

Digital Marketing Report

Impressions

How many ads were served:

147,764

Clicks

Times a user clicked on an ad

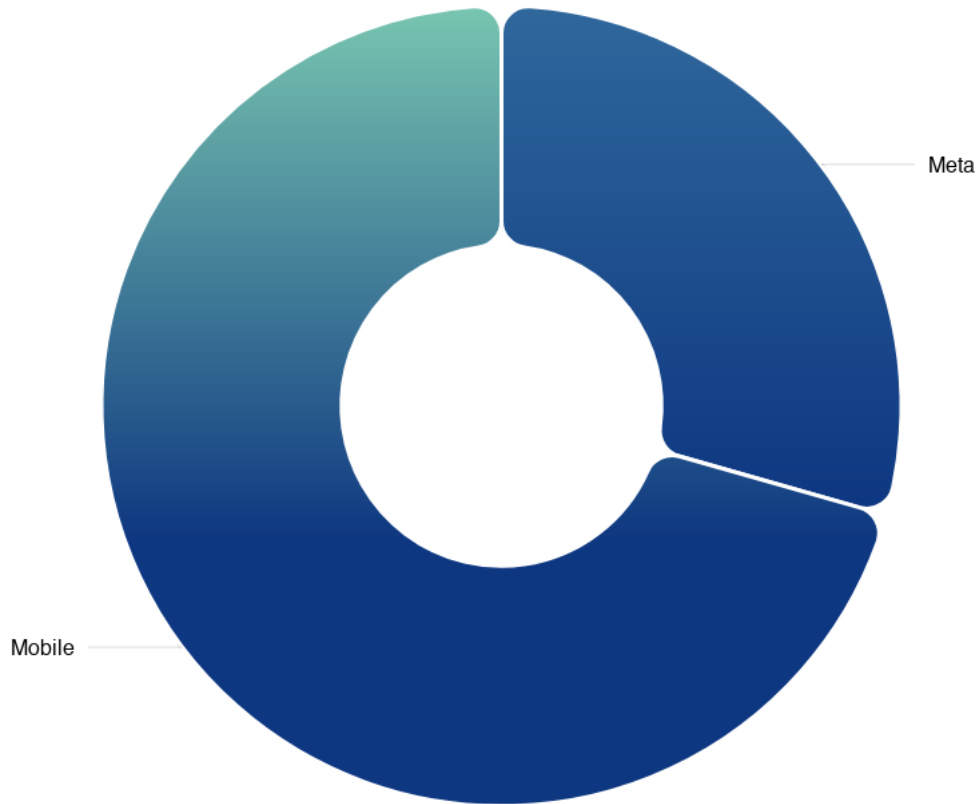
1,057

Click-Through Rate

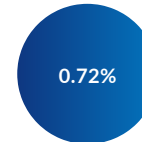
(Clicks/Impressions) x 100

0.72%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
Ashley Furniture Homestore - Geo-Retargeting Mobile	34,811	62	0.18%	2.54
Ashley Furniture Homestore - Geo-Fencing Mobile	34,730	75	0.22%	3.09
Ashley Furniture Homestore - Cities - Furniture/Home Furnishing Facebook Premium	21,752	338	1.55%	22.20
Ashley Furniture Homestore - Zip Codes - Furniture/Home Furnishing Facebook Premium	21,691	469	2.16%	30.89
Ashley Furniture Homestore - Pacific Grove/Monterey/Seaside/Sand City/Marina Ashley HomeStore Shoppers/Mattress Shoppers Mobile	13,934	35	0.25%	3.59
Ashley Furniture Homestore - Zip Codes Ashley HomeStore Shoppers/Mattress Shoppers Mobile	10,441	40	0.38%	5.47
Ashley Furniture Homestore - Hollister/Gilroy/Morgan Hill Ashley HomeStore Shoppers/Mattress Shoppers Mobile	10,405	38	0.37%	5.22

Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

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

3

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

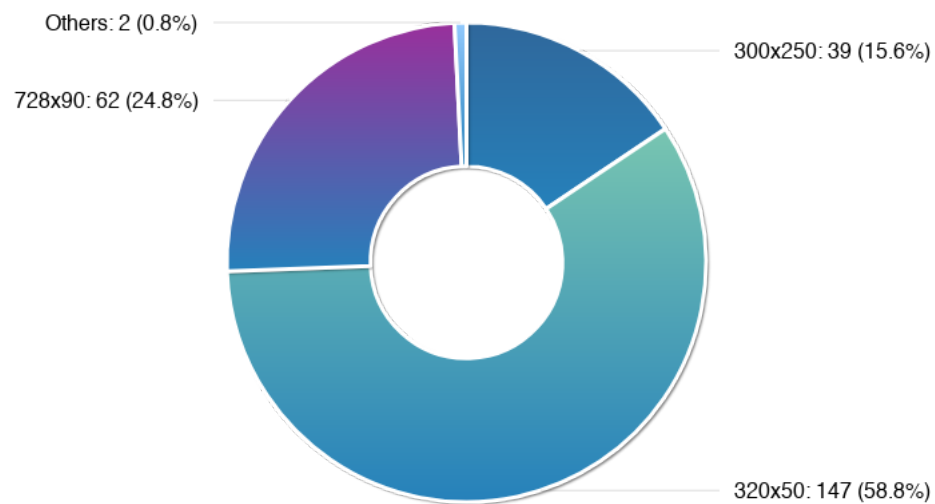
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Ashley HomeStore	1688 N Main ST	Salinas	CA	93906	75
Ashley Homestore	806 Playa AVE	Sand City	CA	93955	6
Ashley HomeStore	8777 San Ysidro AVE	Gilroy	CA	95020	4

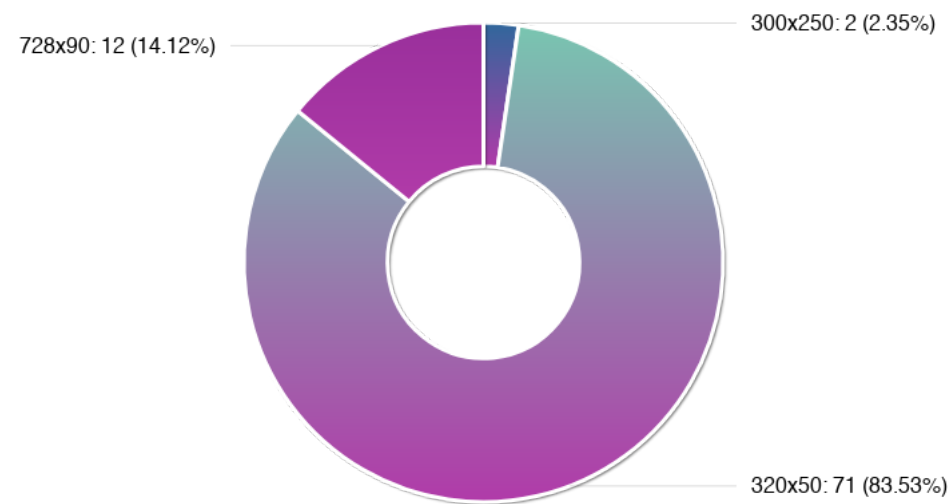
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Ashley Furniture Homestore_6.11_320x50 Ashley July 4 2026.jpg	44,335	50	0.11%	1.61
	Ashley Furniture Homestore_7.16_320x50-Ashley Summer Sale 2026.jpg	43,488	97	0.22%	3.19
	Ashley Furniture Homestore_6.11_728x90 - Ashley July 4 2026.jpg	5,889	24	0.41%	5.82
	Ashley Furniture Homestore_7.16_728x90-Ashley Summer Sale - 2026.jpg	5,518	38	0.69%	9.84
	Ashley Furniture Homestore_7.16_300x250-Ashley- SummerSale.jpg	2,511	25	1.00%	14.22
	Ashley Furniture Homestore_6.11_300x250 Ashley July 4 2026.jpg	2,491	14	0.56%	8.03
	Ashley Furniture Homestore_7.16_320x480-Ashley Summer Sale 2026.jpg	63	2	3.17%	45.35
	Ashley Furniture Homestore_6.11_320x480-Ashley July 4 2026.jpg	26	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Ashley Furniture Homestore_6.11_Carousel	23,064	522	2.26%	32.33
Ashley Furniture Homestore_7.16_Carousel	20,379	285	1.40%	19.98

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Up to 50% off	Ashley Furniture Homestore_6.11_Carousel	423
1: Save up to 40% off	Ashley Furniture Homestore_7.16_Carousel	169
Ashley Homestore in Salinas, Sand City, and Gilroy, California	Ashley Furniture Homestore_6.11_Carousel	128
2: Up to 50% off	Ashley Furniture Homestore_6.11_Carousel	31
2: Save up to 40% off	Ashley Furniture Homestore_7.16_Carousel	15

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	6881 Monterey Rd	Gilroy	CA	95020			34,098	70	0.21%
	201 San Benito St	Hollister	CA	95023			739	5	0.68%
	950 Renz Ln	Gilroy	CA	95020			3	0	0.00%

