

Digital Marketing Report

Impressions

How many ads were served:

414,401

Clicks

Times a user clicked on an ad

2,655

Click-Through Rate

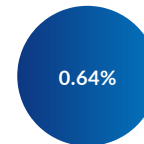
(Clicks/Impressions) x 100

0.64%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



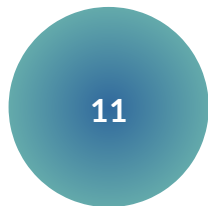
X the National Avg (.07%)

*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%)
CCS Equipment Sales - Contractors/Heavy Machinery/Construction Behavioral B2B Social Mirror	154,902	288	0.19%	2.66
CCS Equipment Sales Youngsville - Facebook/Instagram Premium	116,546	814	0.70%	9.98
CCS Equipment Sales - Contractors/Heavy Machinery/Construction Behavioral B2B Display	109,904	1,338	1.22%	17.39
CCS Equipment Sales - Retargeting B2B Social Mirror	14,667	35	0.24%	3.41
CCS Equipment Sales - Retargeting B2B Display	12,478	105	0.84%	12.02
CCS Equipment Sales Youngsville - Facebook/Instagram Premium Retargeting	5,904	75	1.27%	18.15

Display Click Conversions



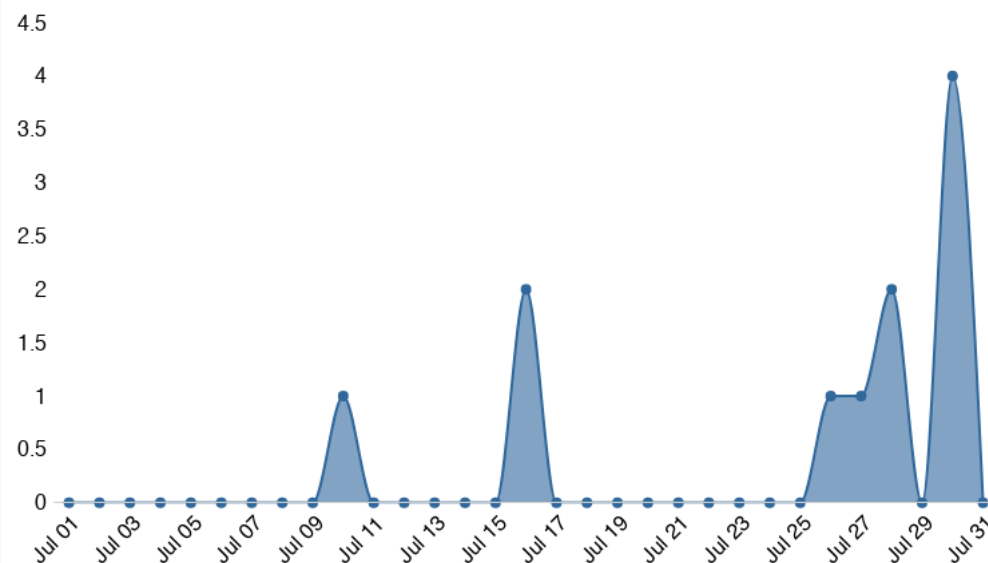
11

