

Digital Marketing Report

Impressions

How many ads were served:

133,677

Clicks

Times a user clicked on an ad

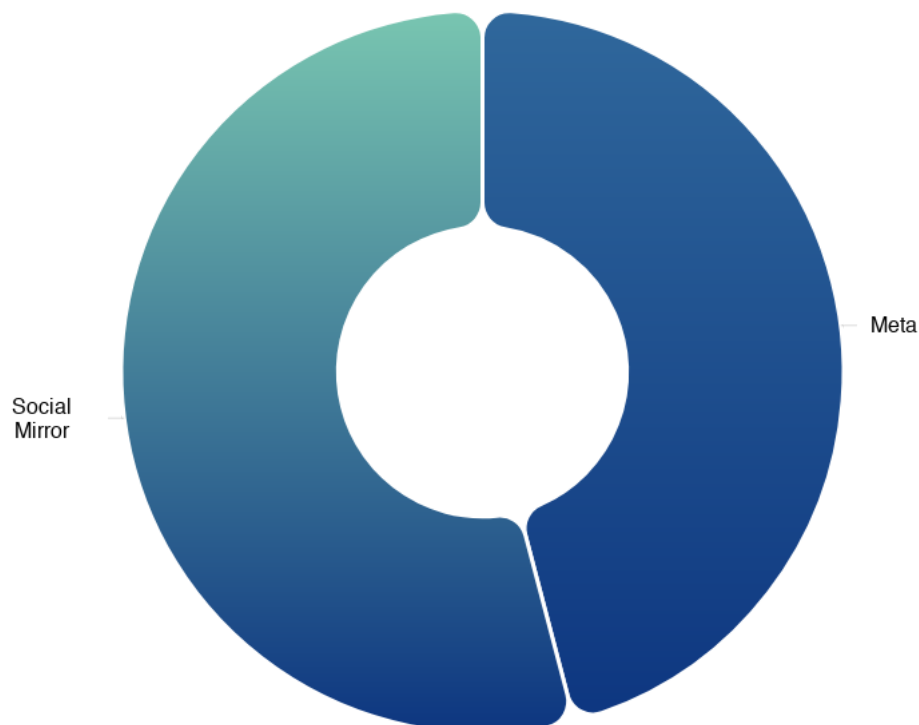
5,522

Click-Through Rate

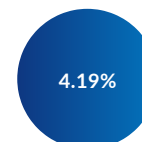
(Clicks/Impressions) x 100

4.13%

Your Product Breakout by Impressions



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%)
Berglund Center - Broadway in Roanoke - Theater - AI Social Mirror	31,894	154	0.48%	6.90
Broadway in Roanoke - Theater - Custom Audience Matching Facebook/Instagram Premium	30,941	2,630	8.50%	121.43
Berglund Center - Broadway in Roanoke - Theater -Broadway and Musical Theater/Theater Performing Arts Social Mirror	24,980	67	0.27%	3.83
Broadway in Roanoke - Theater - Retargeting Facebook/Instagram Premium	24,298	2,082	8.57%	122.41
Berglund Center - Broadway in Roanoke - Theater - Keyword Social Mirror	15,435	20	0.13%	1.85
Broadway in Roanoke - Theater - Custom Audience Lookalike Facebook/Instagram Premium	5,076	452	8.90%	127.21
Broadway in Roanoke - Theater - Performing Arts/Fine Arts Facebook/Instagram Premium	1,053	117	11.11%	158.73

