

Digital Marketing Report

Impressions

How many ads were served:

278,842

Clicks

Times a user clicked on an ad

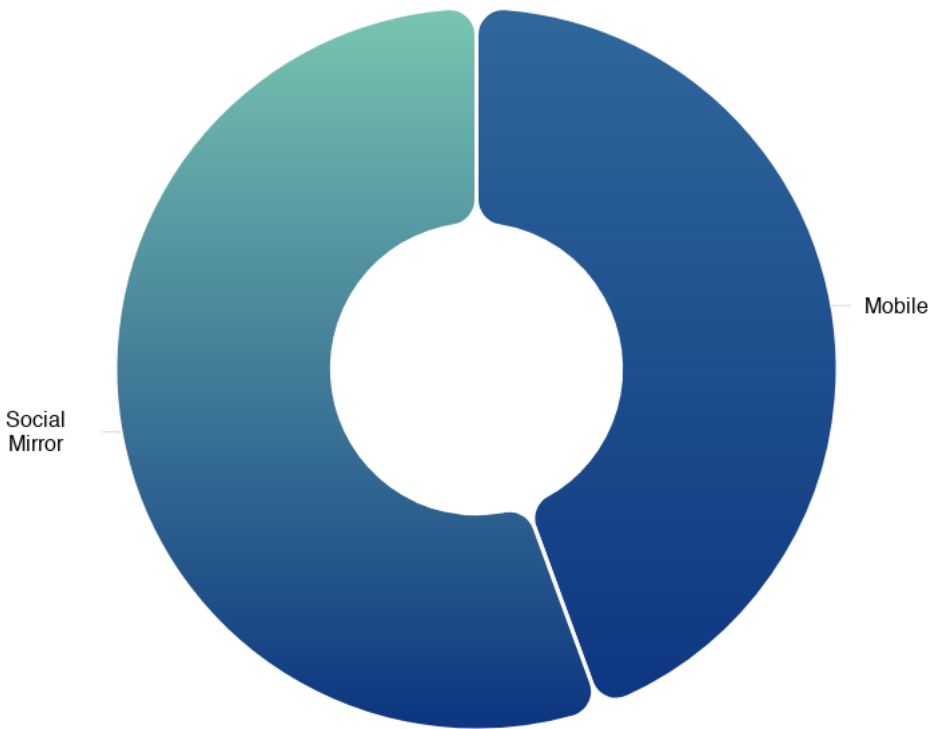
1,030

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.37%

Your Product Breakout by Impressions



CTV Completion Rate

62.84%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.37%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

5.28

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%)
FCIWV - New Homeowners/Vacation Home/Flooring Behavioral Social Mirror	82,689	304	0.37%	5.25
FCIWV - Carpet/Flooring/Home Decor Mobile	78,031	371	0.48%	6.79
FCIWV - Keyword Social Mirror	72,331	125	0.17%	2.47
FCIWV - Geo-Retargeting Mobile	42,432	203	0.48%	6.83
FCIWV - Geo-Fencing Mobile	3,359	27	0.80%	11.48

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

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Floor Coverings International of West Vegas, NV	4455 W Sunset Rd	Las Vegas	NV	89118	3

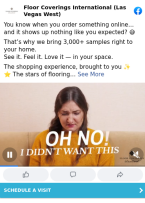


Visits



Estimated Visits (4x Verified Data)

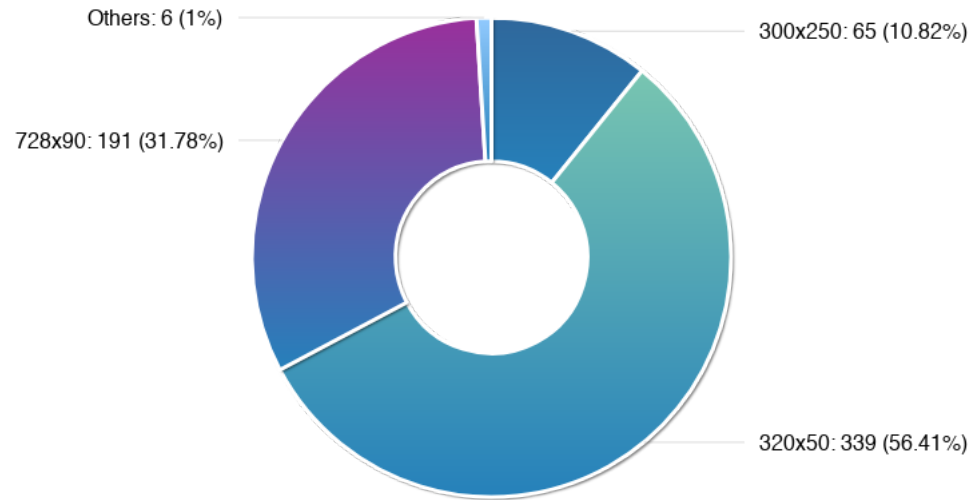
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	FCIWW_Social Mirror_From outdated to elevated	102,402	221	0.22%	3.08
	FCIWW_Social Mirror_Story_From outdated to elevated	27,072	140	0.52%	7.39
	FCIWW_Social Mirror_You know when you order something online	25,546	68	0.27%	3.80

