

Digital Marketing Report

Impressions

How many ads were served:

889,095

Clicks

Times a user clicked on an ad

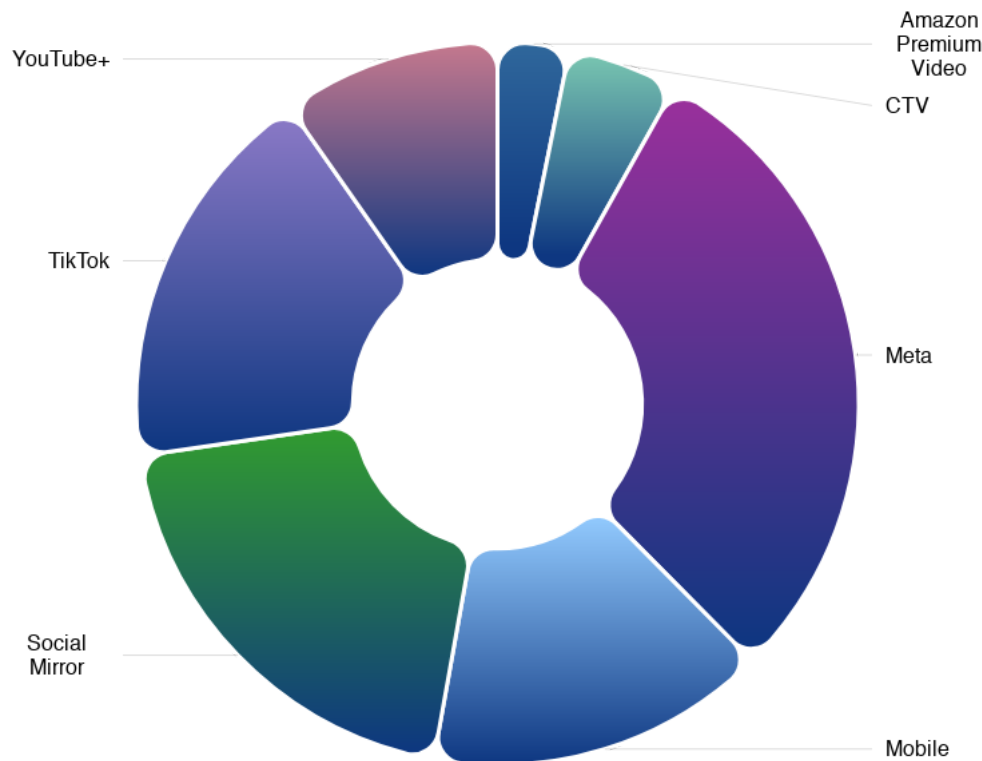
17,253

Click-Through Rate

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

2.27%

Your Product Breakout by Impressions



CTV Completion Rate

8.86%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.30

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

2.47%

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

X the National Average

29.16

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%)
Sonoma County Fair - Live Events/Family Fun/#carnivals TikTok	156,175	1,164	0.75%	10.65
Sonoma County Fair - Parents/Concerts/Entertainment Facebook/Instagram Premium	149,279	7,201	4.82%	68.91
Sonoma County Fair - AI Social Mirror	104,336	546	0.52%	7.48
Sonoma County Fair - Family/Theme Parks/Local Events YouTube+	86,617	29	0.03%	0.48
Sonoma County Fair - Parents/Students/Theme Parks Mobile	73,608	303	0.41%	5.88
Sonoma County Fair - Spanish - Parents/Concerts/Entertainment Facebook/Instagram Premium	46,611	2,720	5.84%	83.36
Sonoma County Fair - Meta Grandstand Events - Monster Trucks/Motor Sports/Monter Jam Facebook/Instagram Premium	25,672	1,339	5.22%	74.51
Sonoma County Fair - Theme Parks/Family Activities/Farmers Market Behavioral Social Mirror	24,750	136	0.55%	7.85
Sonoma County Fair - Address Retargeting Mobile	23,545	127	0.54%	7.71
Sonoma County Fair - Meta - Rodeo & Livestock - Country Music/Bull Riding/Rodeo Facebook/Instagram Premium	19,361	1,321	6.82%	97.47
Sonoma County Fair - Matching Amazon CTV	18,084	0	0.00%	0.00
Sonoma County Fair - Address Targeting Mobile	17,564	36	0.20%	2.93
Sonoma County Fair - Retargeting Social Mirror	16,064	56	0.35%	4.98
Sonoma County Fair -Custom Audience Lookalike - Social Mirror	15,941	36	0.23%	3.23
Sonoma County Fair - Custom Audience Matching Social Mirror	15,515	35	0.23%	3.22
Sonoma County Fair - Event Tickets/Entertainment/Parents Behavioral Amazon Video	13,618	129	0.95%	13.53

Sonoma County Fair - Retargeting Amazon CTV	13,400	0	0.00%	0.00
Sonoma County Fair - Meta Cirque MaCeo - Date Night/Fairs/Theme Parks Facebook/Instagram Premium	12,956	1,420	10.96%	156.57
Sonoma County Fair - Event Tickets/Entertainment/Parents Behavioral Amazon CTV	12,299	0	0.00%	0.00
Sonoma County Fair - Geo-Retargeting Mobile	11,021	53	0.48%	6.87
Sonoma County Fair - Geo-Fencing Mobile	8,405	37	0.44%	6.29
Sonoma County Fair - Retargeting Amazon Video	7,936	53	0.67%	9.54
Sonoma County Fair - Retargeting Facebook/Instagram Premium	7,247	475	6.55%	93.63
Sonoma County Fair - Matching Amazon Video	6,926	19	0.27%	3.92
Sonoma County Fair - Fair Board - Geo-Fencing Mobile	1,587	8	0.50%	7.20
Sonoma County Fair - Matching Facebook/Instagram Premium	578	10	1.73%	24.72

