

Digital Marketing Report

Impressions

How many ads were served:

315,784

Clicks

Times a user clicked on an ad

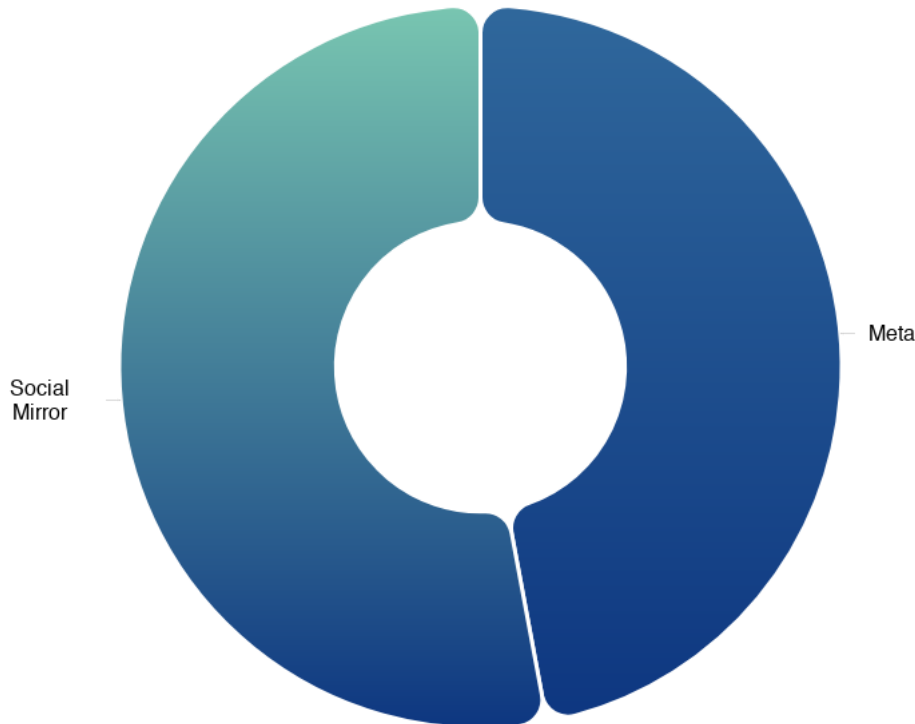
12,750

Click-Through Rate

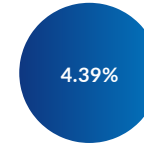
(Clicks/Impressions) x 100

4.04%

Your Product Breakout by Impressions

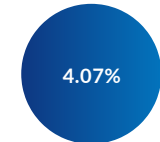


CTV Completion Rate



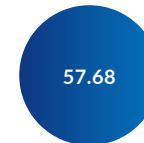
Percentage of users who watched the video from start to finish

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

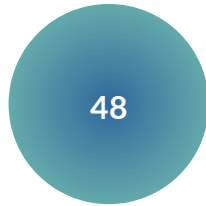
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Running Springs Chamber - AI Social Mirror	103,483	1,281	1.24%	17.68
Running Springs Chamber - SoCal - Behavioral Facebook/Instagram Premium	63,348	2,030	3.20%	45.78
Running Springs Chamber - Behavioral Social Mirror	45,109	273	0.61%	8.65
Running Springs Chamber - SoCal - Custom Audience Lookalike Facebook/Instagram Premium	42,194	5,957	14.12%	201.69
Running Springs Chamber - SoCal - Retargeting Facebook/Instagram Premium	36,508	2,945	8.07%	115.24
Running Springs Chamber - Keyword Social Mirror	11,212	86	0.77%	10.96
Running Springs Chamber - SoCal - Custom Audience Matching Facebook/Instagram Premium	6,535	160	2.45%	34.98
Running Springs Chamber - Custom Audience Lookalike Social Mirror	4,818	4	0.08%	1.19
Running Springs Chamber - Retargeting Social Mirror	1,382	13	0.94%	13.44
Running Springs Chamber - Custom Audience Matching Social Mirror	1,195	1	0.08%	1.20

