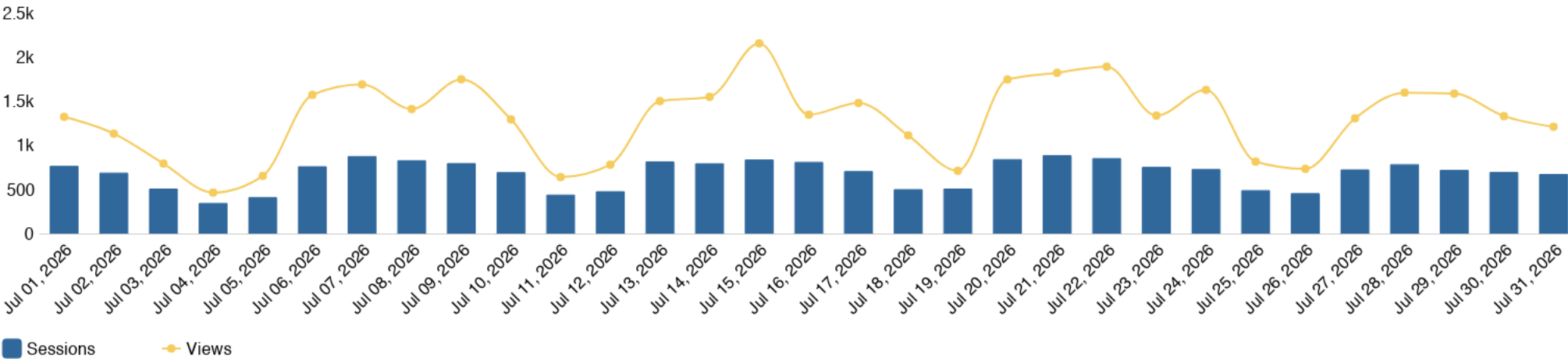


Digital Marketing Report

**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.*

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

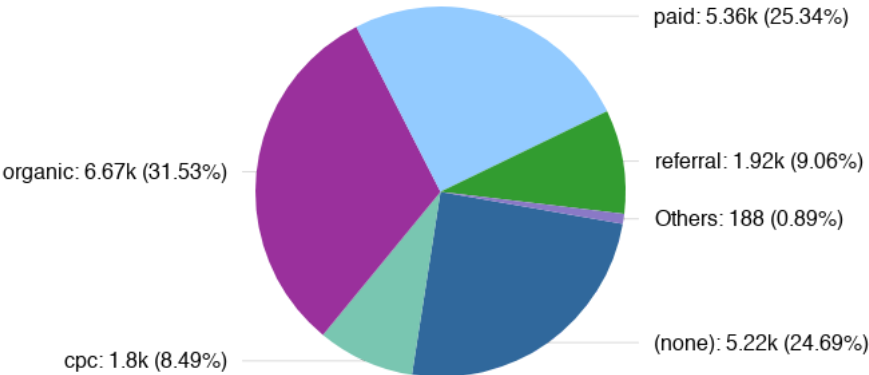
Google Analytics 4 Performance by Day



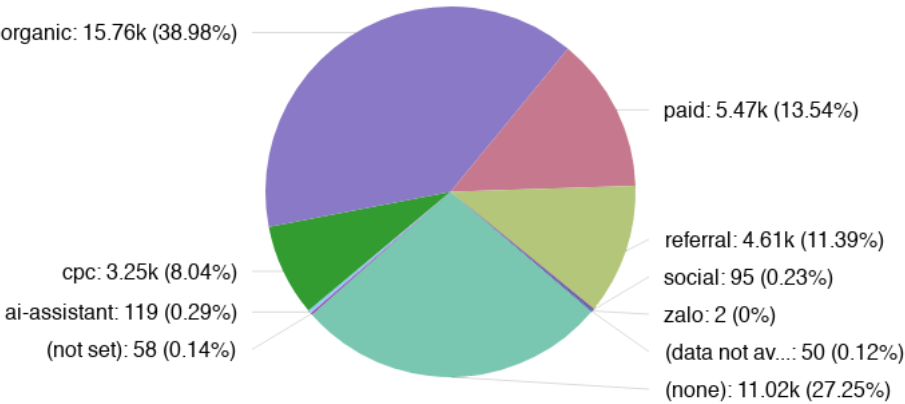
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	21,149	40,430	212:59:35	1.91	95.11%
RW Supply+Design	21,149	40,430	212:59:35	1.91	95.11%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