Social Mirror View-through Conversions

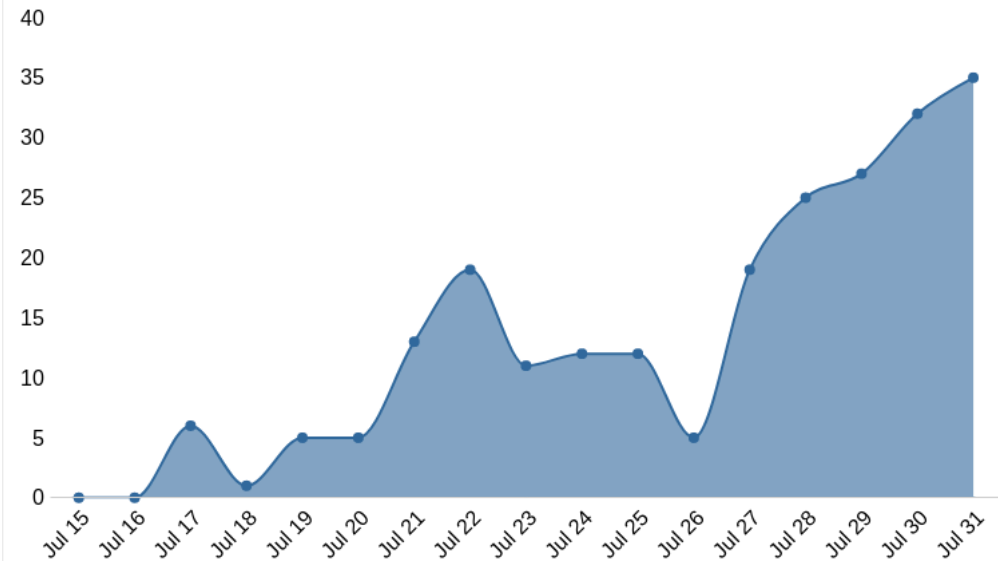


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

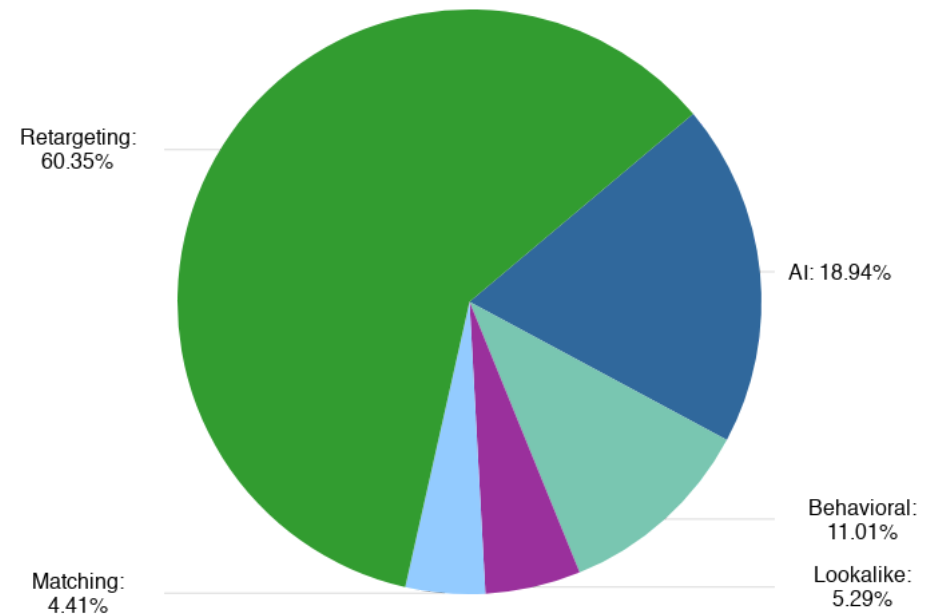
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Sonoma County Fair - Homepage Views	226
Sonoma County Fair - Purchase Family Pack Clicks	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