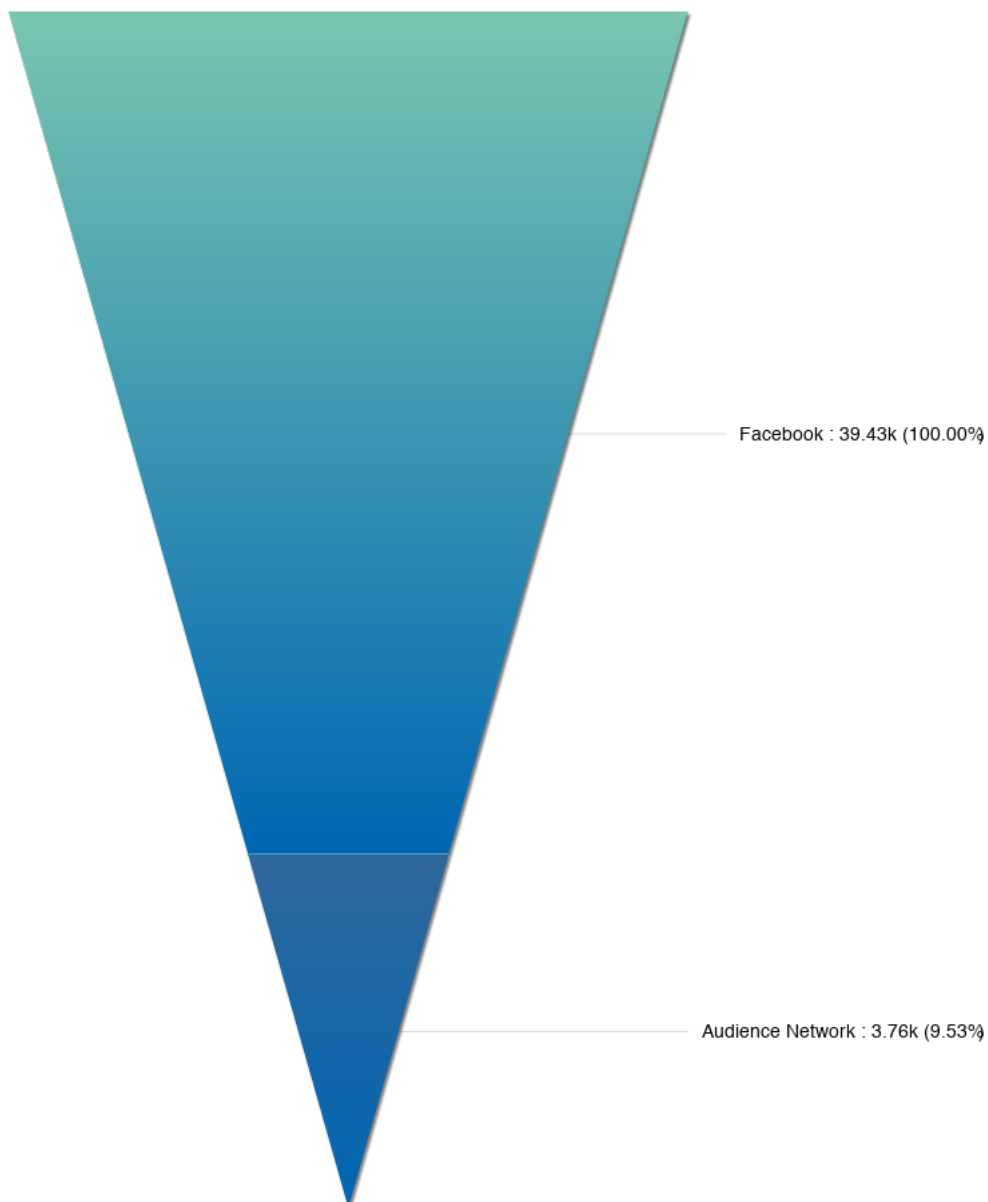
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	42,056	757	1.80%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,001	47	4.70%
Desktop	A personal computing device that remains stationary at one location.	231	2	0.87%
Unknown	---	155	1	0.65%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	16,312	345	2.12%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	15,436	83	0.54%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	3,989	3	0.08%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,757	318	8.46%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,693	35	1.30%
Facebook Stories	Your ads appear in people's Stories on Facebook.	551	17	3.09%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	450	2	0.44%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	161	1	0.62%
Facebook Notification	Your ads appear within a user's notifications feed.	83	3	3.61%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	11	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



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



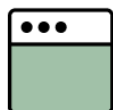
Live Chat



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.