



Digital Marketing Report

Impressions

How many ads were served:

55,712

Clicks

Times a user clicked on an ad

1,635

Click-Through Rate

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

2.93%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.99%

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

X the National Average

41.92

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.*

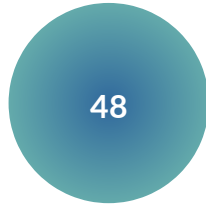


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Craig Builders - Facebook/Instagram Premium	52,250	1,491	2.85%	40.77
Craig Builders - Facebook/Instagram Retargeting Premium	3,462	144	4.16%	59.42



Meta Click Conversions



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

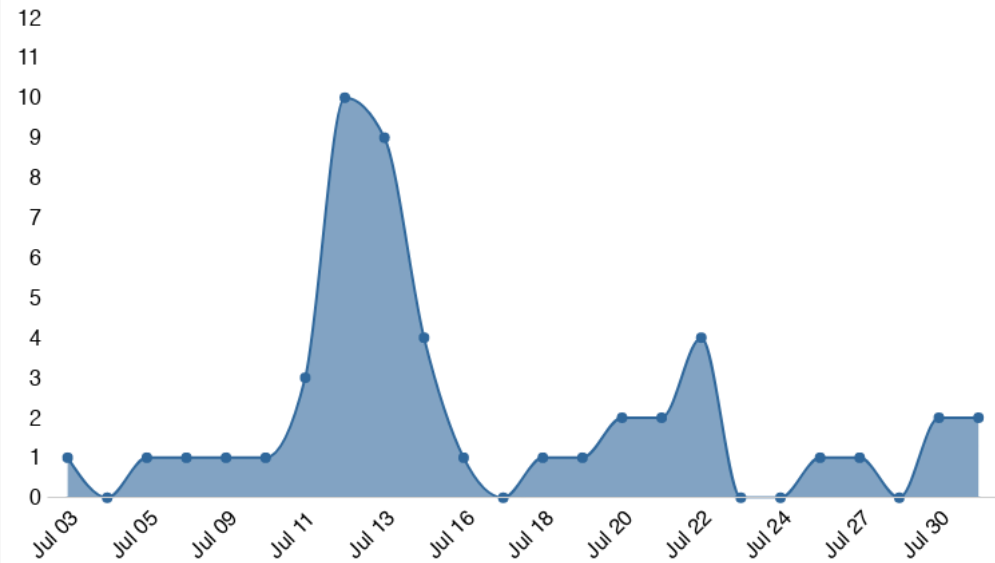
Meta Click Conversion Performance

Conversion Name

Click Conversions ↓

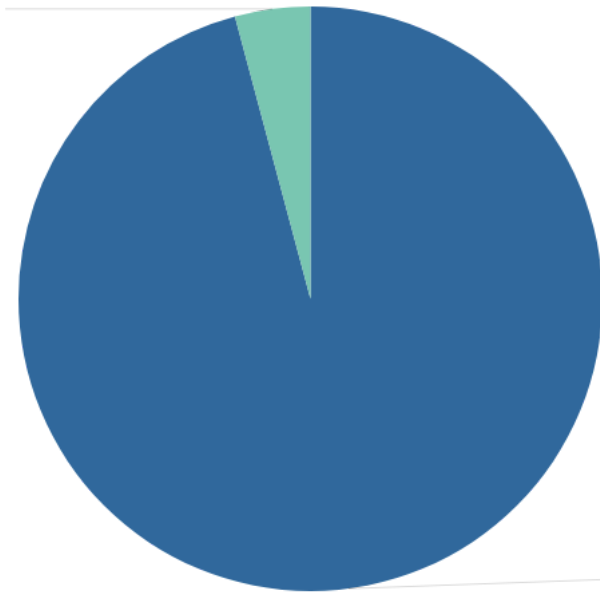
Craig Builders Homes Page View	23
Craig Builders Communities Page View	15
Craig Builders Map Page View	6
Craig Builders Model Homes Page View	4

