

Digital Marketing Report

Impressions

How many ads were served:

157,563

Clicks

Times a user clicked on an ad

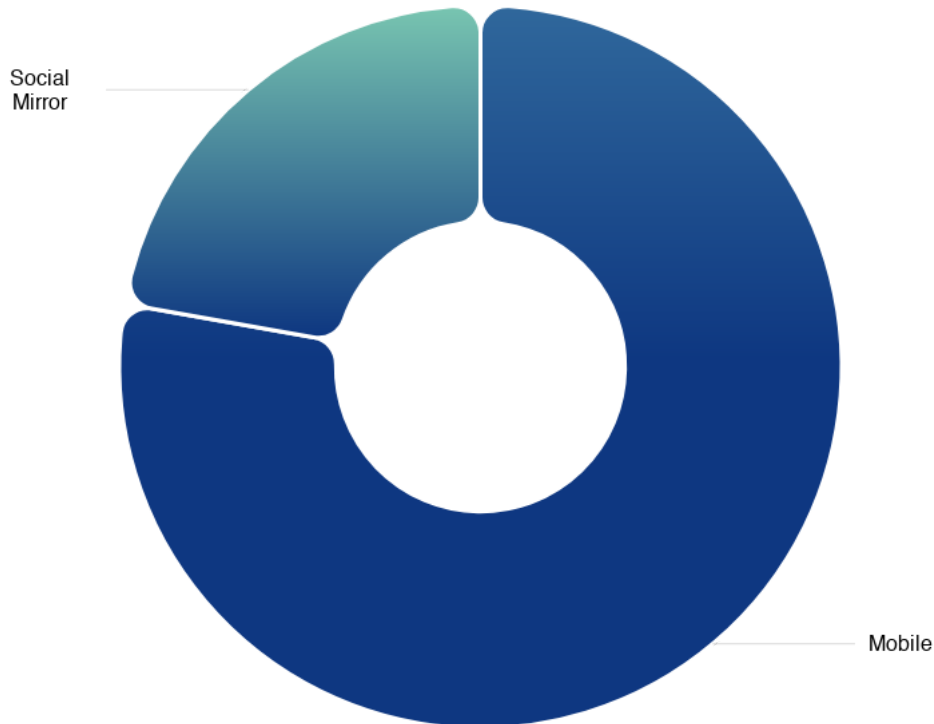
183

Click-Through Rate

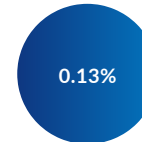
$(\text{Clicks}/\text{Impressions}) \times 100$

0.12%

Your Product Breakout by Impressions



Total Engagement Rate



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

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%)
Daniels Furniture - Furniture/Home Accessory Shoppers Mobile	101,256	70	0.07%	0.99
Daniels Furniture - AI Social Mirror	32,423	50	0.15%	2.20
Daniels Furniture - Geo-Retargeting Mobile	12,465	27	0.22%	3.09
Daniels Furniture - Site Retargeting Mobile	6,351	18	0.28%	4.05
Daniels Furniture - Cross Platform Mobile Retargeting Social Mirror	2,583	10	0.39%	5.53
Daniels Furniture - Geo-Fencing Mobile	2,485	8	0.32%	4.60

Social Mirror Click Conversions

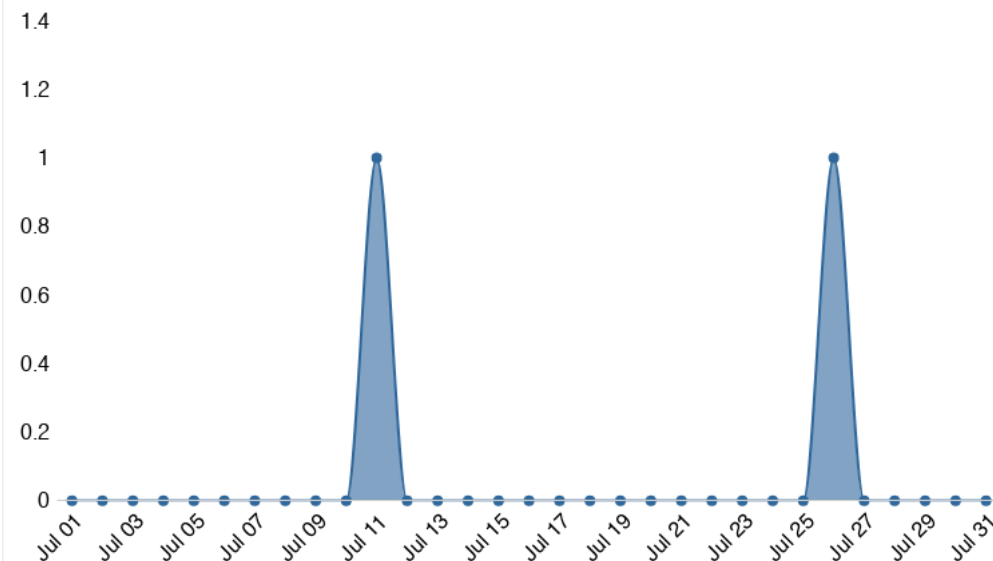


Times users clicked on an ad leading to your site and visited a page or completed an action

