

Digital Marketing Report

Impressions

How many ads were served:

568,121

Clicks

Times a user clicked on an ad

7,915

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

1.39%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.40%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

19.90

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%)
Allegheny Orthodontic Associates - Parents/Dental Premium Facebook	370,831	6,418	1.73%	24.72
Allegheny Orthodontic Associates - Tooth Brushing/Dental Insurance/Parents Premium Facebook/Instagram	196,856	1,481	0.75%	10.75
Allegheny Orthodontic Associates - Retargeting Premium Facebook/Instagram	433	15	3.46%	49.49
Allegheny Orthodontic Associates - Retargeting Premium Facebook	1	1	100.00%	1,428.57

Meta View-Through Conversions

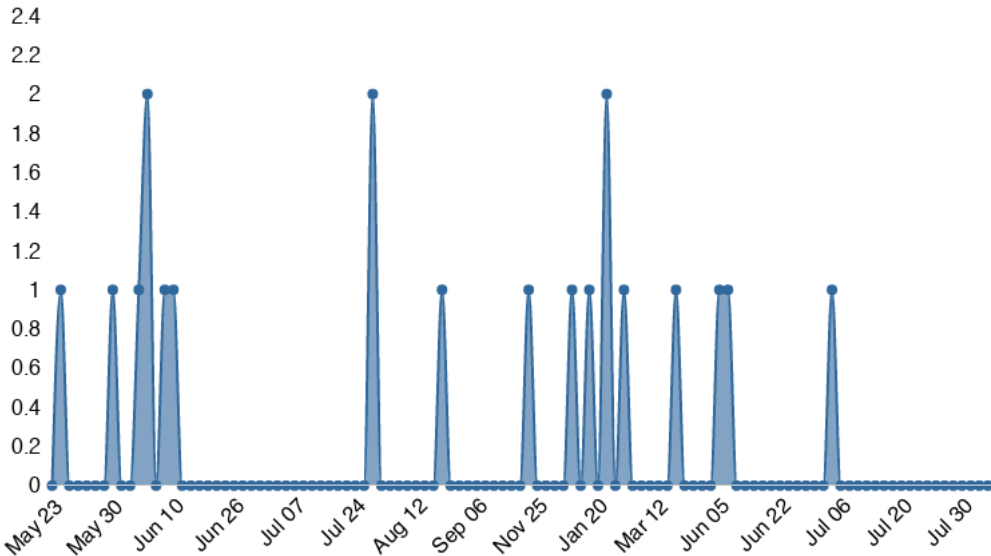


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Allegheny Orthodontic Associates Homepage Visits	20

Meta View-Through Conversions by Day



Meta Post Engagements

93,570

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

Meta Post Comments

21

The total number of comments your ads received

Meta Post Reactions

611

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

Meta Post Shares

25

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%)
Allegheny Orthodontic Associates_AOA Overview_FINAL_04.11.25.mp4	247,084	3,270	1.32%	18.91
Allegheny Orthodontic Associates_AOA_Overview V2_30_70th Anniversary Banner_3.mp4	102,755	1,905	1.85%	26.48
Allegheny Orthodontic Associates_AOA_What to Expect_60_70th Anniversary Banner_3.mp4	81,927	1,702	2.08%	29.68
Allegheny Orthodontic Associates_AOA Equipment_30_FINAL.mp4	38,458	650	1.69%	24.15
Allegheny Orthodontic Associates_7.21.25_AOA Overview_FINAL_04.11.25.mp4	97,897	388	0.40%	5.66

