

Digital Marketing Report

Impressions

How many ads were served:

257,344

Clicks

Times a user clicked on an ad

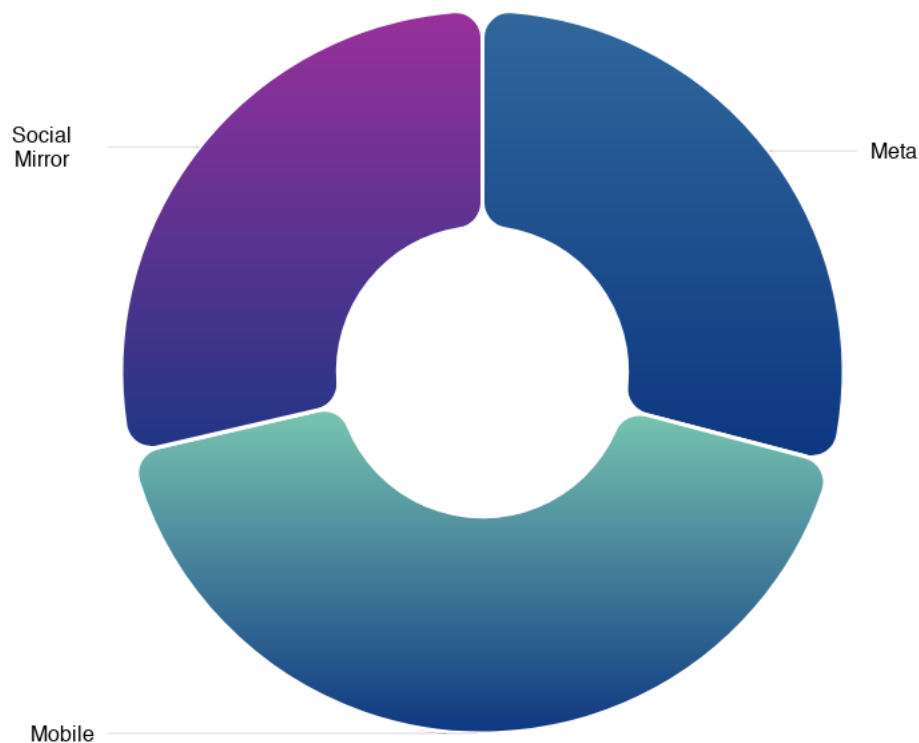
1,509

Click-Through Rate

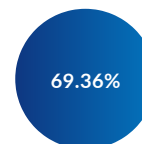
$(\text{Clicks} / \text{Impressions}) \times 100$

