

Digital Marketing Report

Impressions

How many ads were served:

141,815

Clicks

Times a user clicked on an ad

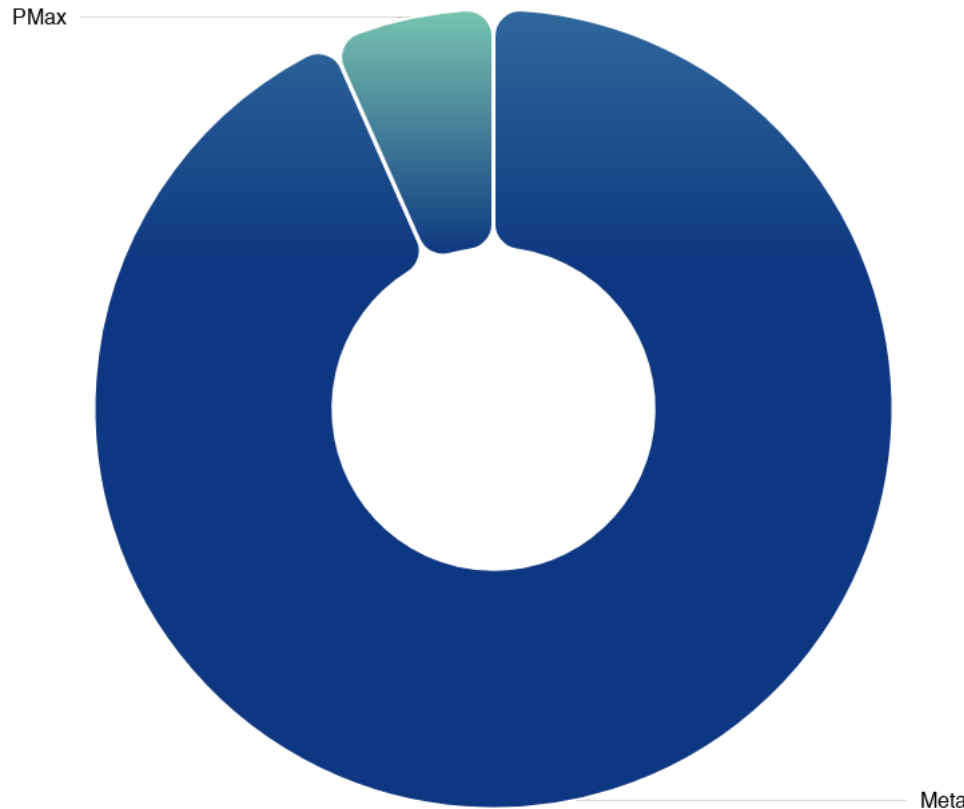
4,271

Click-Through Rate

(Clicks/Impressions) x 100

2.17%

Your Product Breakout by Impressions



Events

1,746

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

18.52%

(Events/Impressions) x 100

Total Engagement Rate

2.19%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

30.99

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.

Performance Max Cost

Amount spent on the campaign

563.45

Performance Max Cost-Per-Event

Cost/Events

0.32

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Belmont Park - Behavioral Facebook/Instagram Premium	48,510	1,100	2.27%	32.39
Belmont Park - Custom Audience Lookalike Facebook/Instagram Premium	42,510	988	2.32%	33.20
Belmont Park - WVID Feed Facebook/Instagram Premium	26,022	334	1.28%	18.34
Belmont Park LEISURE Meta + Pmax - Things to do in san diego/Thrill Seekers/Retargeting Performance Max	9,427	1,399	14.84%	212.01
Belmont Park - Retargeting Facebook/Instagram Premium	9,102	154	1.69%	24.17
Belmont Park - Custom Audience Matching Facebook/Instagram Premium	6,244	296	4.74%	67.72