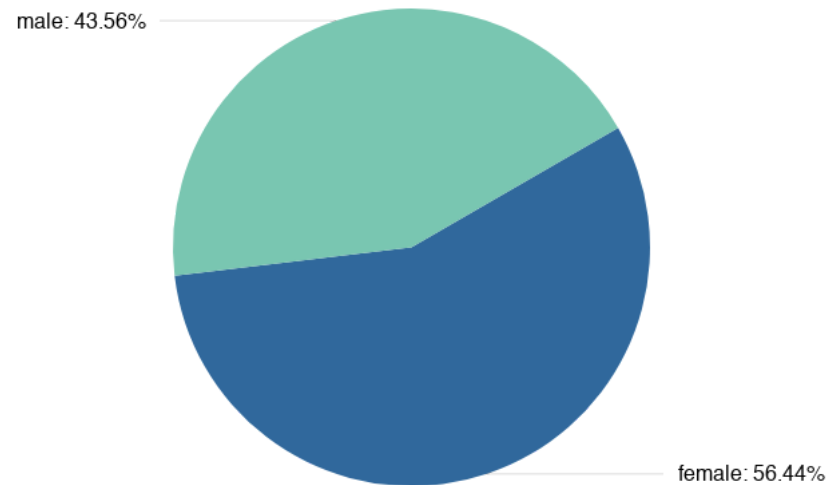


Grid contains more rows, but they have been clipped.

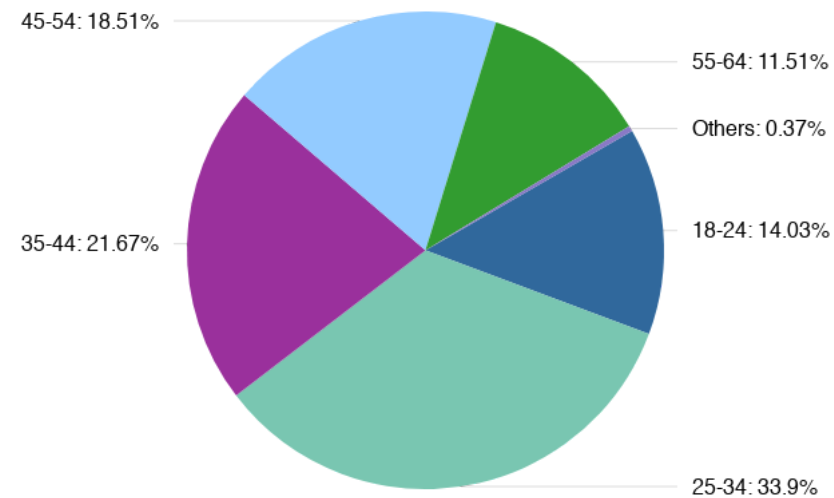
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	167,369
page_view	40,430
ads_conversion_PAGE_VIEW_1	40,400
user_engagement	27,015
session_start	21,215
first_visit	14,538
product view	5,894
scroll	5,879
validation	2,065
click	1,765
Selected Room	1,747
design_center_click	1,291
form_start	767

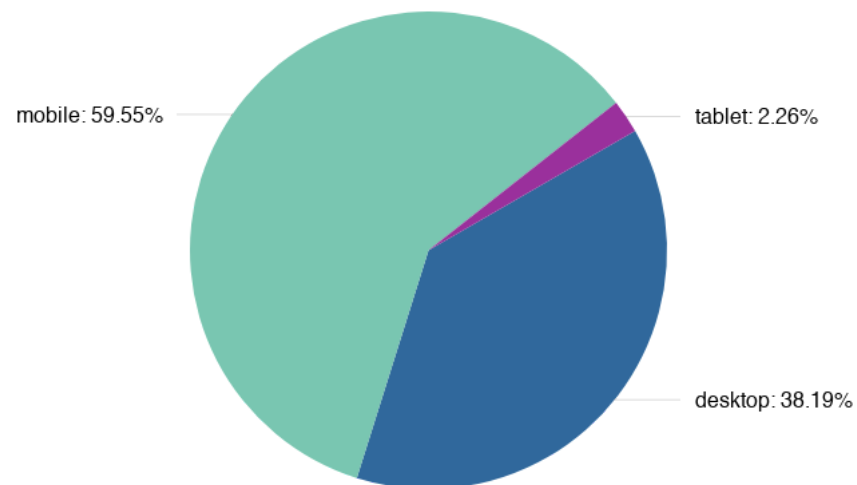
Google Analytics 4 Engaged Sessions by Gender