Social Mirror Click Conversions

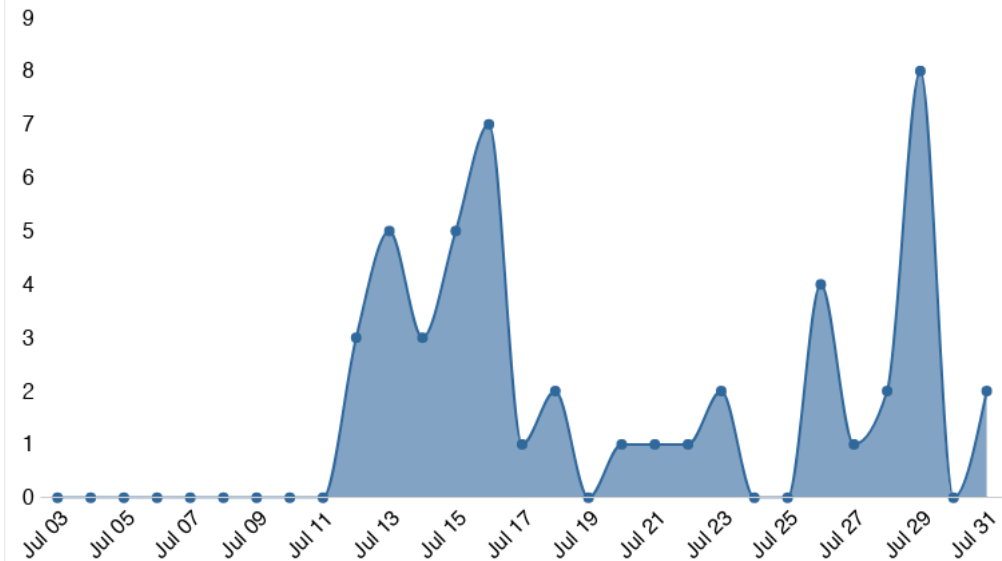


Times users clicked on an ad leading to your site and visited a page or completed an action

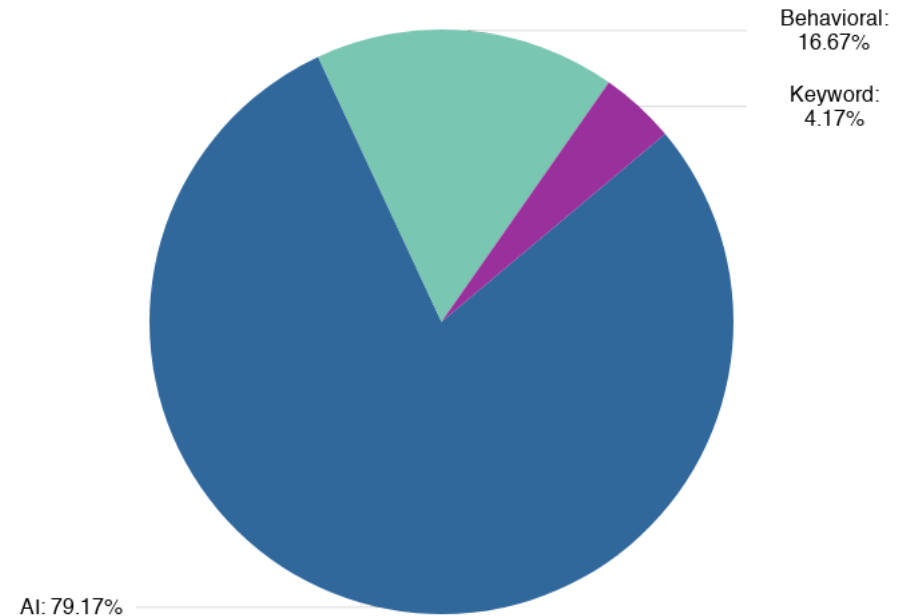
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Visit Running Springs Arrowbear Lake Page View	15
Visit Running Springs Contact Us Page View	11
Visit Running Springs Where to Eat Page View	7
Visit Running Springs Our Journal Page View	6
Visit Running Springs Where to Stay Page View	6
Visit Running Springs Directions Page View	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

