

Digital Marketing Report

Impressions

How many ads were served:

218,526

Clicks

Times a user clicked on an ad

1,221

Click-Through Rate

(Clicks/Impressions) x 100

1.11%

Your Product Breakout by Impressions



CTV Completion Rate

52.65%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.12

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

Total Engagement Rate

1.13%

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

X the National Average

15.80

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.

Spend Performance

Does not include management fee

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Braden's Furniture - Recently Moved/furniture/Patio Decor Behavioral Amazon Video	55,872	1,127	2.02%	28.82
Braden's Furniture - High End Furniture/Luxury Brand Shoppers Categories Reservation YouTube TV	38,452	1	0.00%	0.04
Braden's Furniture - HHI 100K/Homeowners/Furniture Behavioral Video	37,519	41	0.11%	1.56
Braden's Furniture - Amazon Prime OTT	33,126	0	0.00%	0.00
Braden's Furniture - HHI 100K/Homeowners/Furniture Behavioral CTV	20,226	13	0.06%	0.92
Braden's Furniture - Retargeting CTV	14,923	0	0.00%	0.00
Braden's Furniture - Retargeting Video	12,590	26	0.21%	2.95
Braden's Furniture - Custom Audience Lookalike Video	3,459	13	0.38%	5.37
Braden's Furniture - Custom Audience Lookalike CTV	1,503	0	0.00%	0.00
Braden's Furniture - Retargeting Amazon Video	856	13	1.52%	21.70

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

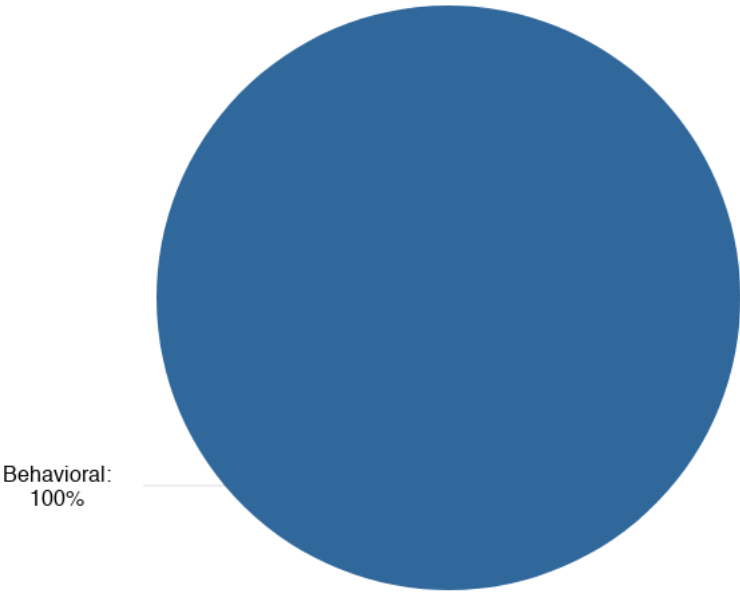
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Braden's Furniture Homepage Visits	1
Braden's Furniture Shop Now Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