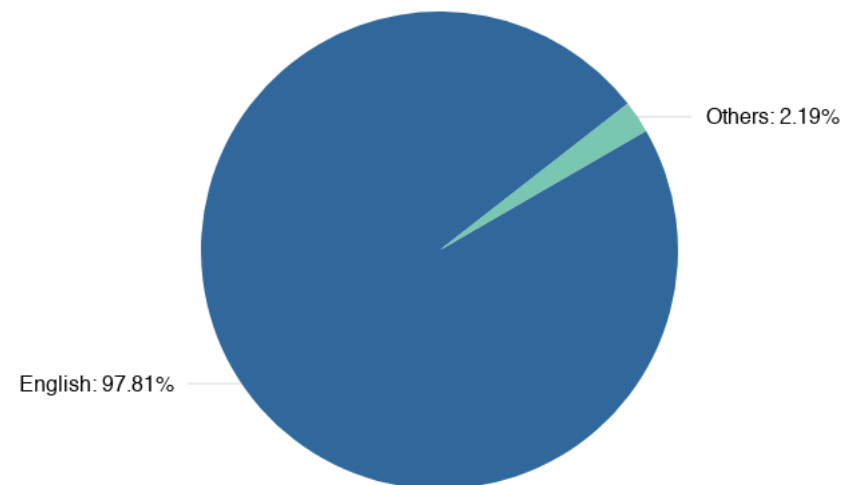
Google Analytics 4 Engaged Sessions by Age



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	21,249	40,430	20,214	95.13%	212:59:35
Safari	10,925	18,008	10,695	97.89%	79:29:26
Chrome	8,820	19,318	8,146	92.36%	112:52:46
Edge	871	2,204	759	87.14%	16:39:59
Firefox	230	403	213	92.61%	02:25:45
Safari (in-app)	141	168	141	100.00%	00:17:48

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	33,393
/	5,086
/raleigh/	2,704
/pittsburgh/	2,555
/denver/	1,781
/houston/	626
/locations/	589
/homeowners/	462
/product-category/engineered-wood/silvian/	433
/product-category/engineered-wood/killarney/	369
/product-category/engineered-wood/eighteen-seventy-five/	365

