



Digital Marketing Report

Impressions

How many ads were served:

2,977

Clicks

Times a user clicked on an ad

385

Click-Through Rate

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

12.93%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

13.20%

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

X the National Average

184.75

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.

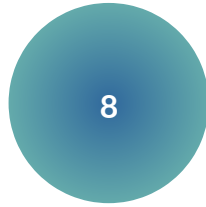


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Well Comedy Club - Michael Yo - Millennials/Gen X/Comedy Facebook/Instagram News Feed	2,738	351	12.82%	183.14
The Well Comedy Club - Michael Yo - Retargeting Facebook/Instagram News Feed	239	34	14.23%	203.23



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

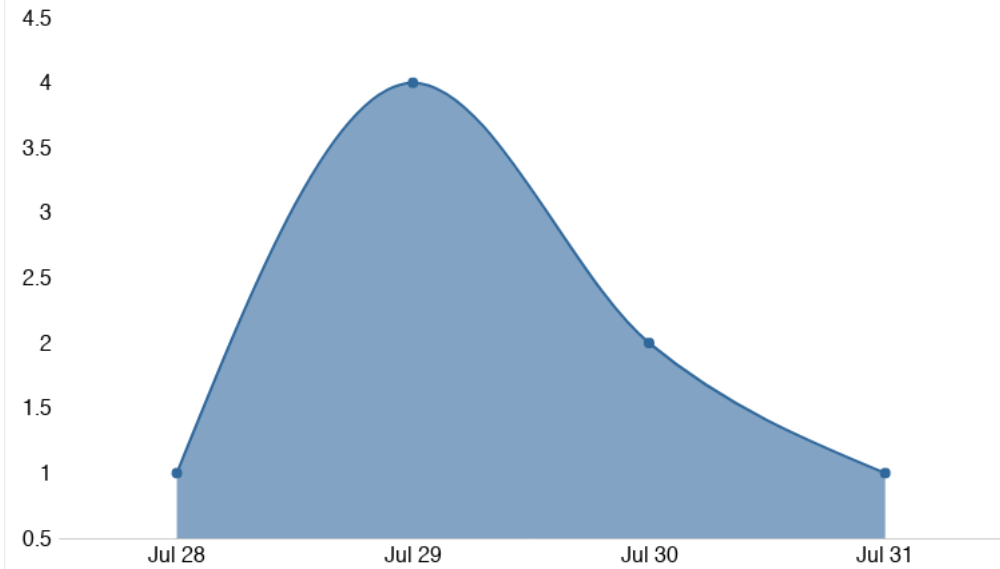
Conversion Name

View-Through Conversions ↓

The Well Comedy Club Homepage Visits

8

Meta View-Through Conversions by Day



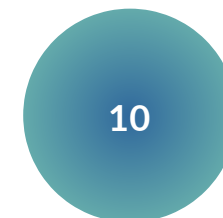


Meta Post Engagements



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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Well Comedy Club - Michael Yo_Micchael Yo.mp4	2,900	378	13.03%	186.21
The Well Comedy Club - Michael Yo_1080x1350 MY.png	77	7	9.09%	129.87



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	2,719	359	13.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	255	26	10.20%
Unknown	---	3	0	0.00%

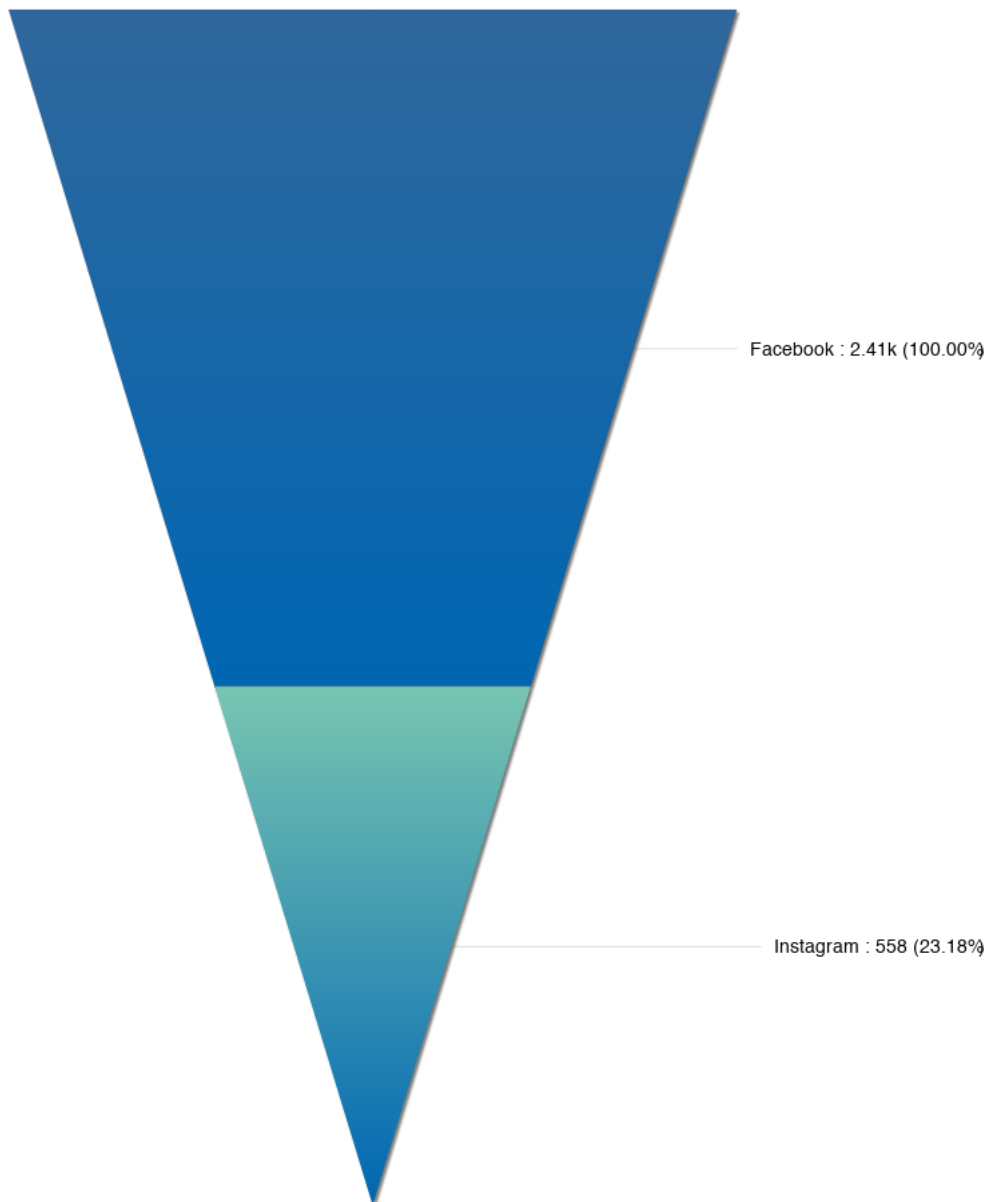


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	2,407	330	13.71%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	558	55	9.86%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	11	0	0.00%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	1	0	0.00%



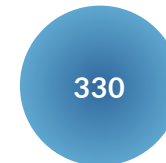
Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

Instagram Performance



Impressions



Clicks



CTR



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.