

Digital Marketing Report

Impressions

How many ads were served:

279,202

Clicks

Times a user clicked on an ad

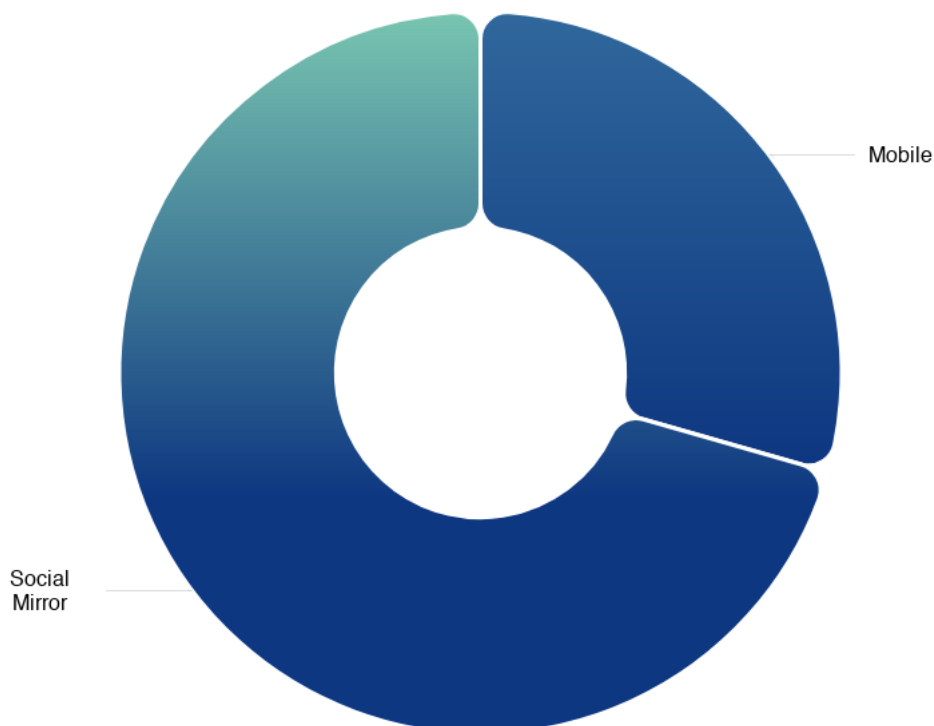
953

Click-Through Rate

(Clicks/Impressions) x 100

0.34%

Your Product Breakout by Impressions



CTV Completion Rate

23.05%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.34%

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

X the National Average

4.88

X the National Avg (.07%)

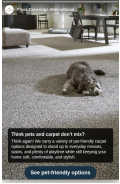
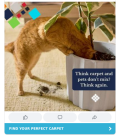
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
FCICH - New Homeowners/Carpet/Flooring Behavioral Social Mirror	74,932	54	0.07%	1.03
FCICH - Keyword Social Mirror	70,115	143	0.20%	2.91
Floor Coverings Intl CHERRY HILL - Flooring/Floor Shoppers/Carper Shoppers Mobile	49,838	330	0.66%	9.46
FCICH - New Homeowners/Carpet/Flooring Behavioral Social Mirror 2	26,731	139	0.52%	7.43
Floor Coverings Intl CHERRY HILL - Geo-Retargeting Mobile	26,041	147	0.56%	8.06
FCICH - Keyword Social Mirror 2	25,274	83	0.33%	4.69
Floor Coverings Intl CHERRY HILL - Geo-Fencing Mobile	6,271	57	0.91%	12.98

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	FCICH_Social Mirror_7.23.26_Think pets and carpet don't mix?	52,005	222	0.43%	6.10
	FCICH_Social Mirror_Story_We're pet people	37,283	68	0.18%	2.61
	FCICH_Social Mirror_WOW	39,072	52	0.13%	1.90
	FCICH_Social Mirror_We're pet people	34,065	40	0.12%	1.68
	FCICH_Social Mirror_Love the comfort of carpet	34,627	37	0.11%	1.53