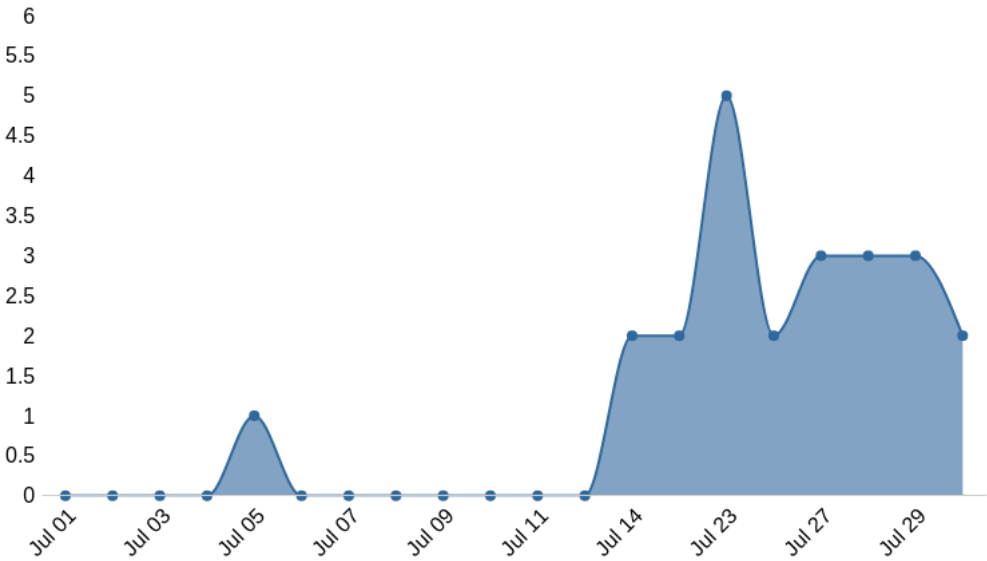


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

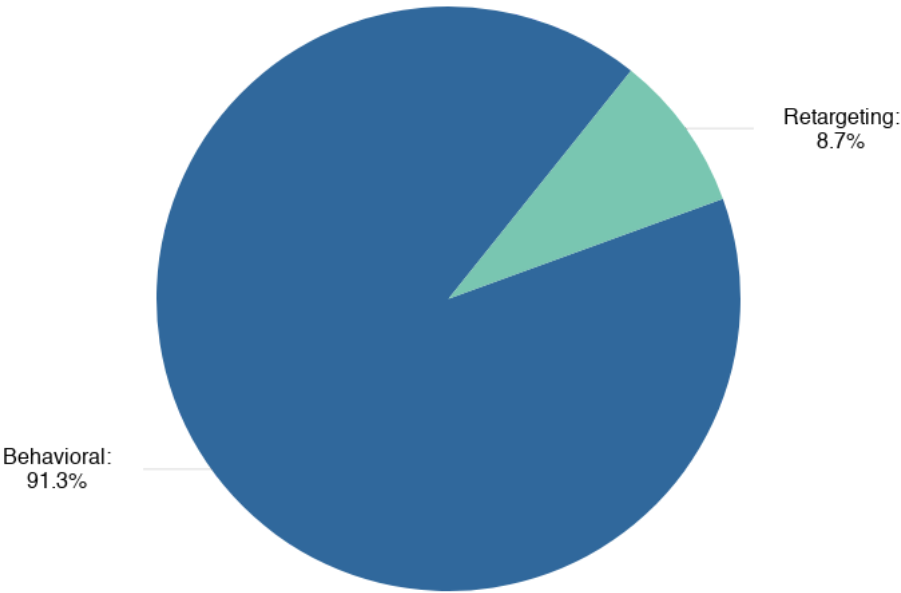
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Braden's Furniture Homepage Visits	22
Braden's Furniture Text Us Click Conversion	1

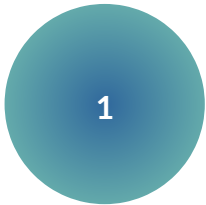
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



YouTube+ View-Through Conversions

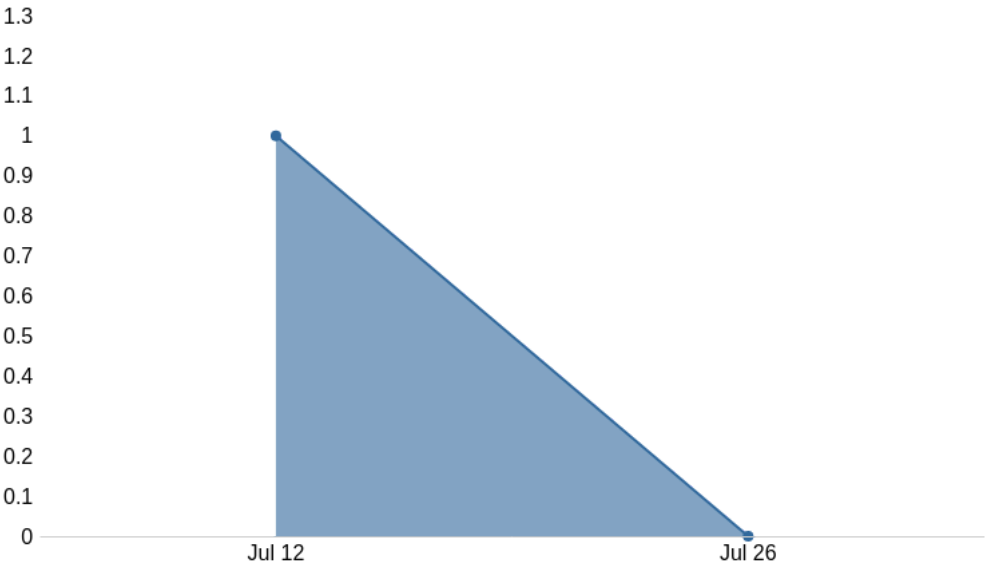


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

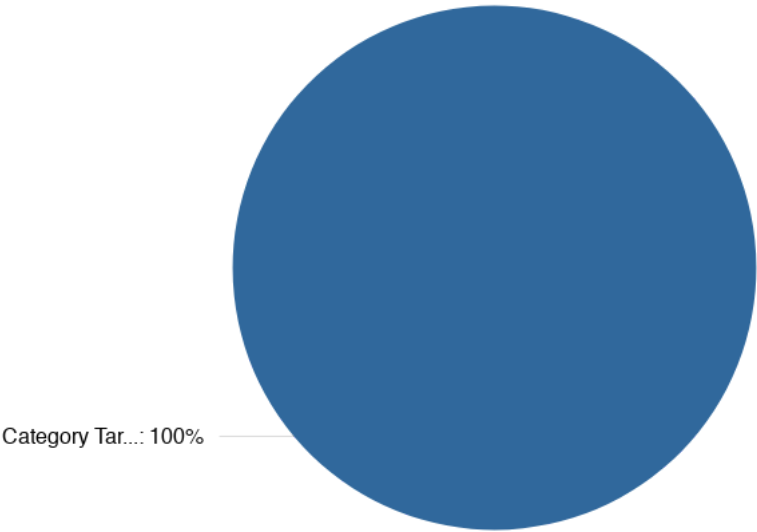
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Braden's Furniture Homepage Visits	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Amazon Premium Video + CTV Click Conversions