Meta Click Conversions



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

Meta Click Conversion Performance

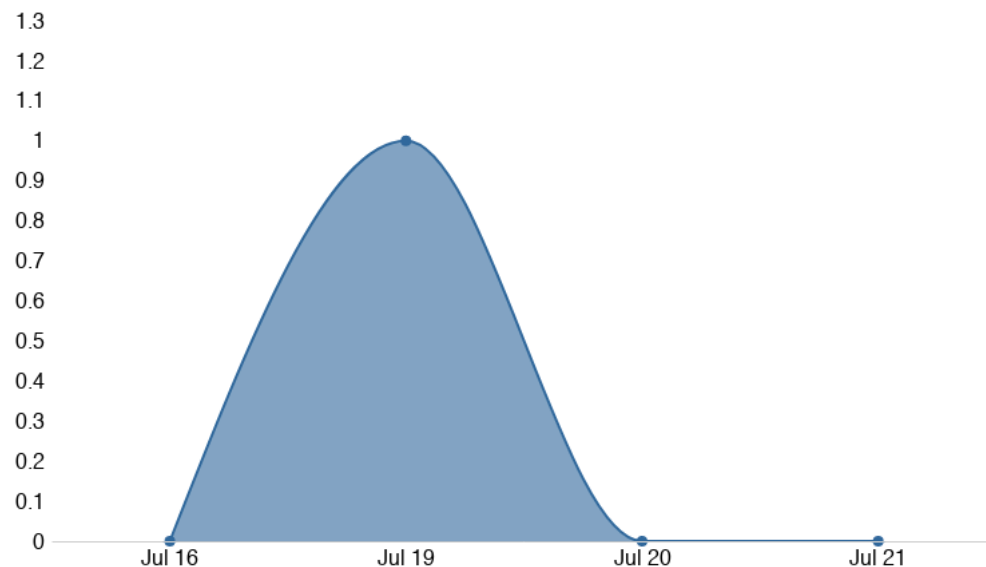
Conversion Name

Click Conversions ↓

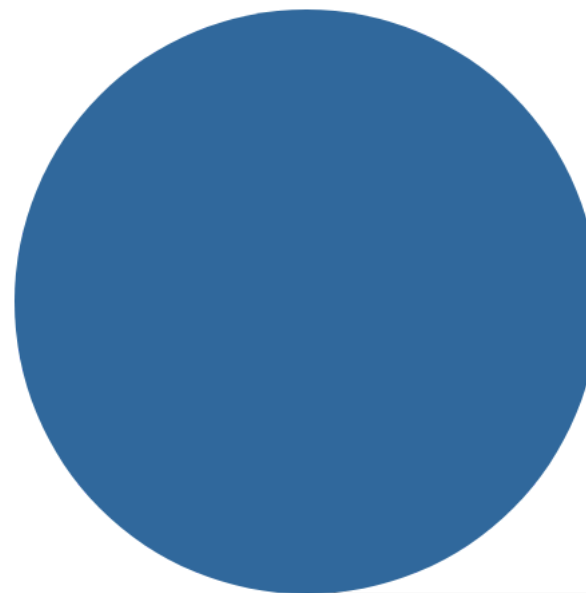
Belmont Park Tickets Reservations Page View

