

Digital Marketing Report

Impressions

How many ads were served:

102,920

Clicks

Times a user clicked on an ad

284

Click-Through Rate

(Clicks/Impressions) x 100

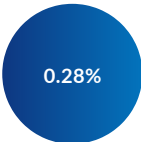
0.28%

Your Product Breakout by Impressions



Social
Mirror

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%)
Mackey's Home Furnishings - Recently Moved/Furniture Behavioral Social Mirror	36,900	57	0.15%	2.21
Mackey's Home Furnishings - Geo-Retargeting Social Mirror	30,595	111	0.36%	5.18
Mackey's Home Furnishings - AI Social Mirror	29,266	107	0.37%	5.22
Mackey's Home Furnishings - Retargeting Social Mirror	6,159	9	0.15%	2.09

Social Mirror Click Conversions

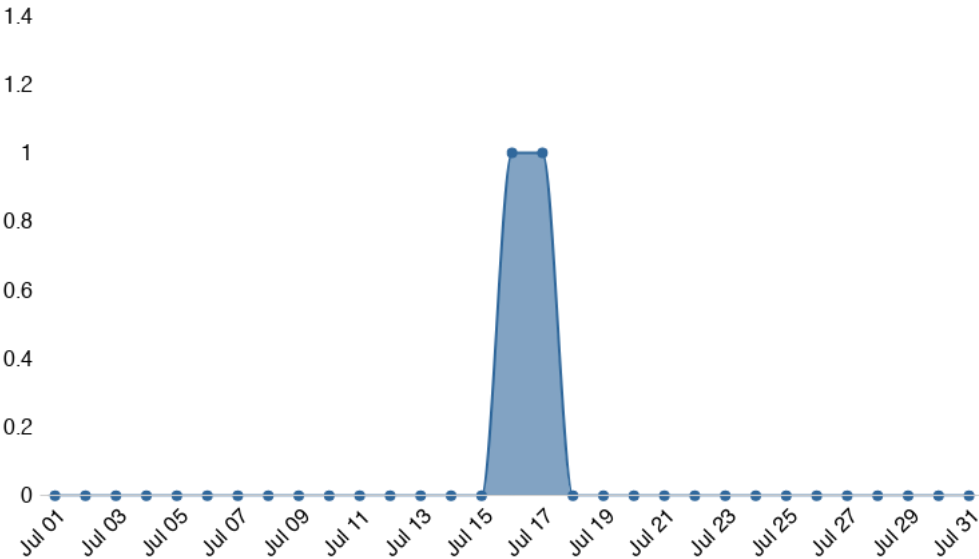


Times users clicked on an ad leading to your site and visited a page or completed an action

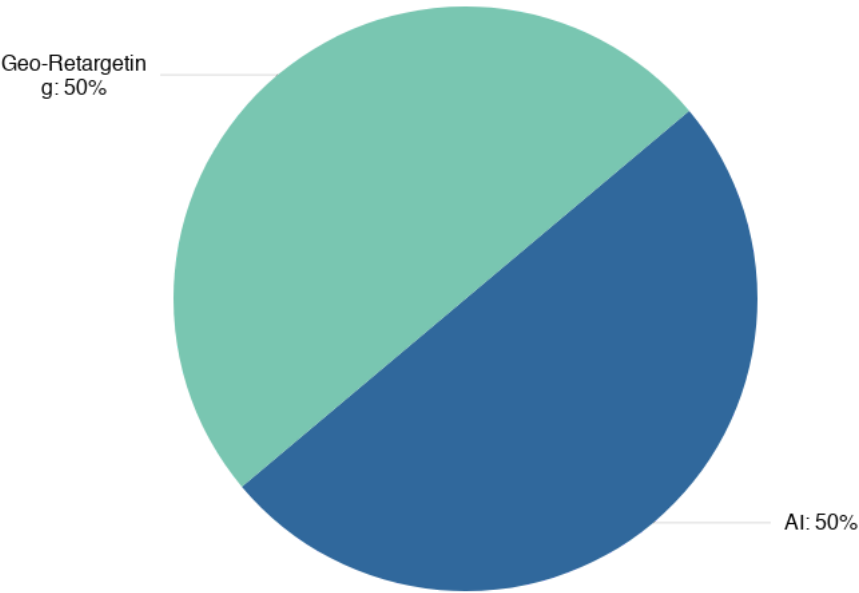
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Mackey's Home Furnishings Contact Us Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

