



Digital Marketing Report

Impressions

How many ads were served:

87,340

Clicks

Times a user clicked on an ad

438

Click-Through Rate

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

0.50%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

0.51%

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

X the National Average

7.16

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%)
Dominion Virginia Custom Homes - Facebook/Instagram Premium	68,432	209	0.31%	4.36
Dominion Virginia Custom Homes - Vertical Facebook/Instagram Premium	18,908	229	1.21%	17.30



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

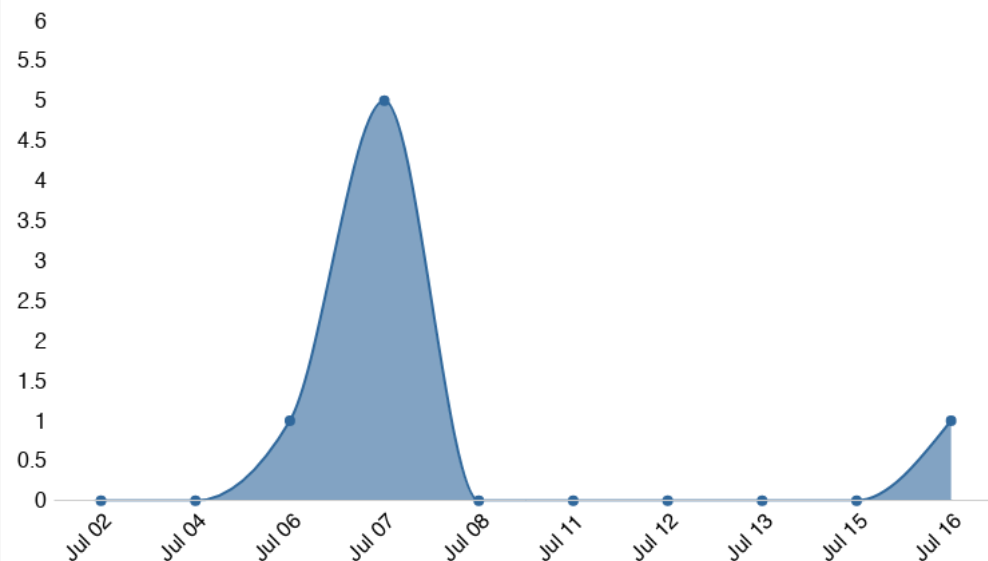
Conversion Name

[View-Through Conversions](#) ↓

Dominion Virginia Custom Homes Homepage Visits

7

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%)
Dominion Virginia Custom Homes_DCHConcepttoCompletionVERT.mp4	18,908	229	1.21%	17.30
Dominion Virginia Custom Homes_Concept to Completion DCH.mp4	68,432	209	0.31%	4.36



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	83,619	400	0.48%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,379	32	1.35%
Desktop	A personal computing device that remains stationary at one location.	1,156	2	0.17%
Unknown	---	186	4	2.15%