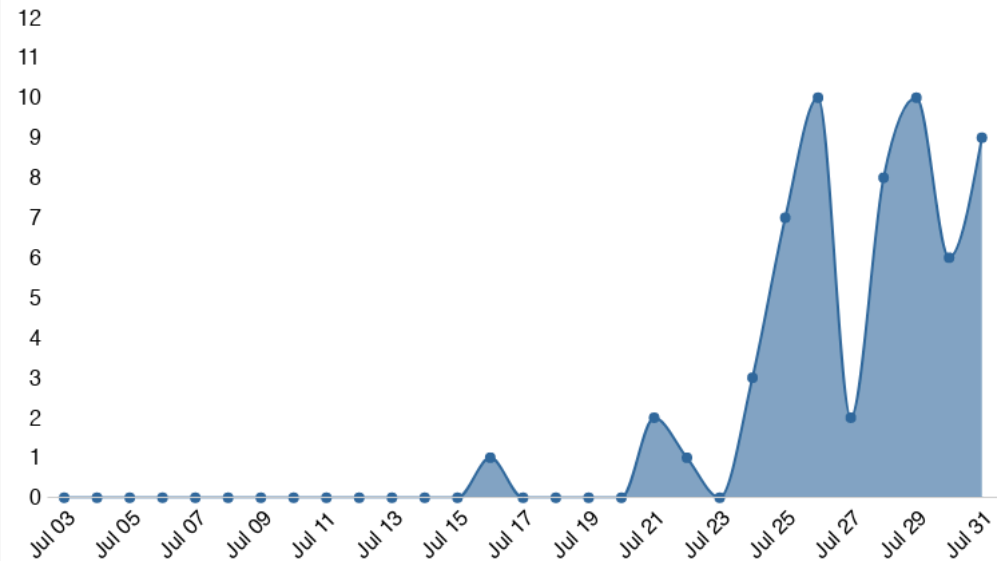


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

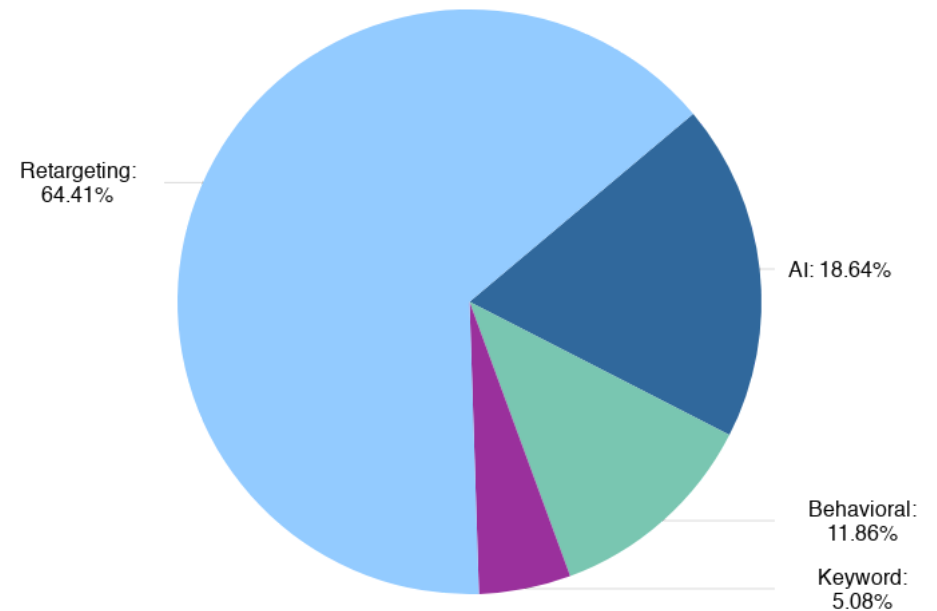
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Visit Running Springs Homepage Visits	58
Visit Running Springs Arrowbear Lake Page View	1