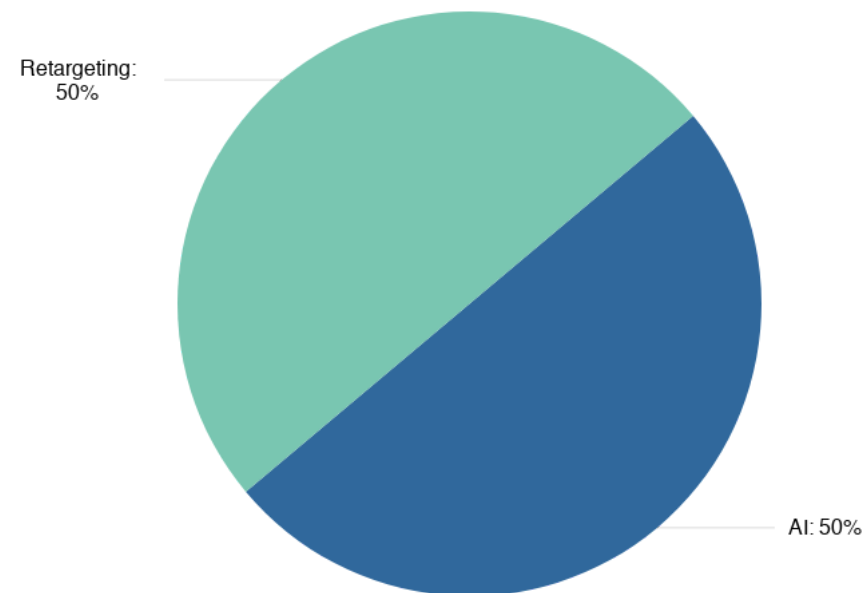
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Daniels Furniture Bedroom Furniture Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