YouTube+ View-Through Conversions



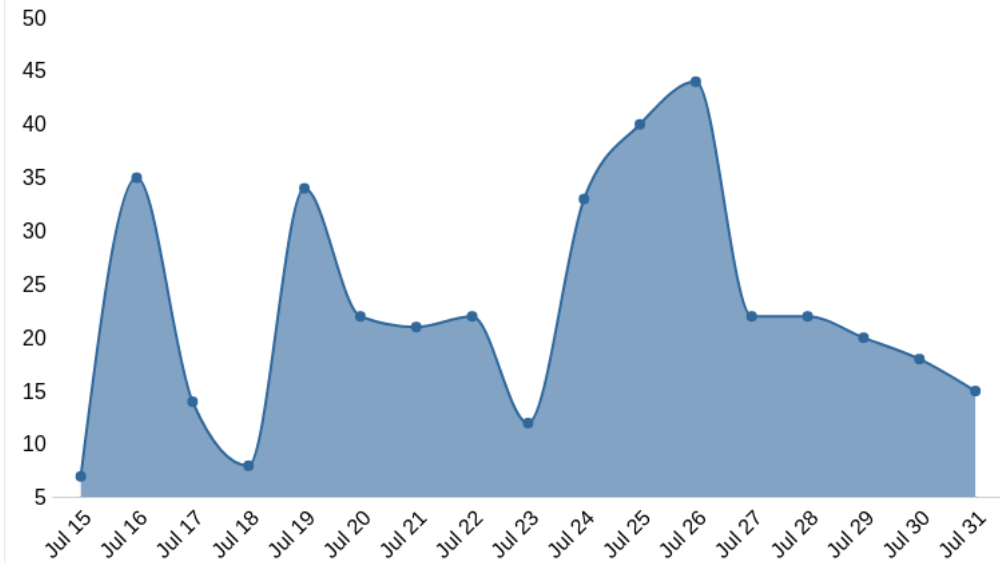
389

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

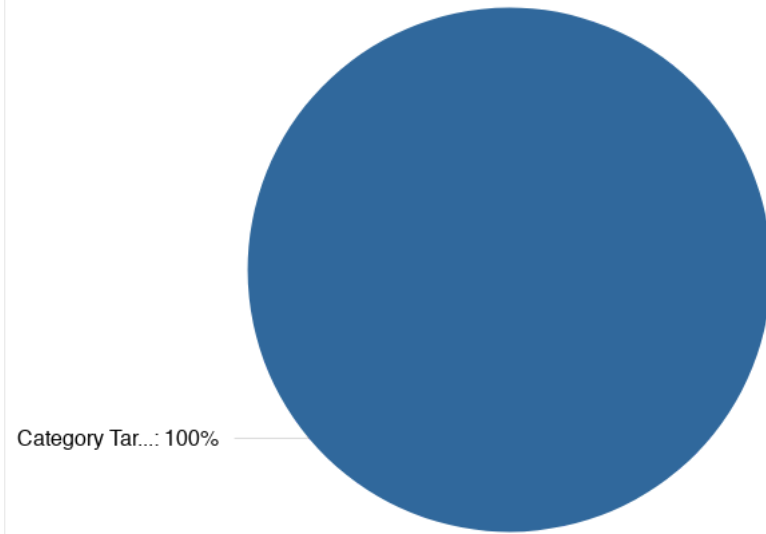
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sonoma County Fair VT Visits	386
Sonoma County Fair Purchase Family Pack Click Conversion	3

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Amazon Premium Video + CTV View-through Conversions

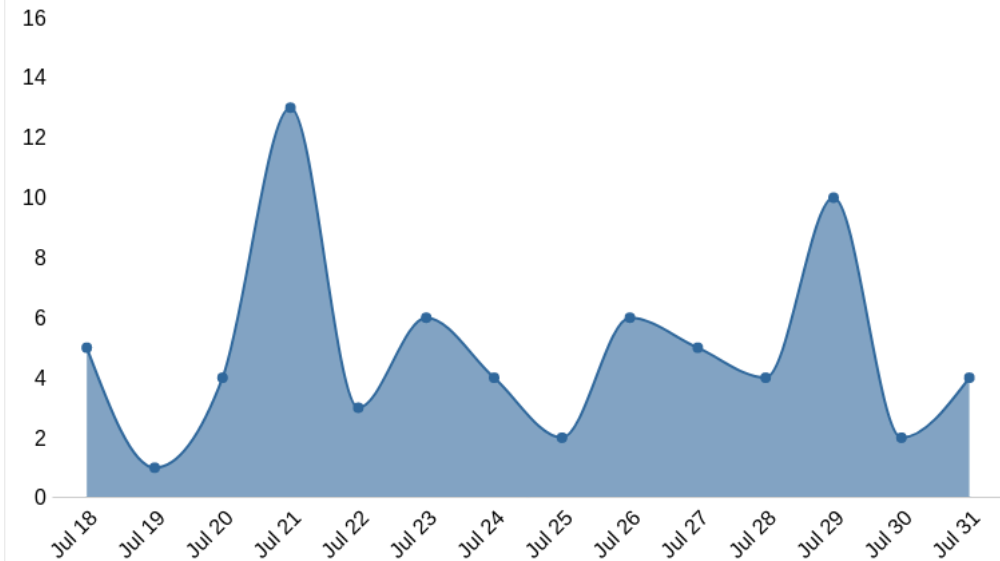


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

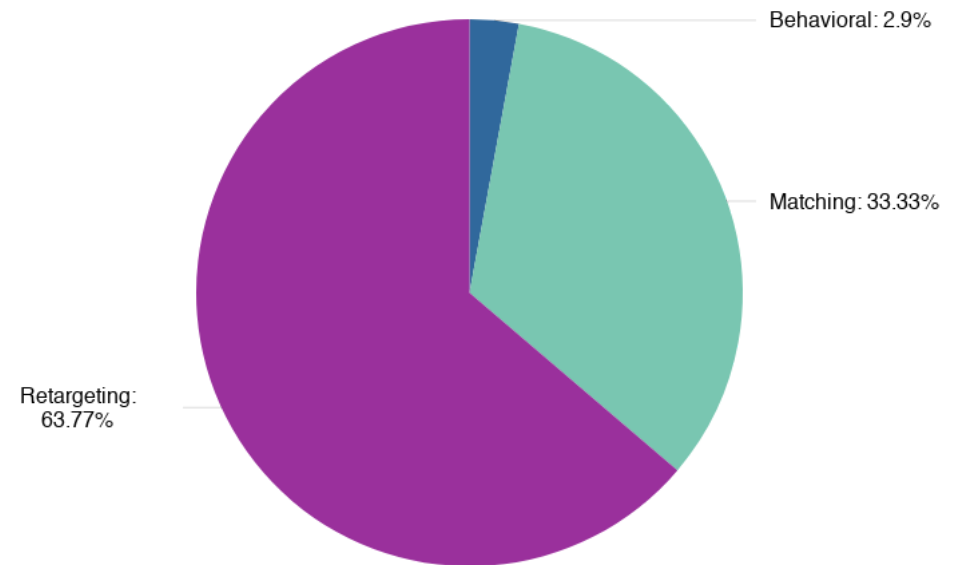
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Sonoma County Fair Homepage Visits	69

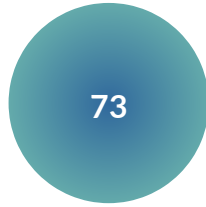
Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy



Meta Click Conversions



73

Times users clicked on an ad leading to your site and visited a page or completed an action