0.59%

Your Product Breakout by Impressions

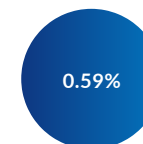


CTV Completion Rate



Percentage of users who watched the video from start to finish

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

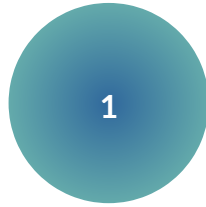
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
SCHSD - OpenDoors - Windsor - Discount Stores/Parents/Coupons Facebook/Instagram Premium	34,756	505	1.45%	20.76
SCHSD - OpenDoors - Healdsburg - HHI \$0-50K/Baby Boomer/Parents Mobile	30,292	68	0.22%	3.21
SCHSD - OpenDoors - Cloverdale - HHI \$0-50K/Baby Boomer/Parents Mobile	27,423	88	0.32%	4.58
SCHSD - OpenDoors - Windsor - HHI \$0-50K/Baby Boomer/Parents Mobile	26,946	50	0.19%	2.65
SCHSD - OpenDoors - Cloverdale - HHI \$0-50K/Parents/Low Income Behavioral Social Mirror	24,578	14	0.06%	0.81
SCHSD - OpenDoors - Healdsburg - Discount Stores/Parents/Coupons Facebook/Instagram Premium	20,511	268	1.31%	18.67
SCHSD - OpenDoors - Windsor - HHI \$0-50K/Parents/Low Income Behavioral Social Mirror	18,281	30	0.16%	2.34
SCHSD - OpenDoors - Cloverdale - Discount Stores/Parents/Coupons Facebook/Instagram Premium	17,934	270	1.51%	21.51
SCHSD - OpenDoors - Healdsburg - HHI \$0-50K/Parents/Low Income Behavioral Social Mirror	17,677	29	0.16%	2.34
SCHSD - OpenDoors - Graton - Geo-Retargeting Mobile	5,512	25	0.45%	6.48
SCHSD - OpenDoors - Cloverdale - Geo-Fencing Mobile	3,192	21	0.66%	9.40
SCHSD - OpenDoors - Cloverdale - Geo-Retargeting Mobile	3,192	21	0.66%	9.40
SCHSD - OpenDoors - Cloverdale - Geo-Retargeting Social Mirror	2,953	12	0.41%	5.81
SCHSD - OpenDoors - Windsor - Geo-Retargeting Social Mirror	2,868	11	0.38%	5.48
SCHSD - OpenDoors - Healdsburg - Geo-Retargeting Social Mirror	2,834	10	0.35%	5.04

SCHSD - OpenDoors - Healdsburg - Geo-Fencing Mobile	2,547	6	0.24%	3.37
SCHSD - OpenDoors - Graton - HHI \$0-50K/Parents/Low Income Behavioral Social Mirror	2,435	2	0.08%	1.17
SCHSD - OpenDoors - Windsor - Geo-Fencing Mobile	2,422	10	0.41%	5.90
SCHSD - OpenDoors - Healdsburg - Geo-Retargeting Mobile	2,406	17	0.71%	10.09
SCHSD - OpenDoors - Windsor - Geo-Retargeting Mobile	2,394	13	0.54%	7.76
SCHSD - OpenDoors - Graton - HHI \$0-50K/Baby Boomer/Parents Mobile	1,910	5	0.26%	3.74
SCHSD - OpenDoors - Graton - Discount Stores/Parents/Coupons Facebook/Instagram Premium	1,636	25	1.53%	21.83
SCHSD - OpenDoors - Healdsburg - Geo-Fencing Social Mirror	848	1	0.12%	1.68
SCHSD - OpenDoors - Graton - Geo-Fencing Mobile	577	6	1.04%	14.86
SCHSD - OpenDoors - Cloverdale - Geo-Fencing Social Mirror	550	0	0.00%	0.00
SCHSD - OpenDoors - Graton - Geo-Retargeting Social Mirror	547	0	0.00%	0.00
SCHSD - OpenDoors - Graton - Geo-Fencing Social Mirror	61	0	0.00%	0.00
SCHSD - OpenDoors - Retargeting Social Mirror	56	2	3.57%	51.02
SCHSD - OpenDoors - Windsor - Geo-Fencing Social Mirror	5	0	0.00%	0.00
SCHSD - OpenDoors - HHI \$0-50K/Parents/Low Income Behavioral Social Mirror	1	0	0.00%	0.00