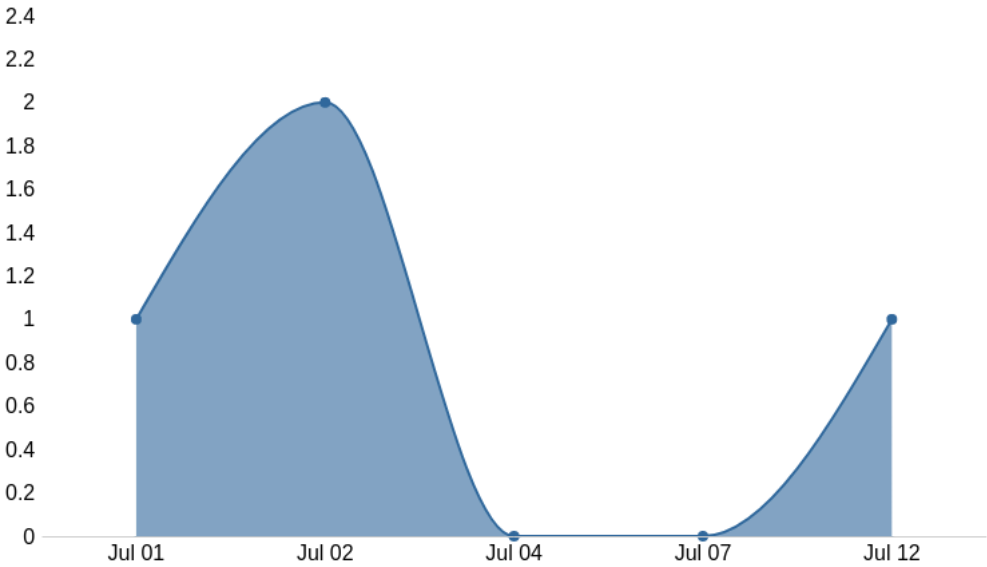


Times users clicked on an ad leading to your site and visited a page or completed an action

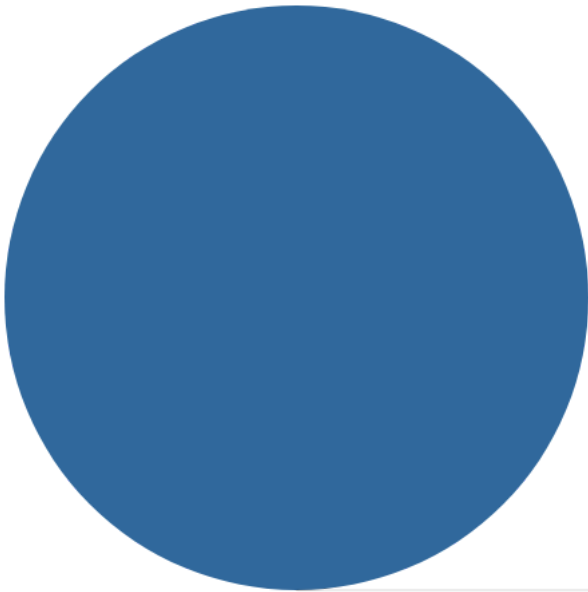
Amazon Premium Video + CTV Click Conversion Performance

Conversion Name	Click Conversions ↓
Braden's Furniture Phone Call Click Conversion	2
Braden's Furniture Text Us Click Conversion	2

