

Digital Marketing Report

Impressions

How many ads were served:

37,080

Clicks

Times a user clicked on an ad

823

Click-Through Rate

(Clicks/Impressions) x 100

2.22%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.42%

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

X the National Average

31.71

X the National Avg (.07%)

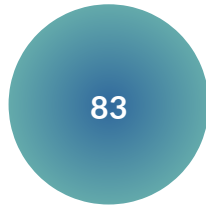
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Blair Regional YMCA - Child care/Parents Facebook Premium	32,309	726	2.25%	32.10
Blair Regional YMCA - Facebook Premium Retargeting	4,771	97	2.03%	29.04

Social Mirror CTV View-through Conversions

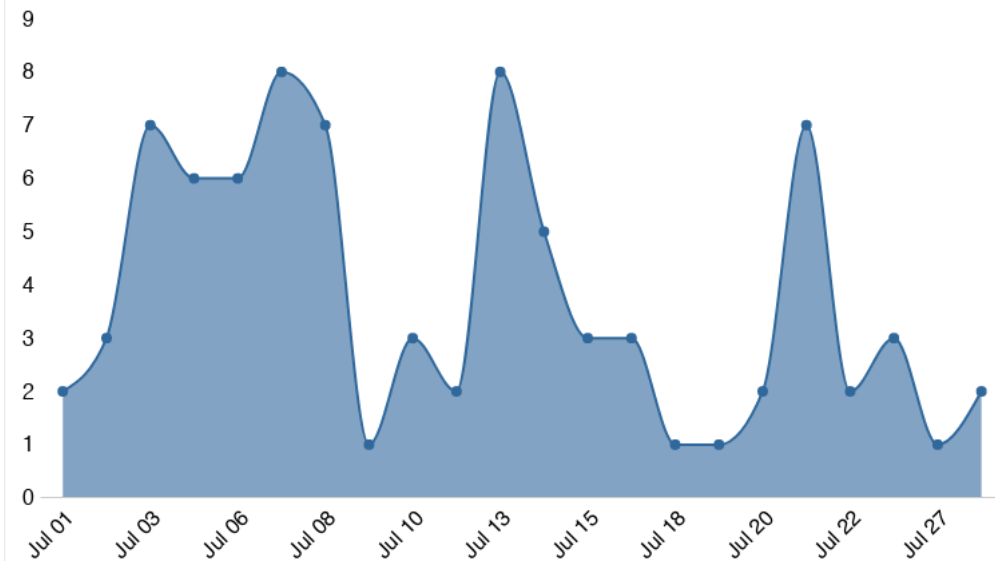


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

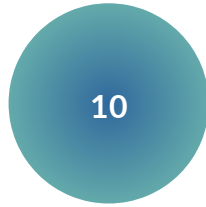
Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Blair Regional YMCA Homepage Visits	67
Blair Regional YMCA Programs Page View	7
Blair Regional YMCA Membership Benefits Page View	4
Blair Regional YMCA Child Care Programs Page View	2
Blair Regional YMCA Membership Page View	2
Blair Regional YMCA Child Care Page View	1