1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Lookalike:
100%

Meta View-Through Conversions

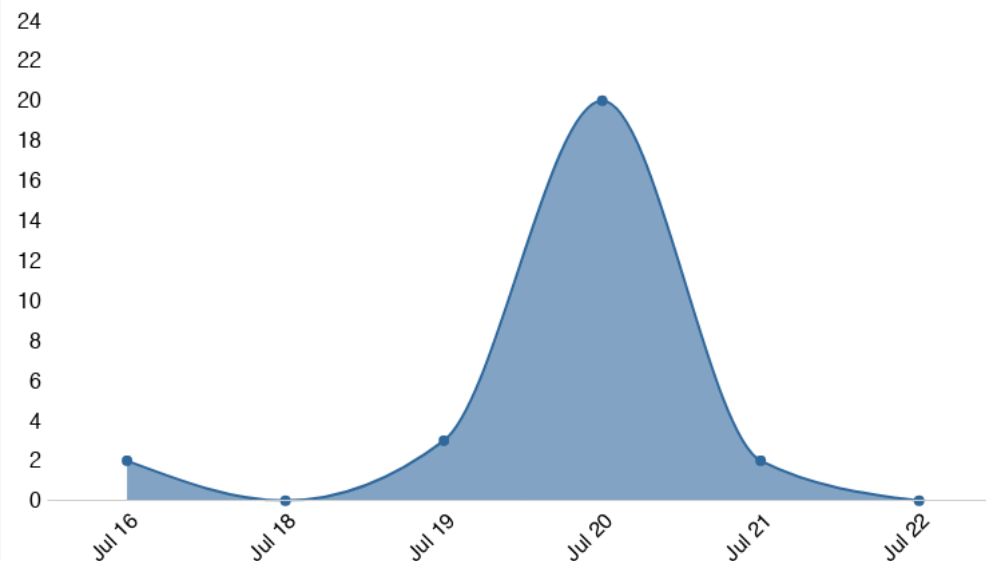


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

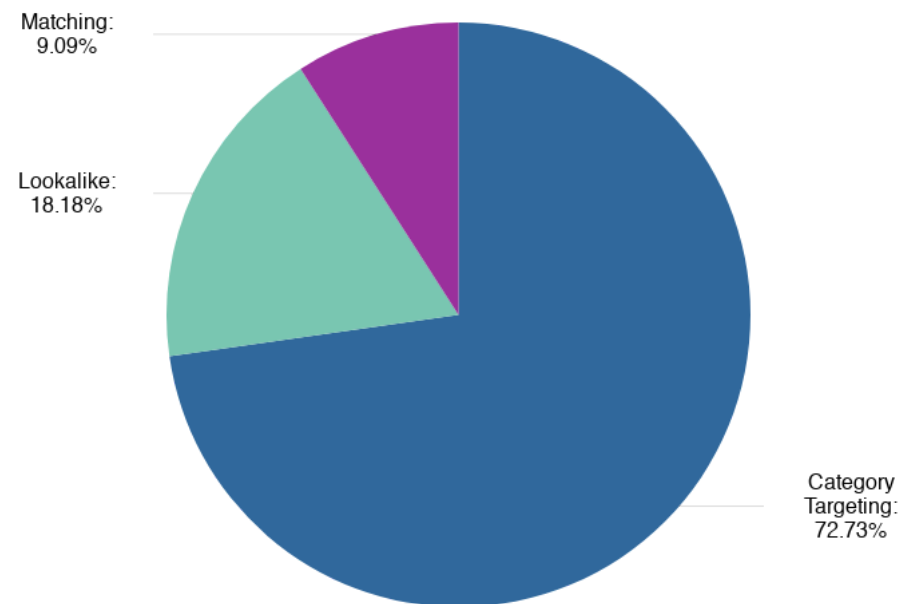
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Belmont Park Homepage Visits	16
Belmont Park Amusement Parks Page View	4
Belmont Park Park Promotions Page View	3
Belmont Park Cannonball Page View	2
Belmont Park Tickets Reservations Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

14,420

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

Meta Post Comments

3

The total number of comments your ads received

Meta Post Reactions

112

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

Meta Post Shares

44

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%)
Belmont Park JUNE 15 sec.mov_Wed	21,961	1,086	4.95%	70.64
1080-wristbands	56,719	844	1.49%	21.26
Belmont Park JUNE 30 sec.mov	12,734	462	3.63%	51.83
Belmont Park JUNE 15 sec.mov	6,218	237	3.81%	54.45
1080-wristbands_Wed	32,658	183	0.56%	8.01
Belmont Park JUNE 30 sec.mov_Wed	2,098	60	2.86%	40.86

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	124,519	2,778	2.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,417	62	0.84%
Desktop	A personal computing device that remains stationary at one location.	329	23	6.99%
Unknown	---	123	9	7.32%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	68,283	129	0.19%
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.	34,626	1,902	5.49%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	12,586	413	3.28%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	6,534	205	3.14%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	4,701	79	1.68%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,751	52	1.89%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	800	32	4.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	780	27	3.46%
Threads	Your ads appear in the Threads feed.	724	14	1.93%
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).	418	10	2.39%

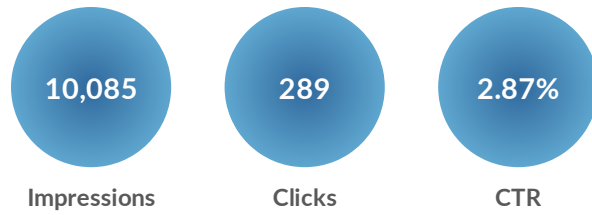
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Performance Max Creative Group Performance

