

Digital Marketing Report

Impressions

How many ads were served:

117,155

Your Product Breakout by Impressions

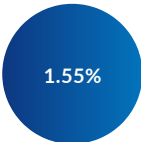


Clicks

Times a user clicked on an ad

1,816

Total Engagement Rate



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

Click-Through Rate

(Clicks/Impressions) x 100

1.55%

X the National Average



X the National Avg (.07%)

Social
Mirror

*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%)
Green Couch - Real Estate B2B Social Mirror	64,130	1,455	2.27%	32.41
Green Couch - Selling Home/Home Value \$3.5M+ Social Mirror	48,358	151	0.31%	4.46
Green Couch - Retargeting Social Mirror	2,343	110	4.69%	67.07
Green Couch - Retargeting B2B Social Mirror	2,324	100	4.30%	61.47

Social Mirror Click Conversions

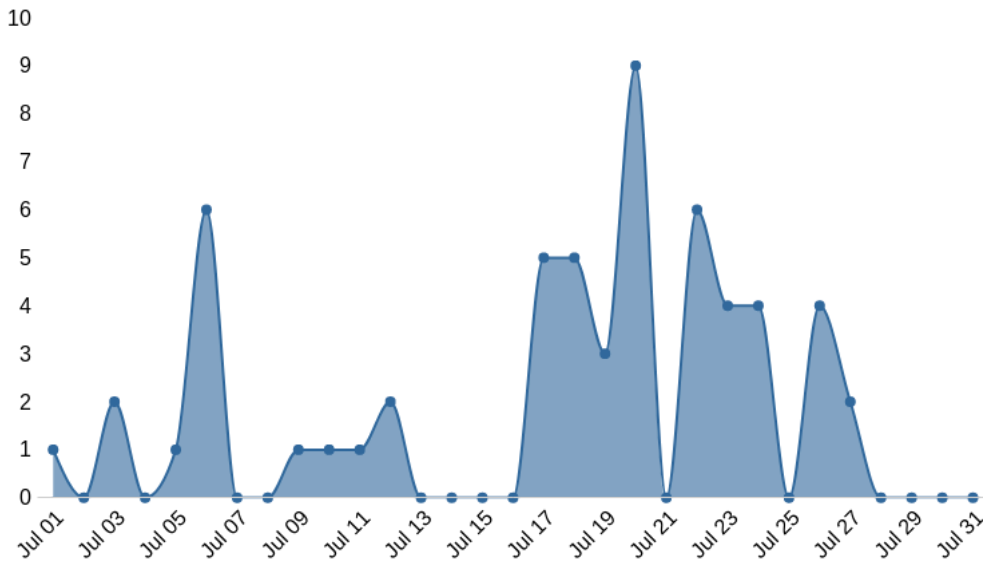


Times users clicked on an ad leading to your site and visited a page or completed an action

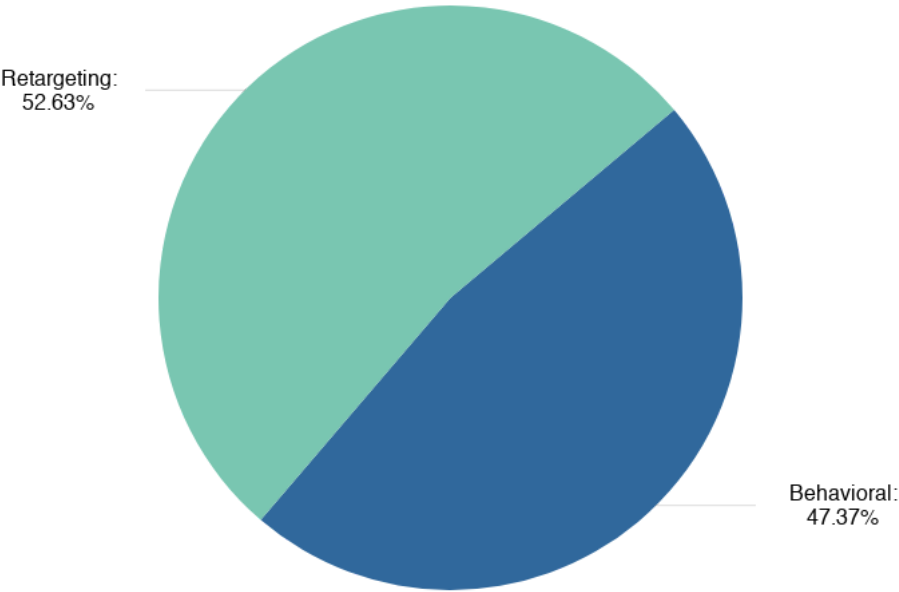
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Green Couch Home Staging Page View	18
Green Couch Contact Page View	16
Green Couch Luxury Leasing Page View	9
Green Couch Improvements Page View	7
Green Couch Firm Profile Page View	4
Green Couch The Rundown Page Vie	2
Green Couch The Mix Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

