

Digital Marketing Report

Impressions

How many ads were served:

3,873

Clicks

Times a user clicked on an ad

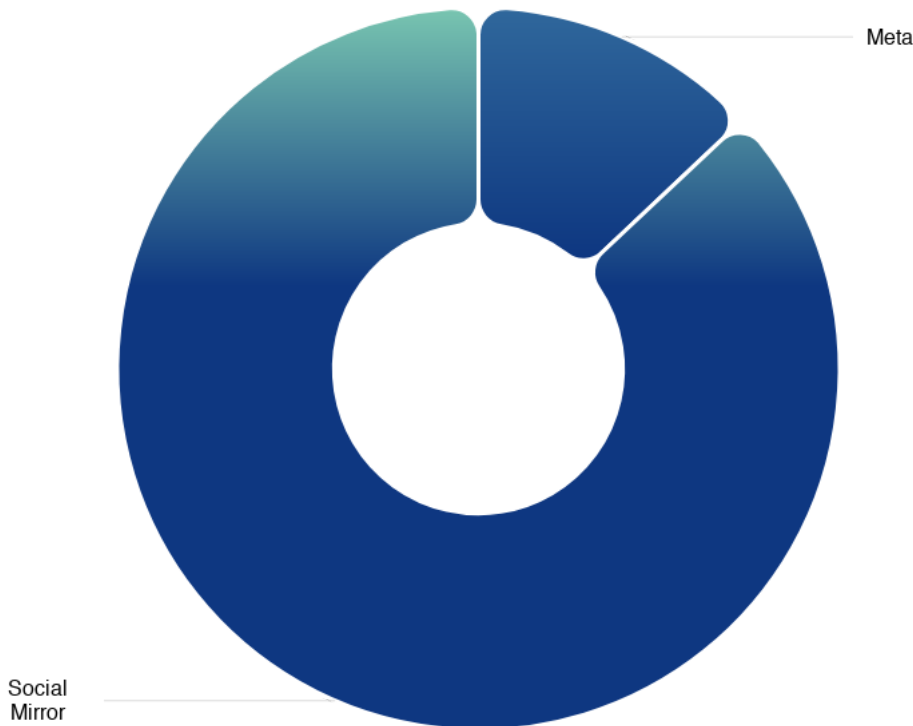
8

Click-Through Rate

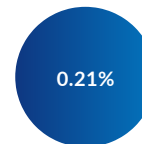
(Clicks/Impressions) x 100

0.21%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

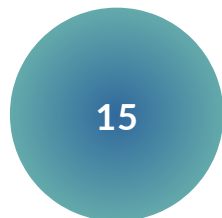
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sorge Funeral Home & Crematory - 35-75/Head Of HH/Elderly Parent in HH Social Mirror	1,176	0	0.00%	0.00
Sorge Funeral Home & Crematory - AI Social Mirror	1,173	1	0.09%	1.22
Sorge Funeral Home & Crematory - 45+/Funeral/Retirement Planning Social Mirror	853	0	0.00%	0.00
Sorge Funeral Home & Crematory - 35+/Community/Local News Premium Facebook	463	6	1.30%	18.51
Sorge Funeral Home & Crematory - Retargeting Social Mirror	168	0	0.00%	0.00
Sorge Funeral Home & Crematory - Retargeting Premium Facebook	37	1	2.70%	38.61
Sorge Funeral Home & Crematory - 45+/Retirement Planning Premium Facebook	3	0	0.00%	0.00

Meta Post Engagements



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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Sorge Funeral Home & Crematory_Social Mirror_2.27.26_Proudly supporting the heroes in our community	1,862	1	0.05%	0.77
	Sorge Funeral Home & Crematory_Social Mirror_3.4.26_Families in our community have relied on Sorge	1,508	0	0.00%	0.00

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sorge Funeral Home & Crematory_2.24.26_SORGE-FEB2-03 (1).jpg	463	6	1.30%	18.51
Sorge Funeral Home & Crematory_2.24.26_SORGE-FEB-01 (1).jpg	40	1	2.50%	35.71

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	2,404	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	1,397	8	0.57%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	68	0	0.00%
Unknown	---	4	0	0.00%