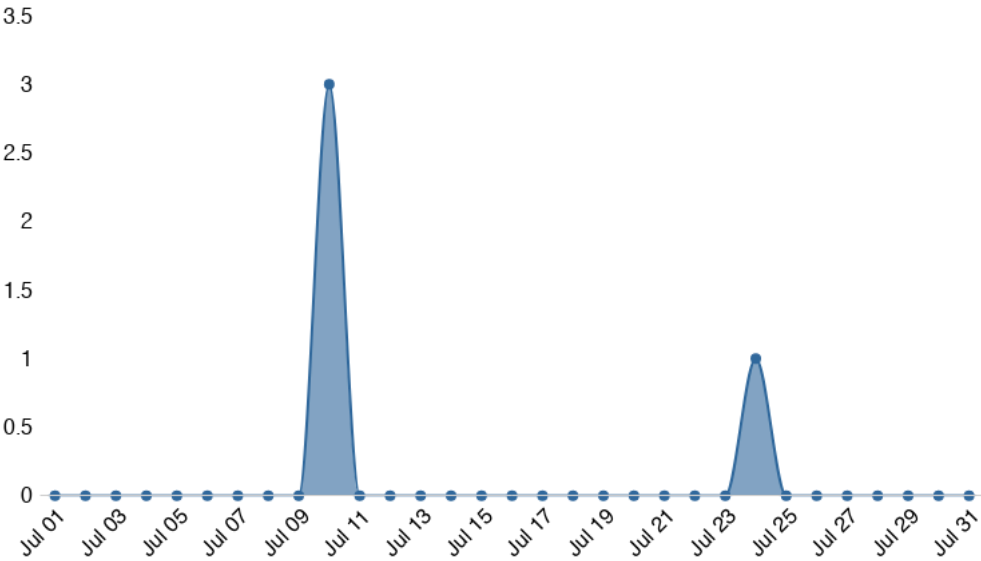


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

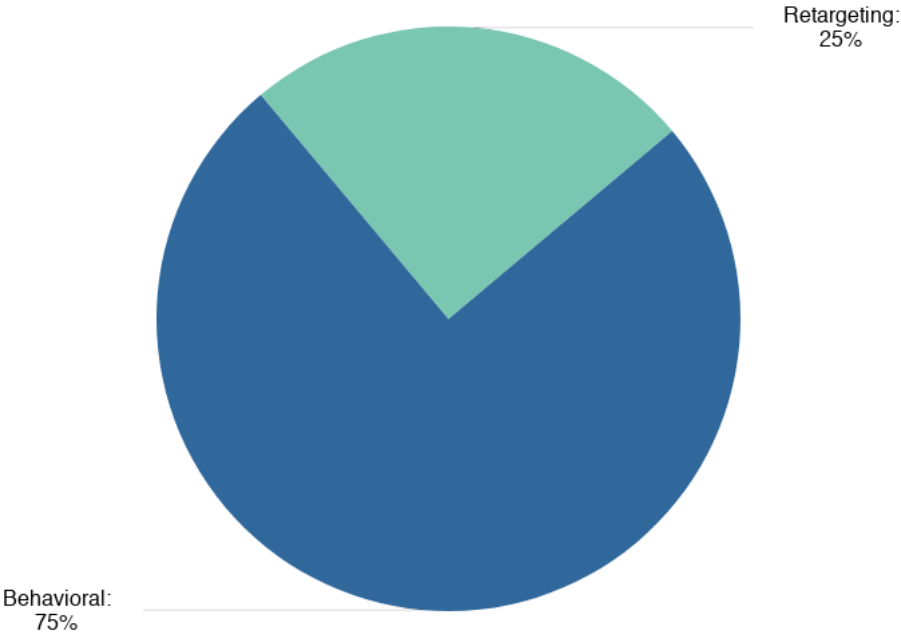
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mackey's Home Furnishings Cart Page View	2
Mackey's Home Furnishings Rebates Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



