

Digital Marketing Report

Impressions

How many ads were served:

38,824

Clicks

Times a user clicked on an ad

157

Click-Through Rate

(Clicks/Impressions) x 100

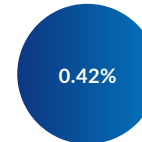
0.40%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



0.42%

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

X the National Average



5.78

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%)
The Home Store - Real Estate/Home Facebook Premium	21,353	83	0.39%	5.55
River Valley Builders - Real Estate/Home Facebook Premium	17,471	74	0.42%	6.05

Meta Click Conversions



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

Meta Click Conversion Performance

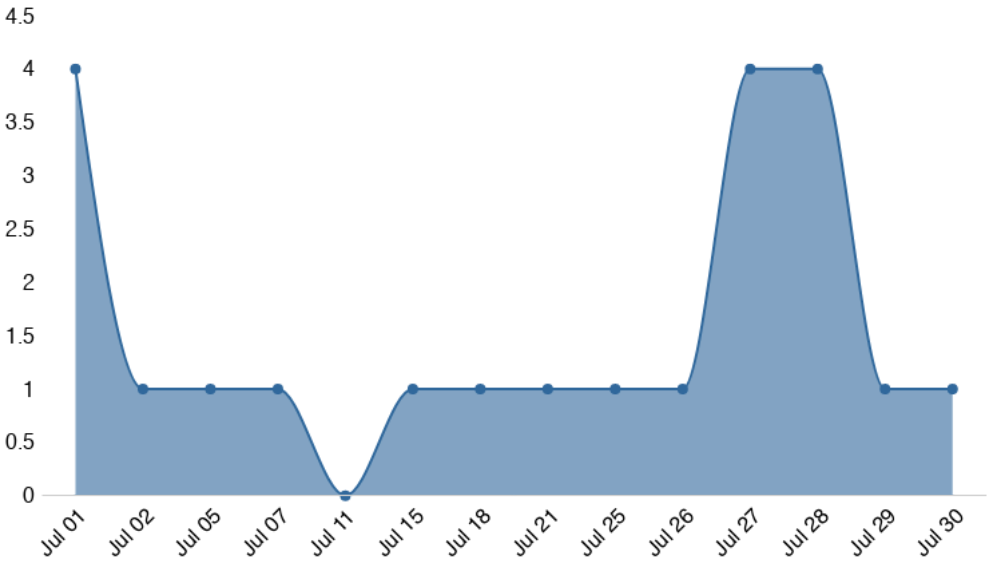
Conversion Name

Click Conversions ↓

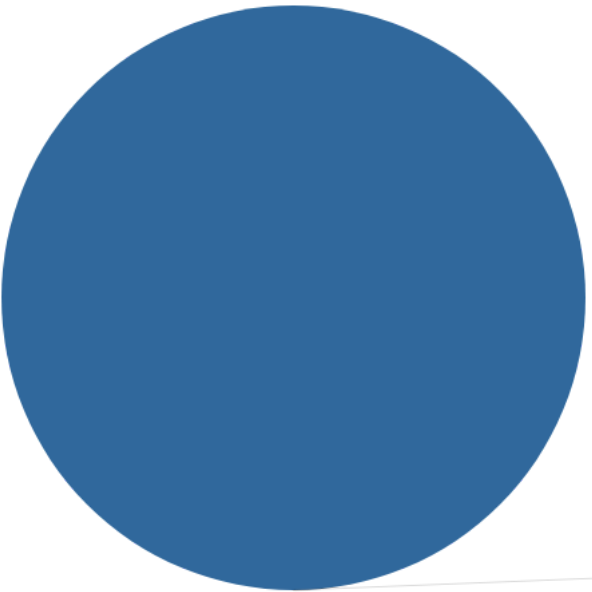
River Valley Builders Live Chat Conversion