Social Mirror Click Conversions

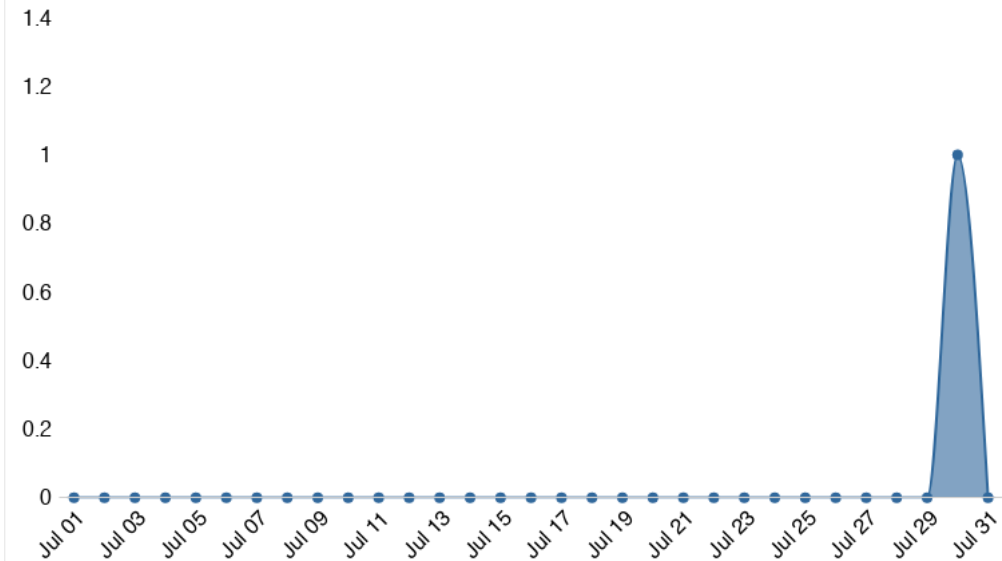


Times users clicked on an ad leading to your site and visited a page or completed an action

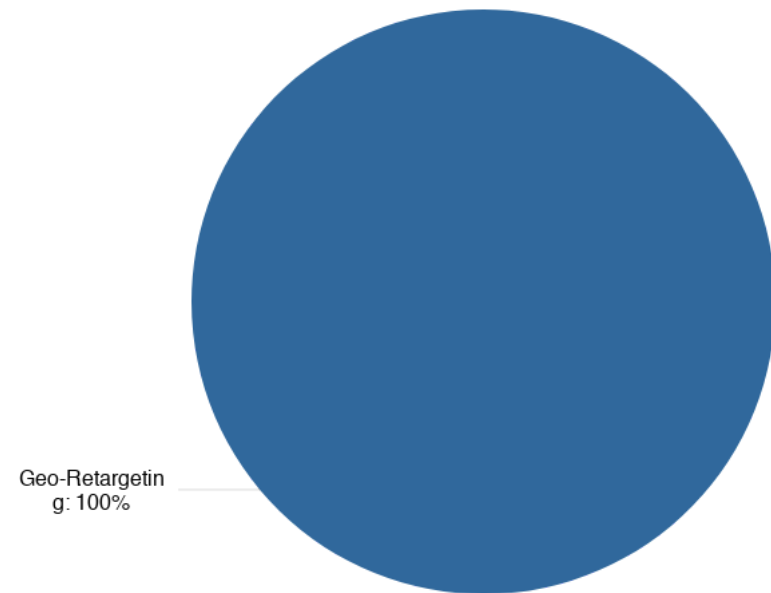
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
SCHSD - OpenDoors Submit Click Conversion	1

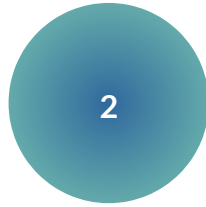
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