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
4.17%



Category
Targeting:
95.83%



Meta View-Through Conversions

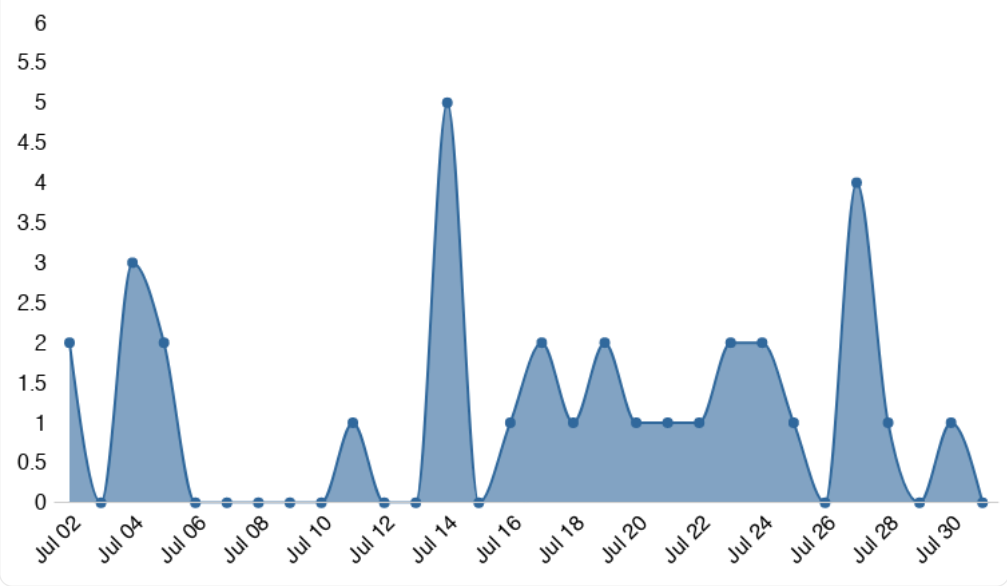


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

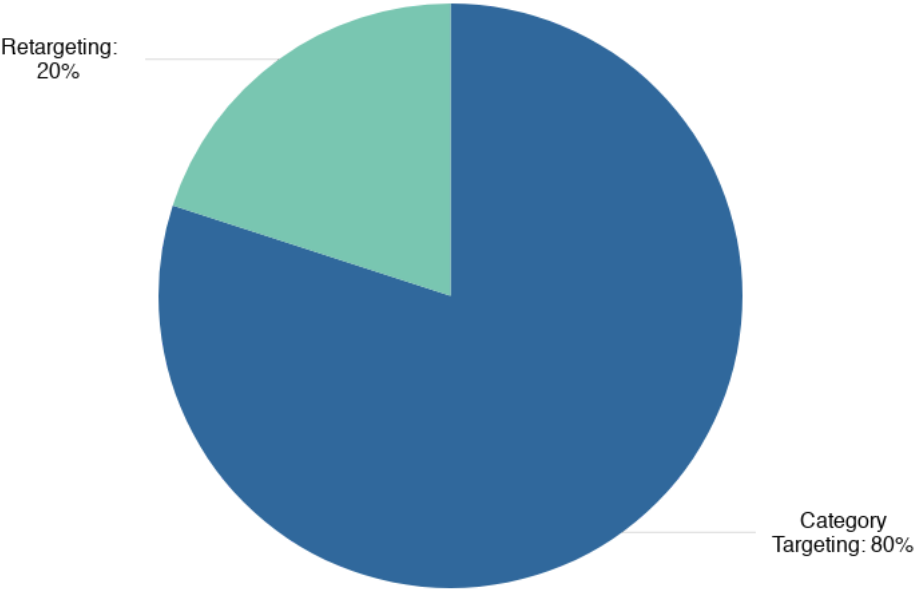
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Craig Builders Homepage Visits	13
Craig Builders Homes Page View	10
Craig Builders Communities Page View	4
Craig Builders Map Page View	4
Craig Builders Model Homes Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy





Meta Post Engagements

14,755

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

47

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

Meta Post Shares

3

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%)
Craig Builders_3.25_CBMAR21video.mp4	48,434	1,356	2.80%	40.00
Craig Builders_1.26_Site Links Ad	7,278	279	3.83%	54.76



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	51,156	1,489	2.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,355	133	3.05%
Unknown	---	157	8	5.10%
Desktop	A personal computing device that remains stationary at one location.	44	5	11.36%