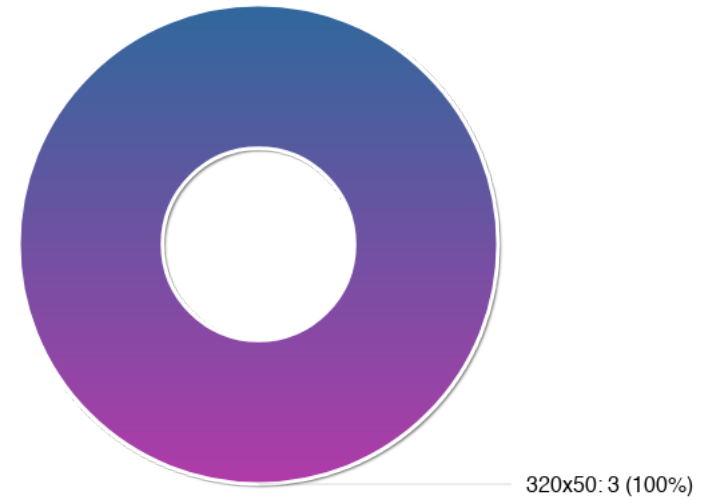
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00015	Video	Click to View	4.15%	0.77%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00005	Video	Click to View	4.15%	0.77%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00013	Video	Click to View	4.14%	0.71%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00014	Video	Click to View	4.14%	0.79%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00001	Video	Click to View	4.13%	0.91%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00006	Video	Click to View	4.12%	0.89%
FCIWW_Social Mirror_From outdated to elevated	Variant: Original	Video	Click to View	4.12%	0.81%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00009	Video	Click to View	4.12%	0.93%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00004	Video	Click to View	4.10%	0.77%
FCIWW_Social Mirror_From outdated to elevated	Variant: V_00007	Video	Click to View	4.08%	0.95%

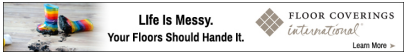
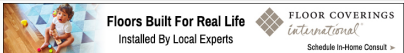
Mobile Conquesting Click Performance by Ad Size

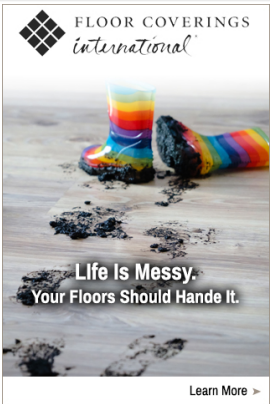


Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	fci2_boots_320x50.jpg	39,558	176	0.44%	6.36
	fci3b_real_320x50.jpg	39,298	159	0.40%	5.78
	fci2_boots_728X90.jpg	19,167	98	0.51%	7.30
	fci3b_real_728X90.jpg	18,901	93	0.49%	7.03
	fci2_boots_300x250.jpg	1,974	34	1.72%	24.61
	fci3b_real_300x250.jpg	2,026	31	1.53%	21.86

	fci2_boots_320x480.jpg	265	4	1.51%	21.56
	fci5a_experts_320x50.jpg	723	3	0.41%	5.93
	fci4a_messy_320x50.jpg	749	1	0.13%	1.91
	UGC_FloorCoveringsInt_June 23.mp4	575	1	0.17%	2.48
	fci3b_real_320x480.jpg	255	1	0.39%	5.60
	fci5a_experts_728x90.jpg	138	0	0.00%	0.00
	fci5a_experts_300x250.jpg	20	0	0.00%	0.00



Preview not available

fci4a_messy_300x250.jpg	15	0	0.00%	0.00
fci4a_messy_728X90.jpg	145	0	0.00%	0.00
UGC_FloorCoveringsInt_June 23.mp4	13	0	0.00%	0.00

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	2250 Red Springs Dr	Las Vegas	NV	89135			3,233	27	0.84%
ESG Gallery- Tile & Mosaics	5011 Sobb Ave	Las Vegas	NV	89118			57	0	0.00%
Carpets n More (Rampart Blvd)	750 S Rampart Blvd	Las Vegas	NV	89145			40	0	0.00%
HM Flooring Group	4700 W Russell Rd	Las Vegas	NV	89118			35	0	0.00%
Classic Floors & Interiors	6738 W Sunset Rd	Las Vegas	NV	89118			2	0	0.00%
Versatile and Stone	5530 S Arville St	Las Vegas	NV	89118			1	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
89148	18,114	43	0.24%	3.39
89117	16,052	35	0.22%	3.11
89149	15,328	52	0.34%	4.85
89131	14,989	42	0.28%	4.00
89113	14,630	47	0.32%	4.59
89135	11,449	29	0.25%	3.62
89084	11,402	21	0.18%	2.63
89134	10,805	27	0.25%	3.57
89178	10,183	27	0.27%	3.79
89141	9,245	37	0.40%	5.72
89166	7,750	17	0.22%	3.13
89138	6,836	15	0.22%	3.13
89144	6,456	27	0.42%	5.97
89179	1,772	10	0.56%	8.06