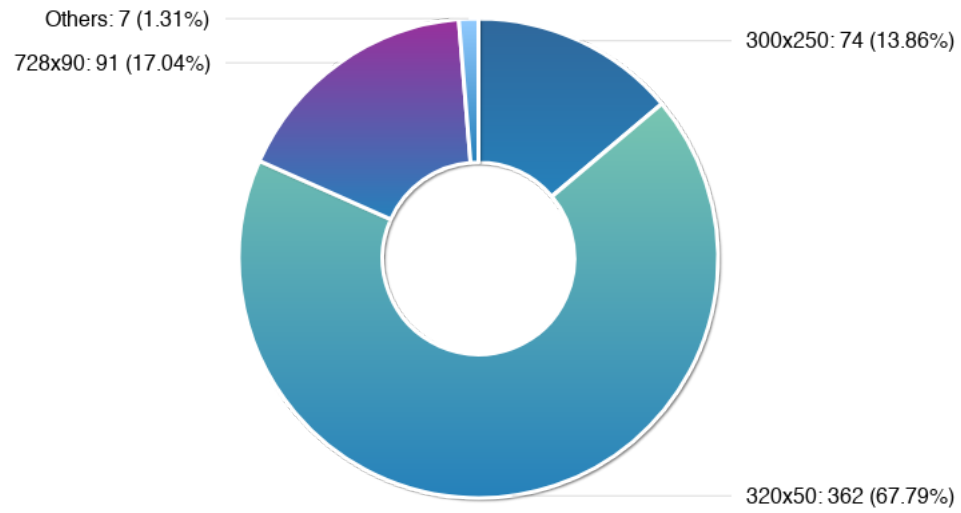
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
FCICH_Social Mirror_7.23.26_Think pets and carpet don't mix?	Variant: V_00009	Story	Click to View	7.05%	0.90%
FCICH_Social Mirror_7.23.26_Think pets and carpet don't mix?	Variant: V_00014	Story	Click to View	6.82%	0.89%
FCICH_Social Mirror_Love the comfort of carpet	Variant: V_00012	Photo	Click to View	3.86%	0.88%
FCICH_Social Mirror_Story_We're pet people	Variant: Original	Story	Click to View	3.09%	0.71%
FCICH_Social Mirror_Story_We're pet people	Variant: V_00009	Story	Click to View	3.04%	0.67%
FCICH_Social Mirror_WOW	Variant: V_00005	Video	Click to View	2.96%	0.83%
FCICH_Social Mirror_WOW	Variant: V_00015	Video	Click to View	2.19%	0.82%
FCICH_Social Mirror_Story_We're pet people	Variant: V_00013	Story	Click to View	2.01%	0.97%
FCICH_Social Mirror_WOW	Variant: V_00008	Video	Click to View	1.98%	0.93%
FCICH_Social Mirror_WOW	Variant: V_00012	Video	Click to View	1.78%	0.74%

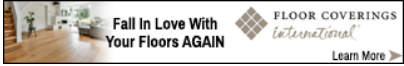
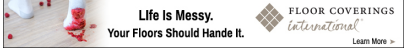
Social Mirror Ad Screenshots

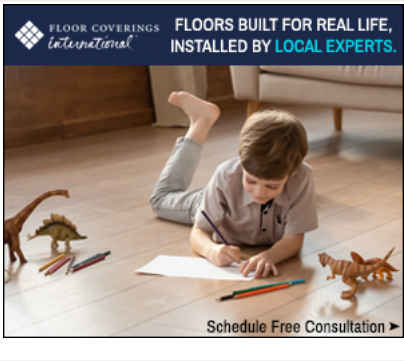
FCICH_Social Mirror_8.1.26_The flooring choice	
Screenshot	

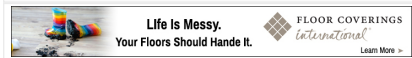
Mobile Conquesting Click Performance by Ad Size



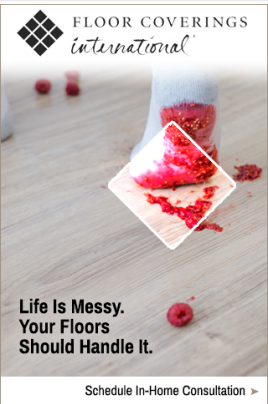
Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	fci3_livingroom_320x50.jpg	10,569	114	1.08%	15.41
Preview not available	FCICH_Scroller	4,917	66	1.34%	19.18
	fci2_socks_320x50.jpg	6,332	63	0.99%	14.21
	fci3_livingroom_728X90.jpg	1,328	33	2.48%	35.50
	fci2_socks_728X90.jpg	787	26	3.30%	47.20
	fci3_livingroom_300x250.jpg	708	25	3.53%	50.44
	fci6_car_320x50.jpg	8,656	23	0.27%	3.80
	FCICH_Scroller	10,355	22	0.21%	3.04
	fci3_real_1b_320x50.jpg	8,602	21	0.24%	3.49
	fci2_boots_320x50.jpg	2,561	21	0.82%	11.71