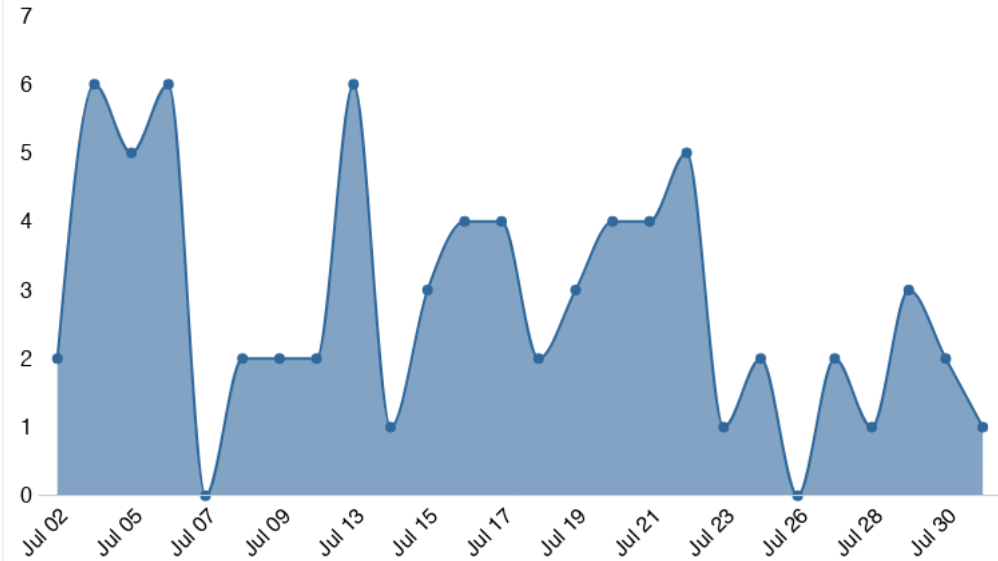
Meta Click Conversion Performance

Conversion Name

Click Conversions ↓

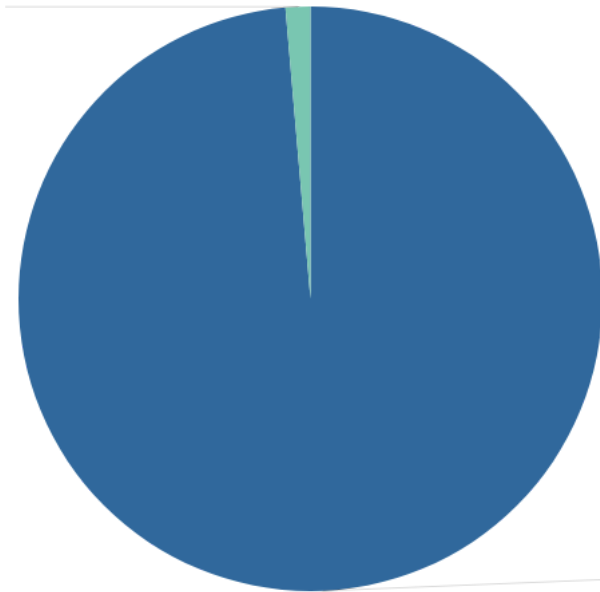
Sonoma County Fair Purchase Family Pack Click	70
Sonoma County Fair Tickets Page View	3

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
1.37%



Category
Targeting:
98.63%

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

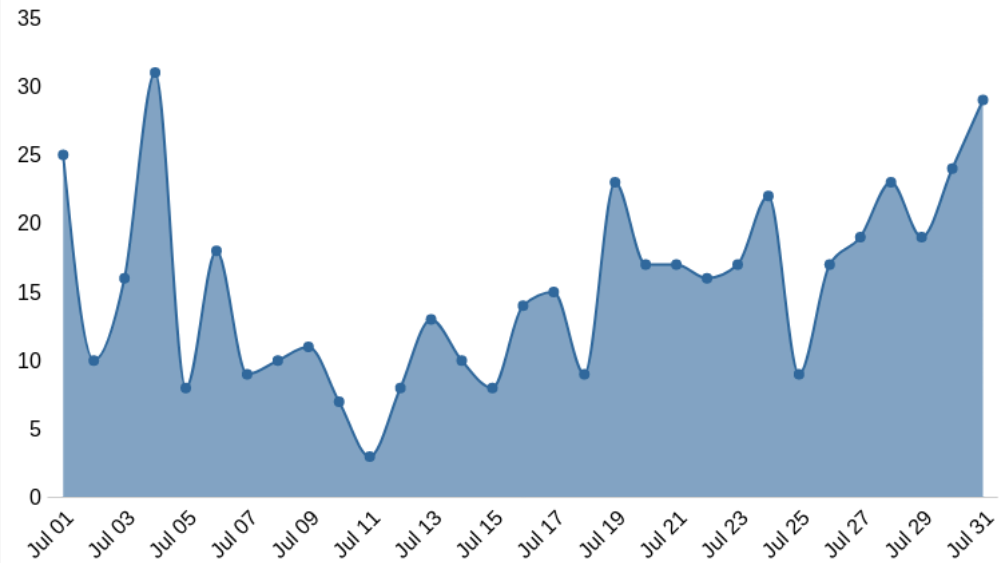
Conversion Name

[View-Through Conversions](#) ↓

Sonoma County Fair Homepage Visits	471
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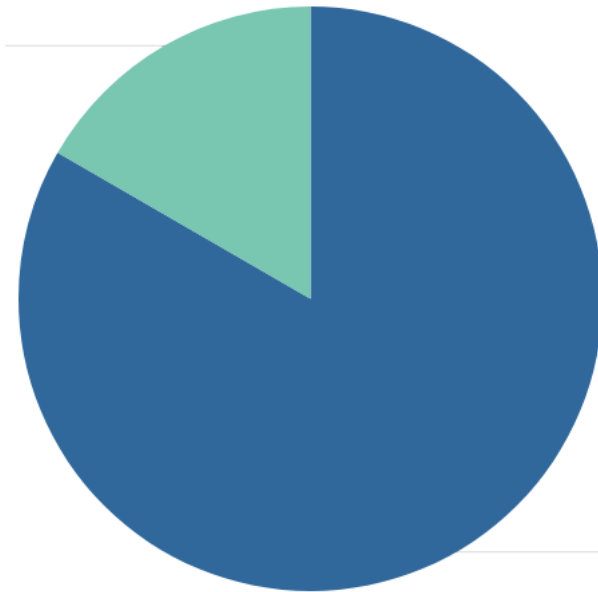
Sonoma County Fair Purchase Family Pack Click	6
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Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