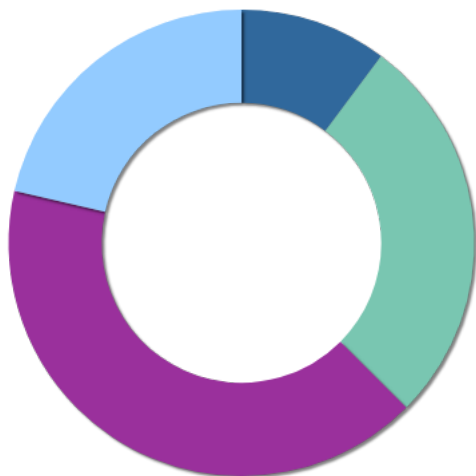
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	74,142	78	0.11%
Mobile	A portable electronic device that can connect to the internet.	70,805	336	0.47%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,073	15	0.15%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	11,900	0	0.00%
msn.com	6,439	3	0.05%
ign.com	5,569	1	0.02%
themirror.com	2,958	7	0.24%
theScore: Sports News & Scores	2,950	6	0.20%
imdb.com	2,627	6	0.23%
zillow.com	2,078	0	0.00%
nypost.com	1,817	4	0.22%
ebay.com	1,572	0	0.00%
usatoday.com	1,463	3	0.21%
programminginsider.com	1,212	0	0.00%
arcamax.com	1,139	10	0.88%
takingthekids.com	1,099	1	0.09%
apnews.com	1,008	1	0.10%
foxnews.com	978	1	0.10%
Pinterest	959	4	0.42%
tmz.com	876	4	0.46%
dailypositiveinfo.com	860	0	0.00%
zacks.com	777	0	0.00%
OfferUp: Buy. Sell. Letgo.	749	68	9.08%

How customers search for your business on Google



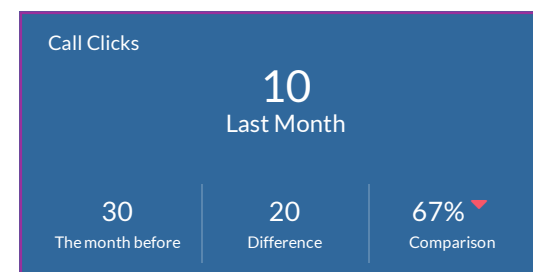
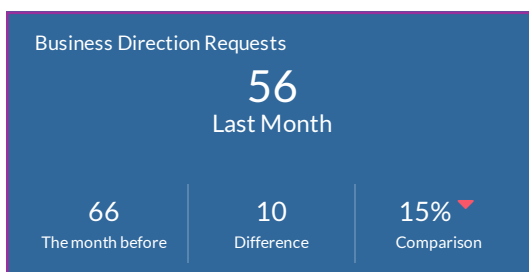
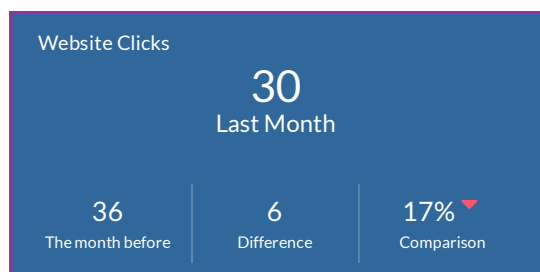
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

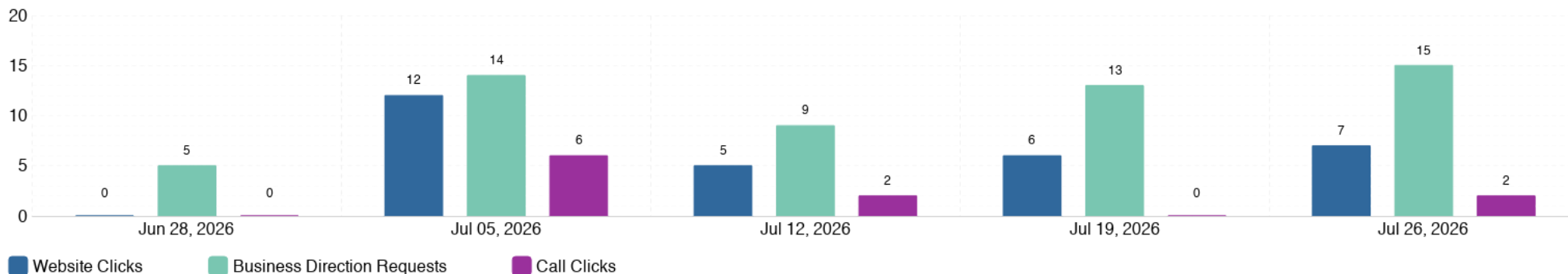
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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



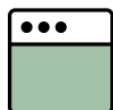
Live Chat



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.