Social Mirror CTV View-through Conversions by Day



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

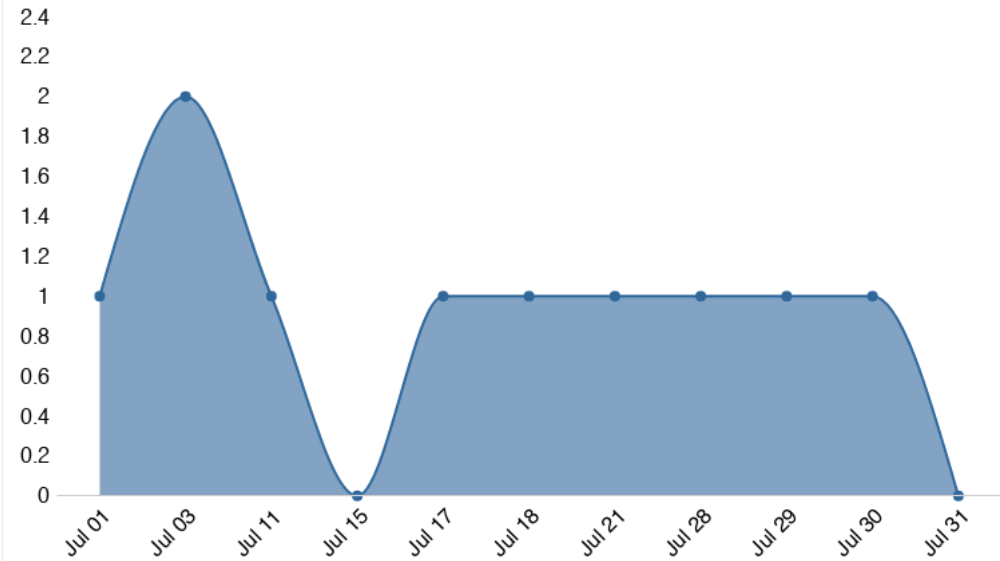
Conversion Name

Click Conversions ↓

Blair Regional YMCA Membership Page View	9
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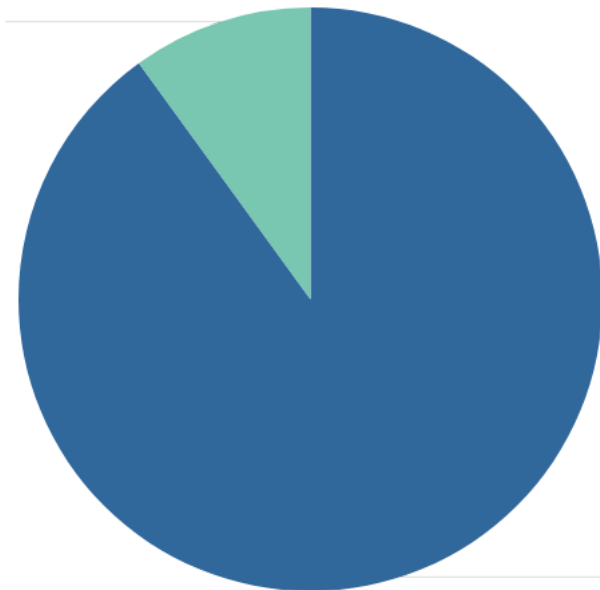
Blair Regional YMCA Camps Page View	1
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Meta Click Conversions by Day