Retargeting:
16.67%



Category
Targeting:
83.33%

Meta Post Engagements

52,610

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

16

The total number of comments your ads received

Meta Post Reactions

661

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

193

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

TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

TikTok Profile Visits



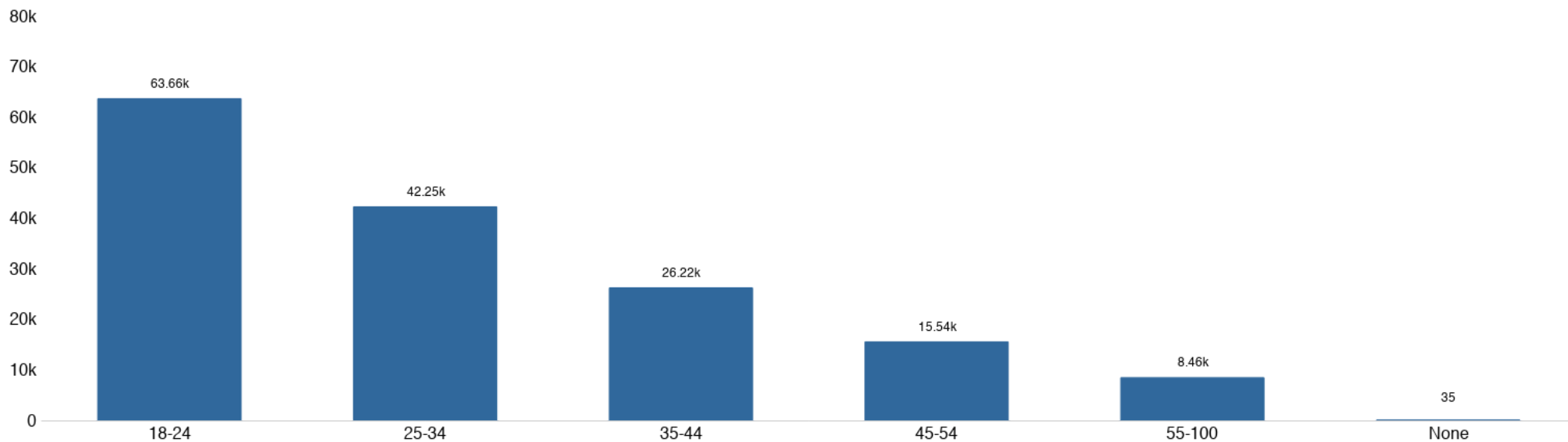
The number of profile visits the ad drove

TikTok Shares

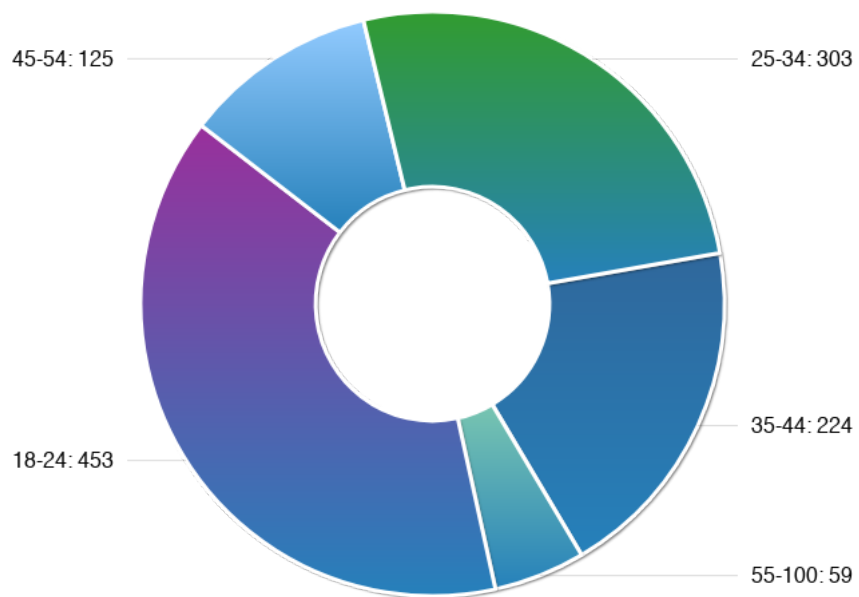


The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



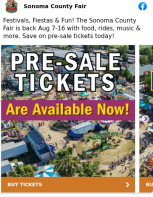
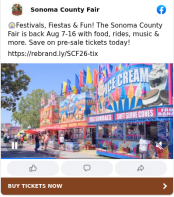
Visits

Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
1350 Bennett Valley Road	1350 Bennett Valley Rd	Santa Rosa	CA	95404	507

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Sonoma County Fair_SM_7.15.26_May 2026 Sonoma County Fair Pre Sale SM 1080x1920 Story	72,240	453	0.63%	8.96
	Sonoma County Fair_SM_7.15.26_May 2026 Sonoma County Fair Presale Tickets Carousel	46,217	174	0.38%	5.38
	Sonoma County Fair_SM_7.15.26 - Festivals, Fiestas & Fun! The Sonoma County Fair is back Aug 7-16	44,958	147	0.33%	4.67
	Sonoma County Fair_Youtube_Sonoma County Fair 2026 Pre Sale 15	13,191	35	0.27%	3.79