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

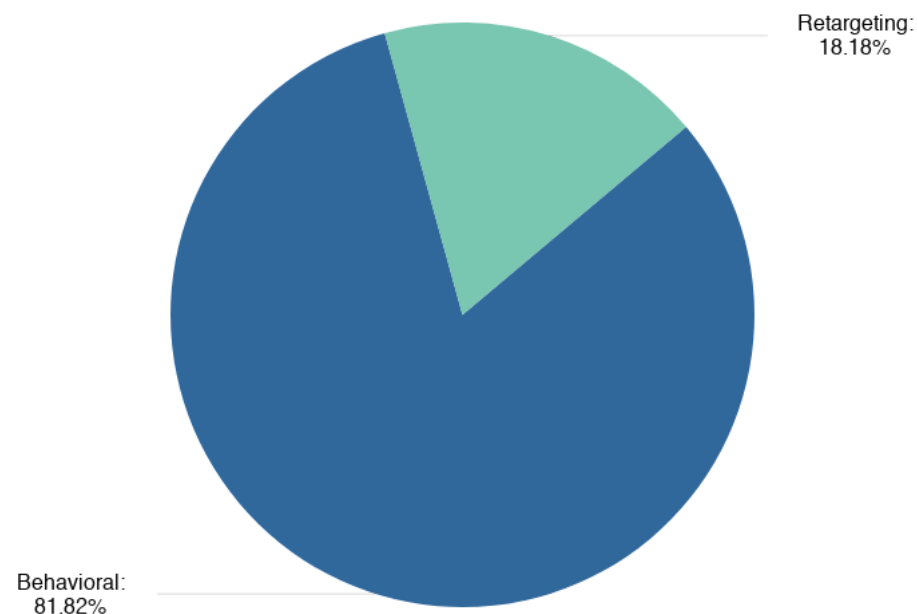
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
CCS Equipment Sales Call Click Conversion	4
CCS Equipment Sales Takeuchi Attachments Page View	2
CCS Equipment Sales Takeuchi Excavators Page View	2
CCS Equipment Sales Takeuchi Track Loaders Page View	2
CCS Equipment Sales Takeuchi Crawler Dumpers Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Social Mirror Click Conversions

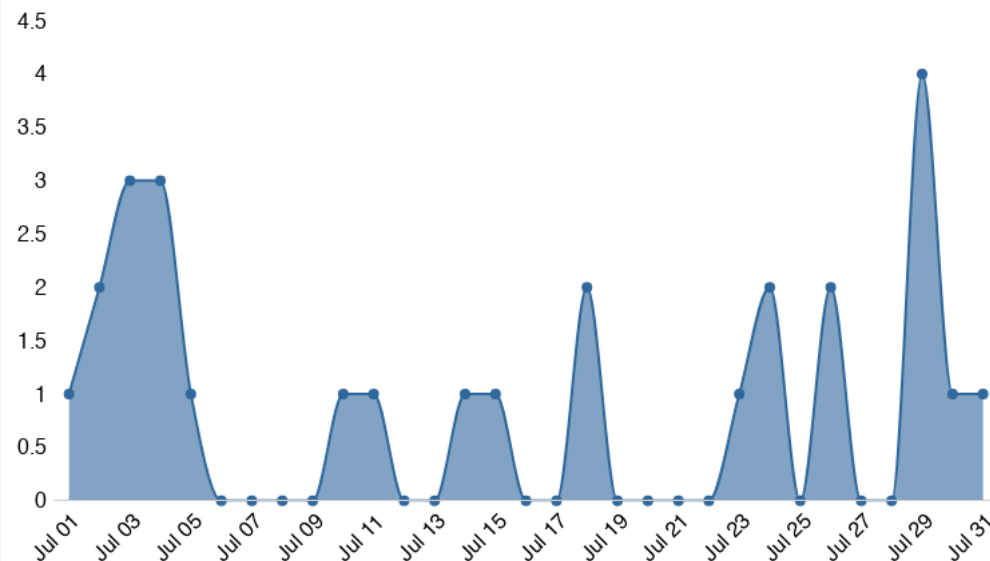


Times users clicked on an ad leading to your site and visited a page or completed an action

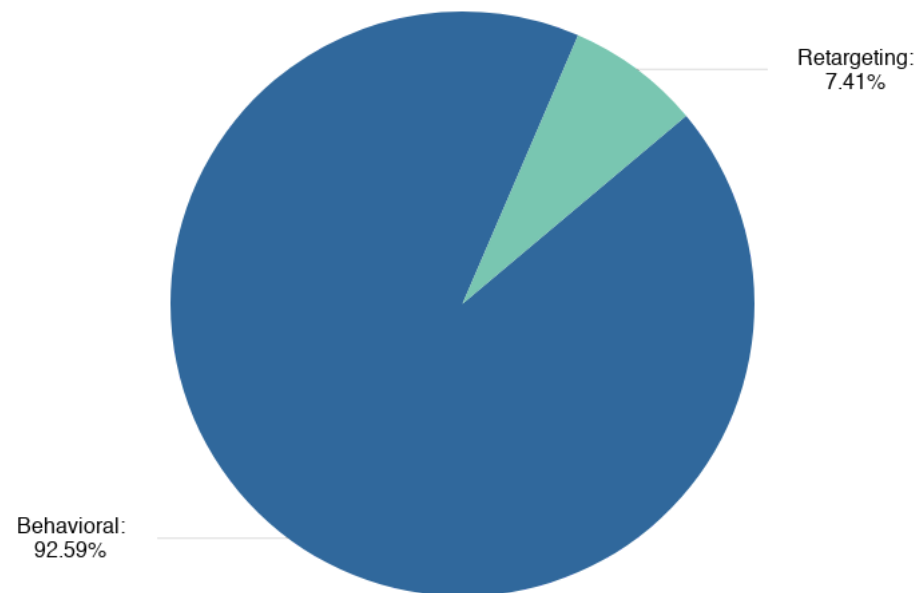
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
CCS Equipment Sales Takeuchi Wheel Loader Page View	13
CCS Equipment Sales Takeuchi Excavators Page View	5
CCS Equipment Sales Takeuchi Track Loaders Page View	5
CCS Equipment Sales Contact Page View	2
CCS Equipment Sales Call Click Conversion	1
CCS Equipment Sales Takeuchi Attachments Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