Social Mirror View-through Conversions

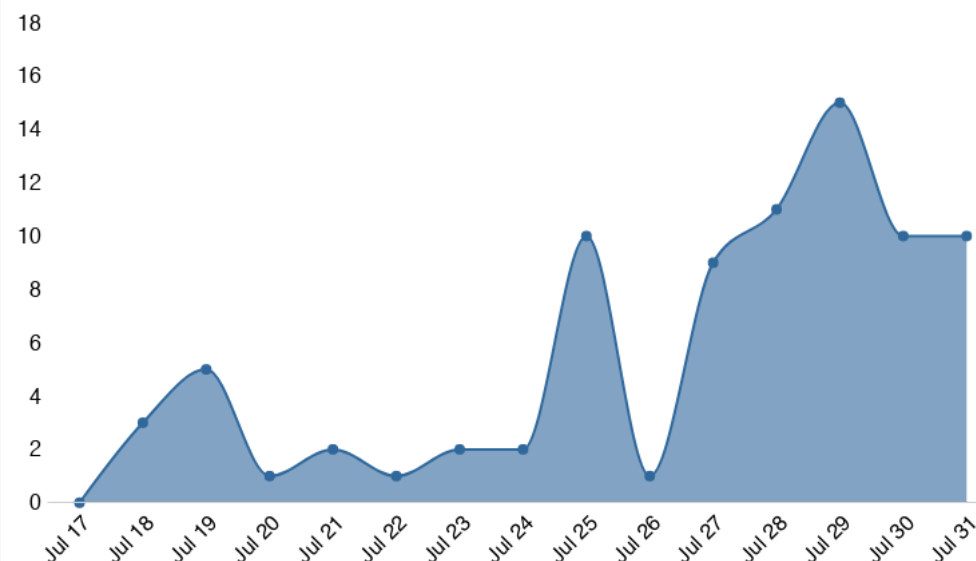


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

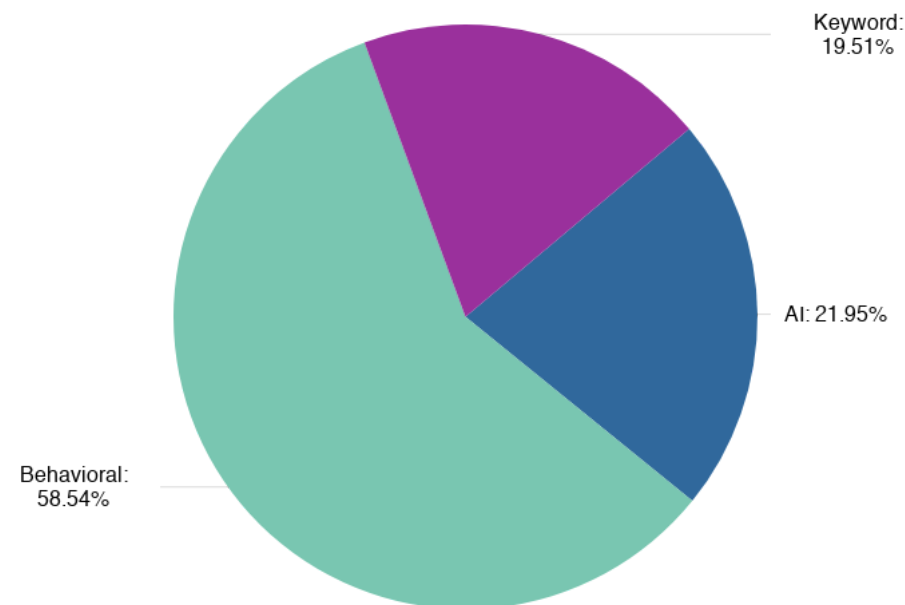
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Berglund Center Ticketmaster Confirmation Page View	82

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Post Engagements

25,010

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

111

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

Meta Post Shares

40

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



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Broadway in Roanoke - Theater_7.10_Some shows sell fast	72,309	241	0.33%	4.76

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Broadway in Roanoke - Theater_7.10_Broadway's biggest hits	61,368	5,281	8.61%	122.94

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	97,356	5,232	5.37%
Desktop	A personal computing device that remains stationary at one location.	28,193	86	0.31%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,799	185	2.37%
Unknown	---	329	19	5.78%