Amazon Premium Video + CTV Click Conversions by Day

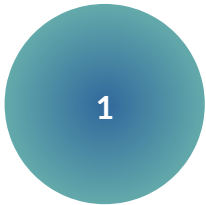


Top Amazon Premium Video + CTV Click Conversions by Strategy



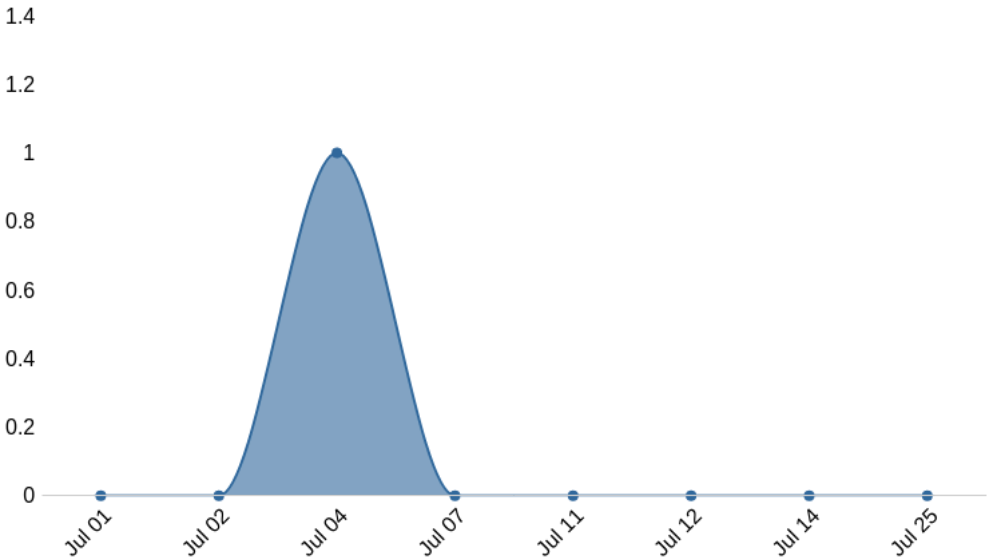
Behavioral:
100%

Amazon Premium Video + CTV View-through Conversions

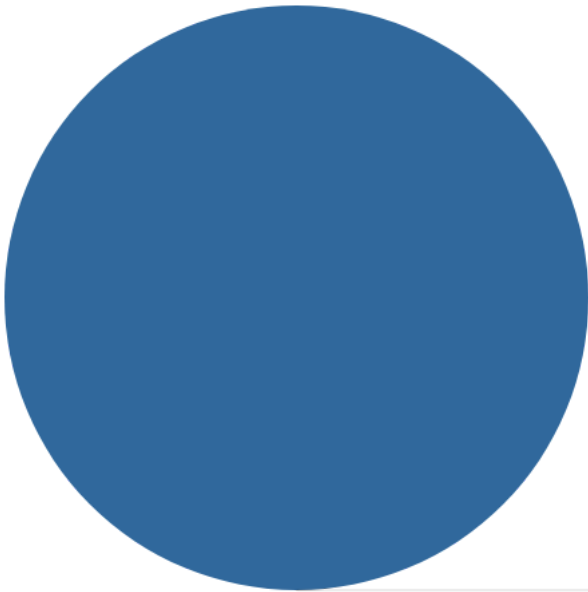


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy



Behavioral:
100%

Amazon Premium Video + CTV View-through Conversion Performance	
Conversion Name	View-through Conversions ↓
Braden's Furniture Text Us Click Conversion	1

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00006	Video	Click to View	19.23%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00012	Video	Click to View	15.38%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00013	Video	Click to View	15.38%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00001	Video	Click to View	11.54%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00011	Video	Click to View	7.69%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00015	Video	Click to View	7.69%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00005	Video	Click to View	7.69%	100.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00010	Video	Click to View	7.69%	50.00%
Braden's Furniture_SM_3.27_Spring in East Tennessee moves fast	Variant: V_00009	Carousel	Click to View	3.85%	0.00%
Braden's Furniture_SM_6.3_Here at Braden's Furniture	Variant: V_00007	Video	Click to View	3.85%	100.00%

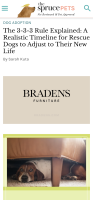
Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Braden's Furniture_Bradens - Freedom From Tax Sale	53,568	80	0.15%	2.13

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Braden's Furniture - Retargeting Video	84.96%	81.14%	77.82%	72.56%
Braden's Furniture - Custom Audience Lookalike Video	81.93%	79.10%	76.64%	73.92%
Braden's Furniture - HHI 100K/Homeowners/Furniture Behavioral Video	78.74%	72.70%	69.16%	62.83%

Video Ad Screenshots

	Braden's Furniture_Bradens - Freedom From Tax Sale
Screenshot Urls	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Braden's Furniture_Bradens - Freedom From Tax Sale	36,652	98.68%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Braden's Furniture - Retargeting CTV	100.00%	99.81%	99.72%	99.68%
Braden's Furniture - Custom Audience Lookalike CTV	99.53%	99.20%	99.20%	98.80%
Braden's Furniture - HHI 100K/Homeowners/Furniture Behavioral CTV	100.00%	99.21%	97.99%	97.91%

YouTube TV Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Braden's Furniture_Freedom From Tax Sale	99.33%	99.25%	99.15%	99.06%

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bradens Furniture_Bradens - Freedom From Tax Sale_OLV	View Preview	56,728	1,140	2.01%	28.71
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Bradens Furniture_Bradens - Freedom From Tax Sale_OLV	84.97%	78.01%	56.50%	48.84%

Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bradens Furniture_Bradens - Freedom From Tax Sale	View Preview	33,126	0	0.00%	0.00

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Bradens Furniture_Bradens - Freedom From Tax Sale	99.61%	99.24%	99.01%	98.41%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	91,052	1,163	1.28%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	49,493	2	0.00%
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.	19,357	11	0.06%
Desktop	A personal computing device that remains stationary at one location.	13,901	21	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,335	36	0.67%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	884	0	0.00%
Game Console	A device primarily used for playing video games, but can also be used to stream content through apps.	2	0	0.00%
Unknown	---	0	0	-

Top CTV TV Devices

Device Make	Impressions ↓	Video Completion Rate
Vizio	201	99.30%
Samsung	112	98.49%
LG	51	100.00%
Onn	28	100.00%
Philips	27	100.00%

Top CTV Streaming Devices

Device Make	Impressions ↓	Video Completion Rate
Roku	495	98.83%
Amazon	154	100.00%
DirecTV	105	98.06%
Google	22	100.00%
Onn	16	93.75%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
spacedaily.com	2,297	0	0.00%
Pinterest	1,679	1	0.06%
Tubi - Movies & TV Shows	1,647	1	0.06%
abcnews.com	1,438	1	0.07%
taketotn.com	1,027	0	0.00%
mahjong4friends.com	626	0	0.00%
takingthekids.com	597	0	0.00%
thedailytimes.com	576	0	0.00%
Pluto TV - Live TV and Movies	575	0	0.00%
wbir.com	413	0	0.00%
nypost.com	383	0	0.00%
wate.com	306	3	0.98%
accuweather.com	252	2	0.79%
msn.com	245	1	0.41%
Tubi - Watch Movies & TV Shows	232	0	0.00%
gamezapz.com	203	0	0.00%
huffpost.com	199	0	0.00%
momscravings.com	188	0	0.00%
trends.glance.com	188	1	0.53%
dianekochilas.com	184	0	0.00%

Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	56,993	1,156	2.03%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	33,001	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	474	2	0.42%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	446	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	46	2	4.35%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	8	0	0.00%

Amazon Prime Video Genre Performance



All Genres: 100%

Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	10,005	0	0.00%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	6,028	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	5,684	0	0.00%
imdb.com	3,628	4	0.11%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	2,643	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	2,166	74	3.42%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	1,907	0	0.00%
PRIME_VIDEO_ADS_APPLECOMPUTERINC_TV (ID: 339043f979d94b7c9403dcb5810b6040)	1,866	0	0.00%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	1,845	55	2.98%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	1,780	0	0.00%
fandom.com	1,769	7	0.40%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	1,243	0	0.00%
Wordscapes (ID: com.peoplefun.wordcross)	1,190	23	1.93%
Amazon Publisher Services	1,108	20	1.81%
Block Blast (ID: fb4fb22725894d45b9093b85a8eaf110)	1,082	20	1.85%
Candy Crush Saga (ID: com.king.candycrushsaga)	948	4	0.42%
PRIME_VIDEO_ADS_SONY_TV (ID: aefae0fbc4d4a4bb27734e32b72cb39)	819	0	0.00%
parade.com	775	1	0.13%
238ffe83c5ba9a6eed1bf2b28f625a40	745	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	24,084
(YouTube TV) MS NOW	2,546
(YouTube TV) CNN	1,749
(YouTube TV) ESPN	867
(YouTube TV) Hallmark TV	854
(YouTube TV) CNBC	845
(YouTube TV) GREAT	773
(YouTube TV) FOX Business	748
(YouTube TV) FOX Weather	521
(YouTube TV) Investigation Discovery	494

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	2,291	79.63%
		Roku - Tubi	1,979	99.59%
		Tubi - Movies & TV Shows	1,837	99.71%
		Telly - The Truly Smart TV	1,741	74.00%
		DIRECTV	1,398	90.59%
		The Roku Channel	854	99.69%

	Amazon Fire TV	827	99.83%
	Tubi - Free Movies & TV	661	98.88%
	SAMSUNG TV PLUS	476	75.12%
	Philo	163	0.00%

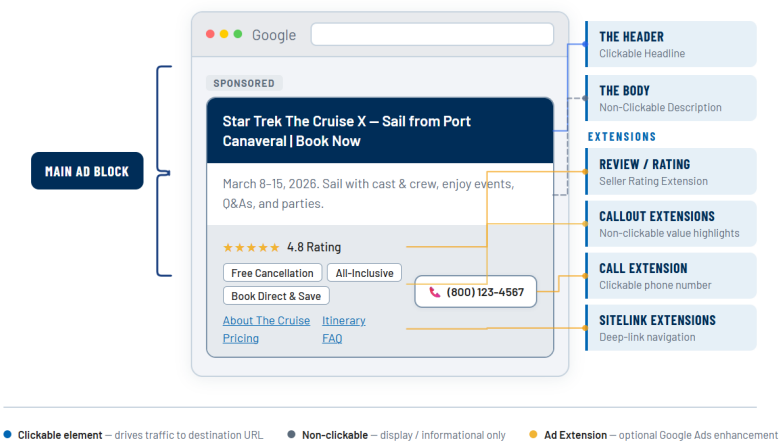
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.
Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

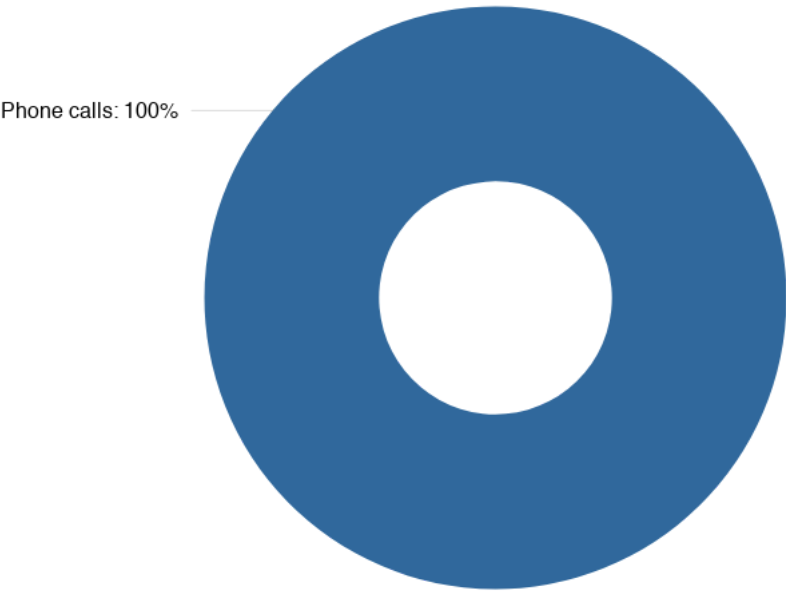
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

