

Digital Marketing Report

Impressions

How many ads were served:

78,895

Clicks

Times a user clicked on an ad

168

Click-Through Rate

(Clicks/Impressions) x 100

0.29%

Your Product Breakout by Impressions



CTV Completion Rate

80.24%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.29%

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

X the National Average

4.09

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.



DOOH Line Item Performance

Strategy Name	DOOH Ads Served ↓
Carpet Place - Venue Targeting DOOH Video	12,432
Carpet Place - Venue Targeting DOOH Display	1,482



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Carpet Place - In-Market Flooring Behavioral Social Mirror	21,684	52	0.24%	3.43
Carpet Place - AI Social Mirror	19,833	113	0.57%	8.14
Carpet Place - In-Market Flooring Behavioral CTV	10,150	15	0.15%	2.11
Carpet Place - AI CTV	10,053	9	0.09%	1.28
Carpet Place - Keyword Social Mirror	3,260	3	0.09%	1.31
Carpet Place - Retargeting Social Mirror	1	0	0.00%	0.00

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Carpet Place_SM_Performance and comfort shouldn't be a trade-off	44,778	168	0.38%	5.36

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00006	Video	Click to View	13.98%	1.72%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00005	Video	Click to View	9.81%	1.59%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00013	Video	Click to View	9.22%	1.52%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00015	Video	Click to View	8.55%	1.46%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00012	Video	Click to View	7.75%	1.32%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00001	Video	Click to View	7.39%	1.90%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00010	Video	Click to View	6.78%	1.84%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00002	Video	Click to View	6.39%	1.77%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00009	Video	Click to View	4.97%	1.37%
Carpet Place_SM_Performance and comfort shouldn't be a trade-off	Variant: V_00008	Video	Click to View	4.53%	1.20%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Carpet Place_Revised Puretech QR (1).mp4	5,054	99.15%
	Carpet Place_CTV_Carpet place QR w logo (1).mov	2,783	98.71%
	Carpet Place_CTV_Rino (1).mp4	2,799	98.38%
	Carpet Place_Revised Carpet Place May (1).mp4	9,567	96.64%

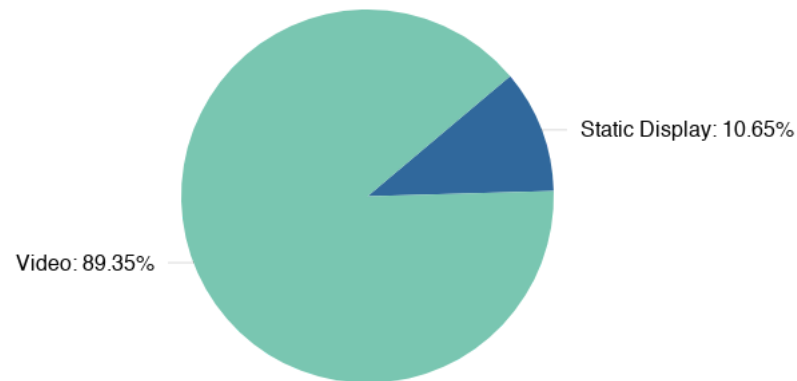
Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Carpet Place - AI CTV	100.00%	99.81%	99.62%	99.04%
Carpet Place - In-Market Flooring Behavioral CTV	100.00%	99.45%	99.06%	96.55%