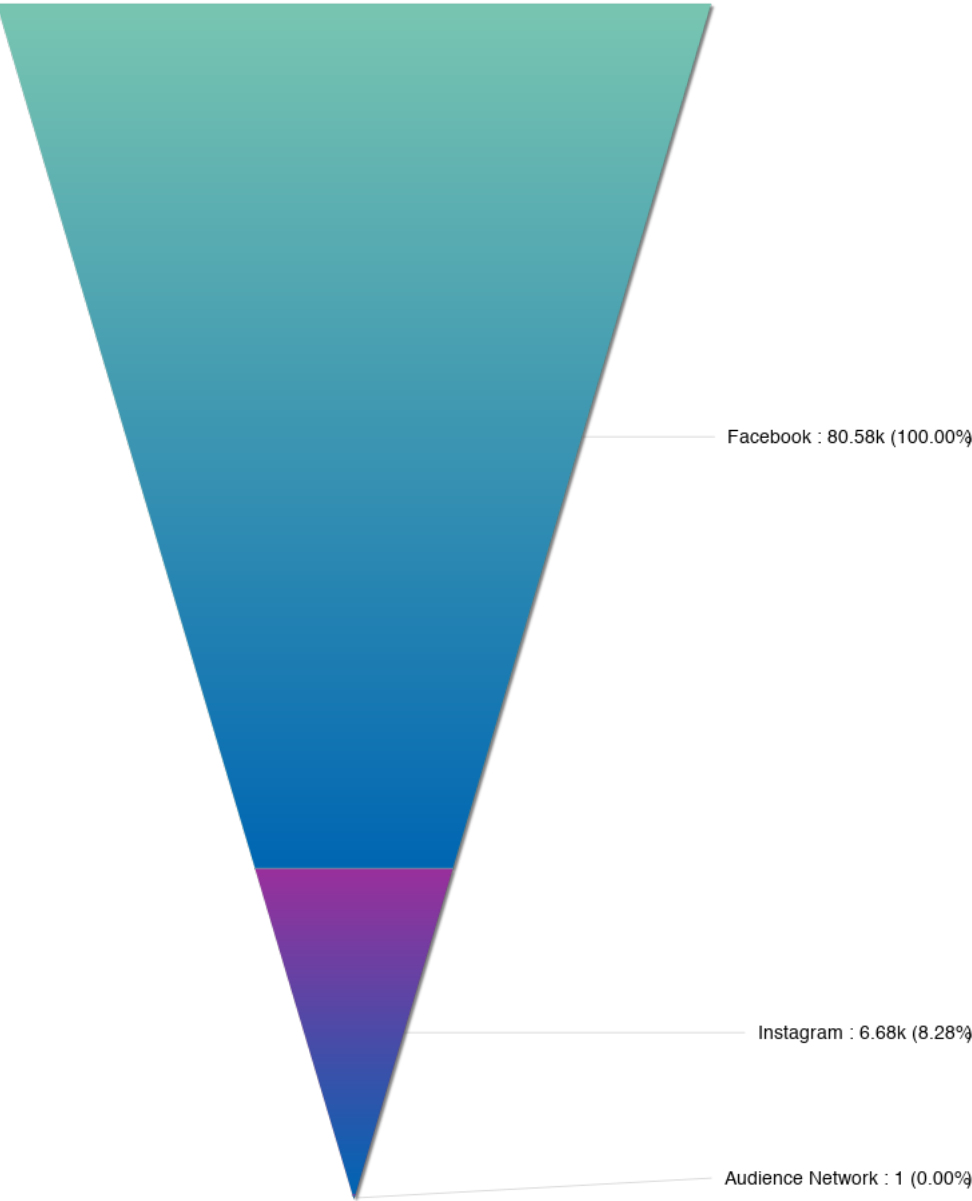


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
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.	79,764	377	0.47%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,606	11	0.31%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,802	48	1.71%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	819	2	0.24%
Instagram Search	Your ads appear next to relevant Instagram search results.	81	0	0.00%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	1	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.	0	0	-



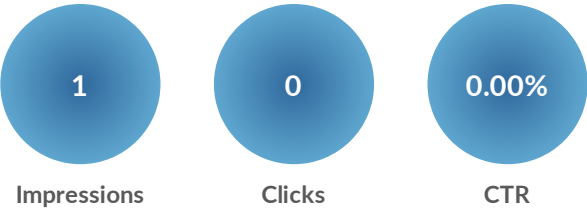
Social Placement Performance by Impressions



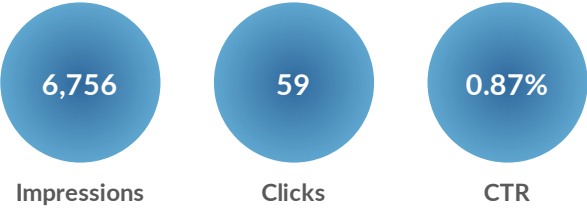
Facebook News Feed Performance

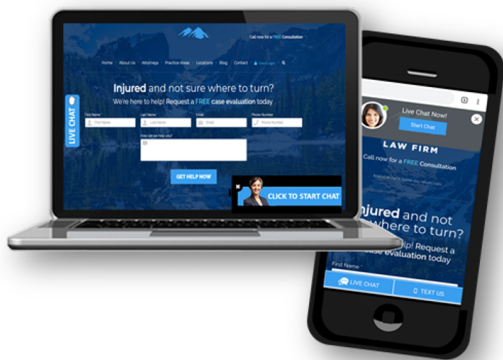


Audience Network Performance



Instagram Performance





Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



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



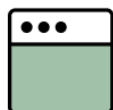
Live Chat



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.