



Digital Marketing Report

Impressions

How many ads were served:

916

Clicks

Times a user clicked on an ad

104

Click-Through Rate

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

11.35%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

11.35%

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

X the National Average

162.20

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%)
Dunham - Green Bay WI 10.24.26 - Women/Comedy/Live Events Facebook/Instagram News Feed	916	104	11.35%	162.20



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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Dunham - Green Bay WI 10.24.26_JD 102426 1080x1920 Meta.jpg	658	77	11.70%	167.17
Dunham - Green Bay WI 10.24.26_JD 102426 1080x1350 Meta.jpg	258	27	10.47%	149.50



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	915	104	11.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	0	0.00%

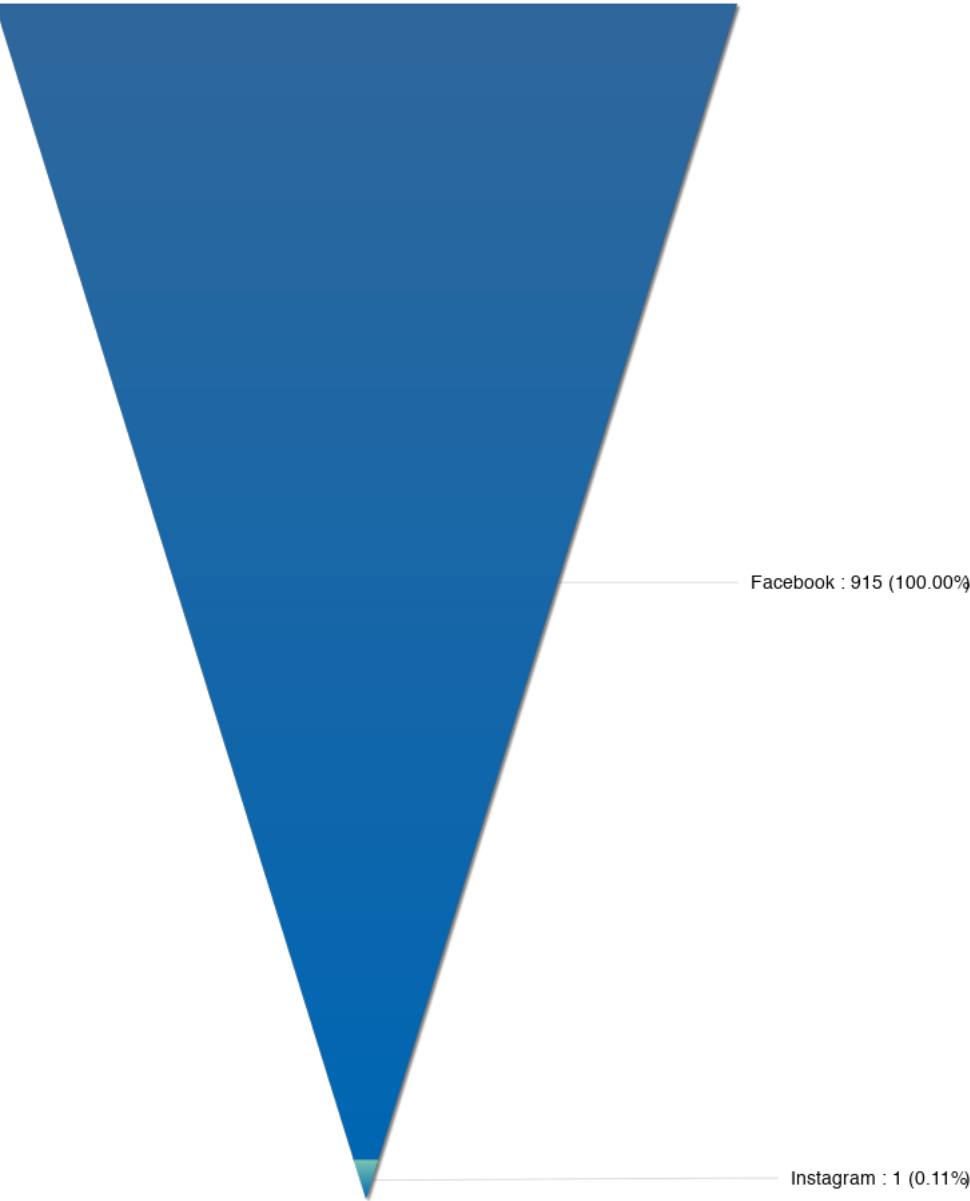


Social Placement Performance

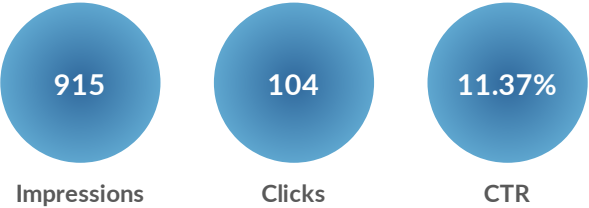
Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	915	104	11.37%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1	0	0.00%



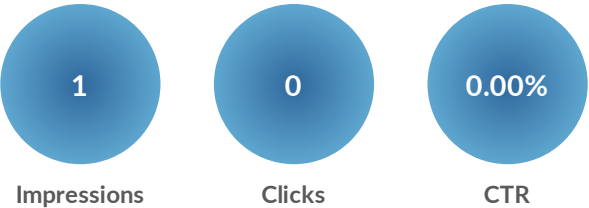
Social Placement Performance by Impressions



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.