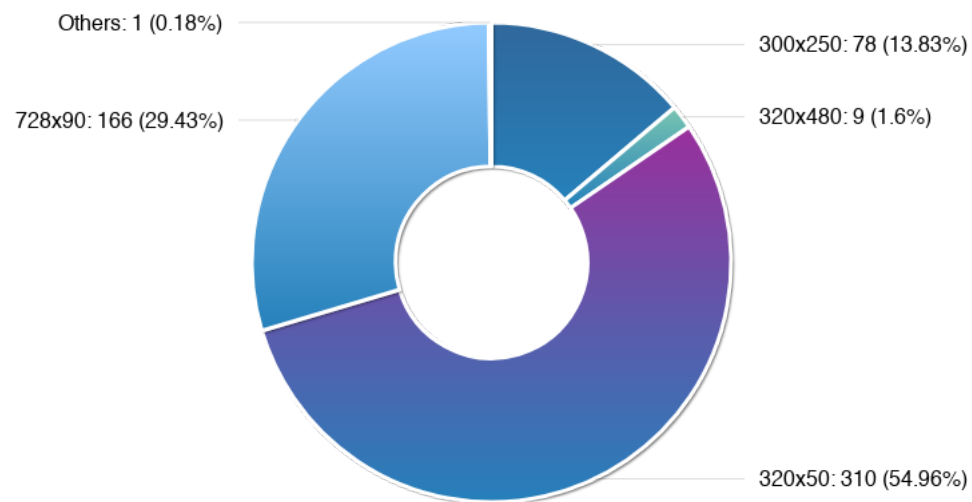
Social Mirror Ad Screenshots

	Sonoma County Fair_SM_7.15.26_May 2026 Sonoma County Fair Pre Sale SM 1080x1920 Story
Screenshot	

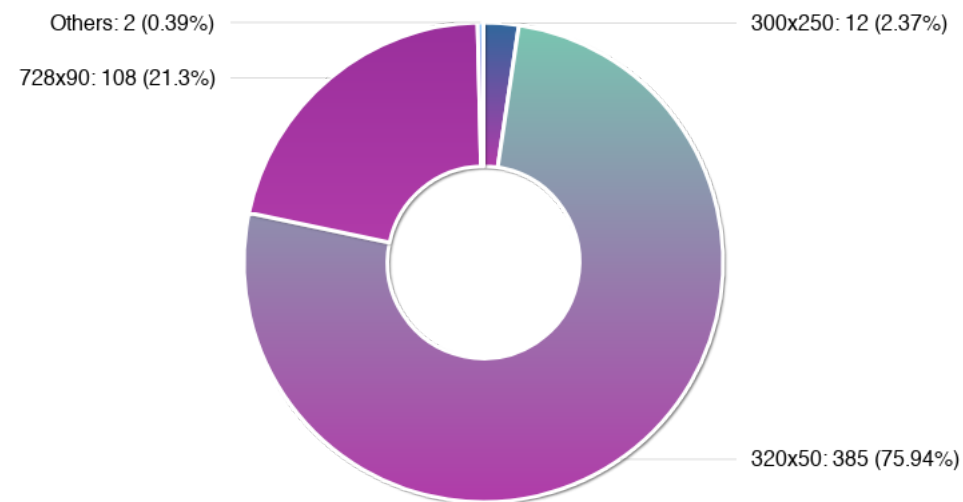
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sonoma County Fair_7.15_Sonoma County Fair July 320x50	87,770	310	0.35%	5.05
	Sonoma County Fair_7.15_Sonoma County Fair July 728x90	41,560	166	0.40%	5.71
	Sonoma County Fair_7.15_Sonoma County Fair July 300x250	5,682	78	1.37%	19.61
	Sonoma County Fair_7.15_Sonoma County Fair July 320x480	628	9	1.43%	20.47
Preview not available	Sonoma County Fair 2026 Pre Sale 15 1080p.mp4 -	51	1	1.96%	28.01
Preview not available	Sonoma County Fair 2026 Pre Sale 30 V2 1080p.mp4	39	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Sonoma County Fair_YouTube_Sonoma County Fair	86,617	29	96.39%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sonoma County Fair_YouTube_Sonoma County Fair	97.86%	97.11%	96.69%	96.39%

Amazon Premium Display Conversion Performance by Ad Size



1920x1080: 208 (100%)

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sonoma County Fair_7.15_Sonoma_County_Fair_2026_Pre_Sale_15_1_.mp4_OLV	View Preview	18,935	110	0.58%	8.30
Sonoma County Fair_7.15_Sonoma_County_Fair_2026_Pre_Sale_30_V2_1_.mp4_OLV	View Preview	9,545	91	0.95%	13.62
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sonoma County Fair_7.15_Sonoma_County_Fair_2026_Pre _Sale_30_V2__1_.mp4_OLV	79.55%	61.06%	54.42%	49.57%
Sonoma County Fair_7.15_Sonoma_County_Fair_2026_Pre _Sale_15__1_.mp4_OLV	77.73%	68.56%	57.88%	52.44%

Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sonoma County Fair_5.27_May 2026 Sonoma County Fair Pre-Sale 1080x1350	62,309	4,125	6.62%	94.57
Sonoma County Fair_5.27_Pre Sale Tickets carousel	74,119	2,590	3.49%	49.92
Sonoma County Fair_7.16_Carousel SPANISH	27,334	1,421	5.20%	74.27
Sonoma County Fair_7.16_SCF Cirque Ma'Ceo 1080x1350	12,628	1,392	11.02%	157.47
Sonoma County Fair_7.16_SCF Grandstand 2026 1080x1350	21,862	1,146	5.24%	74.89
Sonoma County Fair_7.16_Spanish July 2026 Sonoma County Fair Pre-Sale 1080x1350.mp4y	11,262	987	8.76%	125.20
Sonoma County Fair_7.16_Rodeo Carousel	13,364	921	6.89%	98.45
Sonoma County Fair_7.27_Fair Events carousel	15,853	735	4.64%	66.23
Sonoma Countv Fair 7.27 Rodeo Carousel	4,408	259	5.88%	83.94

