



Digital Marketing Report

Impressions

How many ads were served:

4,061

Clicks

Times a user clicked on an ad

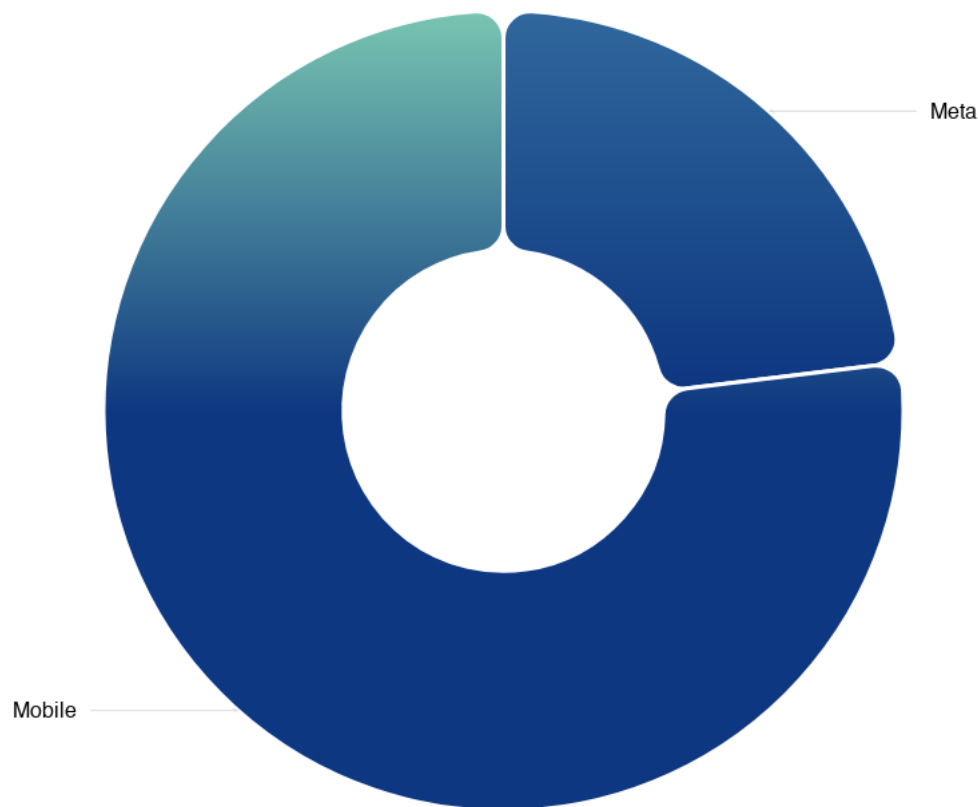
201

Click-Through Rate

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

4.95%

Your Product Breakout by Impressions



Total Engagement Rate

5.07%

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

X the National Average

70.71

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 - Chris DElia - HHI: \$50-200k/Frequent Entertainment Visitors/Bar Visitors Mobile	3,039	43	1.41%	20.21
The Well Comedy Club - Chris D'Elia - Millennials/Gen X/Comedy Facebook/Instagram News Feed	527	77	14.61%	208.73
The Well Comedy Club - Chris D'Elia - Retargeting Facebook/Instagram News Feed	410	74	18.05%	257.84
The Well Comedy Club - Chris DElia - Geo-Fencing Mobile	59	4	6.78%	96.85
The Well Comedy Club - Chris DElia - Geo-Retargeting Mobile	26	3	11.54%	164.84