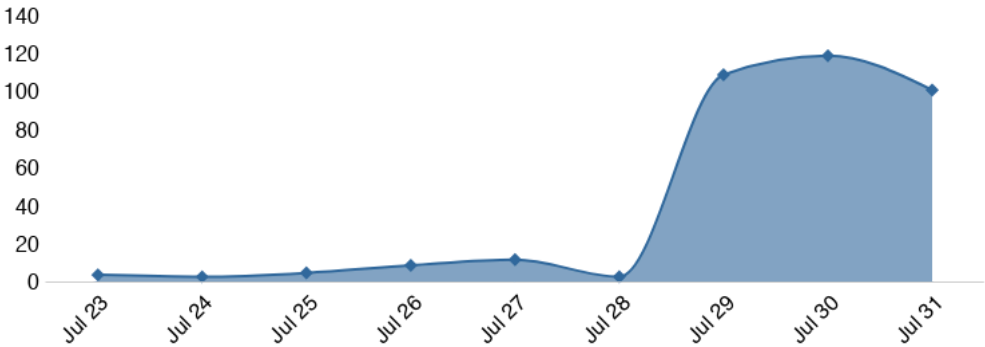
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Belmont Park LEISURE Meta + Pmax - Things to do in san diego/Thrill Seekers/Retargeting Performance Max	amusement park rides,arcades san diego,beach amusement park,beach attractions san diego,beachfront attractions san diego,beachfront event venue,beachfront restaurants san diego,boardwalk activities san diego,california beach boardwalk,family activities san diego,giant dipper roller coaster,kid friendly attractions san diego,kids activities san diego,laser tag san diego,mini golf san diego,mission bay park,mission beach activities,oceanfront entertainment,outdoor activities san diego,pacific beach things to do,san diego amusement park,san diego attractions,san diego boardwalk,san diego date ideas,san diego family fun,san diego oceanfront,san diego theme park tickets,things to do in san diego,things to do with kids san diego,tourist attractions san diego	563.44	0.32	9,427	1,746	18.52%
Total		563.44	0.32	9,427	1,746	18.52%

Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

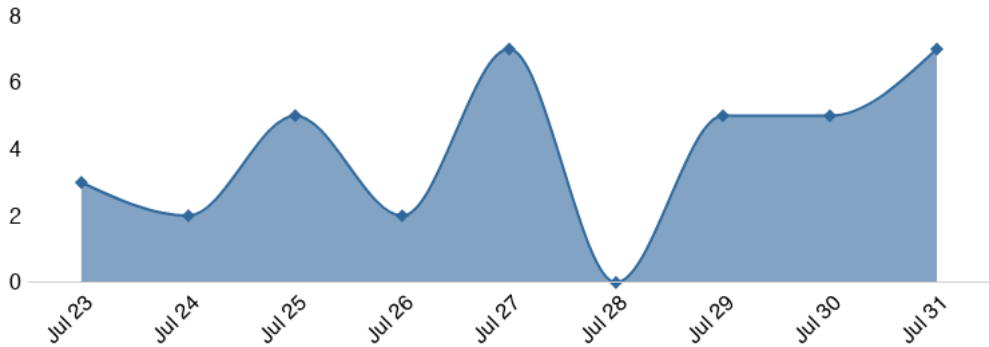
Conversion Action Name	Click Conversions ↓
Belmont Park Amusement Parks Page View	342
Belmont Park Plunge Page View	23

Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

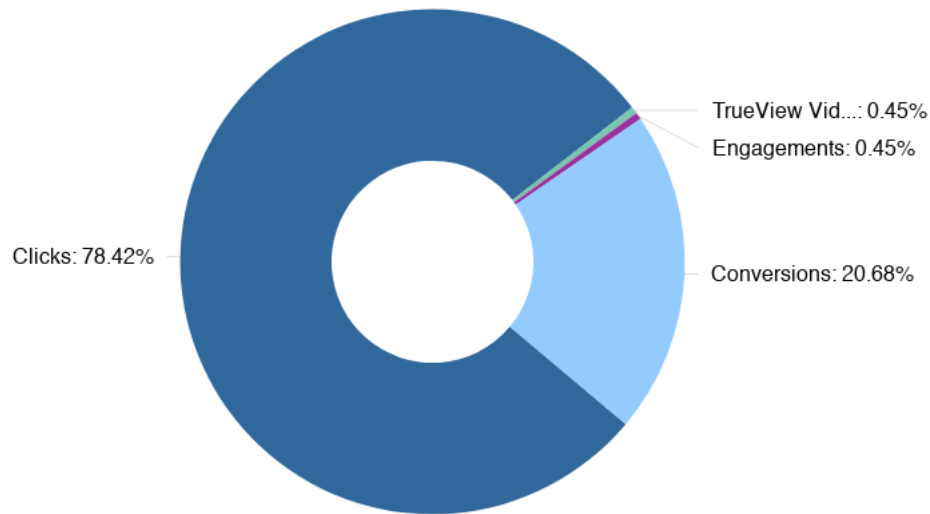


Performance Max View-through Conversion Performance

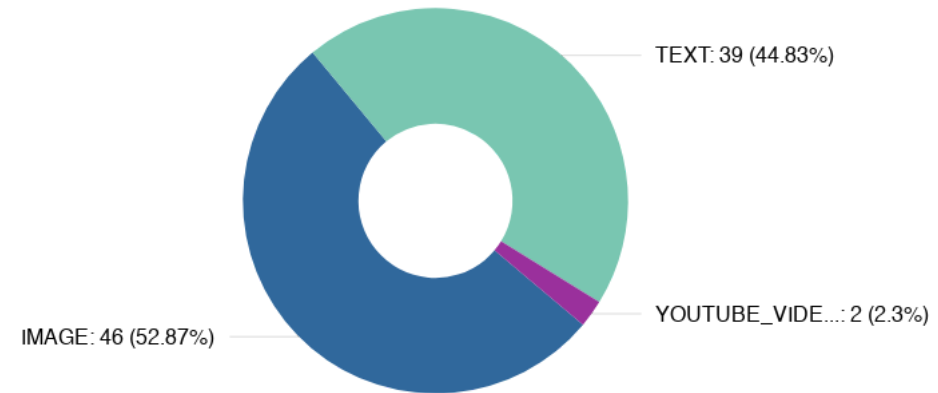
Conversion Action Name	View-through Conversions ↓
Belmont Park Amusement Parks Page View	32
Belmont Park Plunge Page View	4

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

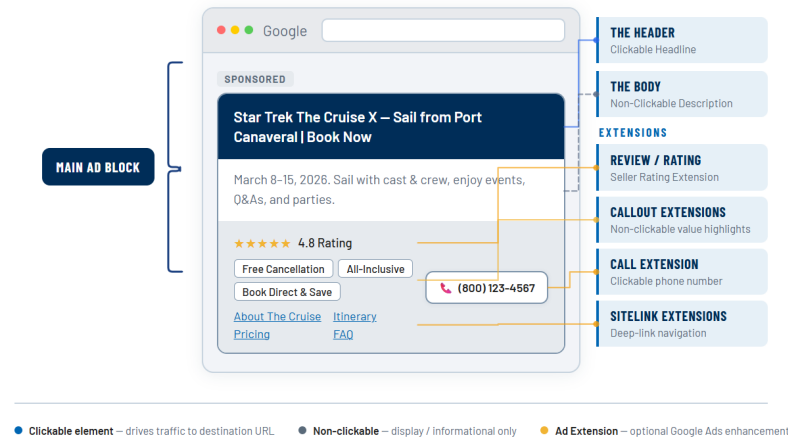
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Check park hours & plan your visit., Find ride rules and park details., Park Info & FAQs	5,342	1,529	28.62%	380.97	0.25
SITELINK	Save up to \$20 when buying early., Buy online to save time & money., Buy Tickets & Passes	5,567	1,583	28.43%	395.85	0.25
SITELINK	Save up to 30% on wristbands., Plan ahead and lock in top savings., Park Promotions & Deals	5,087	1,425	28.01%	368.39	0.26
SITELINK	Explore iconic beachfront rides., Fun for kids, teens, and adults., Rides And Attractions	4,153	1,123	27.03%	253.37	0.23
CALLOUT	Unlimited Ride Passes	4,114	1,026	24.95%	219.67	0.21