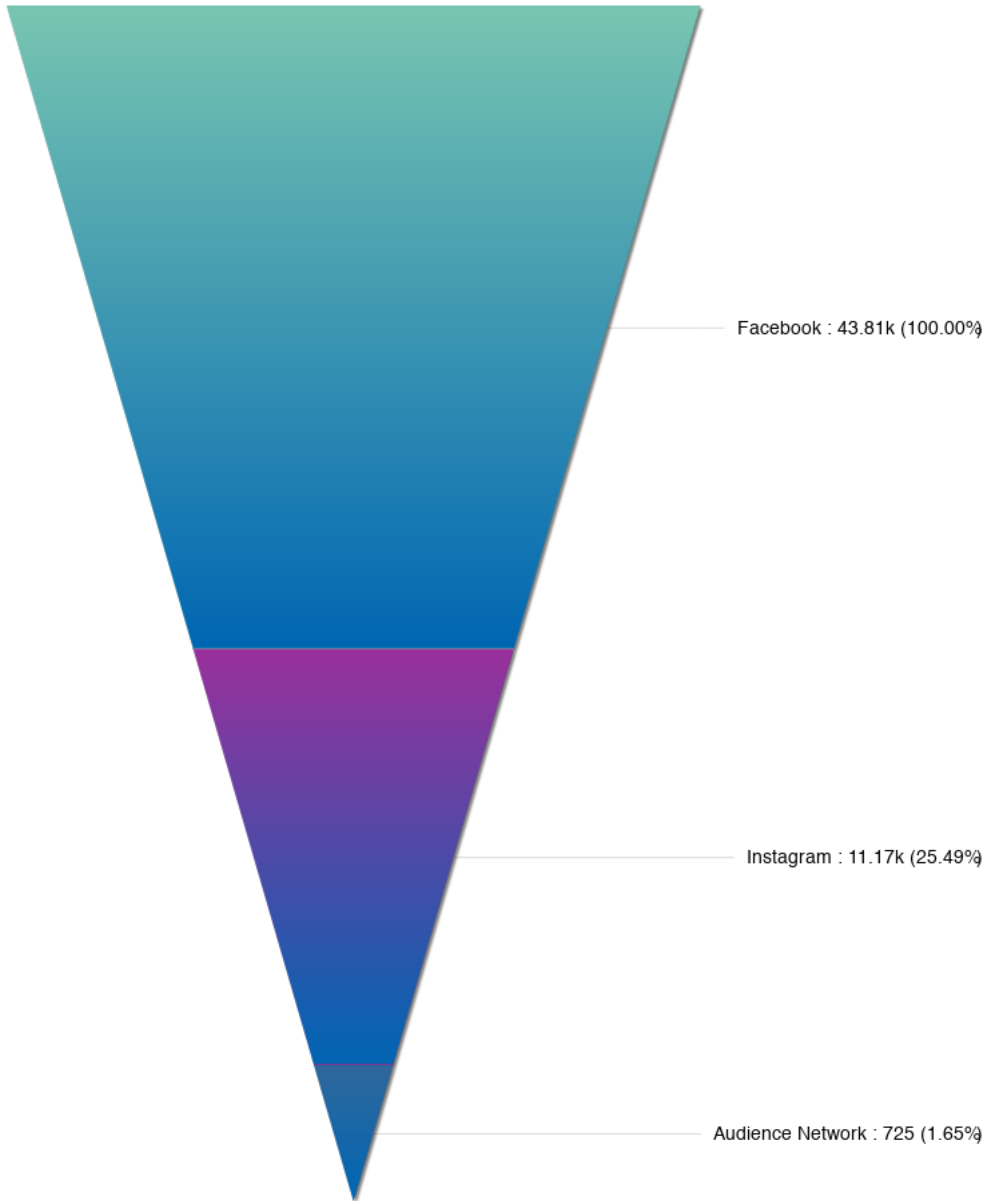


Social Placement Performance

		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.	36,680	1,110	3.03%
Instagram Stories	Your ads appear in people's Stories on Instagram.	6,648	126	1.90%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	4,521	99	2.19%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	4,444	152	3.42%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2,065	35	1.69%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	641	15	2.34%
Facebook Stories	Your ads appear in people's Stories on Facebook.	624	88	14.10%
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).	84	10	11.90%
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.	5	0	0.00%



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.