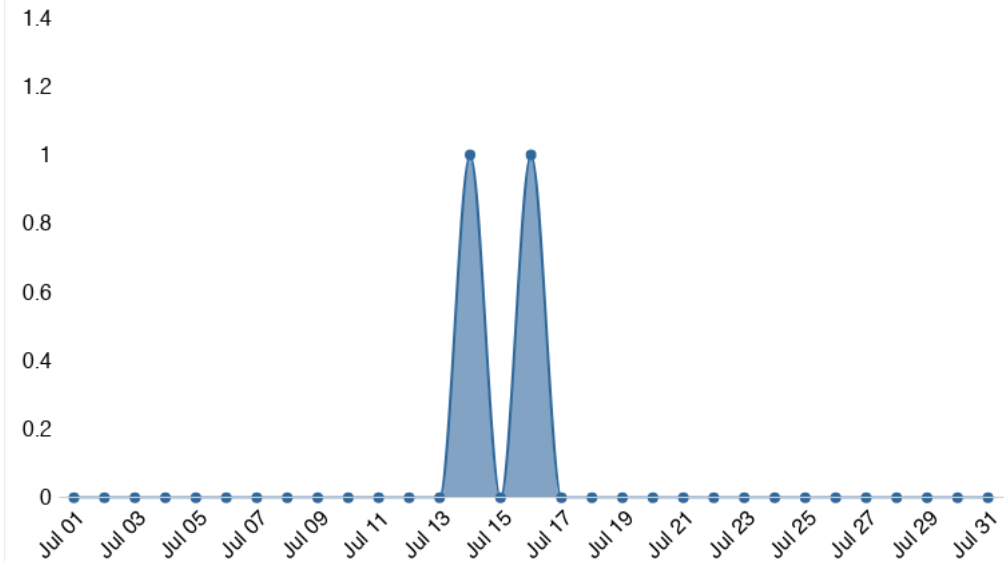


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

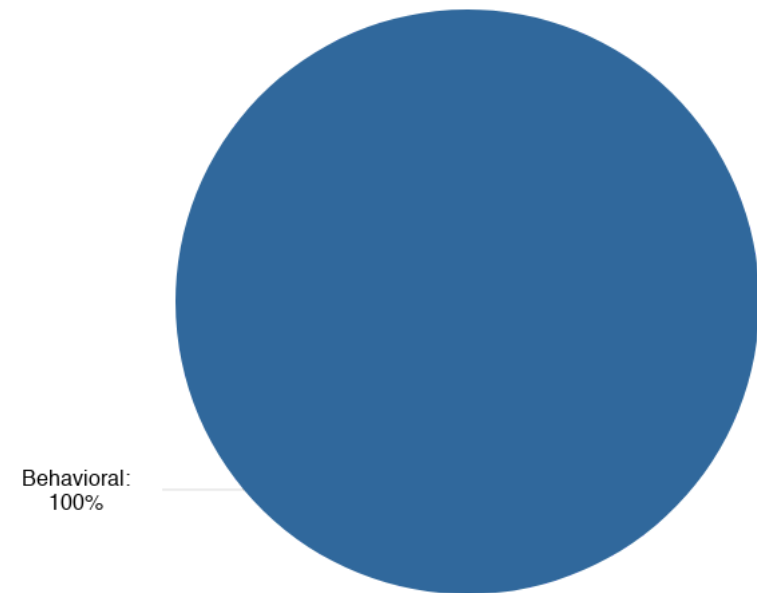
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
SCHSD - OpenDoors Homepage Visits	2

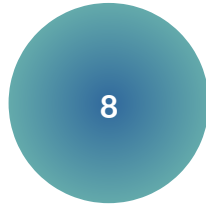
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



