

Digital Marketing Report

Impressions

How many ads were served:

19,916

Clicks

Times a user clicked on an ad

846

Click-Through Rate

(Clicks/Impressions) x 100

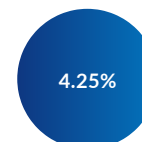
4.25%

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%)
Salem After Five - Concerts/Music/Live Events Facebook/Instagram Premium	19,916	846	4.25%	60.68

Meta Post Engagements

1,358

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

79

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

Meta Post Shares

23

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%)
Salem After Five_SAF Travis Reigh.jpg	19,916	846	4.25%	60.68

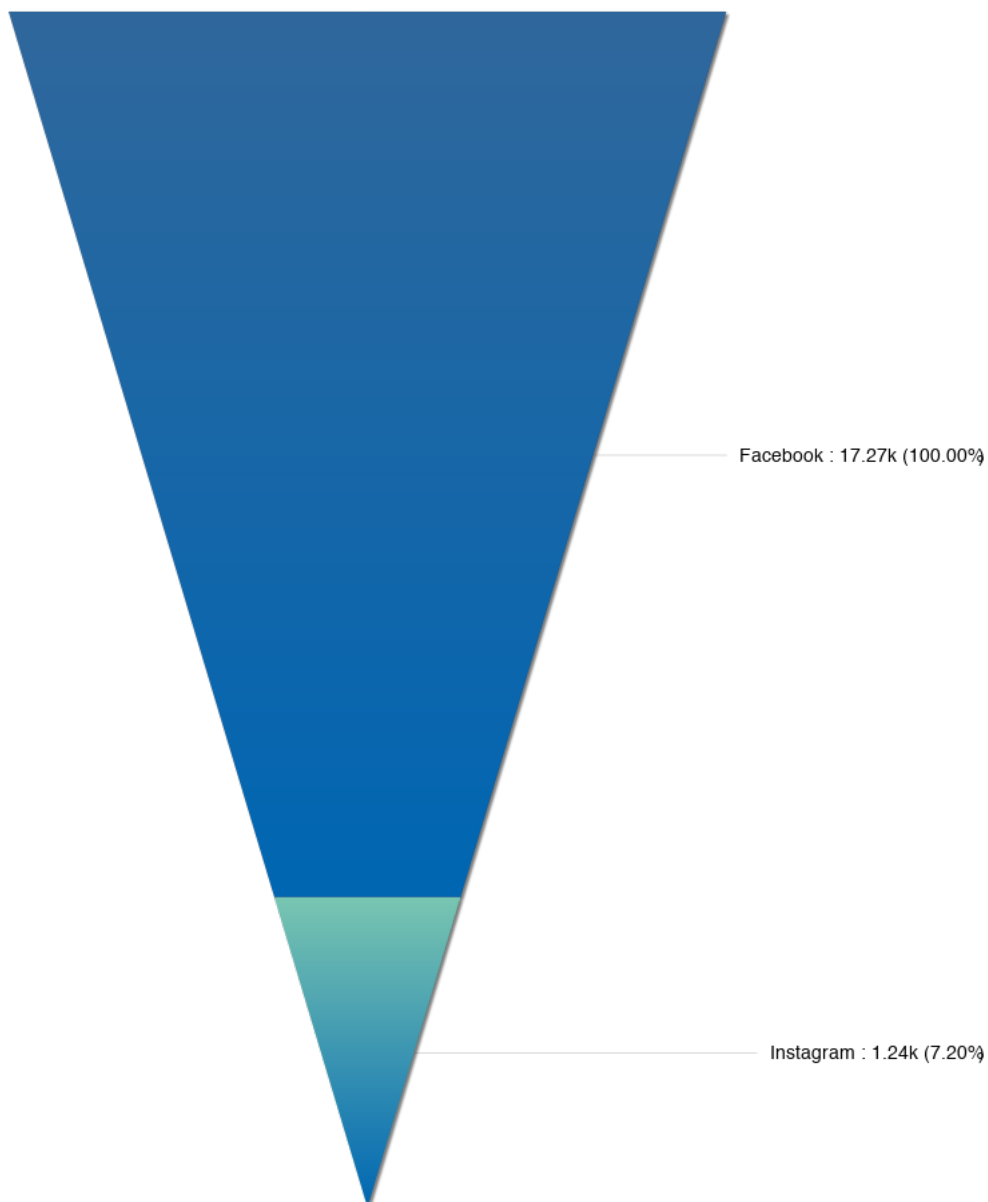
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	19,137	811	4.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	684	28	4.09%
Unknown	---	60	5	8.33%
Desktop	A personal computing device that remains stationary at one location.	35	2	5.71%

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.	8,189	484	5.91%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	7,852	212	2.70%
Facebook Notification	Your ads appear within a user's notifications feed.	1,365	75	5.49%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	830	15	1.81%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	786	21	2.67%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	317	8	2.52%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	213	5	2.35%
Facebook Stories	Your ads appear in people's Stories on Facebook.	189	16	8.47%
Instagram Stories	Your ads appear in people's Stories on Instagram.	141	5	3.55%
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.	23	3	13.04%

Social Placement Performance by Impressions



Facebook News Feed 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.