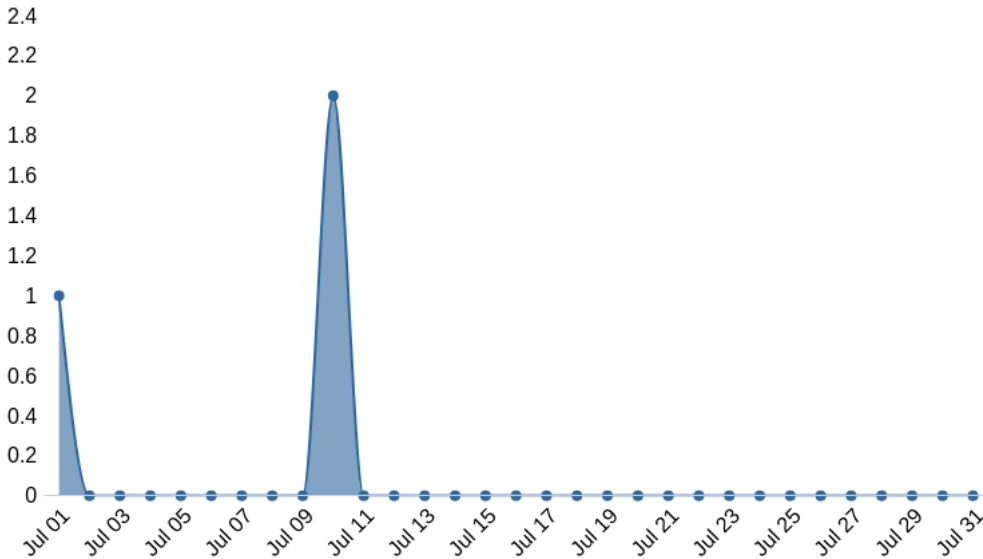


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

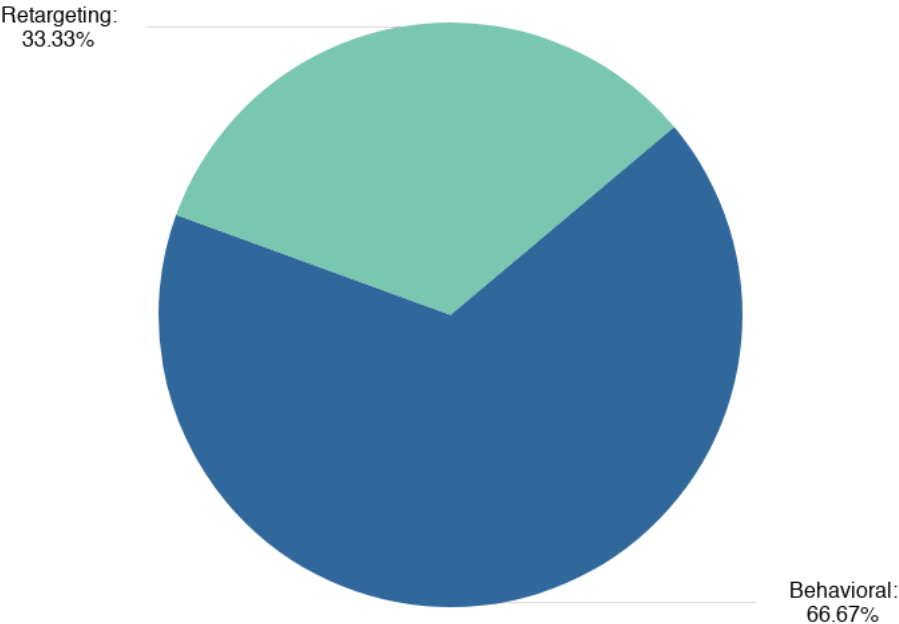
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Green Couch Contact Page View	1
Green Couch Home Staging Page View	1
Green Couch Testimonials Page View	1

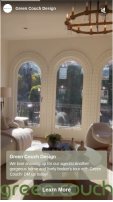
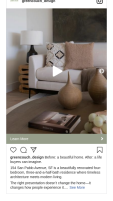
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Green Couch_Social Mirror_Jackson B2B Story	66,454	1,555	2.34%	33.43
	Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	48,112	245	0.51%	7.27
	Green Couch_Social Mirror_7.30_Before: a beautiful home. After: a life buyers can imagine	2,589	16	0.62%	8.83