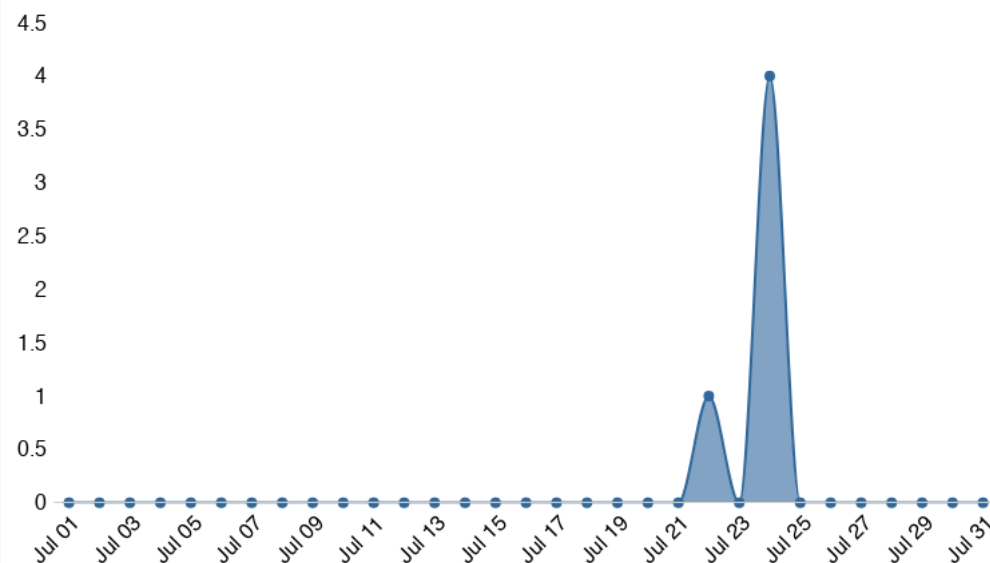


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

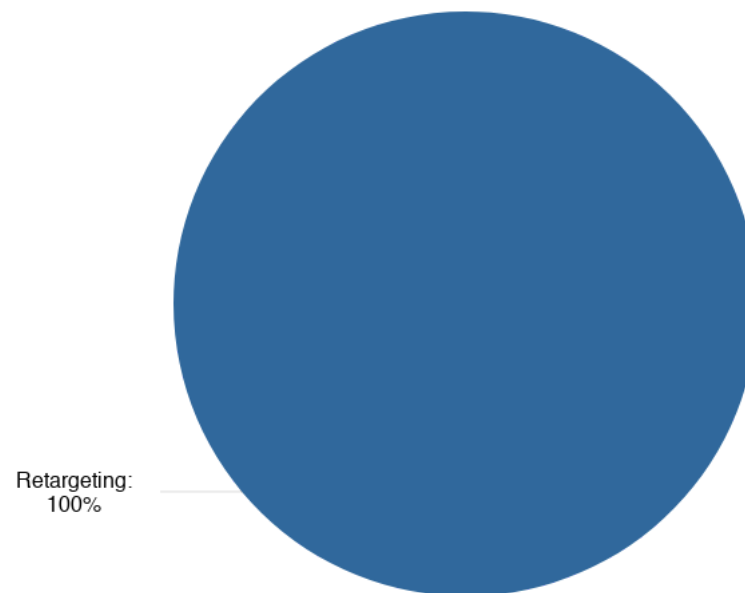
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
CCS Equipment Sales Homepage Visits	1
CCS Equipment Sales Takeuchi Attachments Page View	1
CCS Equipment Sales Takeuchi Excavators Page View	1
CCS Equipment Sales Takeuchi Track Loaders Page View	1
CCS Equipment Sales Takeuchi Wheel Loader Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions



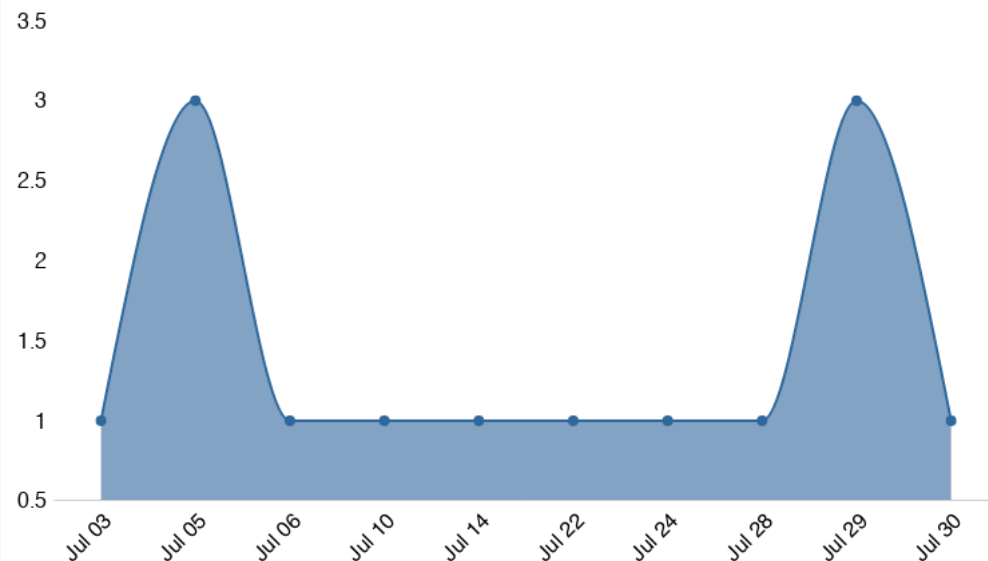
14

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

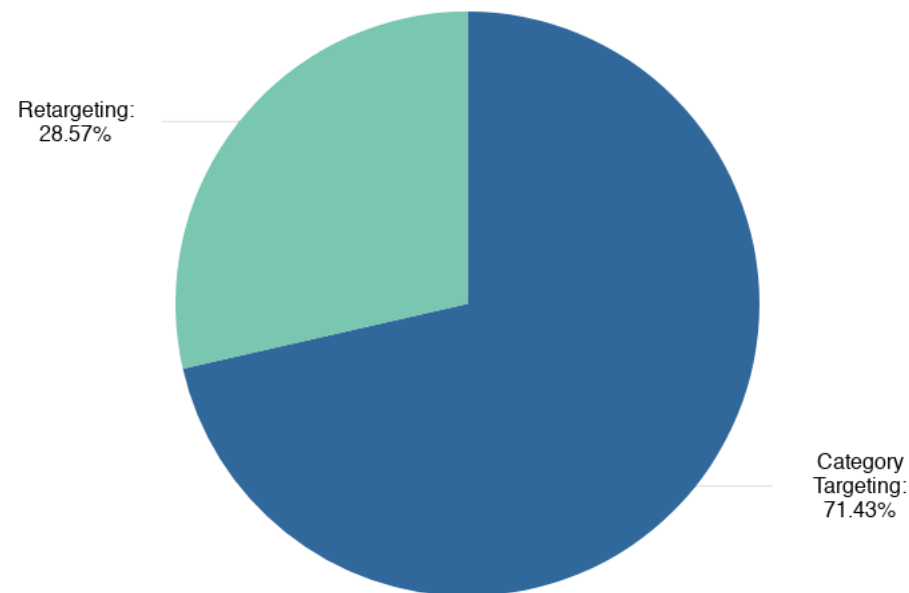
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
CCS Equipment Takeuchi Excavators Page View	10
CCS Equipment Takeuchi Track Loaders Page View	3
CCS Equipment Takeuchi Crawler Dumpers Page View	1