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

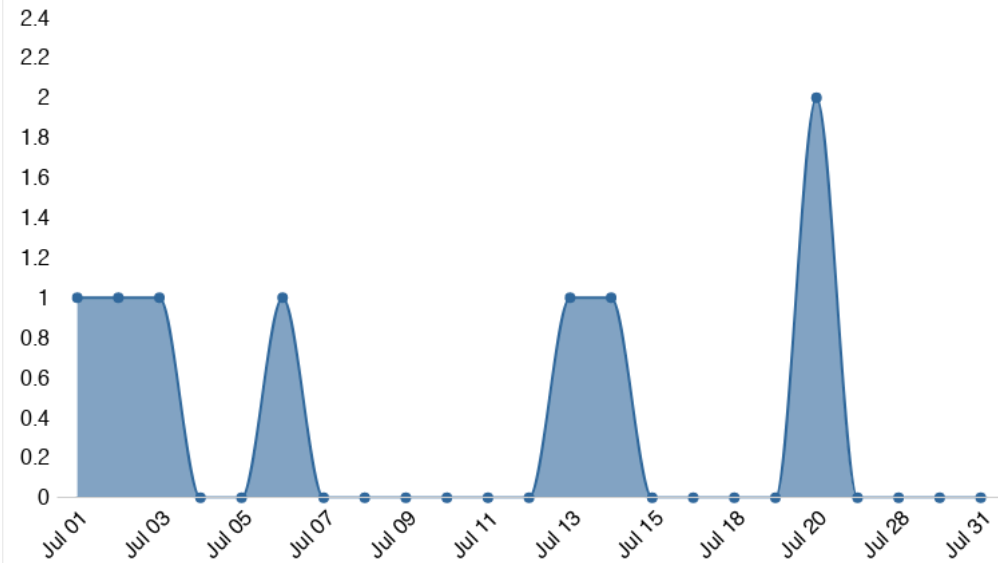
Conversion Name

[View-Through Conversions](#) ↓

SCHSD - OpenDoors Homepage Visits

8

Meta View-Through Conversions by Day



Meta Post Engagements

7,203

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

Meta Post Reactions

27

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

Meta Post Shares

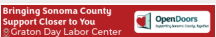
5

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

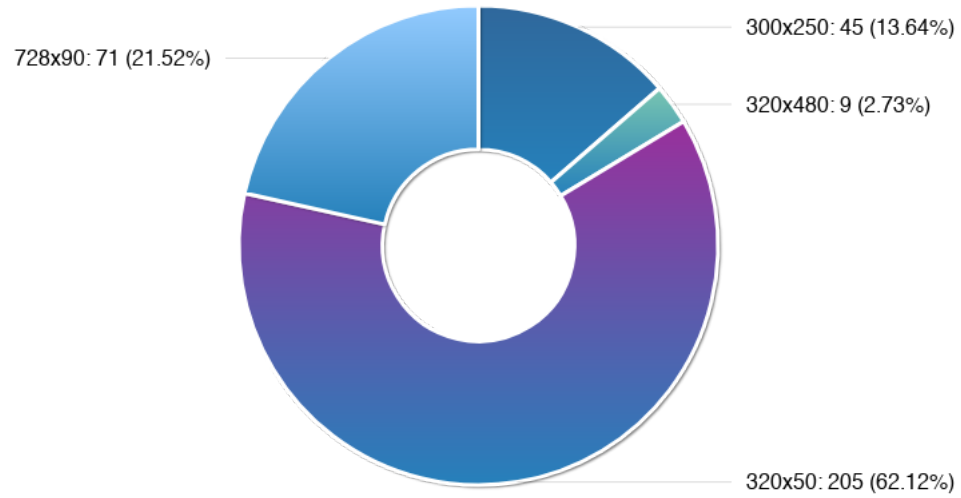
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	SCHSD - OpenDoors_Open Doors Healdsburg Reel	21,377	41	0.19%	2.74
	SCHSD - OpenDoors_Open Doors Windsor Reel	21,165	41	0.19%	2.77
	SCHSD - OpenDoors_Open Doors Cloverdale Reel	28,090	26	0.09%	1.32
	SCHSD - OpenDoors_Open Doors Graton Reel	3,062	3	0.10%	1.40

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Open Doors Healdsburg 320x50	27,258	47	0.17%	2.46
	Open Doors Windsor 320x50	26,453	46	0.17%	2.48
	Open Doors Cloverdale 320x50 REV	25,294	84	0.33%	4.74
	Open Doors Graton 320x50	7,254	28	0.39%	5.51
	Open Doors Cloverdale 728x90 REV	5,803	25	0.43%	6.15
	Open Doors Healdsburg 728x90	4,859	24	0.49%	7.06
	Open Doors Windsor 728x90	4,436	18	0.41%	5.80
	Open Doors Healdsburg 300x250	3,097	19	0.61%	8.76
	Open Doors Cloverdale 300x250 REV	2,515	17	0.68%	9.66
	Open Doors Windsor 300x250	850	5	0.59%	8.40

