



Digital Marketing Report

Impressions

How many ads were served:

157,458

Clicks

Times a user clicked on an ad

4,377

Click-Through Rate

(Clicks/Impressions) x 100

2.78%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.92%

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

X the National Average

39.71

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%)
Boone Hall Plantation - Facebook/Instagram Premium - Evergreen	102,447	1,343	1.31%	18.73
Boone Hall Plantation - Facebook/Instagram Premium Retargeting - Evergreen	21,017	1,046	4.98%	71.10
Boone Hall Plantation - Facebook/Instagram Premium - Willie's Creative	20,073	1,270	6.33%	90.38
Boone Hall Plantation - Retargeting Facebook/Instagram Premium - Willie's Creative	13,921	718	5.16%	73.68



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

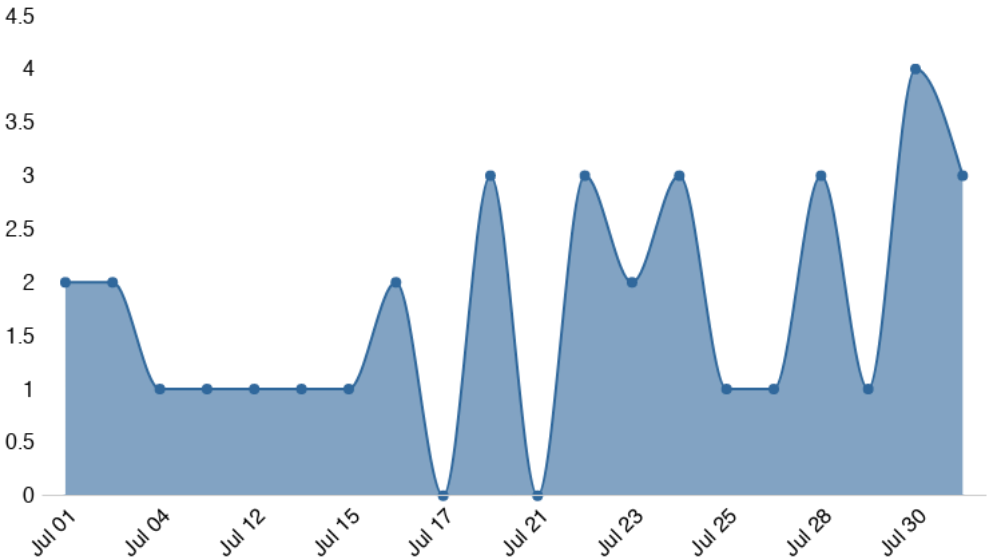
Conversion Name

Click Conversions ↓

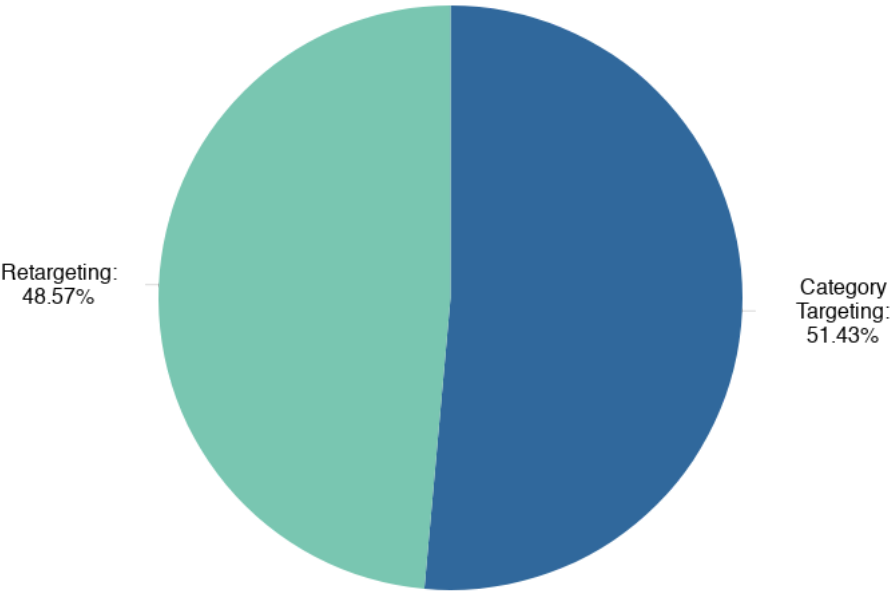
Boone Hall Plantation Buy Tickets Button Click