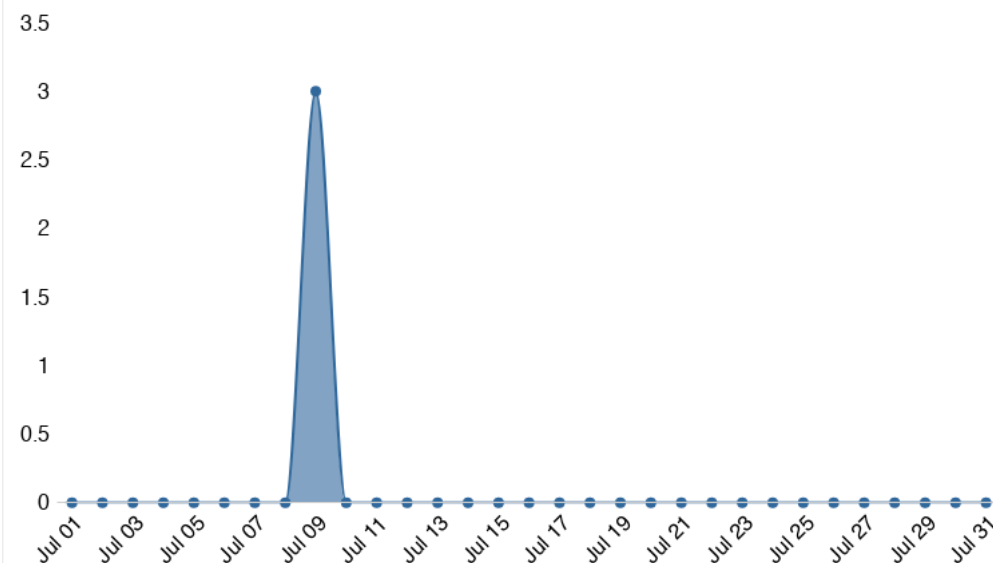


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

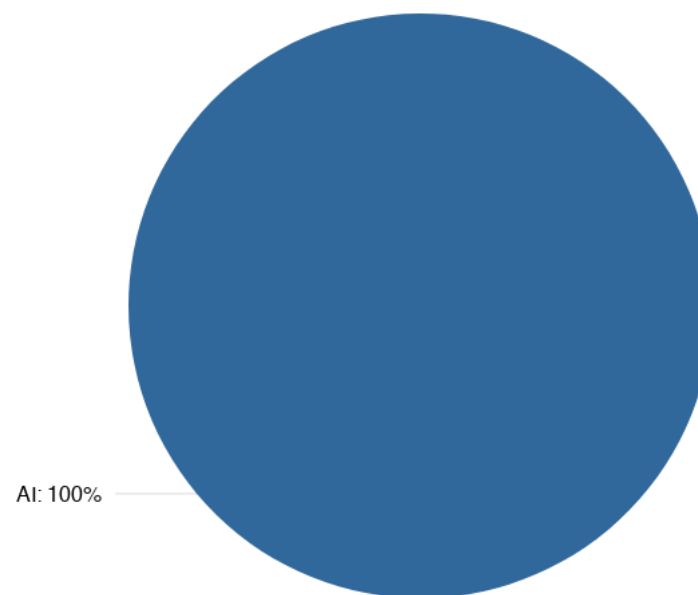
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Daniels Furniture Dining Room Page View	1
Daniels Furniture Homepage Visits	1
Daniels Furniture Living Room Page View	1

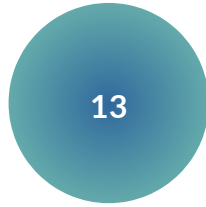
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

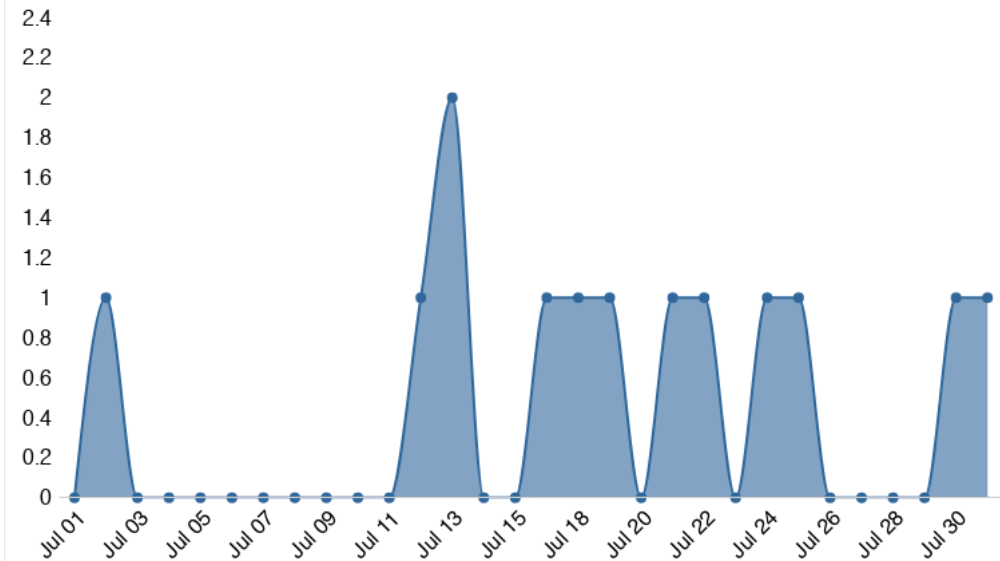


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

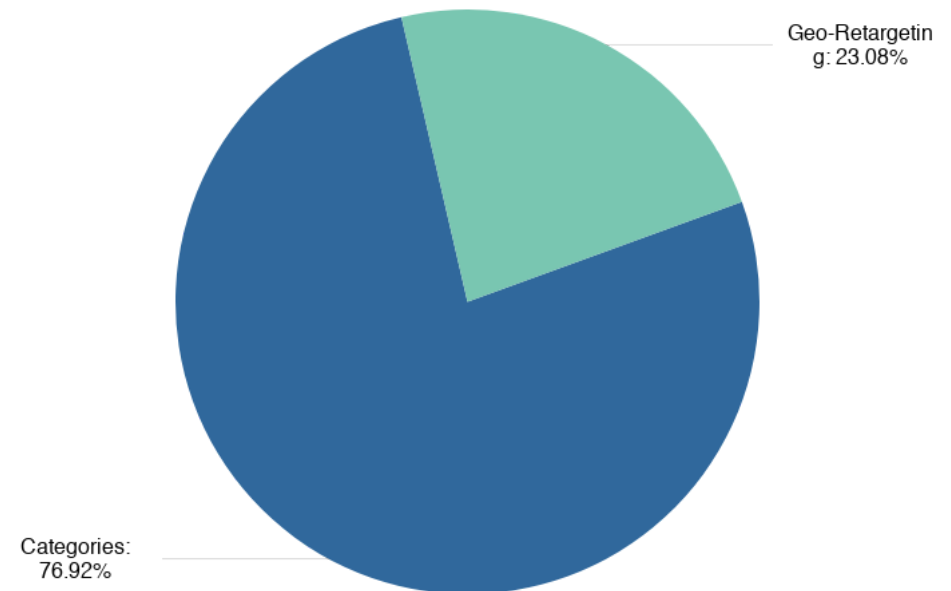
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Daniels Furniture Homepage Visits	13