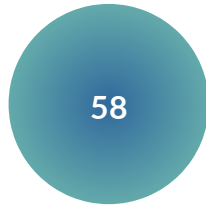
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions



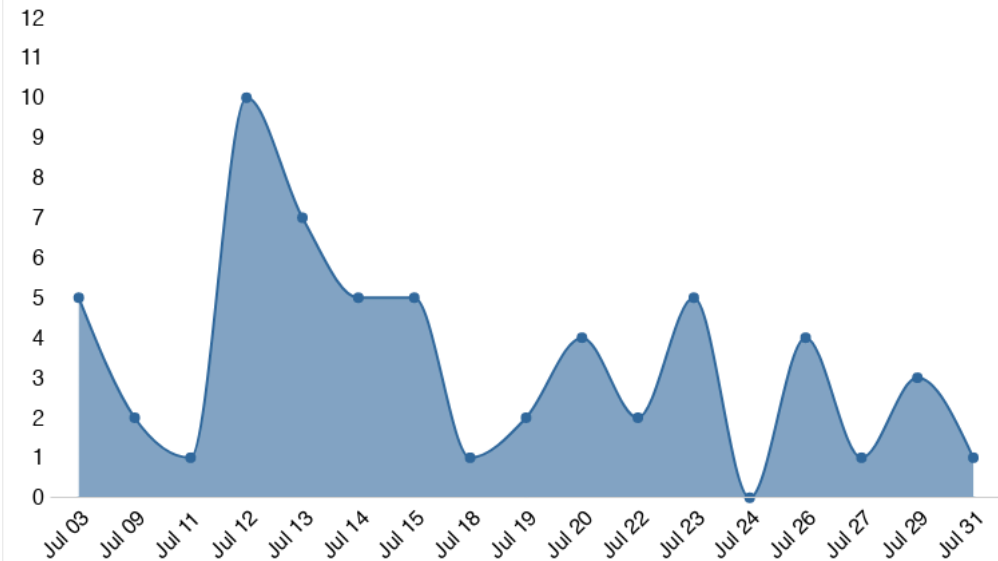
58

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

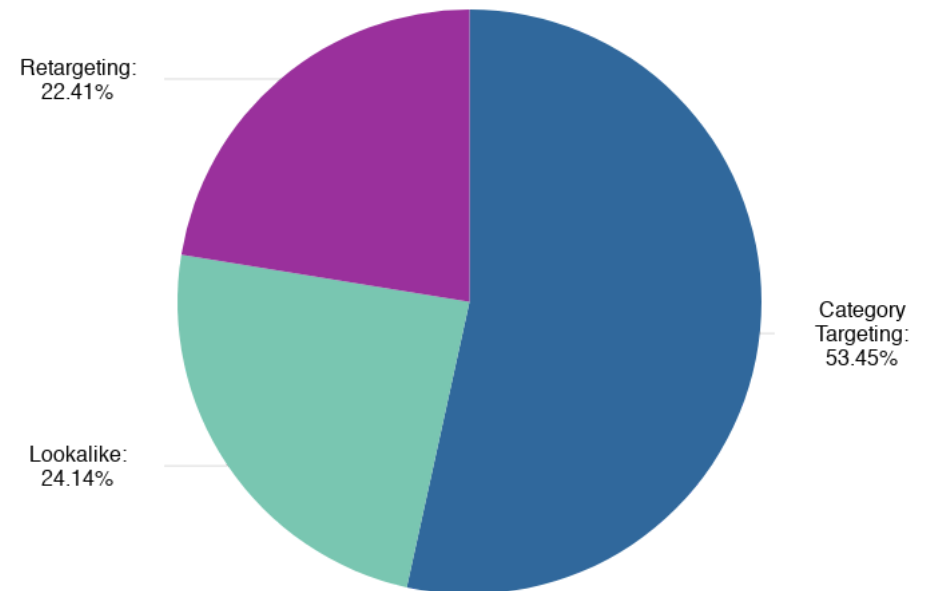
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Visit Running Springs Where to Stay Page View	24
Visit Running Springs Hiking Trails Page View	10
Visit Running Springs Directions Page View	9
Visit Running Springs Where to Eat Page View	8
Visit Running Springs Our Journal Page View	7

