

Digital Marketing Report

Impressions

How many ads were served:

59,026

Clicks

Times a user clicked on an ad

1,293

Click-Through Rate

(Clicks/Impressions) x 100

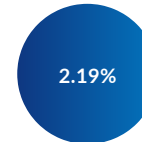
2.19%

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%)
CCCTI - Facebook/Instagram Premium ZIPS	41,833	1,068	2.55%	36.47
CCCTI - Facebook/Instagram Premium CAMPUS RADIUS	17,193	225	1.31%	18.70

Meta Post Engagements



2,091

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

Meta Post Reactions



47

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

Meta Post Shares



41

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%)
CCC&TI_NextNCwlogo_Social Post_2_English_Instagram (2).jpg	53,911	1,203	2.23%	31.88
CCC&TI_NextNCwlogo_Social Post_1_English_Instagram (2).jpg	5,115	90	1.76%	25.14

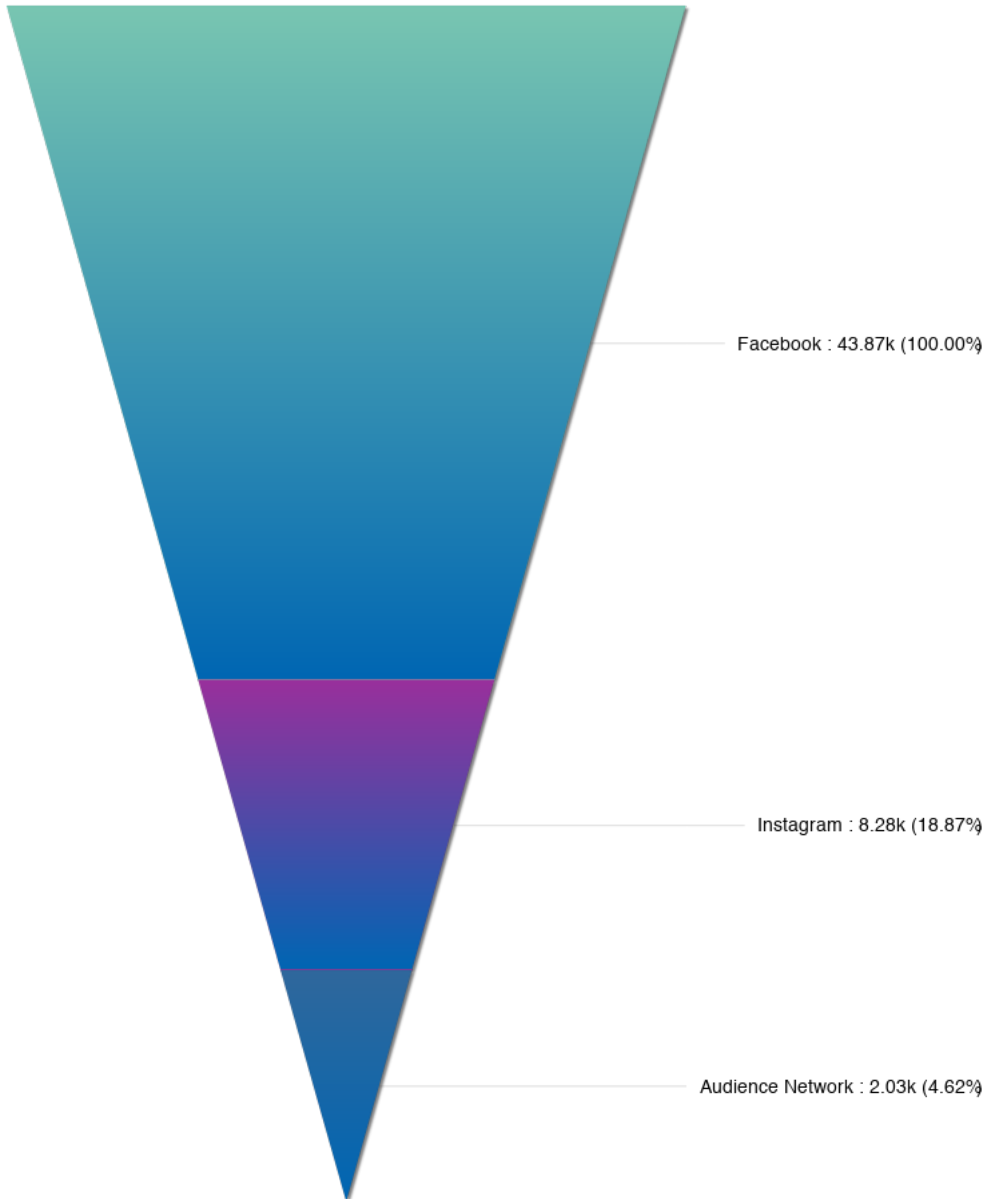
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	56,239	1,250	2.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,051	38	1.85%
Desktop	A personal computing device that remains stationary at one location.	460	3	0.65%
Unknown	---	276	2	0.72%