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

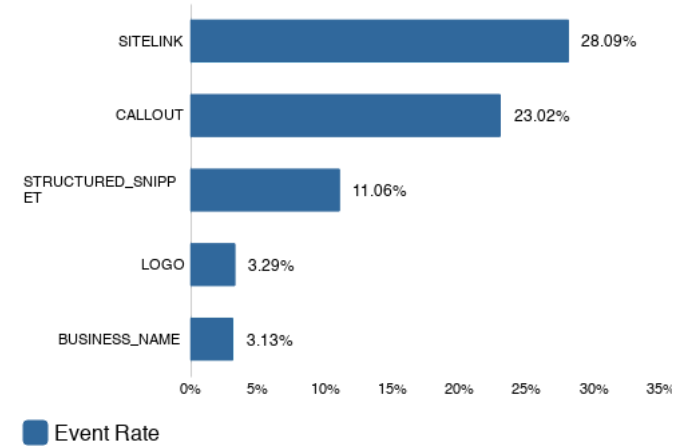
87

Number of Creative Assets

Currently Running



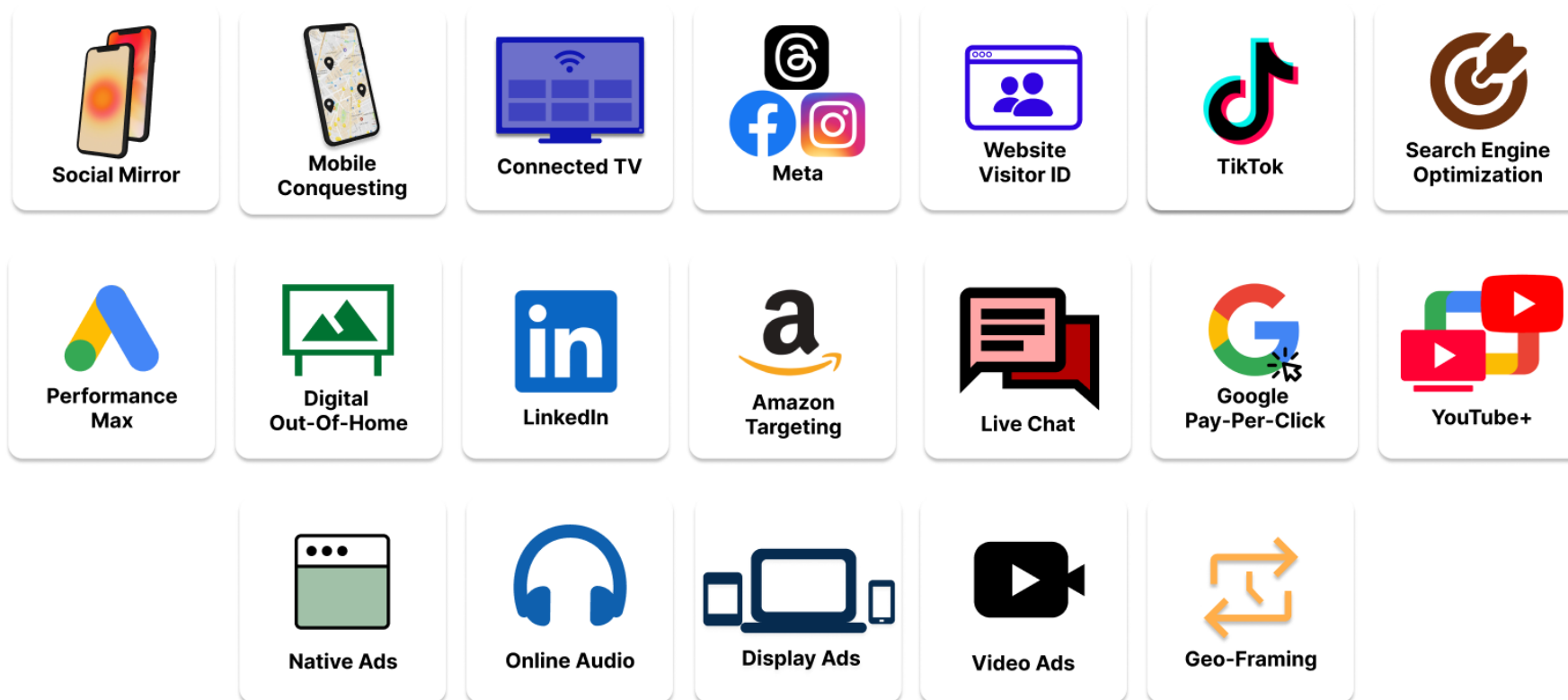
Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.