Meta Click Conversions by Day



Top Meta Click 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

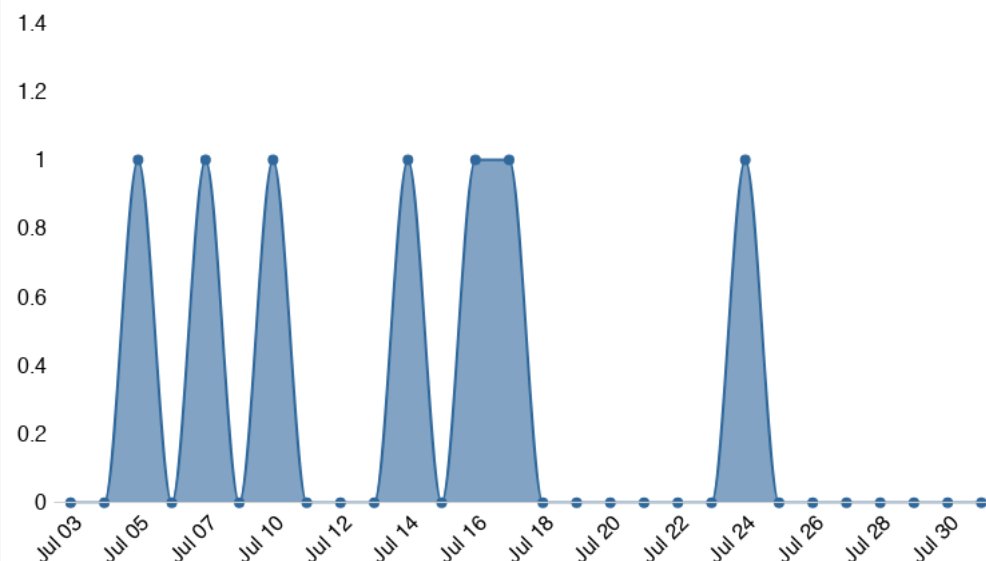
Meta View-Through Conversion Performance

Conversion Name

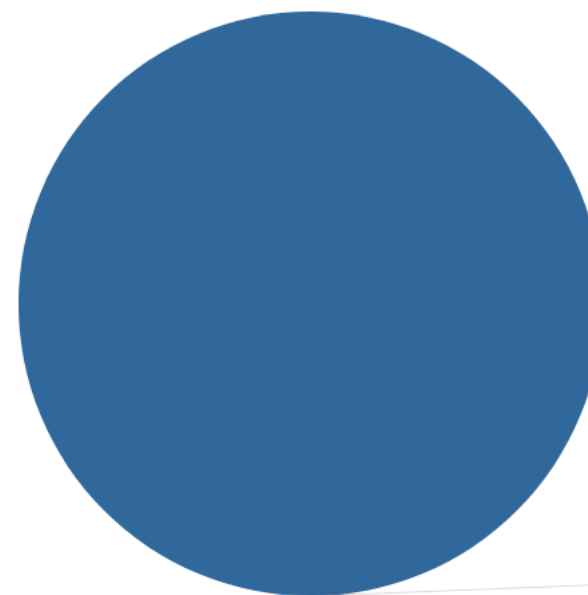
View-Through Conversions ↓

Visit Running Springs Homepage Visits	6
Visit Running Springs Our Journal Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%

Meta Post Engagements

55,222

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

Meta Post Comments

10

The total number of comments your ads received

Meta Post Reactions

405

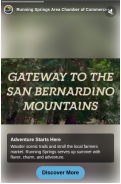
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

43

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	Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	140,624	1,370	0.97%	13.92
	Running Springs Chamber_Social Mirror_Story_8.25_Running Springs 2024 15 sec.mp4	7,055	87	1.23%	17.62
	Running Springs Chamber_Social Mirror_Story_8.25_Carousel 4 Image	6,923	71	1.03%	14.65
	Running Springs Chamber_Social Mirror_Story_8.25_Carousel 2 Image	6,567	69	1.05%	15.01
	Running Springs Chamber_Social Mirror_FB_8.25_Carousel	6,030	61	1.01%	14.45