35

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy





Meta View-Through Conversions

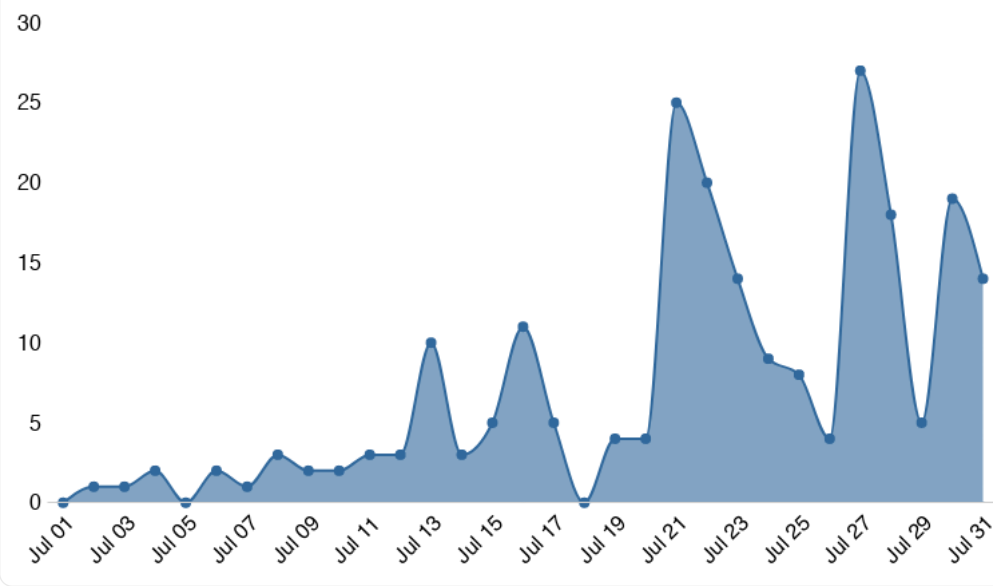


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

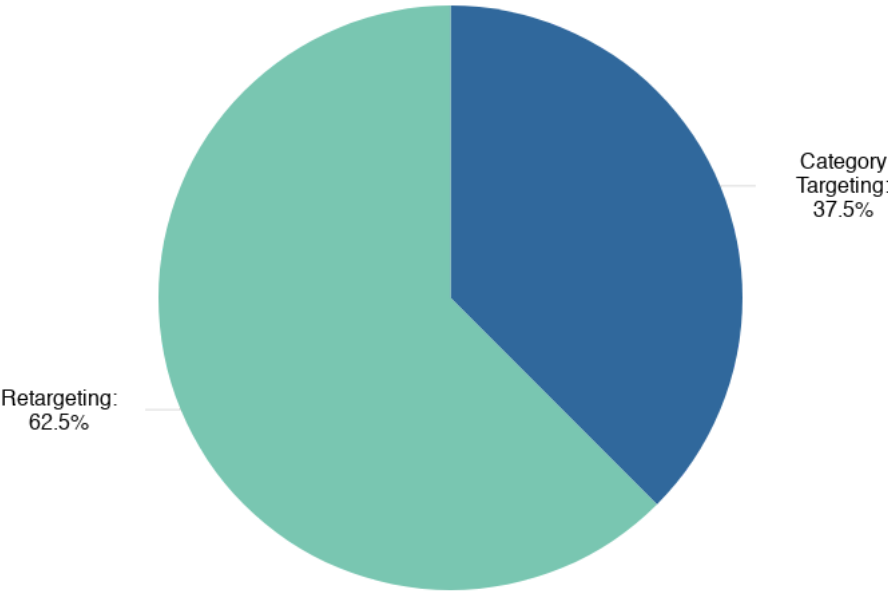
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Boone Hall Plantation Homepage Visits	209
Boone Hall Plantation Buy Tickets Button Click	16

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



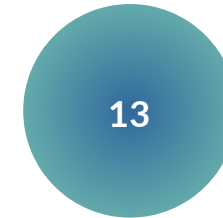


Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



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

Meta Post Shares



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%)
Boone Hall_WilliesMarket_Inside	19,114	1,254	6.56%	93.72
Boone Hall_HousePortrait.jpg	17,713	819	4.62%	66.05
Boone Hall_WilliesMarket_Overhead.jpg	53,829	753	1.40%	19.98
Boone Hall_WilliesMarket_Variety	11,206	652	5.82%	83.12
Boone Hall_30secSpot.mp4	8,104	471	5.81%	83.03
Boone Hall_WilliesMarket_Produce.jpg	25,763	208	0.81%	11.53
Boone Hall_WilliesMarket_Building	1,949	56	2.87%	41.05
Boone Hall_HouseWithFlowers.jpg	6,819	46	0.67%	9.64
Boone Hall_BHTractor.jpg	4,924	35	0.71%	10.15
Boone Hall_WilliesMarket_Overhead	1,725	26	1.51%	21.53