	fci2_socks_300x250.jpg	479	19	3.97%	56.67
	fci5_experts_5a_320x50.jpg	8,483	16	0.19%	2.69
	fci4_messy_1a_320x50.jpg	8,667	16	0.18%	2.64
	fci6_car_300x250.jpg	1,506	11	0.73%	10.43
	fci5_experts_5a_728x90.jpg	626	10	1.60%	22.82
	fci3_real_1b_728X90.jpg	615	10	1.63%	23.23
	fci5_experts_5a_300x250.jpg	1,487	6	0.40%	5.76

	fci4_messy_1a_300x250.jpg	1,476	6	0.41%	5.81
	fci2_boots_728X90.jpg	254	5	1.97%	28.12
	fci6_car_728X90.jpg	652	4	0.61%	8.76
	fci2_boots_300x250.jpg	229	4	1.75%	24.95
	fci3_real_1b_300x250.jpg	1,542	3	0.19%	2.78
	fci4_messy_1a_728X90.jpg	615	3	0.49%	6.97
	UGC_FloorCoveringsInt_June 23.mp4	446	3	0.67%	9.61

	fci5_experts_5a_320x480.jpg	6	2	33.33%	476.19
	fci3_real_1b_320x480.jpg	11	1	9.09%	129.87
Preview not available	UGC_FloorCoveringsInt_June 23.mp4	191	1	0.52%	7.48
	fci6_car_320x480.jpg	16	0	0.00%	0.00

	fci4_messy_1a_320x480.jpg	7	0	0.00%	0.00
	fci3_livingroom_320x480.jpg	15	0	0.00%	0.00
	fci2_boots_320x480.jpg	2	0	0.00%	0.00



fci2-socks_320x480.jpg

10

0

0.00%

0.00

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Berry Carpet & Fine Flooring	616 Station Ave Store	Haddon Heights	NJ	8035			1,792	2	0.11%
Southampton Outlet of Tom Adams Windows & Carpets	995 Jaymor Rd	Southampton	PA	18966			1,207	14	1.16%
Holland Floor Coverings	35 Swamp Rd	Newtown	PA	18940			676	7	1.04%
Langhorne Carpet Co.	201 W Lincoln Hwy	Penndel	PA	19047			661	2	0.30%
Olden Carpet and Flooring	415 W Lincoln Hwy	Langhorne	PA	19047			558	12	2.15%
Carpet Gallery & Flooring	86 Route 9 No & Rt 520	Englishtown	NJ	7726			138	0	0.00%
Family Carpets of NJ LLC	728 Park Ave	Cinnaminson	NJ	8077			137	0	0.00%
Oscars Carpet One Floor & Home	157 Bridgeton Pike	Mullica Hill	NJ	8062			127	1	0.79%
Lumber Liquidators - East Brunswick	2 Claire Rd	East Brunswick	NJ	8816			106	0	0.00%
All Around Flooring	13 Summit Square Shopping Center	Langhorne	PA	19047			100	6	6.00%
Big Marty's Carpets	115 Bellevue Ave	Penndel	PA	19047			93	3	3.23%
Rivers Edge Flooring	34 E Afton Ave	Yardley	PA	19067			76	1	1.32%
Feasterville Floor - Warminster	7 Vincent Cir	Warminster	PA	18974			72	0	0.00%
Aroma'z Home (Flooring Store)	1210 US-130	Cinnaminson	NJ	8077			71	4	5.63%
Carpets & More - East Brunswick	696 NJ-18	East Brunswick	NJ	8816			70	0	0.00%
Dynamic Flooring, Kitchens, Baths, &	751 Stokes Rd	Medford	NJ	8055			55	1	1.82%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
08054	13,493	23	0.17%	2.44
08053	11,906	17	0.14%	2.04
07728	10,225	10	0.10%	1.40
08831	8,713	14	0.16%	2.30
08816	8,411	29	0.34%	4.93
19067	7,586	13	0.17%	2.45
08088	6,882	8	0.12%	1.66
08003	6,783	9	0.13%	1.90
07726	6,641	15	0.23%	3.23
08857	6,192	18	0.29%	4.15
19047	5,753	9	0.16%	2.23
18974	5,710	4	0.07%	1.00
08080	5,138	10	0.19%	2.78
08055	5,000	24	0.48%	6.86
18940	4,061	7	0.17%	2.46
08081	4,048	22	0.54%	7.76
18966	3,705	4	0.11%	1.54
18976	3,365	3	0.09%	1.27
18938	3,295	14	0.42%	6.07
08077	3,280	11	0.34%	4.79