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00038	Video	Click to View	17.96%	1.66%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00040	Video	Click to View	7.04%	1.66%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00043	Video	Click to View	6.29%	1.56%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00042	Video	Click to View	6.17%	1.86%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00034	Video	Click to View	6.00%	1.69%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00037	Video	Click to View	5.38%	2.04%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00032	Video	Click to View	4.18%	2.02%
Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Variant: V_00041	Video	Click to View	4.16%	1.77%

Social Mirror Ad Screenshots

	Running Springs Chamber_Social Mirror_FB_8.8_Wander scenic trails, then stroll local farmers markets	Running Springs Chamber_Social Mirror_Story_8.25_Carousel 2 Image	Running Springs Chamber_Social Mirror_Story_8.25_Running Springs 2024 15 sec.mp4
Screenshot			



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Running Springs Chamber_7.2_Wander	132,700	10,607	7.99%	114.19
Running Springs Chamber_7.2_Carousel	15,885	485	3.05%	43.62

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Visit Today	Running Springs Chamber_7.2_Carousel	239
2: Quiet Lakeside Fishing	Running Springs Chamber_7.2_Carousel	81
Visit Running Springs	Running Springs Chamber_7.2_Carousel	23
6: Explore Local Shops	Running Springs Chamber_7.2_Carousel	19
3: Local Goods & Gifts	Running Springs Chamber_7.2_Carousel	9

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
90011	61,358	432	0.70%	10.06
92101	2,518	10	0.40%	5.67
90012	2,477	17	0.69%	9.80
90017	2,466	10	0.41%	5.79
92618	2,447	42	1.72%	24.52
92804	2,355	33	1.40%	20.02
92805	2,342	45	1.92%	27.45
92503	2,323	45	1.94%	27.67
90003	2,208	19	0.86%	12.29
92840	2,011	36	1.79%	25.57
92704	1,996	26	1.30%	18.61
92530	1,990	45	2.26%	32.30
90703	1,842	15	0.81%	11.63
92592	1,827	19	1.04%	14.86
92614	1,800	12	0.67%	9.52
92691	1,782	8	0.45%	6.41
90045	1,731	6	0.35%	4.95
92683	1,657	27	1.63%	23.28
92780	1,601	24	1.50%	21.42
92021	1,572	18	1.15%	16.36

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	217,586	11,685	5.37%
Desktop	A personal computing device that remains stationary at one location.	87,025	873	1.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,654	172	1.61%
Unknown	---	519	20	3.85%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
digitalmarketingfc.com	11,449	112	0.98%
nypost.com	5,320	12	0.23%
arcamax.com	3,808	7	0.18%
tmz.com	3,734	11	0.29%
usatoday.com	3,098	8	0.26%
petmoniker.com	2,802	12	0.43%
OfferUp: Buy. Sell. Letgo.	2,524	1	0.04%
whitepages.com	2,491	17	0.68%
themirror.com	2,188	3	0.14%
realclearpolitics.com	1,892	1	0.05%
esportesdavez.com	1,837	1	0.05%
lideresformandolideres.es	1,623	7	0.43%
msn.com	1,620	1	0.06%
ultimate-guitar.com	1,551	2	0.13%
record.com.mx	1,368	1	0.07%
sfgate.com	1,212	11	0.91%
lawandcrime.com	1,176	0	0.00%
topzonewell.com	1,141	15	1.31%
1sttix.org	1,133	0	0.00%
huffpost.com	1,080	2	0.19%

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.	94,871	3,173	3.34%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	42,344	7,690	18.16%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,327	112	1.77%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,099	21	1.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	749	19	2.54%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	457	23	5.03%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	446	4	0.90%
Facebook Stories	Your ads appear in people's Stories on Facebook.	378	18	4.76%
Instagram Stories	Your ads appear in people's Stories on Instagram.	361	8	2.22%
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.	182	7	3.85%