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00013	Story	Click to View	6.45%	0.48%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00012	Story	Click to View	6.35%	0.90%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00014	Story	Click to View	6.33%	0.70%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00003	Story	Click to View	6.32%	0.91%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00004	Story	Click to View	6.31%	0.59%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00006	Story	Click to View	6.29%	0.70%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00002	Story	Click to View	6.29%	0.98%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00015	Story	Click to View	6.28%	0.60%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00007	Story	Click to View	6.27%	0.77%
Green Couch_3.12.26_Social Mirror_Green Couch B2C March 2025.mp4	Variant: V_00011	Story	Click to View	6.26%	1.02%

[illegible]

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,040	1,739	2.59%
Desktop	A personal computing device that remains stationary at one location.	46,682	70	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,433	7	0.20%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	7,977	94	1.18%
OfferUp: Buy. Sell. Letgo.	5,971	744	12.46%
nypost.com	4,728	7	0.15%
theguardian.com	3,458	3	0.09%
tmz.com	2,172	7	0.32%
Podcast Player	1,986	2	0.10%
huffpost.com	1,475	3	0.20%
whitepages.com	1,456	1	0.07%
rapidtables.com	1,414	1	0.07%
reuters.com	1,139	1	0.09%
apnews.com	1,032	4	0.39%
w2g.tv	1,032	0	0.00%
buzzfeed.com	1,015	0	0.00%
dailymail.com	987	2	0.20%
mako.co.il	850	0	0.00%
romaniaculturala.eu	790	0	0.00%
nytimes.com	778	1	0.13%
aol.com	701	0	0.00%
tumblr.com	692	0	0.00%
diablo.trade	659	0	0.00%

Google Analytics 4 Performance

3,941	2,429	870	35.82%	2,227	2,127	2,291
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.09	26:24:41			
		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.

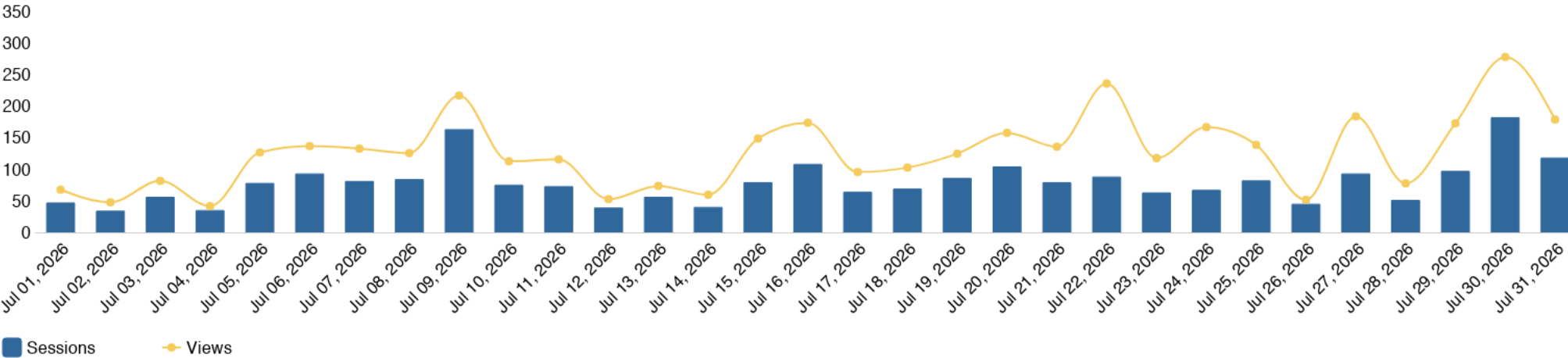
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