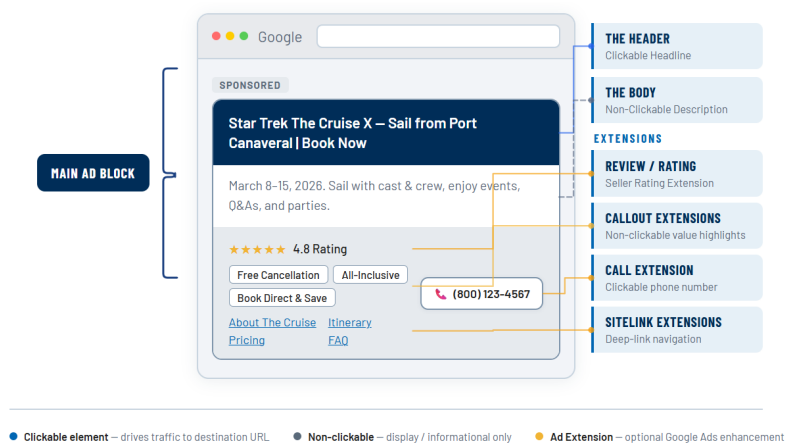
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



*This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.
Location Extensions are not currently available to be shown.*

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 13, 2026	Braden's Furniture	865-777-4059	2

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Google Analytics 4 Performance

149,461	67,355	62,734	93.14%	64,887	63,729
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS
	65,177	1.04	529:47:22		
	TOTAL USERS	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.

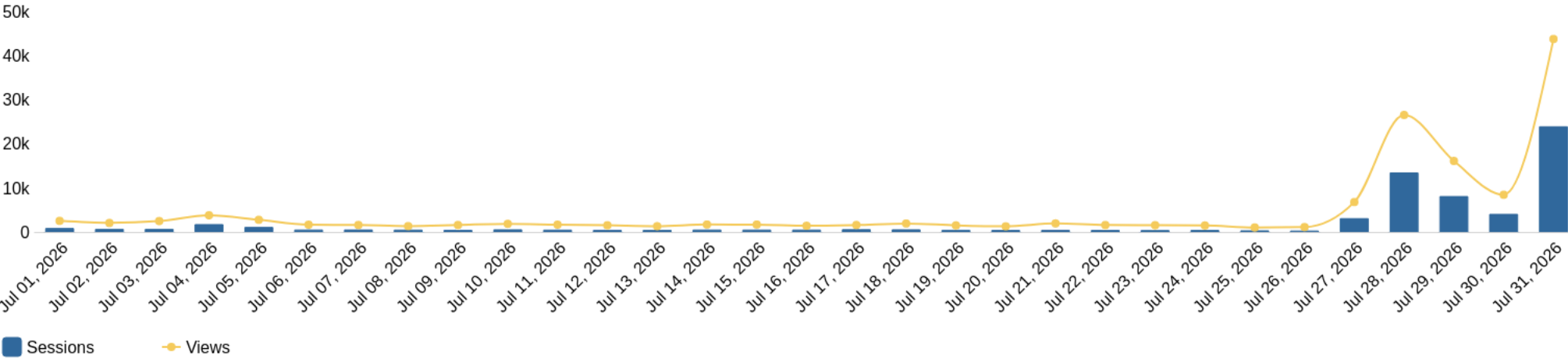
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

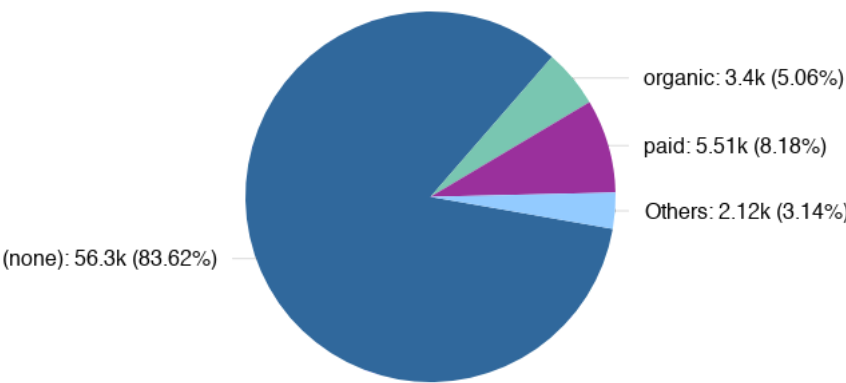
Google Analytics 4 Performance by Day



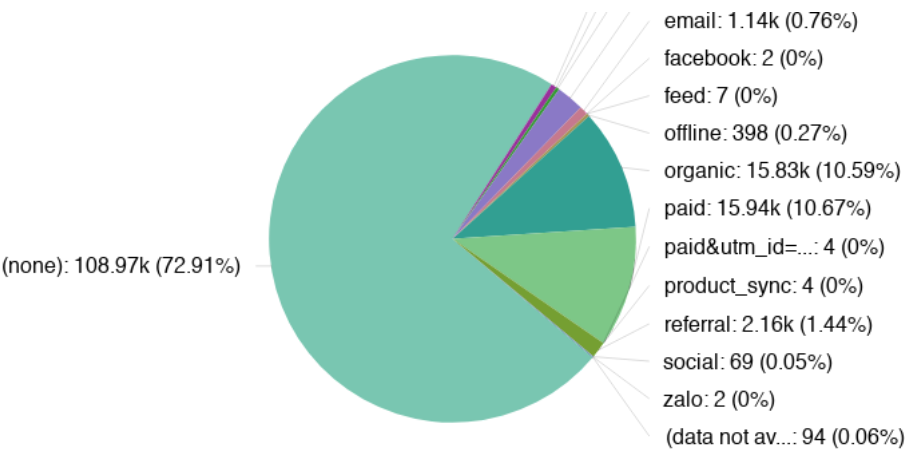
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	67,355	149,461	529:47:22	2.22	93.14%
Bradens Furniture	67,355	149,461	529:47:22	2.22	93.14%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