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



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



Visits

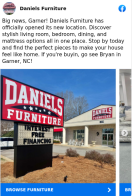
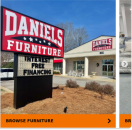


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Daniels Furniture	1460 US-70	Garner	NC	27529	1

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Daniels Furniture_Social Mirror_Carousel_300x250	30,055	45	0.15%	2.14
	Daniels Furniture_Social Mirror_Carousel_300x600	4,951	15	0.30%	4.33

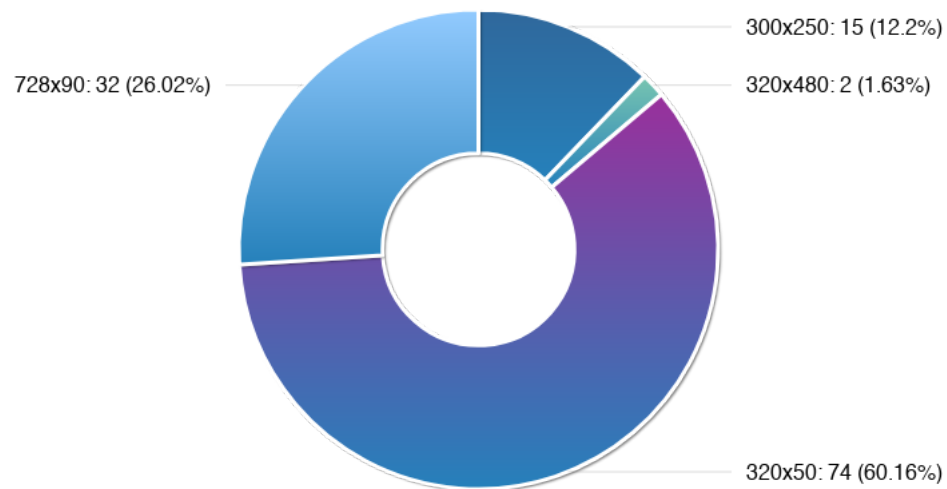
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Daniels Furniture_Social Mirror_Carousel	Variant: V_00010	Carousel	Click to View	6.52%	0.38%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00013	Carousel	Click to View	6.50%	0.28%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00002	Carousel	Click to View	6.39%	0.38%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00012	Carousel	Click to View	6.35%	0.34%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00005	Carousel	Click to View	6.34%	0.58%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00008	Carousel	Click to View	6.31%	0.53%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00003	Carousel	Click to View	6.31%	0.53%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00007	Carousel	Click to View	6.25%	0.44%
Daniels Furniture_Social Mirror_Carousel	Variant: Original	Carousel	Click to View	6.21%	0.49%
Daniels Furniture_Social Mirror_Carousel	Variant: V_00006	Carousel	Click to View	6.21%	0.44%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Daniels Furniture 320x50.png	104,855	74	0.07%	1.01
	Daniels Furniture 728x90.png	8,998	32	0.36%	5.08
	Daniels Furniture 300x250.png	8,643	15	0.17%	2.48
	Daniels Furniture 320x480.png	61	2	3.28%	46.84

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Havertys Furniture	6701 Glenwood Ave	Raleigh	NC	27612			1,476	4	0.27%
LazyBoy	6008 Glenwood Ave	Raleigh	NC	27612			528	3	0.57%
Ethan Allen	5717 Dillard Dr	Cary	NC	27518			135	0	0.00%
Bobs Furniture	405 Crossroads Blvd	Cary	NC	27518			102	0	0.00%
Heavner Furniture Market	8600 Glenwood Ave	Raleigh	NC	27617			88	1	1.14%
Woodys Furniture	835 US-64	Apex	NC	27502			55	0	0.00%
Bassett Furniture	8201 Glenwood Ave	Raleigh	NC	27612			28	0	0.00%
Green Front Furniture	2004 Yonkers Rd	Raleigh	NC	27604			27	0	0.00%
Ethan Allen	4380 Lassiter at North Hills Ave	Raleigh	NC	27609			25	0	0.00%
Furnish	8724 Glenwood Ave	Raleigh	NC	27617			17	0	0.00%
Coopers Furniture	820 E Chatham St	Cary	NC	27511			4	0	0.00%