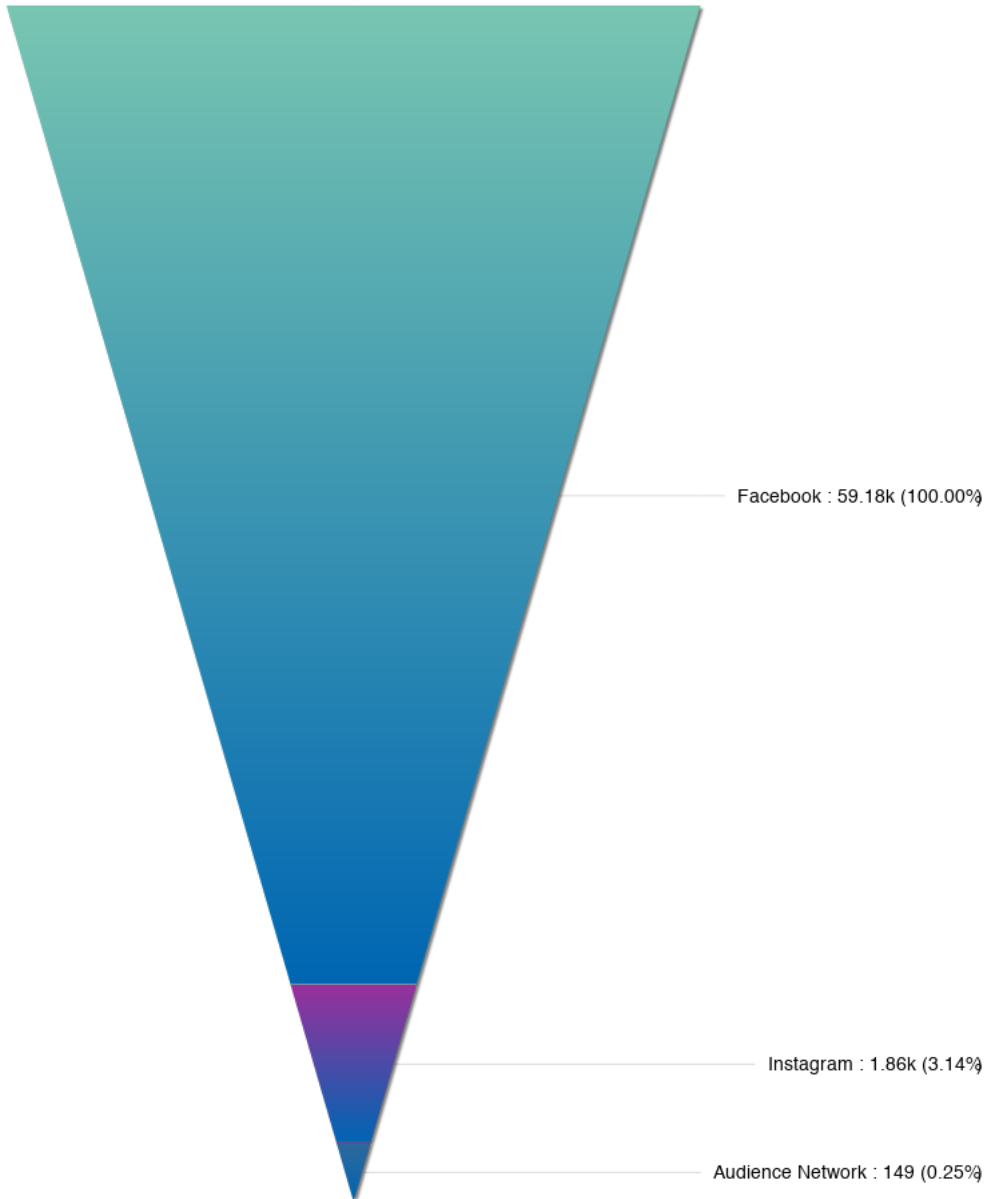
Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	6,160	2	0.03%
nypost.com	4,364	3	0.07%
usatoday.com	4,006	4	0.10%
T-Mobile Play	2,759	0	0.00%
tmz.com	1,418	0	0.00%
msn.com	1,336	0	0.00%
foxnews.com	955	0	0.00%
huffpost.com	670	2	0.30%
unitedstateszipcodes.org	594	1	0.17%
The Scoop	521	0	0.00%
biography.com	518	3	0.58%
tunein.com	502	0	0.00%
buzzfeed.com	455	1	0.22%
wtvr.com	415	0	0.00%
broadwayworld.com	403	0	0.00%
theguardian.com	385	0	0.00%
themompack.com	383	0	0.00%
rankupwards.com	380	2	0.53%
dailymail.com	378	2	0.53%
realclearpolitics.com	370	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.	49,799	4,840	9.72%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	8,141	286	3.51%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,126	56	4.97%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	851	15	1.76%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	557	30	5.39%
Facebook Stories	Your ads appear in people's Stories on Facebook.	365	38	10.41%
Instagram Stories	Your ads appear in people's Stories on Instagram.	178	10	5.62%
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.	169	3	1.78%
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).	83	2	2.41%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	66	1	1.52%

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



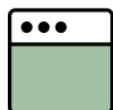
Live Chat



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.