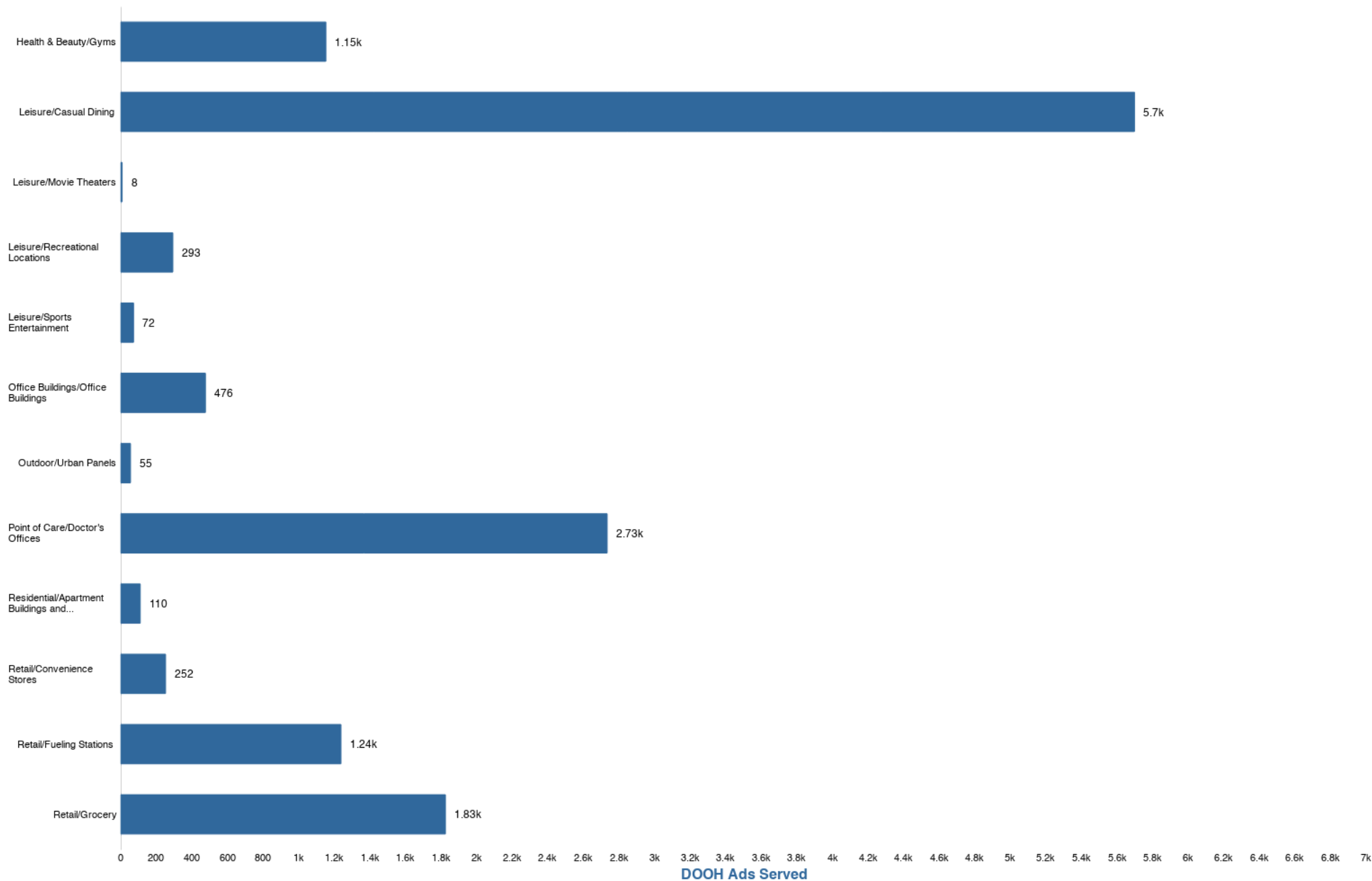
DOOH Creative Performance

Creative File Name	Campaign Name	DOOH Ads Served ↓
Rino (1).mp4	Carpet Place - Venue Targeting DOOH Video	3,934
Carpet place QR w logo (1).mp4	Carpet Place - Venue Targeting DOOH Video	3,840
Revised Carpet Place May (1).mp4	Carpet Place - Venue Targeting DOOH Video	2,416
Revised Puretech QR (1).mp4	Carpet Place - Venue Targeting DOOH Video	2,242
Carpet_Place_Mohawk_QR_Code_1080x1920.png	Carpet Place - Venue Targeting DOOH Display	1,482
Total		13,914

DOOH Ads Served by Strategy - Please note that DOOH can be a combination of Static Display ads and Video ads. If only running one Creative Type, the pie chart will read 100%.



Venue Type Performance - How many ads were served at each venue type



DOOH Geo Performance - Top 10 Zip Codes

Zip code	DOOH Ads Served ↓
42103	4,108
42101	2,778
42104	1,983
42141	1,918
42134	1,254
42261	632
42276	581
42171	493
42274	82
42164	41

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	30,455	126	0.41%
Connected Device	A Digital Out-Of-Home device such as digital billboard, outdoor signage, and other public screens.	13,914	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	11,382	33	0.29%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	10,113	10	0.10%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	10,090	14	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,941	9	0.31%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
atmosphere.com	4,970	0	0.00%
taiv-us.com	3,634	0	0.00%
nypost.com	2,943	2	0.07%
usatoday.com	2,444	5	0.20%
foxnews.com	1,677	6	0.36%
tmz.com	1,277	2	0.16%
hollywoodpq.com	1,140	2	0.18%
msn.com	1,093	0	0.00%
screenversemedia.com	1,083	0	0.00%
dailymail.com	690	3	0.43%
apnews.com	620	0	0.00%
newschannel5.com	532	0	0.00%
grocery-tv.com	522	0	0.00%
tumblr.com	518	1	0.19%
accuweather.com	391	0	0.00%
franklinfavorite.com	391	0	0.00%
themirror.com	374	9	2.41%
theguardian.com	362	1	0.28%
retail-visions.com	361	0	0.00%
huffpost.com	358	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,230	89.25%
	Vizio - Vizio WatchFree+	2,086	98.06%
	Telly - The Truly Smart TV	2,076	99.94%
	Frndly TV	195	100.00%
	DIRECTV	163	100.00%
	Philo TV	128	100.00%

	The Roku Channel	120	100.00%
	WDRB+	80	100.00%
	Tubi - Free Movies & TV	49	100.00%
	Pluto TV - Live TV and Movies	47	100.00%

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



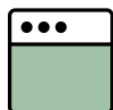
Live Chat



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.