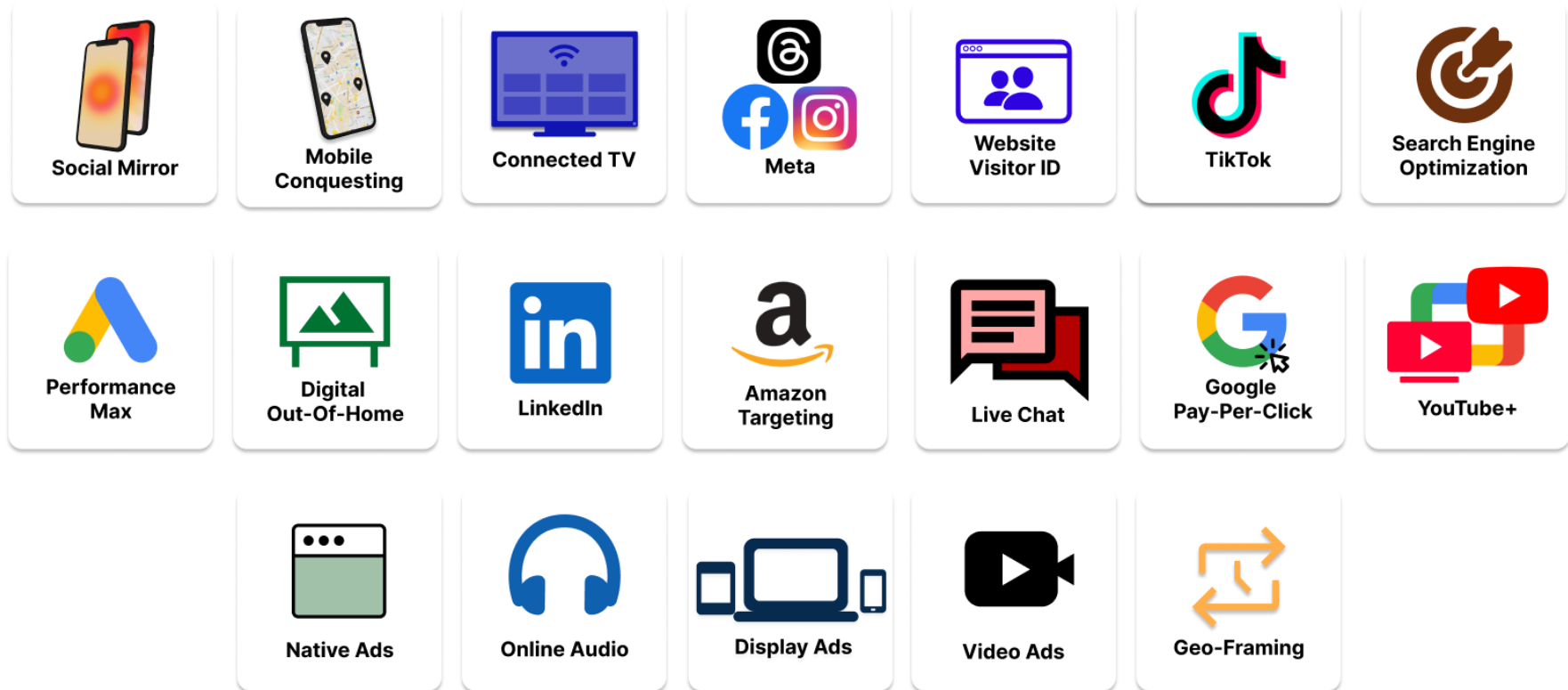
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	20,794	18	0.09%
Mobile	A portable electronic device that can connect to the internet.	13,098	42	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,114	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	2,992	1	0.03%
msn.com	2,296	2	0.09%
pinterest.com	1,182	0	0.00%
Pinterest	1,033	2	0.19%
zillow.com	844	0	0.00%
imdb.com	839	1	0.12%
apnews.com	699	1	0.14%
ebay.com	495	0	0.00%
foxnews.com	477	0	0.00%
merriam-webster.com	423	0	0.00%
spacedaily.com	364	2	0.55%
live365.com	331	0	0.00%
biblegateway.com	237	0	0.00%
usatoday.com	234	0	0.00%
realtor.com	182	0	0.00%
newsobserver.com	176	1	0.57%
screenrant.com	130	0	0.00%
themirror.com	127	1	0.79%
legacy.com	118	1	0.85%
camdenchat.com	115	0	0.00%

All available products in our *toolbox*.



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