22

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

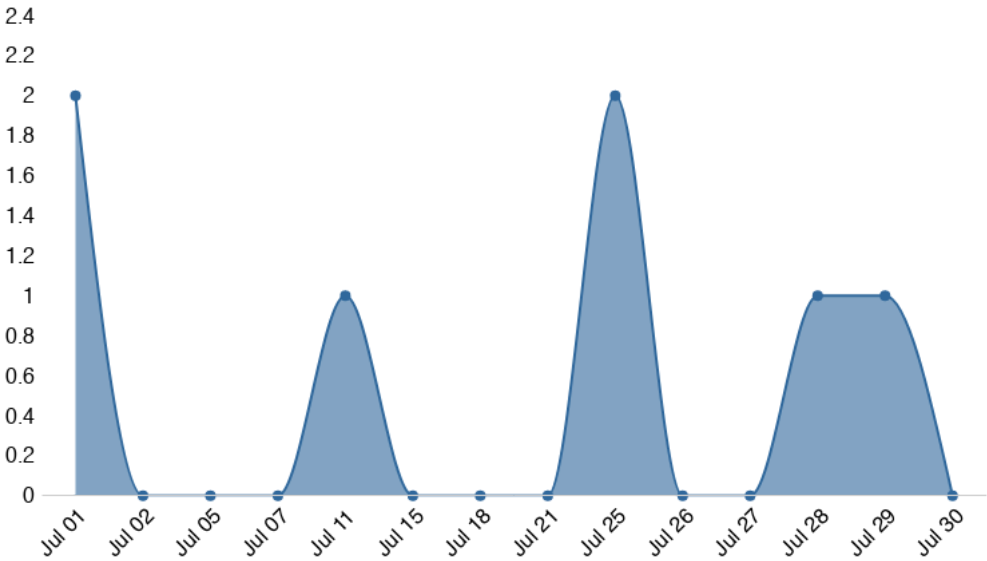


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

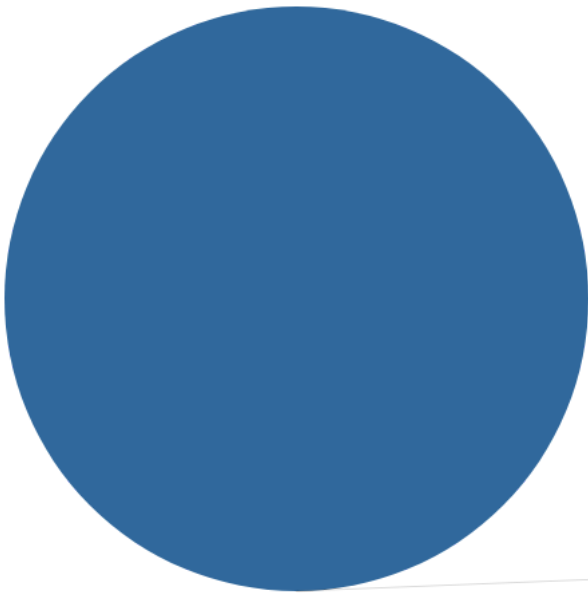
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
River Valley Builders Live Chat Conversion	7

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements



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

Meta Post Reactions



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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Home Store_8.27_THS_AugustAds_1080x1080-03.png	21,353	83	0.39%	5.55
River Valley Builders_8.27_RVB_AugustAds_1080x1080-01.png	17,471	74	0.42%	6.05