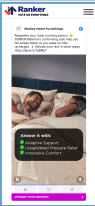
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Mackey's Home Furnishings_SM_6.22_The math is simple	34,055	123	0.36%	5.16
Thumbnail not available	Mackey's Home Furnishings_SM_7.8_Reawaken your inner morning-person	27,771	79	0.28%	4.06
	Mackey's Home Furnishings_SM_6.22_A clean kitchen is great	33,240	72	0.22%	3.09
	Mackey's Home Furnishings_SM_6.22_When you agree on everything	7,854	10	0.13%	1.82

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Mackey\'s Home Furnishings_SM_6.22_The math is simple	Variant: V_00009	Video	Click to View	6.61%	1.89%
Mackey\'s Home Furnishings_SM_6.22_The math is simple	Variant: V_00008	Video	Click to View	5.99%	1.66%
Mackey\'s Home Furnishings_SM_6.22_The math is simple	Variant: V_00005	Video	Click to View	4.13%	2.01%
Mackey\'s Home Furnishings_SM_6.22_The math is simple	Variant: V_00002	Video	Click to View	2.78%	1.98%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00012	Photo	Click to View	2.09%	1.45%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00009	Photo	Click to View	2.07%	1.22%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00006	Photo	Click to View	2.06%	2.12%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00011	Photo	Click to View	2.06%	1.48%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00005	Photo	Click to View	2.05%	2.28%
Mackey\'s Home Furnishings_SM_6.22_A clean kitchen is great	Variant: V_00010	Photo	Click to View	2.05%	1.44%

Social Mirror Ad Screenshots

	Mackey's Home Furnishings_SM_7.8_Reawaken your inner morning-person	
Screenshot Urls		

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
75092	23,610	69	0.29%	4.17
75090	23,261	64	0.28%	3.93
74701	21,571	55	0.25%	3.64
75020	17,490	45	0.26%	3.68
74525	3,935	10	0.25%	3.63
73439	3,856	16	0.41%	5.93
73446	2,134	3	0.14%	2.01
75021	2,088	10	0.48%	6.84
74730	1,571	4	0.25%	3.64
73449	928	2	0.22%	3.08
74733	745	1	0.13%	1.92
74729	538	0	0.00%	0.00
74723	434	2	0.46%	6.58
74726	157	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,877	188	0.29%
Desktop	A personal computing device that remains stationary at one location.	32,174	76	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,869	20	0.34%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	5,504	7	0.13%
tmz.com	4,478	11	0.25%
foxnews.com	4,177	7	0.17%
msn.com	2,899	0	0.00%
dailymail.com	1,999	6	0.30%
washingtonpost.com	1,768	0	0.00%
Fox News - Daily Breaking News	1,679	0	0.00%
Timehop - Memories Then & Now	1,542	1	0.06%
buzzfeed.com	1,472	1	0.07%
theguardian.com	1,290	1	0.08%
lawandcrime.com	1,098	1	0.09%
OfferUp: Buy. Sell. Letgo.	1,061	1	0.09%
iHeartRadio: Radio, Podcasts & Music On Demand	976	0	0.00%
apnews.com	945	1	0.11%
huffpost.com	865	2	0.23%
tumblr.com	833	0	0.00%
reuters.com	731	1	0.14%
BuzzFeed - Quiz, Trivia & News	696	1	0.14%
aol.com	688	0	0.00%
courttv.com	685	2	0.29%

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.