

Digital Marketing Report

Impressions

How many ads were served:

185,476

Clicks

Times a user clicked on an ad

2,835

Click-Through Rate

(Clicks/Impressions) x 100

1.53%

Your Product Breakout by Impressions



CTV Cost Per Completed View

\$57,575.48

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

1.53%

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

X the National Average

21.84

X the National Avg (.07%)

Meta

*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%)
WIC of Bedford, Huntingdon and Fulton Co. - Female/18-45/Baby Bottle/Diapers Premium Facebook/Instagram	185,476	2,835	1.53%	21.84

Meta Post Engagements

7,526

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

41

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

Meta Post Shares

4

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%)
WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	122,217	1,759	1.44%	20.56
WIC of Bedford, Huntingdon and Fulton Co._4.9.26_Carousel	45,161	587	1.30%	18.57
WIC of Bedford, Huntingdon and Fulton Co._Carousel	18,098	489	2.70%	38.60

Meta Carousel Card Performance

Card Name	Ad	Count ↓
PA WIC of Bedford, Huntingdon and Fulton Counties	WIC of Bedford, Huntingdon and Fulton Co._Carousel	1,005
1: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._Carousel	988
2: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._Carousel	100
3: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._4.9.26_Carousel	21
5: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._4.9.26_Carousel	21

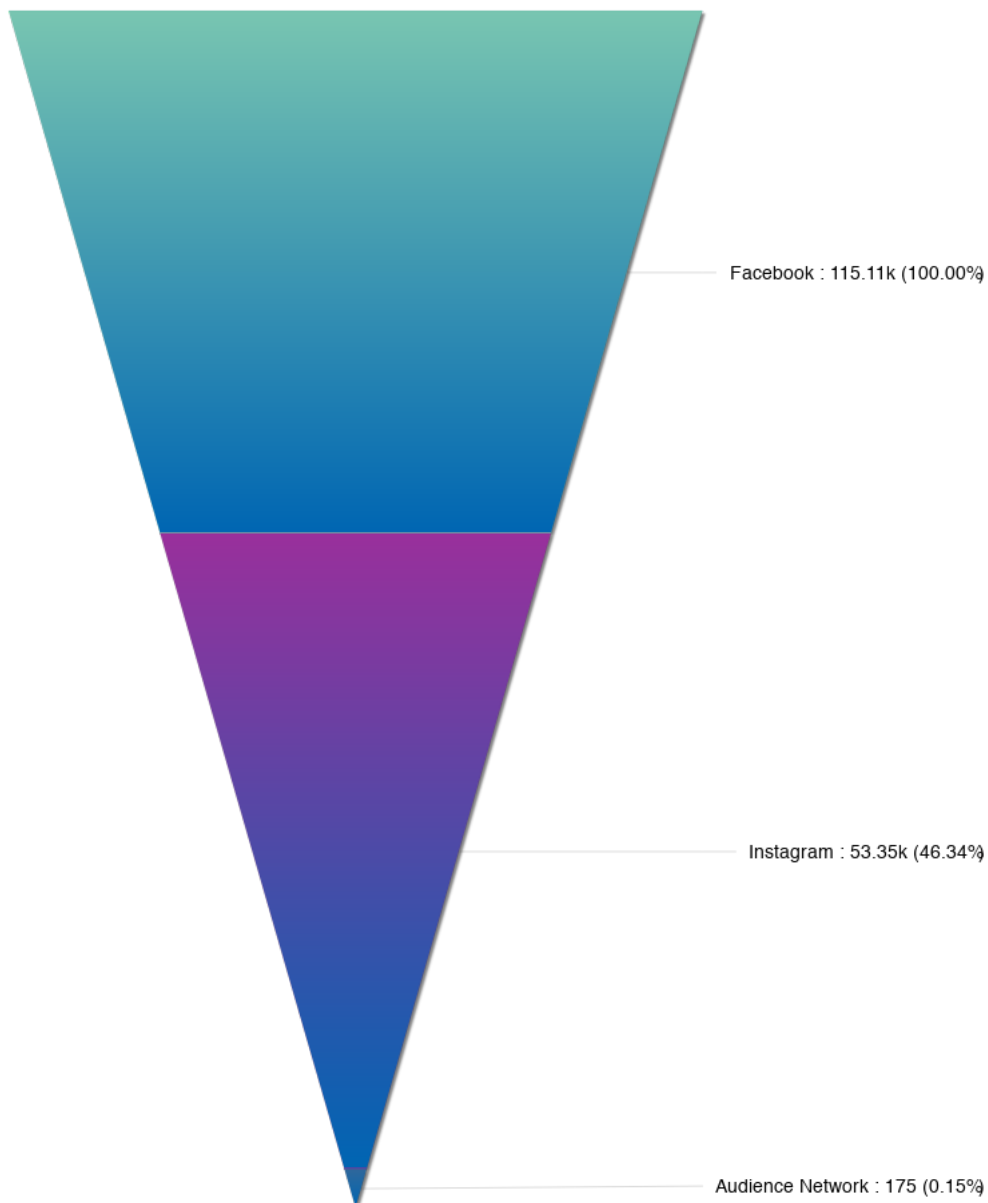
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	184,307	2,820	1.53%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	931	11	1.18%
Unknown	---	168	4	2.38%
Desktop	A personal computing device that remains stationary at one location.	70	0	0.00%

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.	53,779	930	1.73%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	40,109	411	1.02%
Instagram Stories	Your ads appear in people's Stories on Instagram.	38,922	506	1.30%
Facebook Notification	Your ads appear within a user's notifications feed.	16,666	605	3.63%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	8,715	99	1.14%
Facebook Stories	Your ads appear in people's Stories on Facebook.	7,191	125	1.74%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	7,048	79	1.12%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	6,351	7	0.11%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	5,710	46	0.81%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	633	8	1.26%

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.