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
SCHSD - OpenDoors_Open Doors Windsor Meta	34,756	505	1.45%	20.76
SCHSD - OpenDoors_Open Doors Cloverdale Meta	17,934	270	1.51%	21.51
SCHSD - OpenDoors_Open Doors Healdsburg Meta	20,511	268	1.31%	18.67
SCHSD - OpenDoors_Open Doors Graton Meta	1,636	25	1.53%	21.83

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	133 Matheson St	Healdsburg	CA	95448			1,599	4	0.25%
	210 Red Mountain Dr	Cloverdale	CA	95425			900	8	0.89%
	401 N Cloverdale Blvd	Cloverdale	CA	95425			529	3	0.57%
	141 Healdsburg Ave. #1	Cloverdale	CA	95425			480	3	0.63%
	19 Clard Avenue	Cloverdale	CA	95425			420	0	0.00%
	202 Commerical Street	Cloverdale	CA	95425			414	5	1.21%
	500 Robinson Rd	Sebastopol	CA	95472			364	2	0.55%
	6550 Railroad Avenue	Forestville	CA	95436			334	2	0.60%
	8225 Conde Lane	Windsor	CA	95492			295	1	0.34%
	8780 Bell Rd	Windsor	CA	95492			281	3	1.07%
	139 Piper Street	Healdsburg	CA	95448			254	1	0.39%
	710 S Fitch Mountain Rd	Healdsburg	CA	95448			246	0	0.00%
	21 Bluebird Drive	Windsor	CA	95492			241	1	0.41%
	9001 Conde Ln. #68	Windsor	CA	95492			240	1	0.42%
	8400 Hembree Ln. #700	Windsor	CA	95492			208	0	0.00%
	251 Windsor River Road	Windsor	CA	95492			192	0	0.00%
	465 S. Cloverdale Blvd	Cloverdale	CA	95425			173	1	0.58%
	7796 Bell Road	Windsor	CA	95492			169	0	0.00%
	6550 Covey Rd	Forestville	CA	95436			164	1	0.61%
	9231 Foxwood Dr	Windsor	CA	95492			118	0	0.00%