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Festivals, Fiestas & Fun!	Sonoma County Fair_5.27_Pre Sale Tickets carousel	647
Sonoma County Fair	Sonoma County Fair_5.27_Pre Sale Tickets carousel	578
1: August 7 - 16, 2026	Sonoma County Fair_7.27_Fair Events carousel	358
1: August 7 & 8	Sonoma County Fair_7.16_Rodeo Carousel	324
1: ¡Festivales, Fiestas y Diversión!	Sonoma County Fair_7.16_600s_Carousel	210

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sonoma County Fair 2026 Pre Sale 15_3Lv60gTC.mp4_Sonoma County Fair_Sonoma County Fair 2026 Pre Sale 15	110,257	839	0.76%	10.87
May 2026 Sonoma County Fair Pre-Sale - SM 1080x1920_9KG7O32x.mp4_Sonoma County Fair_May 2026 Sonoma County Fair Pre-Sale	44,151	311	0.70%	10.06
Sonoma County Fair 2026 Pre Sale 30 V2_SEFzUN34.mp4_Sonoma County Fair_Sonoma County Fair 2026 Pre Sale 30 V2	1,767	14	0.79%	11.32

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Pump It Up	3360 Coffey Lane	Santa Rosa	CA	95403			3,694	8	0.22%
Western Farm	21 W 7th Street	Santa Rosa	CA	95401			1,886	13	0.69%
Sonoma County Fairgrounds	1350 Bennett Valley Rd	Santa Rosa	CA	95404			1,313	4	0.30%
Poppy Bank Epicenter	3215 Coffey Lane	Santa Rosa	CA	95403			1,044	10	0.96%
	700 Tupper St	Santa Rosa	CA	95404			963	7	0.73%
Rivertown Feed & Pet Country Store	200 1st Street	Petaluma	CA	94952			220	0	0.00%
	949 Ripley Street	Santa Rosa	CA	95401			213	0	0.00%
	7400 Hayden Avenue	Sebastopol	CA	95472			201	1	0.50%
Frizelle Enos	10035 Main Street	Penngrove	CA	94951			87	1	1.15%
	228 Monte Vista Avenue	Healdsburg	CA	95448			81	0	0.00%
	1063 Yuba Drive	Santa Rosa	CA	95407			76	0	0.00%
Rebounderz	555 Rohnert Park Expressway	Rohnert Park	CA	94928			73	0	0.00%
The Feed Store	265 Petaluma Avenue	Sebastopol	CA	95472			59	1	1.69%
	830 Liberty Road	Petaluma	CA	94952			29	0	0.00%
	873 Stellar Lane	Windsor	CA	95492			23	0	0.00%
Children's Museum of Santa Rosa	1835 W. Steel Lane	Santa Rosa	CA	95403			13	0	0.00%
Scandia	5301 Redwood Drive	Rohnert Park	CA	94928			9	0	0.00%
Snoopy's Home Ice	1667 W. Steele Lane	Santa Rosa	CA	95403			7	0	0.00%
Sonoma County Farm Bureau	3589 Westwind Blvd	Santa Rosa	CA	95403			3	0	0.00%
Redwood Valley Community Center	222 E. Center Street	Redwood Valley	CA	95470			2	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	523,312	15,971	3.05%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	126,451	24	0.02%
Desktop	A personal computing device that remains stationary at one location.	73,189	187	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	29,511	472	1.60%
Unknown	---	566	35	6.18%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	164	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	2	0	0.00%

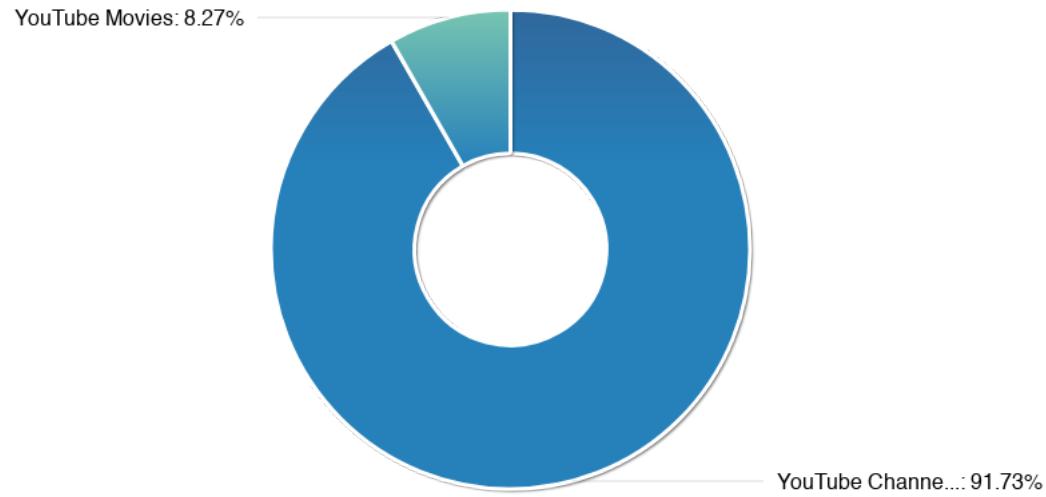
Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	71,333	197	0.28%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	546	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	282	0	0.00%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	48	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	46	4	8.70%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	9	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	14,425	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	5,609	0	0.00%
IMDB App (ID: 1a8baf1b38774b6082804720d76bfb9d)	5,546	3	0.05%
roku (ID: 151908)	5,352	0	0.00%
FireTV Channels (ID: firetv-video-news)	4,384	0	0.00%
amazon.com	2,896	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	2,724	0	0.00%
imdb.com	1,855	4	0.22%
thehill.com	1,332	0	0.00%
Paramount EyeQ	1,212	0	0.00%
af6dd00ac1bb49bda30486540ed75442	1,134	0	0.00%
67e0c74cccec444e99c8e00fe7d445093	989	0	0.00%
48c38e27ff914ab982373e57c4157aa3	986	0	0.00%
Candy Crush Saga (ID: 553834731)	737	3	0.41%
sfgate.com	595	0	0.00%
yahoo.com	516	2	0.39%
c5a49fcb92144b23985b355a138fbf32	463	0	0.00%
978f8d21171a406e97631c41202c0dbc	440	0	0.00%
nypost.com	435	1	0.23%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	423	0	0.00%