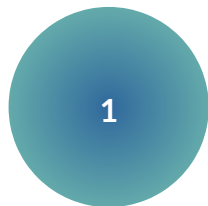
Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions



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

Meta View-Through Conversion Performance

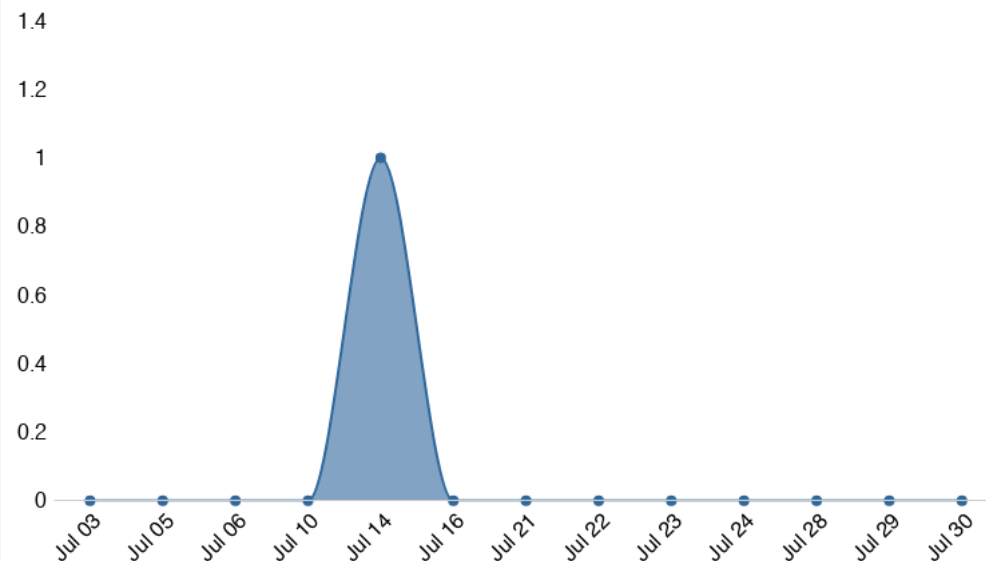
Conversion Name

View-Through Conversions ↓

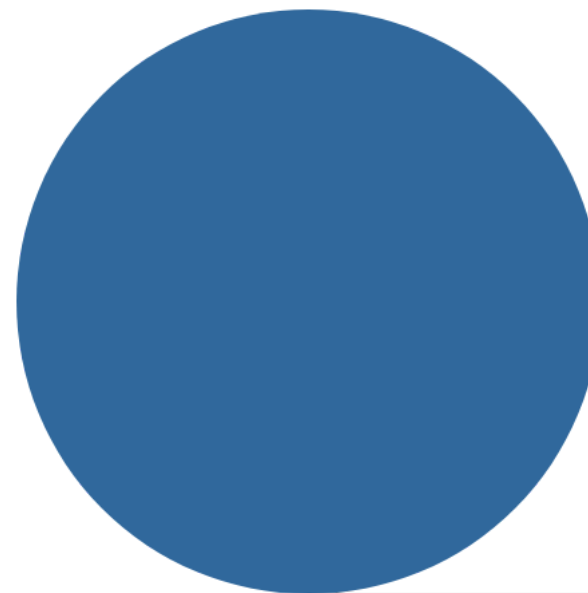
CCS Equipment Contact Page View

1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
100%

Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

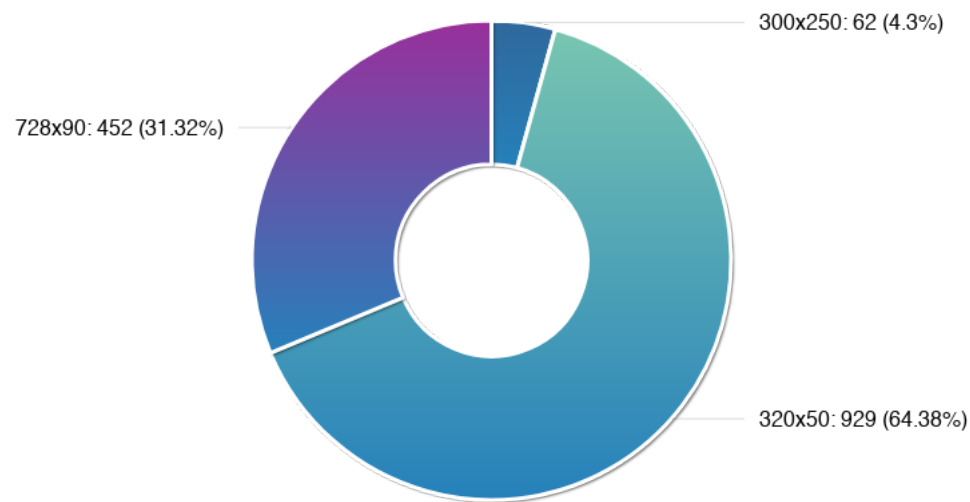


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

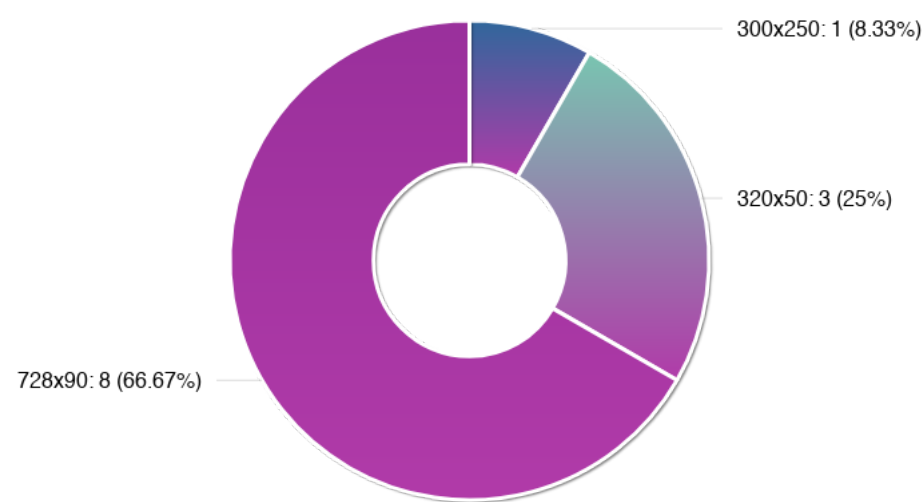
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	CCS Equipment 320x50	64,576	929	1.44%	20.55
	CCS Equipment 728x90	47,255	452	0.96%	13.66
Thumbnail not available	CCS Equipment 300x250	10,551	62	0.59%	8.39

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	CCS Equipment Sales Youngsville_Social Mirror_Takeuchi_300x250	121,691	220	0.18%	2.58
	CCS Equipment Sales Youngsville_Social Mirror_Takeuchi_300x600	47,878	103	0.22%	3.07

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
CCS Equipment Sales Youngsville_CCS Equipment Meta (1).png	122,450	889	0.73%	10.37

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	324,887	2,387	0.73%
Desktop	A personal computing device that remains stationary at one location.	52,035	106	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	37,289	162	0.43%
Unknown	---	189	0	0.00%