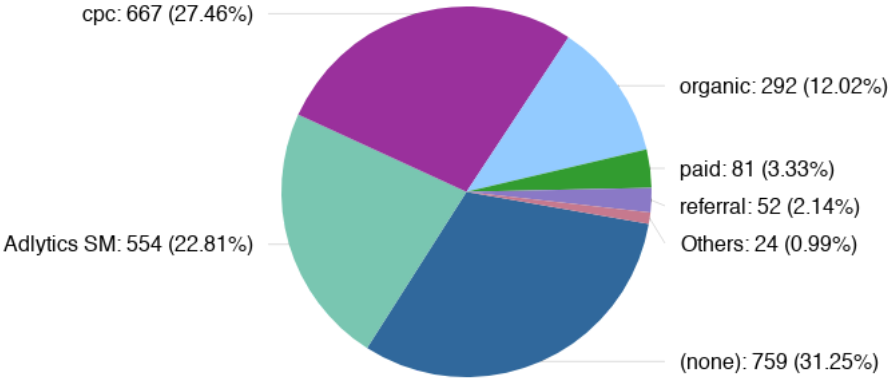
Google Analytics 4 Performance by Day



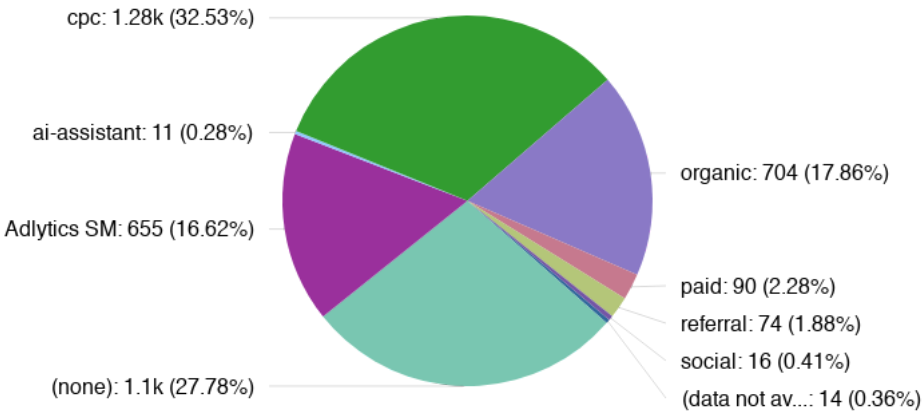
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,429	3,941	26:24:41	1.62	35.82%
Green Couch	2,429	3,941	26:24:41	1.62	35.82%

Google Analytics 4 Sessions by Medium



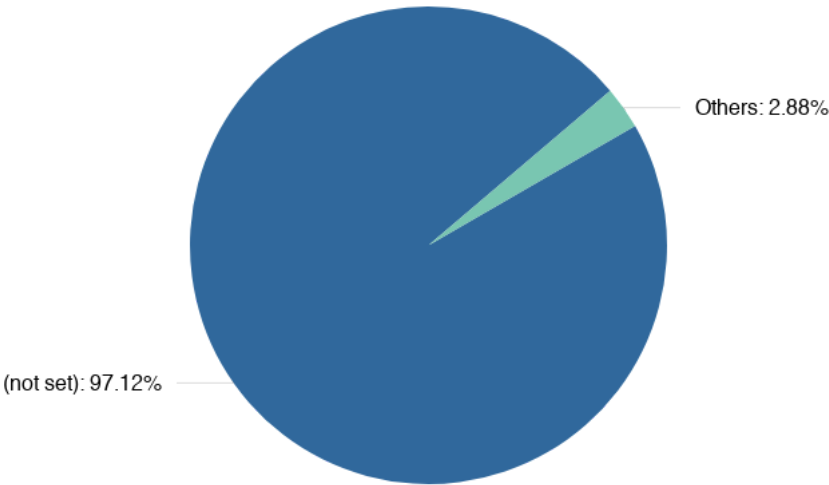
Google Analytics 4 Page Views by Medium



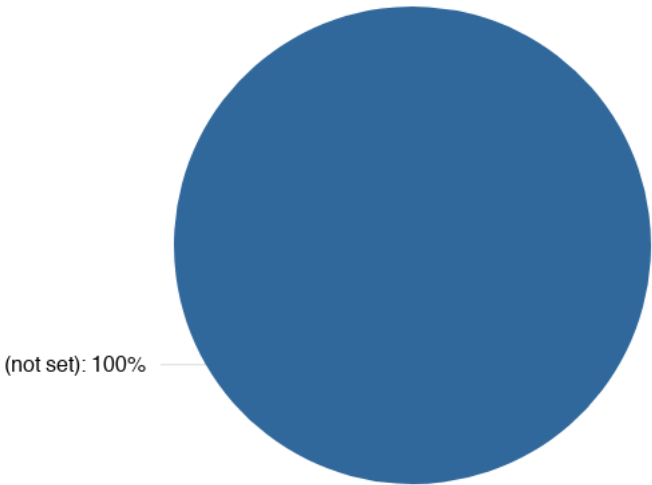
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	11,776
page_view	3,941
session_start	2,446
user_engagement	2,279
first_visit	2,127
scroll	811
click	172