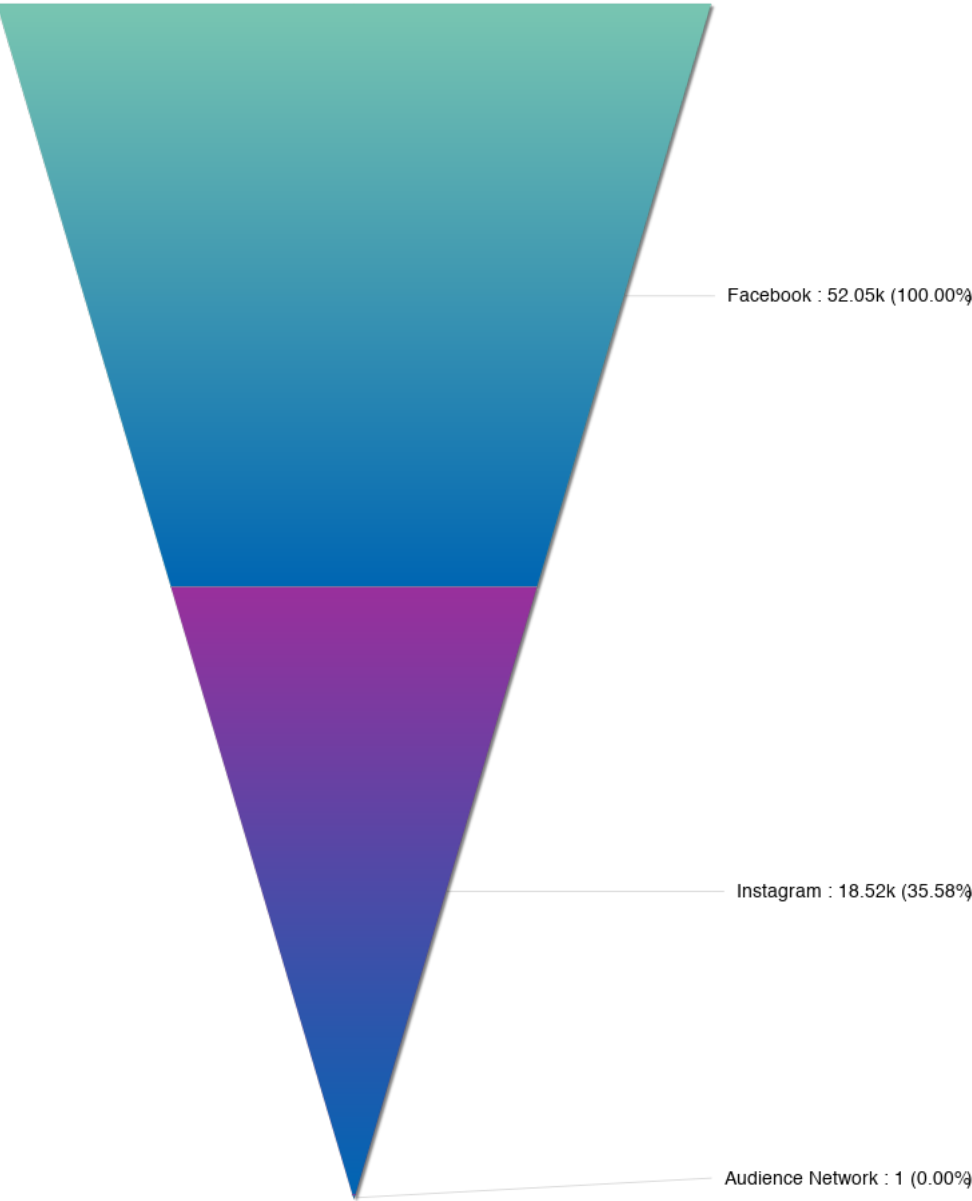
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	101,219	1,087	1.07%
Desktop	A personal computing device that remains stationary at one location.	41,539	58	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,527	32	0.58%
Unknown	---	245	2	0.82%

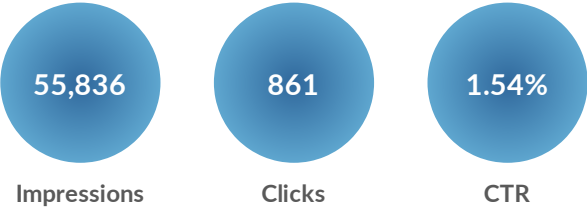
Social Placement Performance

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.	28,147	473	1.68%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	21,801	97	0.44%
Instagram Stories	Your ads appear in people's Stories on Instagram.	12,431	195	1.57%
Facebook Notification	Your ads appear within a user's notifications feed.	3,787	255	6.73%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,088	6	0.19%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,430	5	0.21%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,895	28	1.48%
Threads	Your ads appear in the Threads feed.	416	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	161	8	4.97%
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.	56	1	1.79%

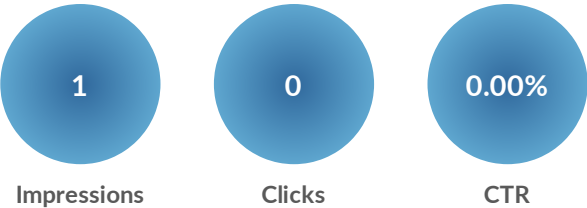
Social Placement Performance by Impressions



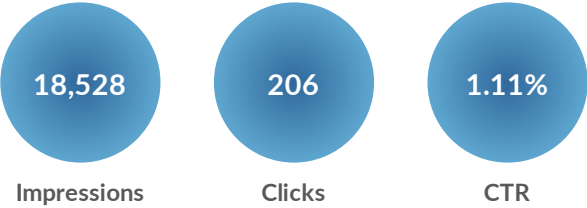
Facebook News Feed Performance



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.