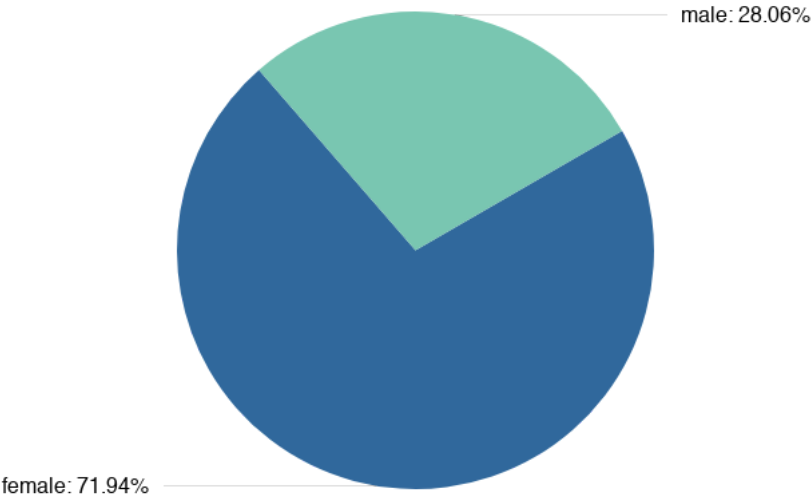


Grid contains more rows, but they have been clipped.

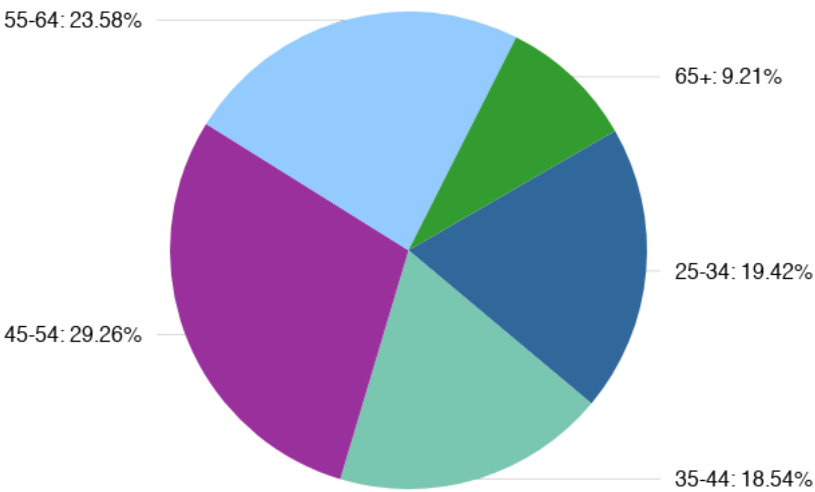
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	513,153
page_view	149,461
session_start	66,940
first_visit	63,729
user_engagement	55,939
view_item	51,175
scroll	48,147
https://www.bradens.com/products/bramble	17,813
https://www.bradens.com/products/jonatha	14,596
https://www.bradens.com/products/four-ha	7,726
https://www.bradens.com/pages/design-con	7,351
https://www.bradens.com/products/walnut-	1,695
https://www.bradens.com/blogs/storied-by	1,391

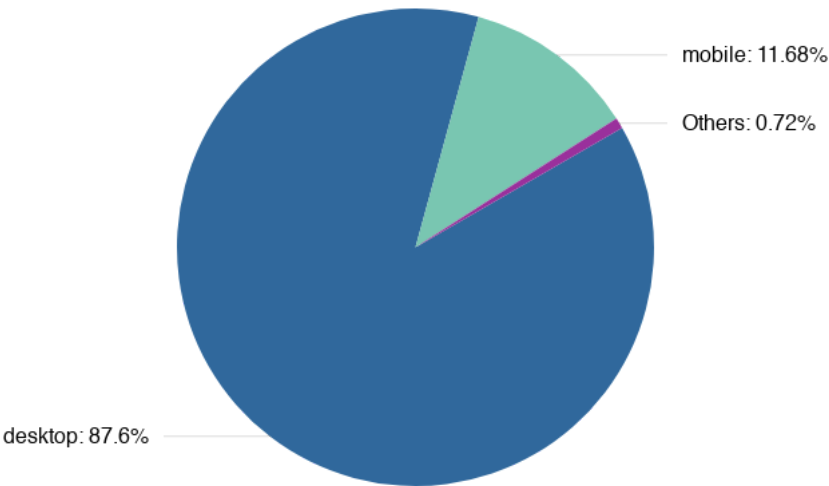
Google Analytics 4 Engaged Sessions by Gender