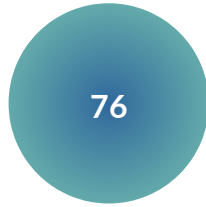
Top Meta Click Conversions by Strategy

Retargeting:
10%



Category
Targeting: 90%

Meta View-Through Conversions

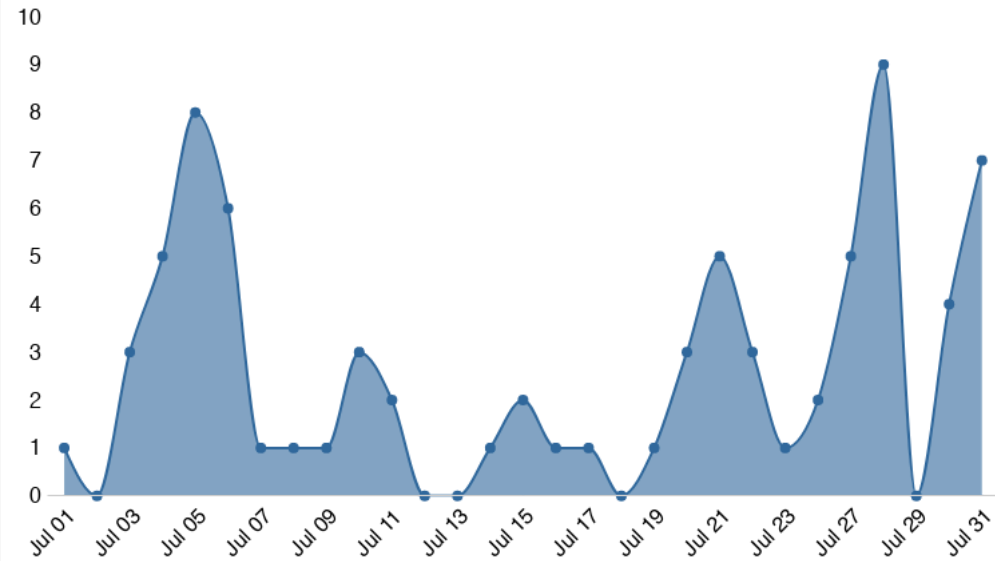


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

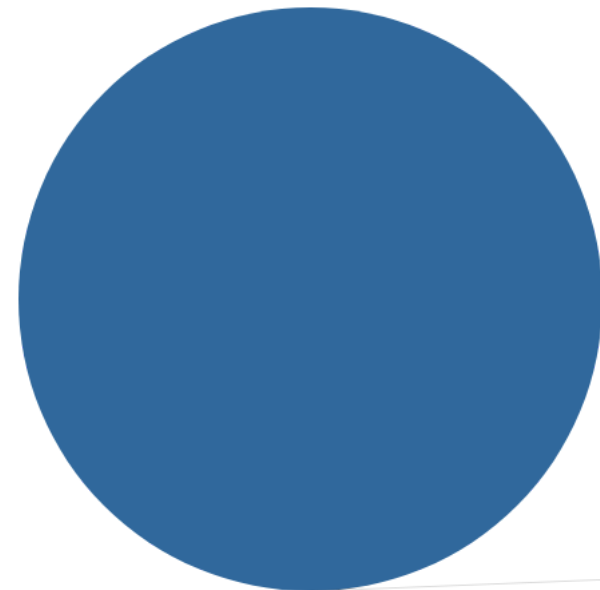
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Blair Regional YMCA Homepage Visits	72
Blair Regional YMCA Programs Page View	2
Blair Regional YMCA Camps Page View	1
Blair Regional YMCA Membership Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%

Meta Post Engagements

1,458

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

31

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

Meta Post Shares

6

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%)
Blair Regional YMCA_6.24_Carousel	24,708	462	1.87%	26.71
Blair Regional YMCA_7.24_Carousel	12,372	361	2.92%	41.68

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Blair Regional YMCA	Blair Regional YMCA_6.24_Carousel	302
1:	Blair Regional YMCA_6.24_Carousel	209
2:	Blair Regional YMCA_6.24_Carousel	30
3:	Blair Regional YMCA_6.24_Carousel	22
4:	Blair Regional YMCA_6.24_Carousel	9