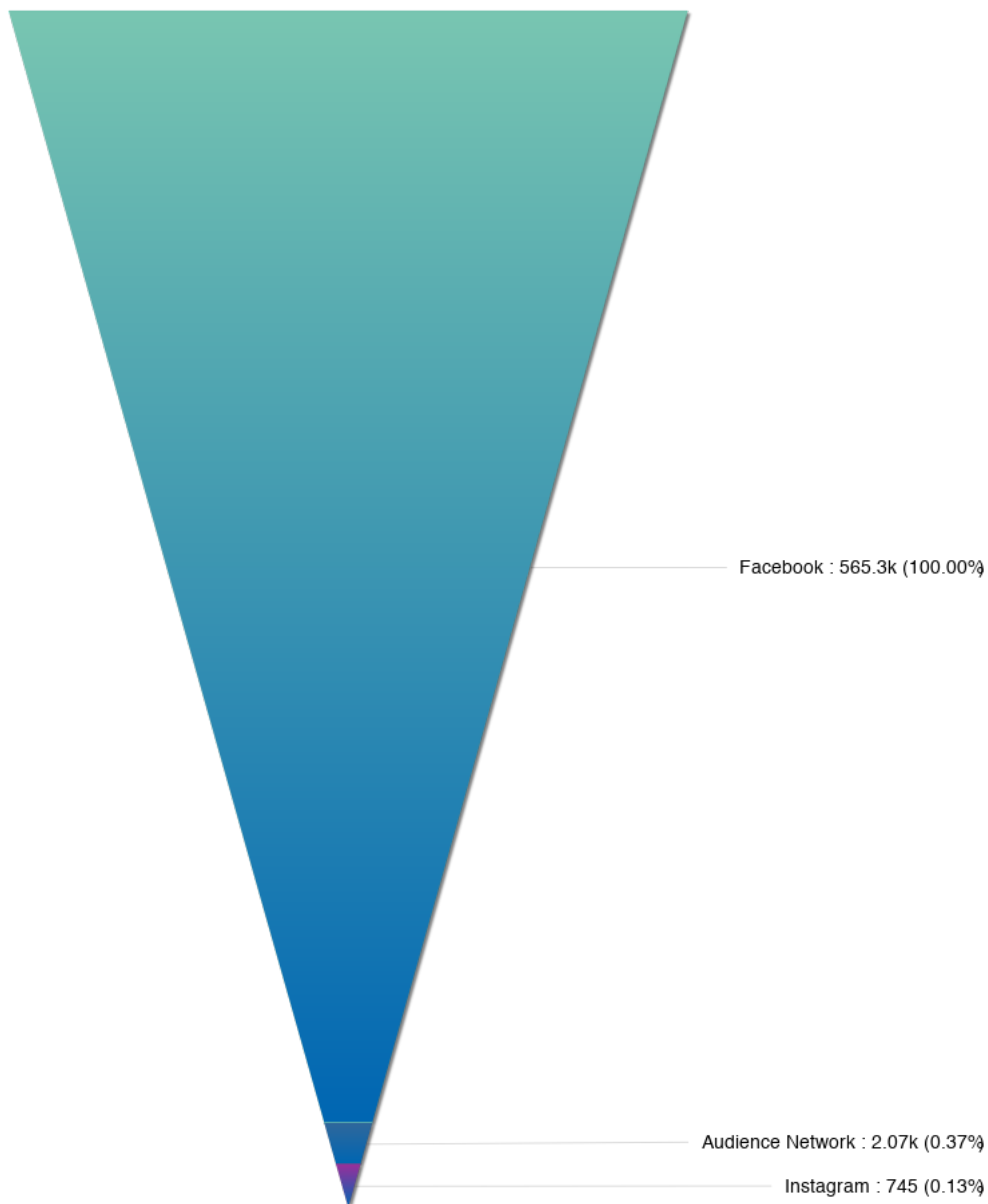
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	549,463	7,536	1.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,853	288	2.24%
Unknown	---	4,480	86	1.92%
Desktop	A personal computing device that remains stationary at one location.	1,325	5	0.38%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	296,618	2,993	1.01%
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.	240,434	3,652	1.52%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	14,823	250	1.69%
Facebook Stories	Your ads appear in people's Stories on Facebook.	12,970	928	7.16%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,586	41	2.59%
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).	480	13	2.71%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	380	21	5.53%
Instagram Stories	Your ads appear in people's Stories on Instagram.	244	4	1.64%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	177	2	1.13%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	144	2	1.39%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.