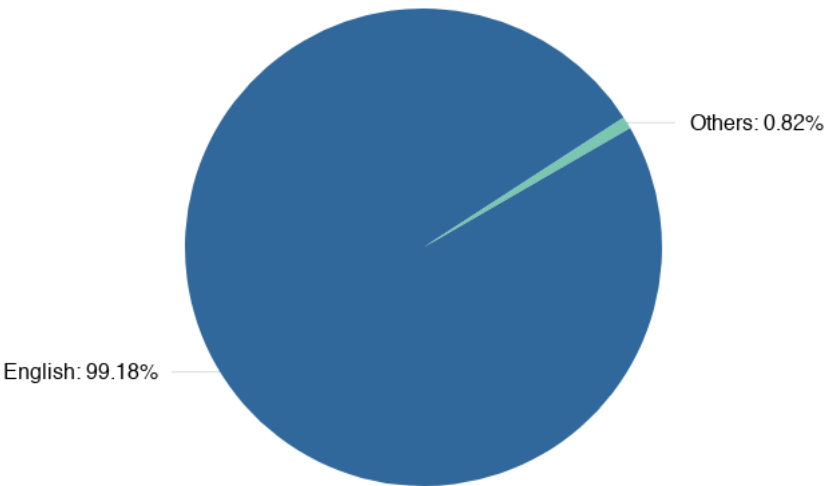
Google Analytics 4 Engaged Sessions by Age



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	67,385	149,461	62,729	93.09%	529:47:22
Chrome	57,654	115,185	54,829	95.10%	463:27:12
Safari	8,220	28,139	6,531	79.45%	55:25:53
Android Webview	914	3,677	873	95.51%	02:31:42
Edge	219	1,427	200	91.32%	06:18:39
Safari (in-app)	123	274	87	70.73%	00:17:30

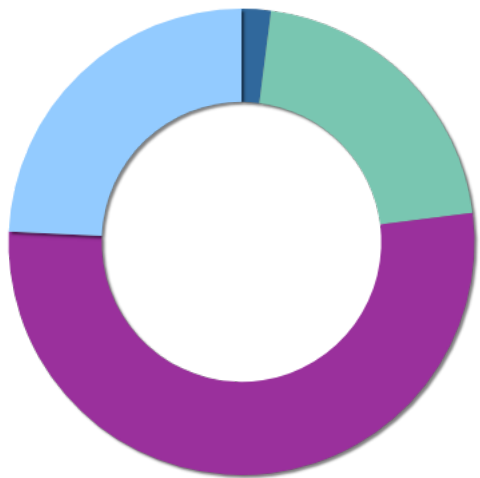
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	68,232
/	4,131
/pages/design-consultation	2,736
/blogs/storied-by-bradens-furniture/how-to-remove-and-prevent-mildew-on-outdoor-cushions	1,130
/search	597
/collections/outdoorfurniture	589
/collections/all	543
/collections/sofas-loveseats	295
/collections/living-room-furniture	261
/pages/restwell	250
/products/rowe-sylvie-sofa	168

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		117,022	149,461	112,000	95.71%	529:47:22
Singapore	(not set)	51,932	96,786	50,084	96.44%	15:26:56
Ho Chi Minh City	Ho Chi Minh	3,220	207	3,194	99.19%	28:02:44
Hanoi	Ha Noi	1,828	136	1,815	99.29%	15:24:01
Knoxville	Tennessee	1,047	4,478	884	84.43%	10:57:51
Dhaka	Dhaka Division	1,038	45	1,031	99.33%	08:58:19
Karachi	Sindh	694	18	690	99.42%	06:04:25
Nashville	Tennessee	638	2,426	594	93.10%	04:33:44
Amman	Amman Governorate	586	30	584	99.66%	05:05:02
Lahore	Punjab	515	58	511	99.22%	04:36:30
(not set)	Thanh Hoa	494	35	494	100.00%	03:58:10
Haiphong	Hai Phong	456	37	445	97.59%	03:44:21
Tashkent	(not set)	451	23	449	99.56%	03:53:20
(not set)	Dong Nai	443	29	441	99.55%	03:48:52
Sao Paulo	State of Sao Paulo	440	32	434	98.64%	03:38:45
Tunis	Tunis Governorate	440	22	436	99.09%	03:48:34

How customers search for your business on Google



Business Impressions Desktop Maps	86	Business Impressions Desktop Search	889
Business Impressions Mobile Search	2.2k	Business Impressions Mobile Maps	1k

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

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

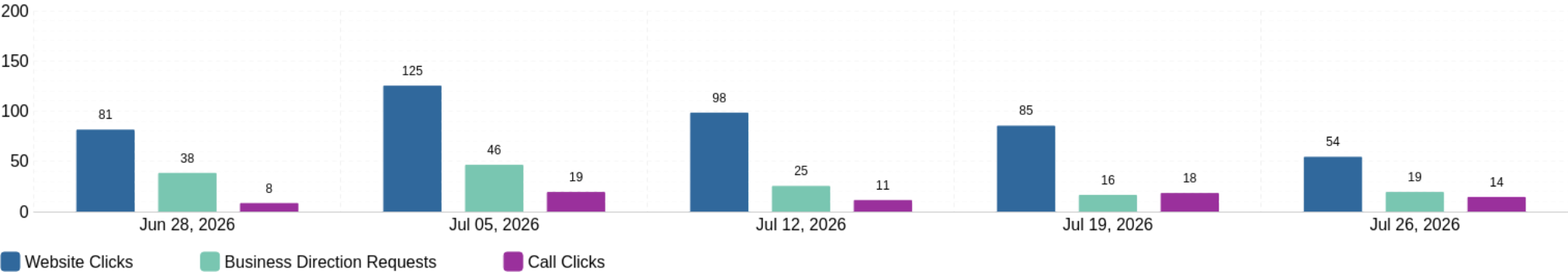
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.