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.	21,976	728	3.31%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,024	167	1.51%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	9,727	10	0.10%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	6,083	48	0.79%
Facebook Notification	Your ads appear within a user's notifications feed.	4,734	270	5.70%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,029	7	0.35%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,488	36	2.42%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	709	10	1.41%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	685	3	0.44%
Facebook Stories	Your ads appear in people's Stories on Facebook.	380	12	3.16%

Social Placement Performance by Impressions



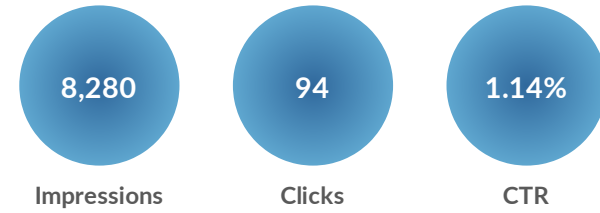
Facebook News Feed Performance



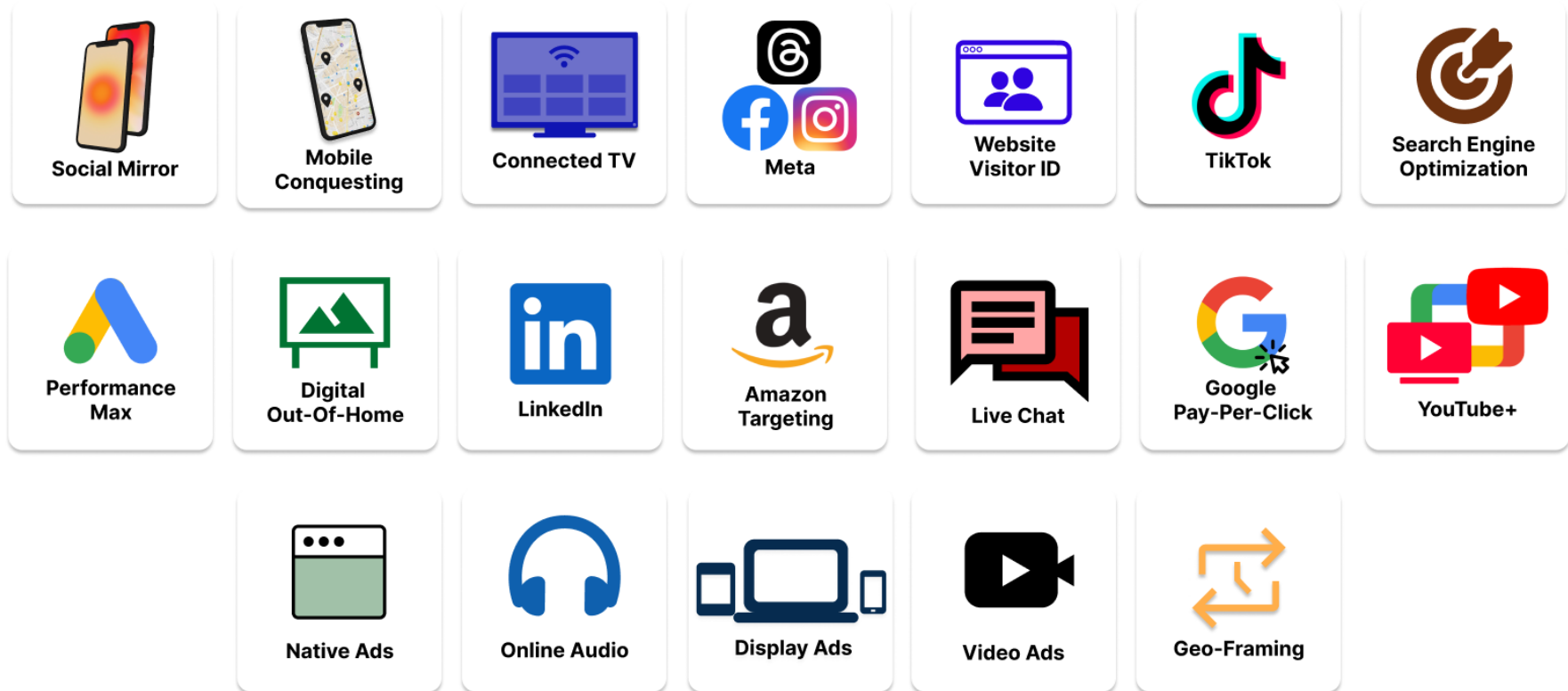
Audience Network Performance



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.