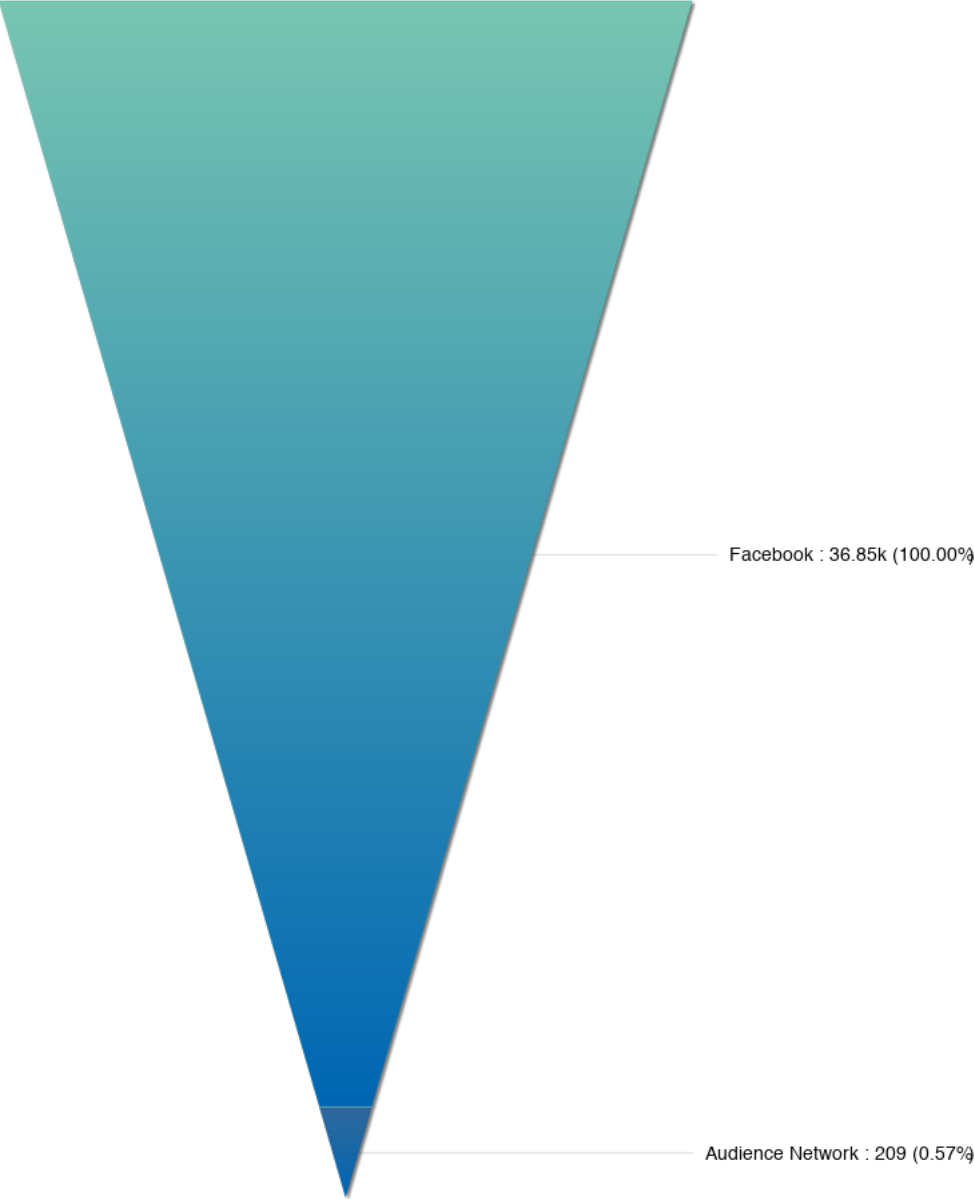
Device Performance

Device		Impressions ↓	Clicks	CTR
Device Name	Description			
Mobile	A portable electronic device that can connect to the internet.	35,495	779	2.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,225	34	2.78%
Desktop	A personal computing device that remains stationary at one location.	216	7	3.24%
Unknown	---	144	3	2.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	0	0	-
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	0	0	-

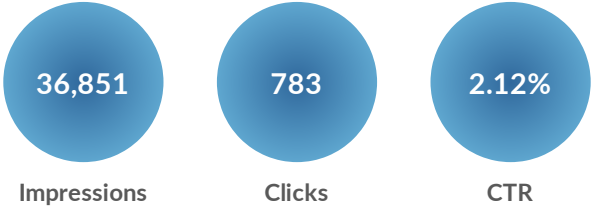
Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	20,402	264	1.29%
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.	14,198	462	3.25%
Facebook Stories	Your ads appear in people's Stories on Facebook.	729	32	4.39%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	695	10	1.44%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	550	12	2.18%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	277	3	1.08%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	209	39	18.66%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	20	1	5.00%

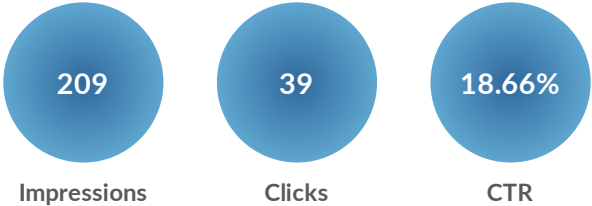
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.