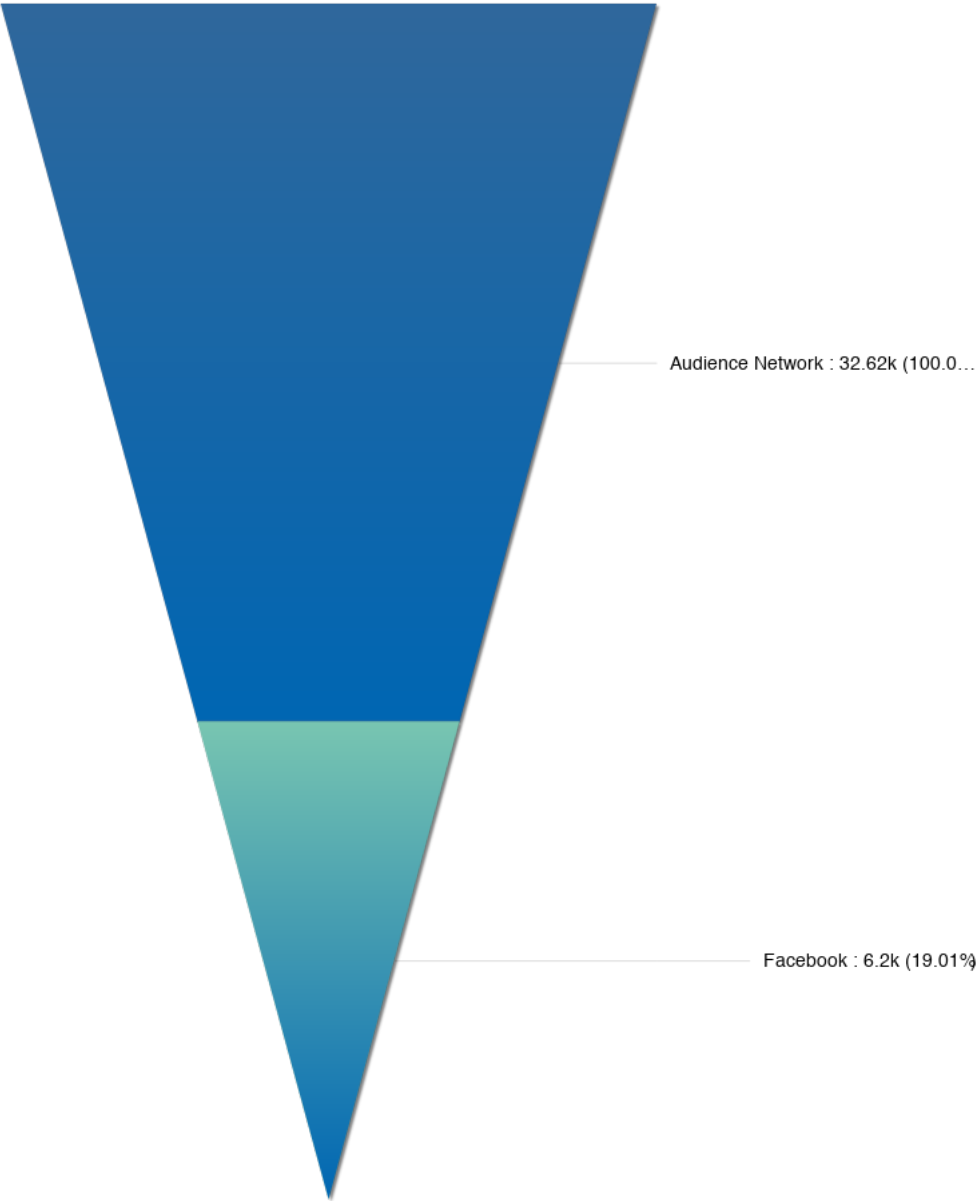
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	32,899	124	0.38%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,131	31	0.60%
Unknown	---	732	1	0.14%
Desktop	A personal computing device that remains stationary at one location.	62	1	1.61%

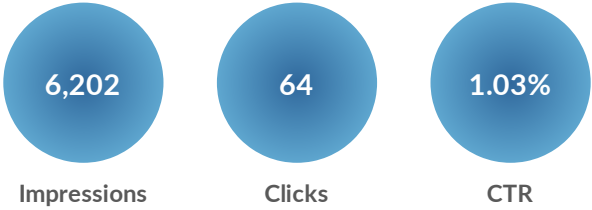
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	32,622	93	0.29%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,054	47	0.78%
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.	133	16	12.03%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	11	0	0.00%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	3	1	33.33%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1	0	0.00%

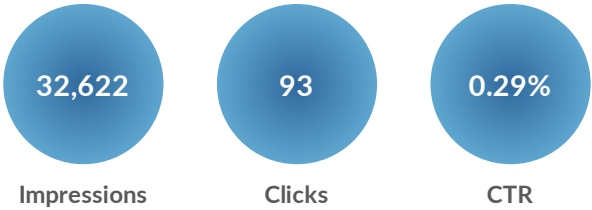
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



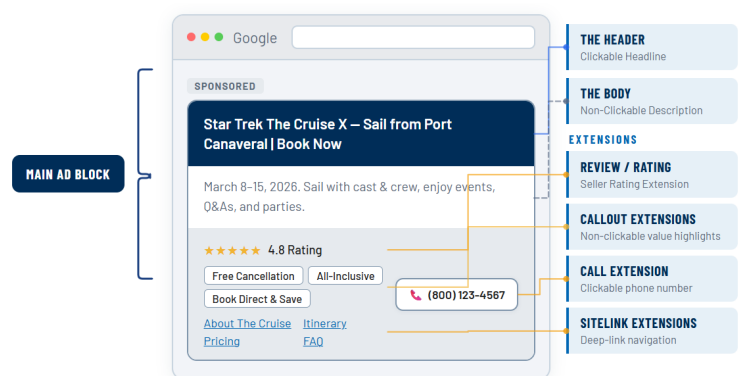
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