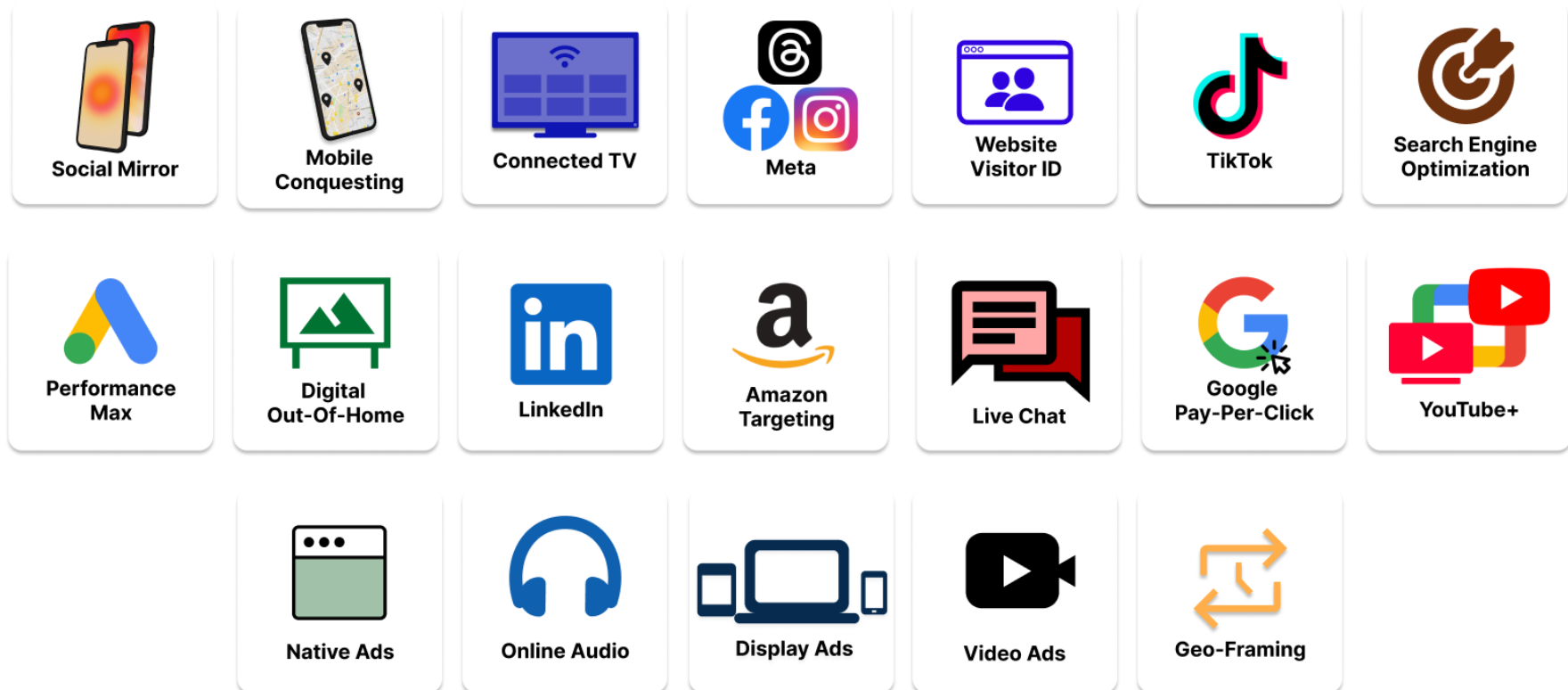
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	94,628	306	0.32%
Desktop	A personal computing device that remains stationary at one location.	93,726	98	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,698	15	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	20,182	0	0.00%
aol.com	8,988	0	0.00%
foxnews.com	5,044	3	0.06%
nypost.com	4,611	9	0.20%
realtor.com	4,397	5	0.11%
ebay.com	4,354	0	0.00%
usatoday.com	4,282	7	0.16%
hometalk.com	3,850	10	0.26%
rankupwards.com	3,298	16	0.49%
ign.com	2,113	5	0.24%
tmz.com	1,893	4	0.21%
tumblr.com	1,860	1	0.05%
app.com	1,681	2	0.12%
nj.com	1,640	1	0.03%
imdb.com	1,594	3	0.19%
dailymail.com	1,572	2	0.13%
T-Mobile Play	1,540	0	0.00%
myfamilytravels.com	1,446	7	0.48%
E! News	1,442	5	0.35%
biblegateway.com	1,193	5	0.42%

All available products in our *toolbox*.



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