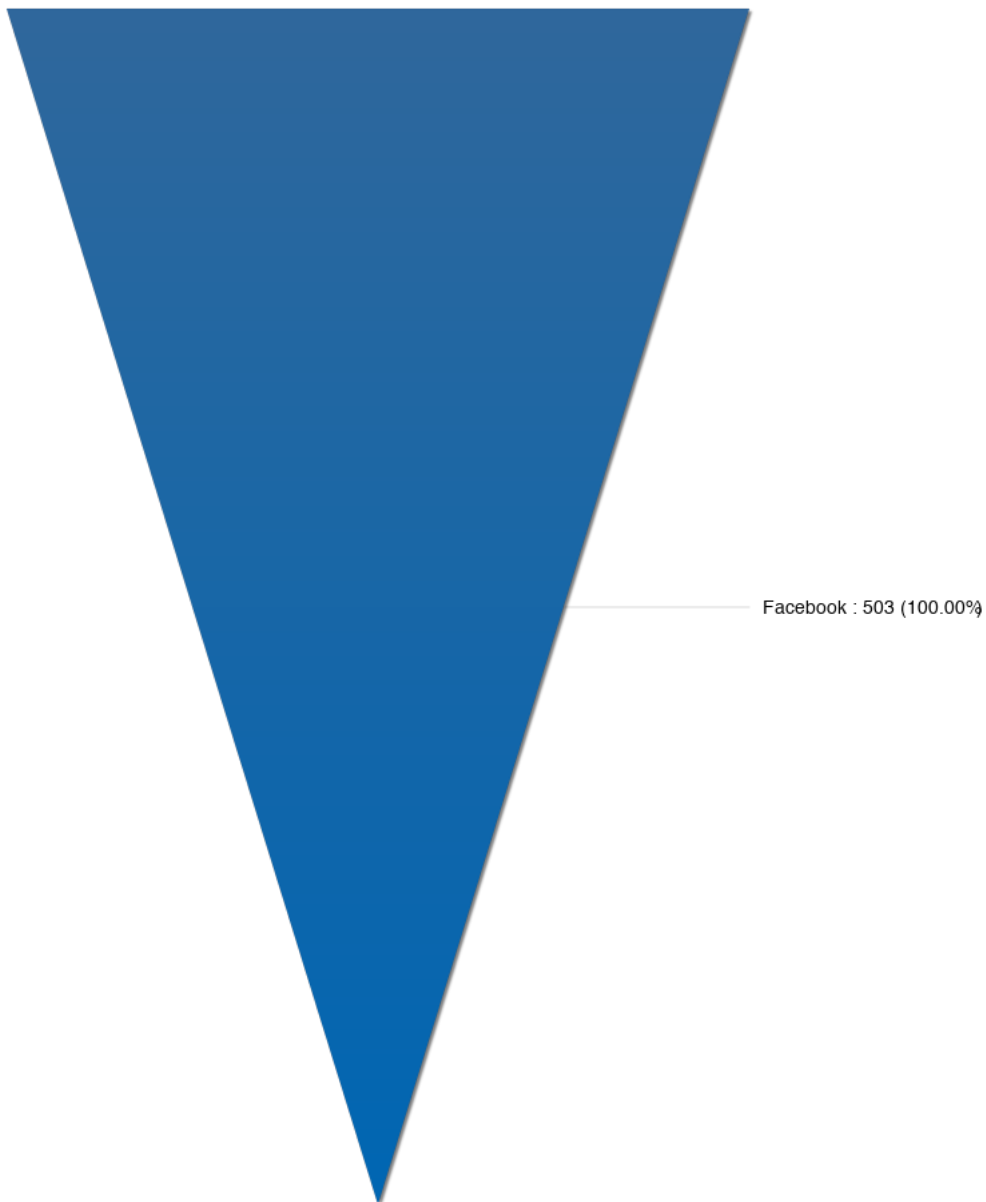
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	949	0	0.00%
foxnews.com	70	0	0.00%
imdb.com	69	0	0.00%
Podcast Player	60	0	0.00%
IMDb: Your guide to movies, TV shows, celebrities	54	0	0.00%
usatoday.com	46	0	0.00%
zengm.com	28	0	0.00%
cargurus.com	26	0	0.00%
realtor.com	24	0	0.00%
wtaj.com	24	0	0.00%
ign.com	18	0	0.00%
700r4transmissionhq.com	15	0	0.00%
atabledefloured.com	14	0	0.00%
forestriverforums.com	14	0	0.00%
screenrant.com	13	0	0.00%
last.fm	12	0	0.00%
rvingknowhow.com	11	0	0.00%
tmz.com	11	0	0.00%
wjactv.com	11	0	0.00%
bonsaimary.com	10	0	0.00%

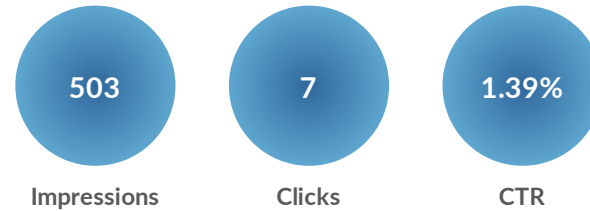
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	496	7	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.	5	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	2	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed 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.