Meta View-Through Conversions

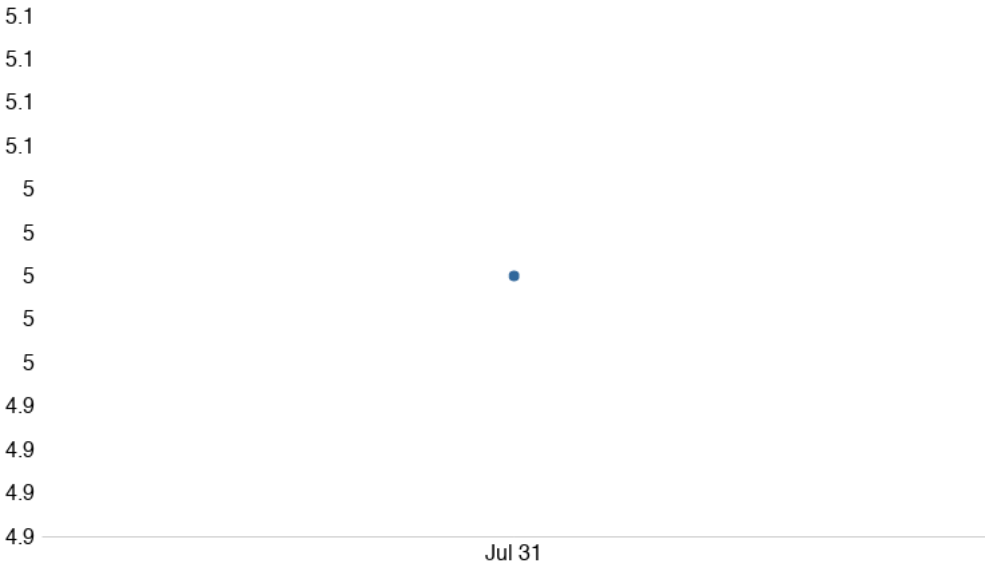


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
The Well Comedy Club Homepage Visits	5

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 Post Shares



The total number of people who shared your ad, giving your campaign free impressions

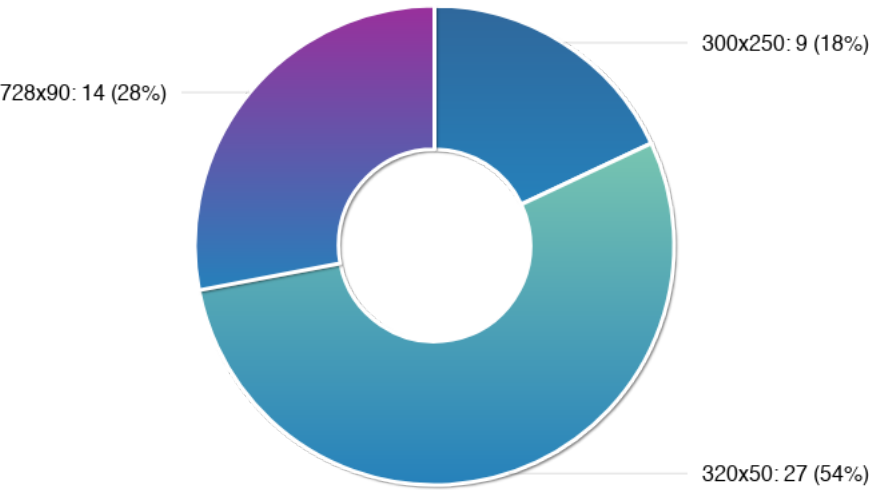


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Well Comedy Club - Chris D'Elia_320x50.png	1,701	27	1.59%	22.68
	The Well Comedy Club - Chris D'Elia_728x90.png	1,320	14	1.06%	15.15
	The Well Comedy Club - Chris D'Elia_300x250.png	103	9	8.74%	124.83



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Well Comedy Club - Chris D'Elia_VIDeo (1).mp4	909	141	15.51%	221.59
The Well Comedy Club - Chris D'Elia_1080x1350.png	26	9	34.62%	494.51
The Well Comedy Club - Chris D'Elia_1080x1080.png	2	1	50.00%	714.29



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	1517 18th St	Bakersfield	CA	93301			58	4	6.90%
	1777 Garone Farm Rd	Bakersfield	CA	93313			1	0	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	920	147	15.98%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	16	4	25.00%
Unknown	---	1	0	0.00%