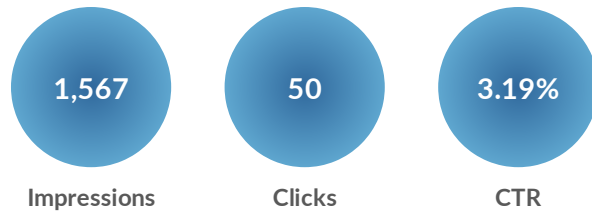
Facebook News Feed Performance



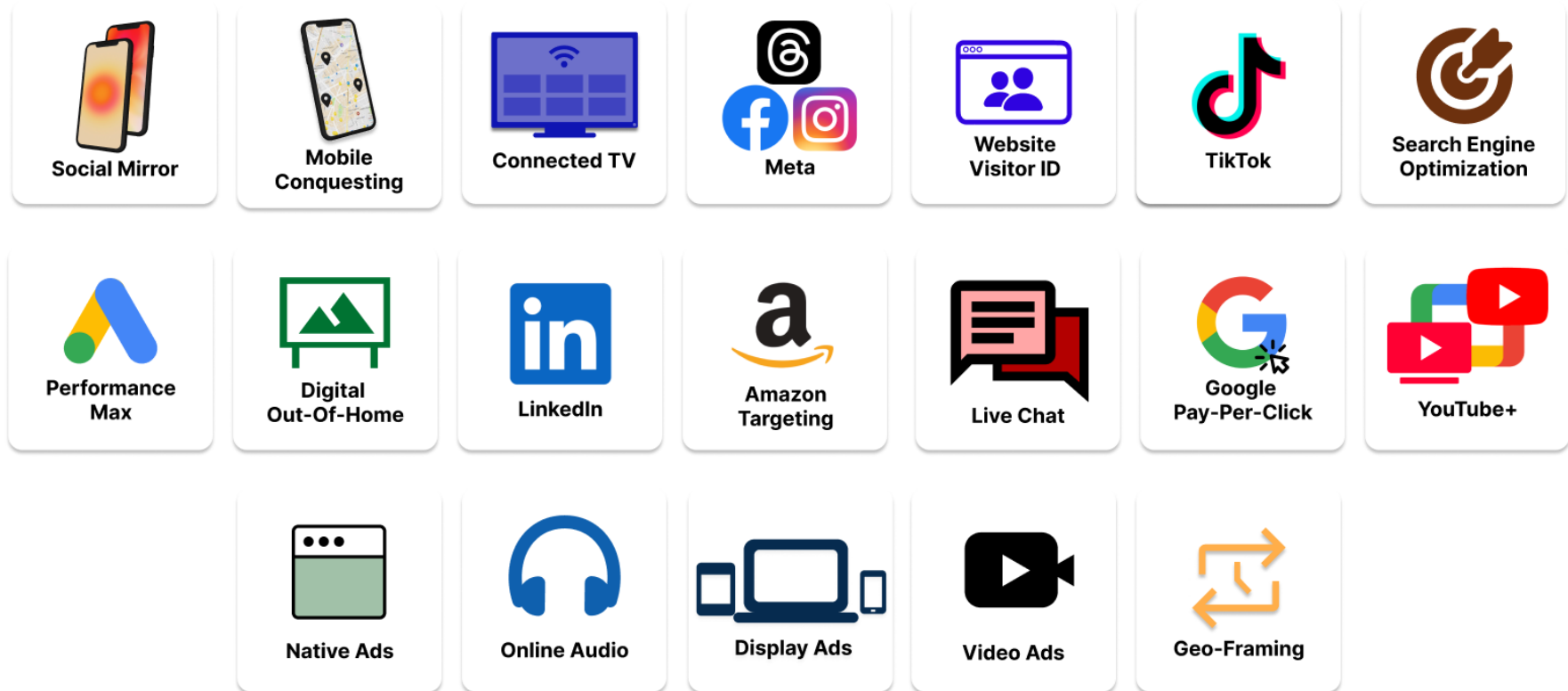
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



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