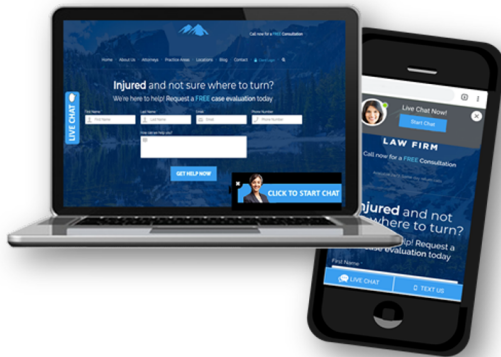
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

161
CHATS

45
LEADS

37
BILLABLE LEADS

22.98%
CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

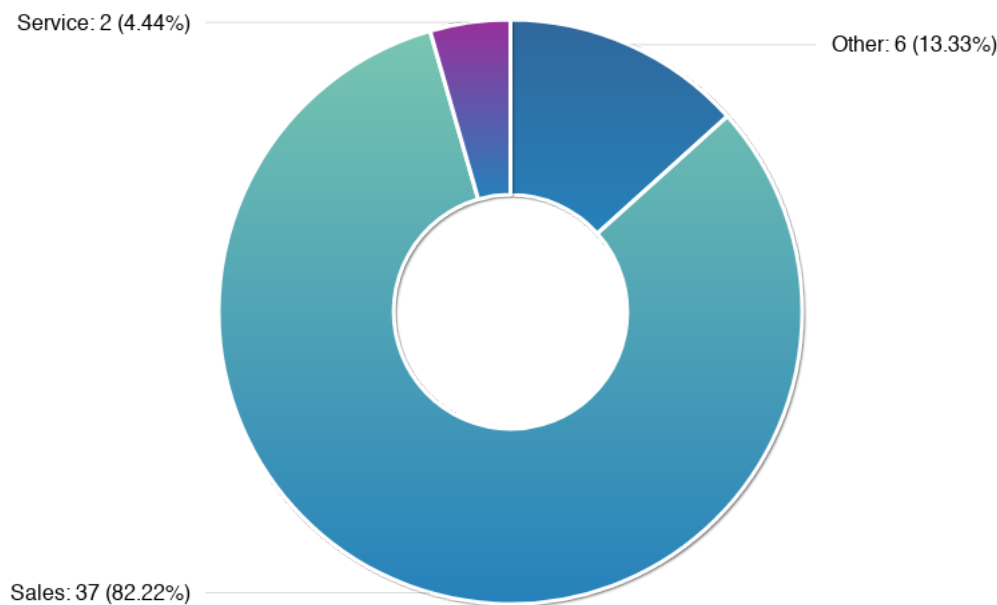
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							4	4	45
Jul 01, 2026	River Valley Builders/The Home Store	79671621	Sales	Denise (Re-Sent)	4135301525	millerdemers@comcast.net	0	0	1
Jul 01, 2026	River Valley Builders/The Home Store	79672752	Sales	Wesley Hulsizer		ckorigin.pa@gmail.com	0	0	1
Jul 02, 2026	River Valley Builders/The Home Store	79694910	Other	Dina Fernandez	9145009161	thewhimsybookmarket@gmail.com	0	0	1
Jul 03, 2026	River Valley Builders/The Home Store	79700558	Sales	Stephanie Hanley	4135196726	slhanley@massachusetts.usa.com	0	0	1
Jul 03, 2026	River Valley Builders/The Home Store	79705960	Sales	Joseph Ferraro	7817067292	jude3371@yahoo.com	0	0	1
Jul 05, 2026	River Valley Builders/The Home Store	79722170	Sales	Nadeem Saeed	4133351787	leo1958usa@gmail.com	0	0	1
Jul 05, 2026	River Valley Builders/The Home Store	79725014	Sales	Tanjrina Arena	7246742784	tanjrinalarena@gmail.com	0	0	1
Jul 05, 2026	River Valley Builders/The Home Store	79726149	Sales	Candy Pychinka	5702491609	pychinkacandy@gmail.com	0	0	1
Jul 06, 2026	River Valley Builders/The Home Store	79737236	Sales	Jesse		cajundog2@aol.com	0	0	1

Lead Type Performance



What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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



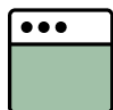
Live Chat



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.