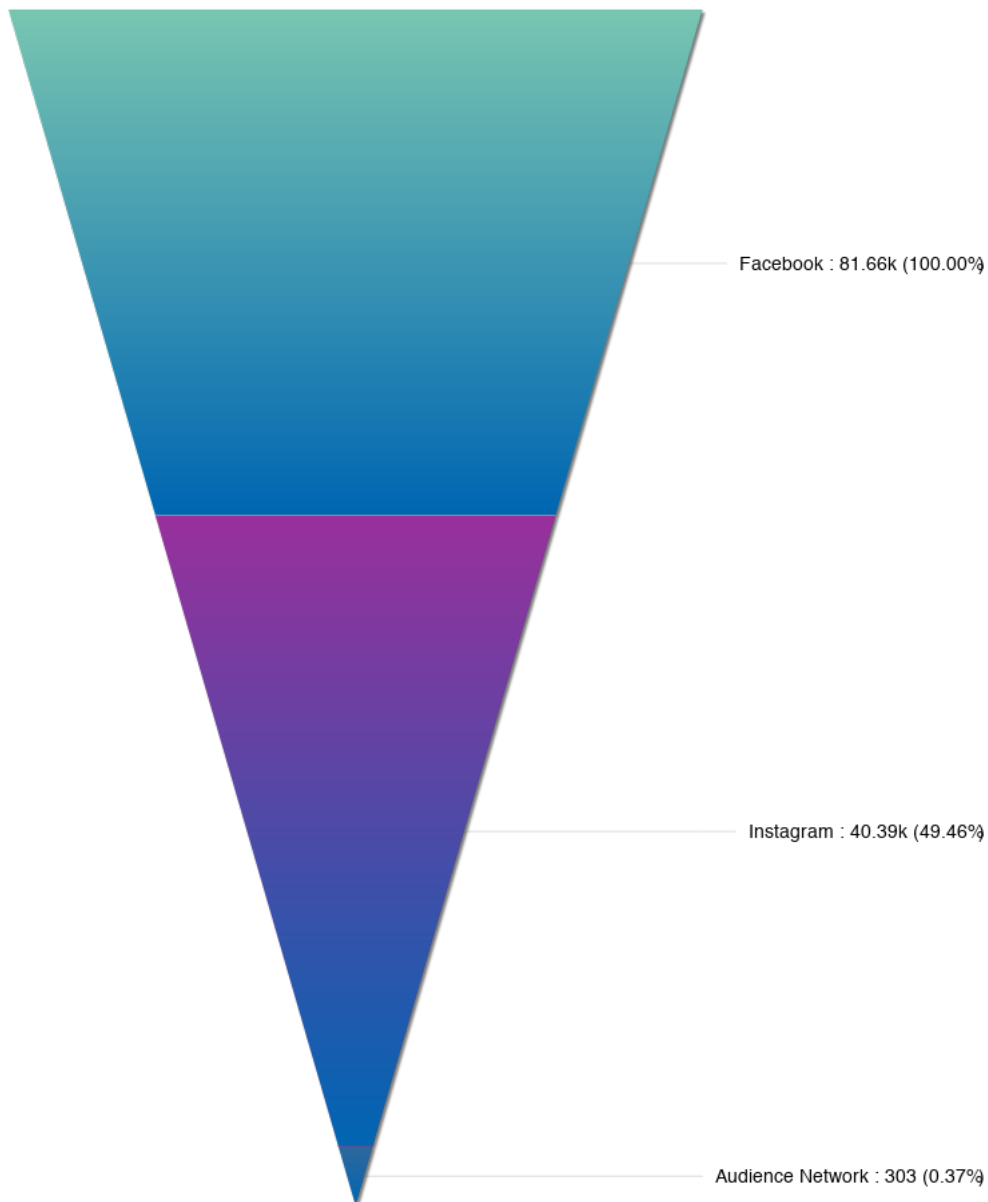
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	10,780	29	0.27%
T-Mobile Play	7,257	146	2.01%
apnews.com	4,571	1	0.02%
nypost.com	2,985	7	0.23%
imdb.com	2,762	3	0.11%
usatoday.com	2,621	5	0.19%
tmz.com	2,294	7	0.31%
themompack.com	1,873	1	0.05%
The Scoop	1,867	2	0.11%
aol.com	1,769	0	0.00%
huffpost.com	1,477	2	0.14%
buzzfeed.com	1,412	10	0.71%
newsobserver.com	1,372	3	0.22%
signupgenius.com	1,157	1	0.09%
theScore: Sports News & Scores	1,077	6	0.56%
realclearpolitics.com	947	1	0.11%
heraldsun.com	937	1	0.11%
tennisrecord.com	927	1	0.11%
mediotiempo.com	895	2	0.22%
reuters.com	855	1	0.12%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	47,289	24	0.05%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	33,750	464	1.37%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	22,769	194	0.85%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	9,017	41	0.45%
Instagram Stories	Your ads appear in people's Stories on Instagram.	6,205	129	2.08%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,908	20	1.05%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	586	1	0.17%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	435	7	1.61%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	303	1	0.33%
Facebook Notification	Your ads appear within a user's notifications feed.	87	7	8.05%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



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.