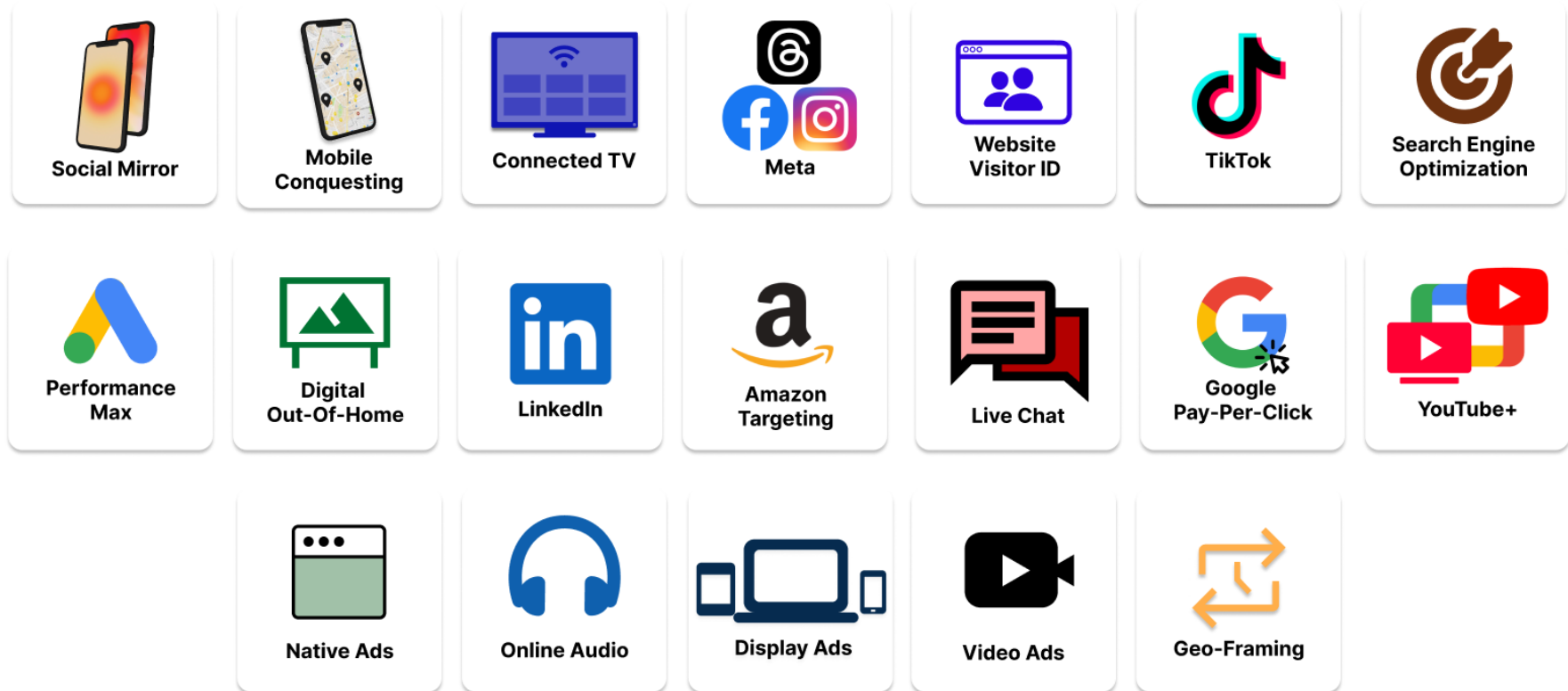
Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	363	889	334	92.01%	4:48:42
Home & Garden/Home Decor Enthusiasts	103	247	91	88.35%	01:32:39
News & Politics/Avid News Readers	96	233	89	92.71%	01:24:15
Home & Garden/Do-It-Yourselfers	40	105	38	95.00%	00:29:19
Lifestyles & Hobbies/Shutterbugs	34	90	32	94.12%	00:26:16
Technology/Technophiles	31	61	29	93.55%	00:15:45
Travel/Travel Buffs	25	96	23	92.00%	00:29:31
Shoppers/Shopping Enthusiasts	22	38	21	95.45%	00:07:12
News & Politics/Avid News Readers/Entertainment News Enthusiasts	12	19	11	91.67%	00:03:45

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		22,336	40,430	21,299	95.36%	212:59:35
Denver	Colorado	788	1,512	746	94.67%	06:33:57
Raleigh	North Carolina	713	1,050	689	96.63%	03:47:38
Houston	Texas	611	1,407	562	91.98%	08:43:44
Pittsburgh	Pennsylvania	538	662	528	98.14%	01:46:09
Charlotte	North Carolina	452	818	431	95.35%	03:46:59
(not set)	(not set)	362	362	362	100.00%	00:00:52
New York	New York	348	431	333	95.69%	00:46:47
Austin	Texas	330	809	281	85.15%	04:22:39
Chicago	Illinois	243	338	233	95.88%	01:28:26
West Plains	Missouri	241	576	209	86.72%	03:51:31
Dallas	Texas	218	468	204	93.58%	03:24:27
Nashville	Tennessee	195	388	174	89.23%	02:21:51
(not set)	Pennsylvania	188	198	186	98.94%	00:13:16
Atlanta	Georgia	174	355	166	95.40%	02:38:30
Durham	North Carolina	156	195	152	97.44%	00:47:43

All available products in our *toolbox*.



 Your account team is [here to help](#) - reach out with any questions or to explore new ideas.