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	148,791	4,198	2.82%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,135	147	2.40%
Desktop	A personal computing device that remains stationary at one location.	1,924	16	0.83%
Unknown	---	608	16	2.63%

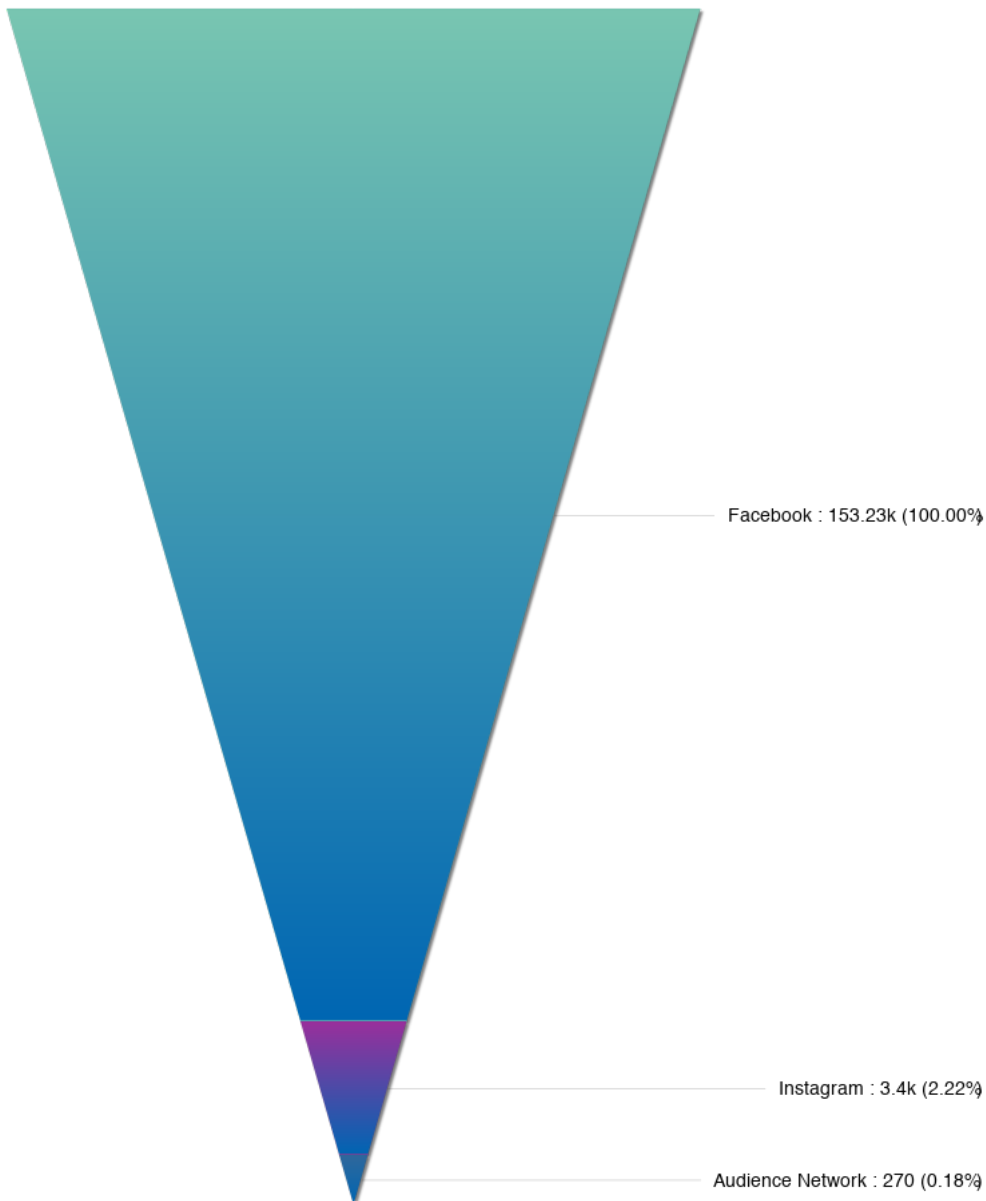


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
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.	94,325	3,278	3.48%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	44,417	671	1.51%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	10,683	152	1.42%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,452	29	0.84%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,982	120	6.05%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,264	54	4.27%
Threads	Your ads appear in the Threads feed.	300	11	3.67%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	270	7	2.59%
Facebook Stories	Your ads appear in people's Stories on Facebook.	230	15	6.52%
Instagram Stories	Your ads appear in people's Stories on Instagram.	154	13	8.44%



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.