

Digital Marketing Report

Impressions

How many ads were served:

22,271

Clicks

Times a user clicked on an ad

369

Click-Through Rate

(Clicks/Impressions) x 100

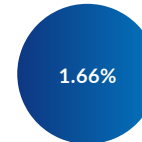
1.66%

Your Product Breakout by Impressions



Meta

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%)
Holland Speedway - Outdoor Recreation/Parents of Teens Facebook Premium	22,271	369	1.66%	23.67

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%)
Holland Speedway_7.13_Carousel	22,271	369	1.66%	23.67

Meta Carousel Card Performance

Card Name	Ad	Count ↓
2:	Holland Speedway_7.13_Carousel	51
7:	Holland Speedway_7.13_Carousel	48
4:	Holland Speedway_7.13_Carousel	31
Holland Paintball Park	Holland Speedway_7.13_Carousel	31
1:	Holland Speedway_7.13_Carousel	14

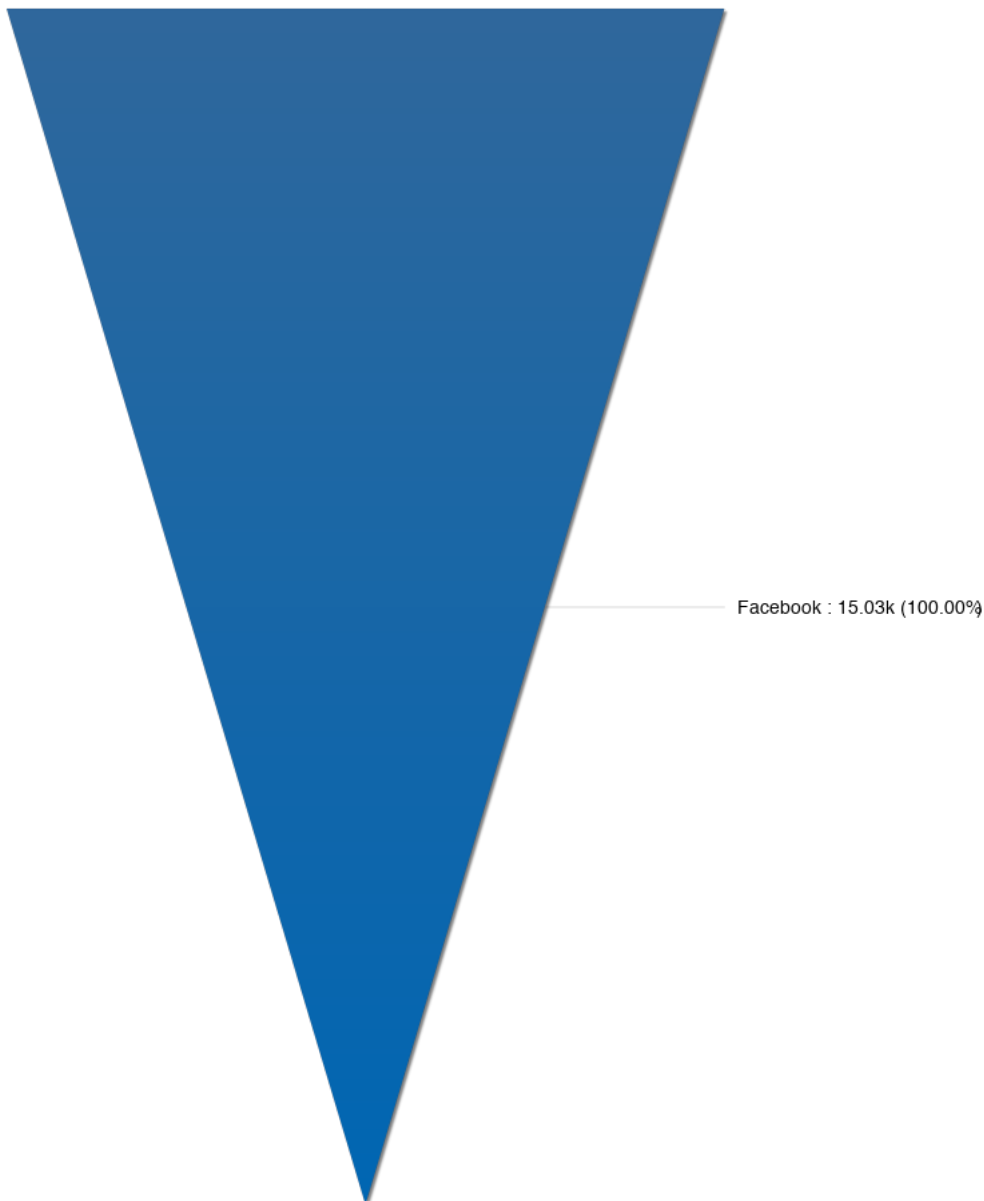
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	14,443	340	2.35%
Desktop	A personal computing device that remains stationary at one location.	7,271	4	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	459	19	4.14%
Unknown	---	98	6	6.12%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	7,227	4	0.06%
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.	5,872	209	3.56%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,736	143	3.02%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	3,705	5	0.14%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	638	2	0.31%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	66	2	3.03%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	15	1	6.67%
Facebook Stories	Your ads appear in people's Stories on Facebook.	12	3	25.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

All available products in our *toolbox*.



Social Mirror

Mobile
Conquesting

Connected TV



Meta

Website
Visitor ID

TikTok

Search Engine
OptimizationPerformance
MaxDigital
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.