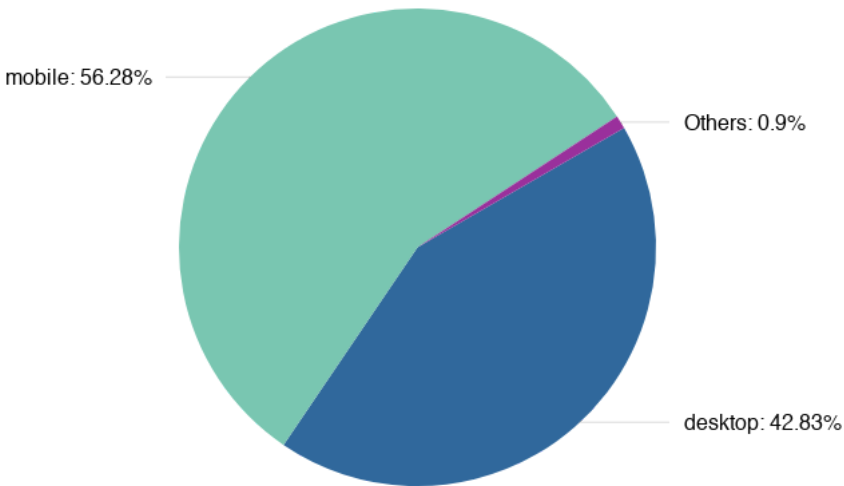
Google Analytics 4 Engaged Sessions by Gender



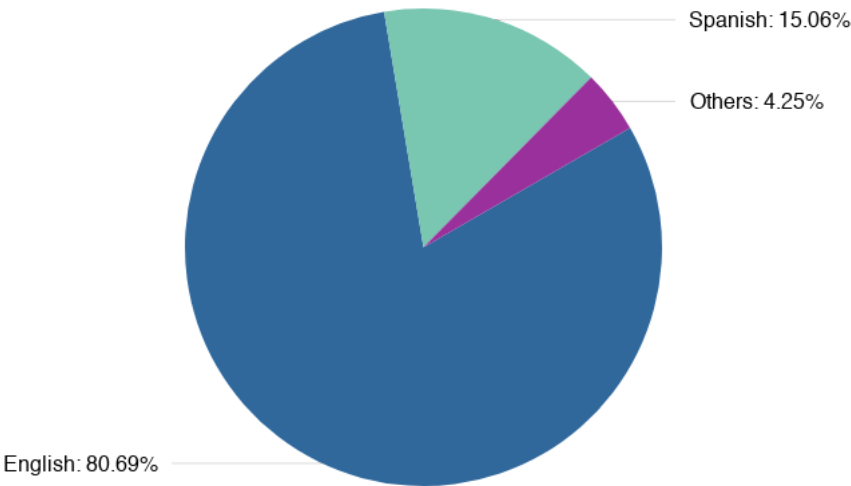
Google Analytics 4 Engaged Sessions by Age



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	2,451	3,941	892	36.39%	26:24:41
Chrome	1,287	2,087	400	31.08%	07:42:42
Safari	506	841	175	34.59%	02:15:41
Android Webview	421	742	278	66.03%	15:59:50
Safari (in-app)	61	67	13	21.31%	00:09:09
Firefox	58	73	9	15.52%	00:06:57

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,741
/	637
/home-staging/	247
/contact/	179
/luxury-leasing/	99
/improvements/	71
/the-mix/	60
/firm-profile/	55
/the-rundown/	31
/career/office-hr-coordinator/	26
/staging/steiner/	21

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,481	3,941	920	37.08%	26:24:41
San Francisco	California	532	1,224	305	57.33%	14:42:31
Mountain View	California	122	127	1	0.82%	00:02:20
(not set)	(not set)	117	117	5	4.27%	00:01:05
New York	New York	93	110	12	12.90%	00:05:23
San Jose	California	58	76	34	58.62%	00:17:03
(not set)	New York	57	57	1	1.75%	00:01:07
Los Angeles	California	49	89	28	57.14%	00:44:22
Ashburn	Virginia	37	45	10	27.03%	00:00:25
(not set)	Colorado	35	35	2	5.71%	00:00:21
Glenview	Illinois	34	34	0	0.00%	00:00:00
Las Vegas Valley	Nevada	34	37	4	11.76%	00:12:37
Oakland	California	34	60	17	50.00%	00:27:16
(not set)	California	32	37	12	37.50%	00:05:27
Sacramento	California	27	52	26	96.30%	01:57:53
Des Moines	Iowa	21	22	17	80.95%	00:03:52

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.