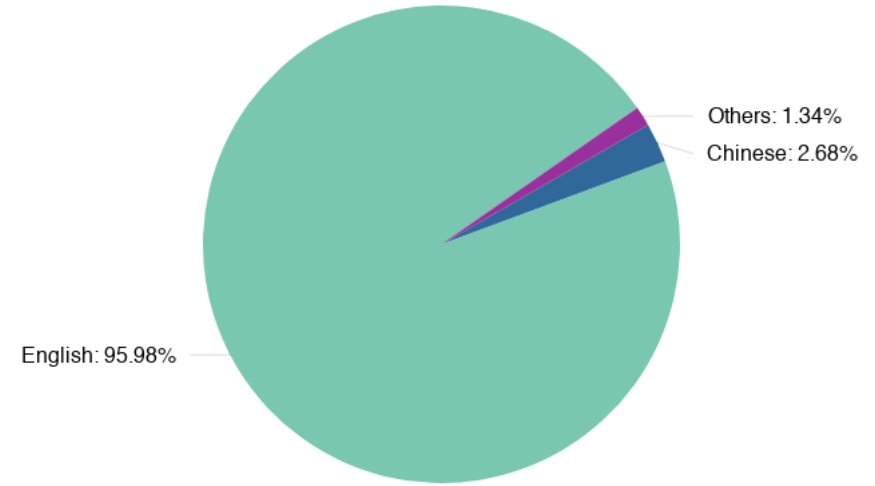
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	8,545
page_view	2,751
session_start	1,727
first_visit	1,636
user_engagement	643
opened product page	387
product impression in lite	289
opened embedded product catalog	278
scroll	278
product view	246
Selected Room	118
form_start	72
click	24

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	1,736	2,751	375	21.60%	6:19:49
Chrome	1,046	1,577	216	20.65%	03:26:54
Safari	369	665	100	27.10%	01:43:01
Android Webview	138	147	12	8.70%	00:03:36
Edge	94	221	34	36.17%	00:48:04
Firefox	51	88	7	13.73%	00:15:30

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,050
/	271
/products/catalog/floors/	76
/products	67
/contact	37
/products/catalog/floors/luxury-vinyl/	33
/promotions	25
/about/customer-reviews	21
/products/catalog/floors/carpet/	19
/products/catalog/rugs/	18
/products/catalog/floors/tile/	15

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,771	2,751	406	22.92%	6:19:49
(not set)	(not set)	204	204	3	1.47%	00:00:32
Singapore	(not set)	163	163	2	1.23%	00:00:07
(not set)	New York	103	103	1	0.97%	00:00:12
(not set)	(not set)	78	151	26	33.33%	00:17:19
Newport News	Virginia	78	263	54	69.23%	01:09:23
Helsinki	Uusimaa	68	72	1	1.47%	00:00:08
Las Vegas Valley	Nevada	67	68	1	1.49%	00:00:00
(not set)	(not set)	56	56	0	0.00%	00:00:00
Urumqi	Xinjiang	54	54	0	0.00%	00:00:03
Ashburn	Virginia	50	173	24	48.00%	00:29:41
Idstein	Hessen	39	39	0	0.00%	00:00:00
New York	New York	39	53	14	35.90%	00:16:34
Williamsburg	Virginia	39	195	28	71.79%	00:39:49
Toronto	Ontario	37	52	5	13.51%	00:04:11
(not set)	(not set)	27	27	0	0.00%	00:00:01

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.