YouTube+ Placement Performance



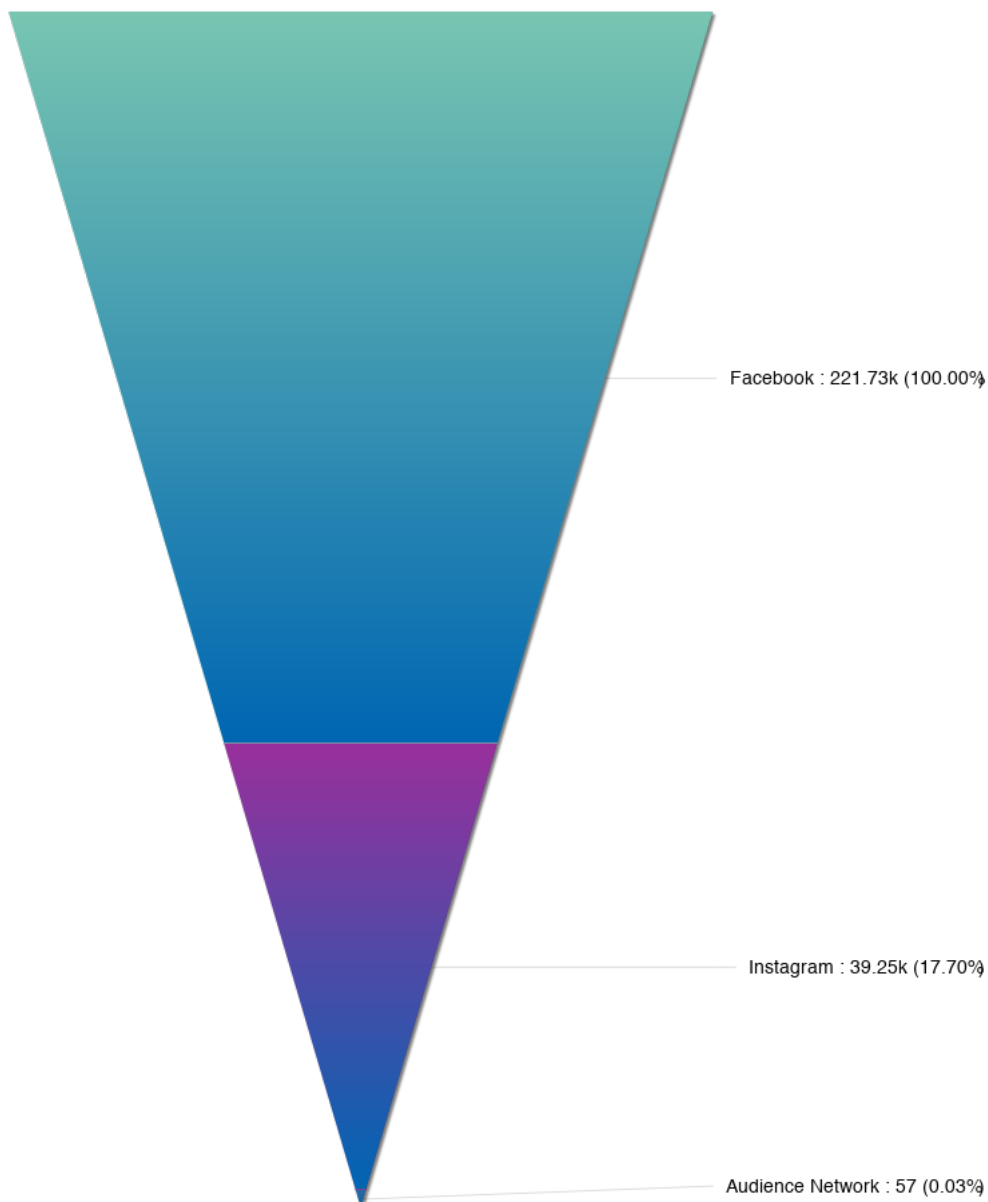
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
48 Hours	731	0	0.00%
Noticias Telemundo	624	0	0.00%
The Daily Show	570	0	0.00%
MeidasTouch	433	0	0.00%
HISTORY	422	0	0.00%
Midwest Safety	396	0	0.00%
KTVU FOX 2 San Francisco	324	0	0.00%
MS NOW	322	0	0.00%
ABC News	318	0	0.00%
Dateline NBC	276	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.	115,656	8,743	7.56%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	96,699	3,551	3.67%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	19,319	840	4.35%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	10,153	373	3.67%
Instagram Stories	Your ads appear in people's Stories on Instagram.	9,720	495	5.09%
Facebook Stories	Your ads appear in people's Stories on Facebook.	4,911	324	6.60%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,360	45	1.91%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,533	63	4.11%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	574	22	3.83%
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.	244	13	5.33%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.