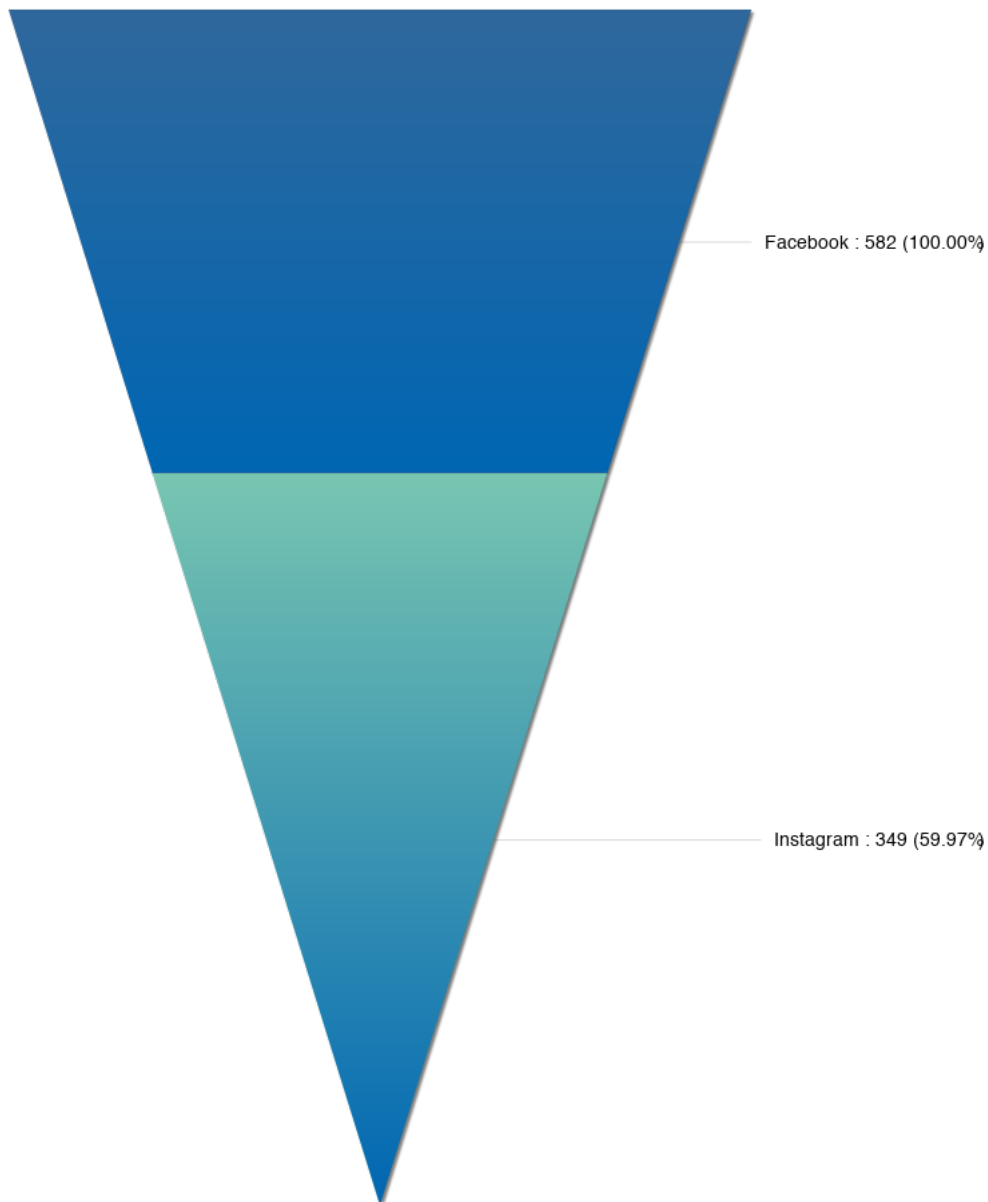


Social Placement Performance

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.	582	112	19.24%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	349	38	10.89%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	5	1	20.00%
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



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.