

Digital Marketing Report

Impressions

How many ads were served:

76,032

Clicks

Times a user clicked on an ad

3,600

Click-Through Rate

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

4.73%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

4.75%

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

X the National Average

67.64

X the National Avg (.07%)

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Snoopy's Home Ice - Facebook/Instagram Premium	56,792	2,422	4.26%	60.92
Snoopy's Home Ice - Senior World Hockey Tournament - Facebook Event	12,382	821	6.63%	94.72
Snoopy's Home Ice - Facebook/Instagram Premium Retargeting	3,841	152	3.96%	56.53
Snoopy's Home Ice - Program Fair - Facebook Event	3,017	205	6.79%	97.07

Meta Click Conversions

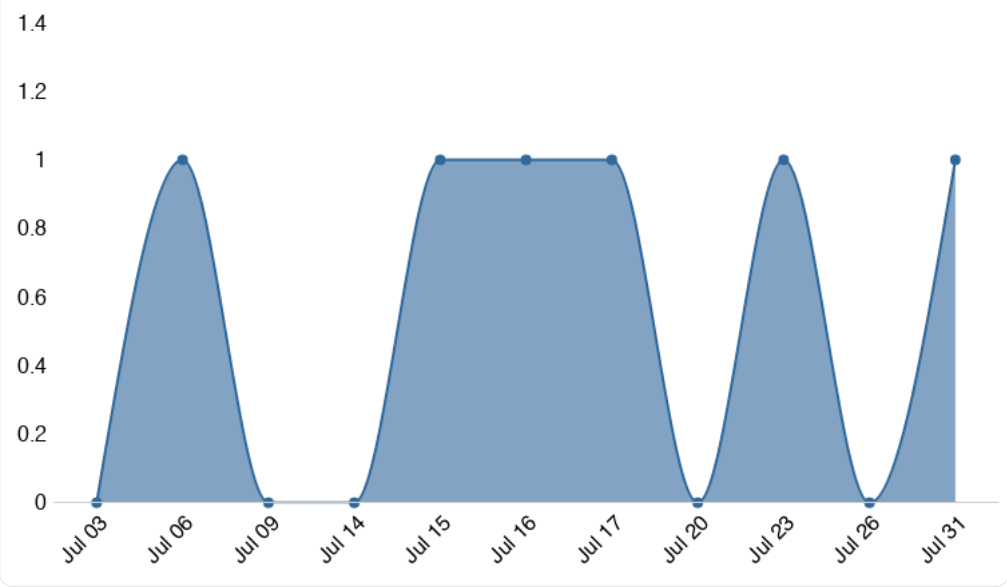


Times users clicked on an ad leading to your site and visited a page or completed an action

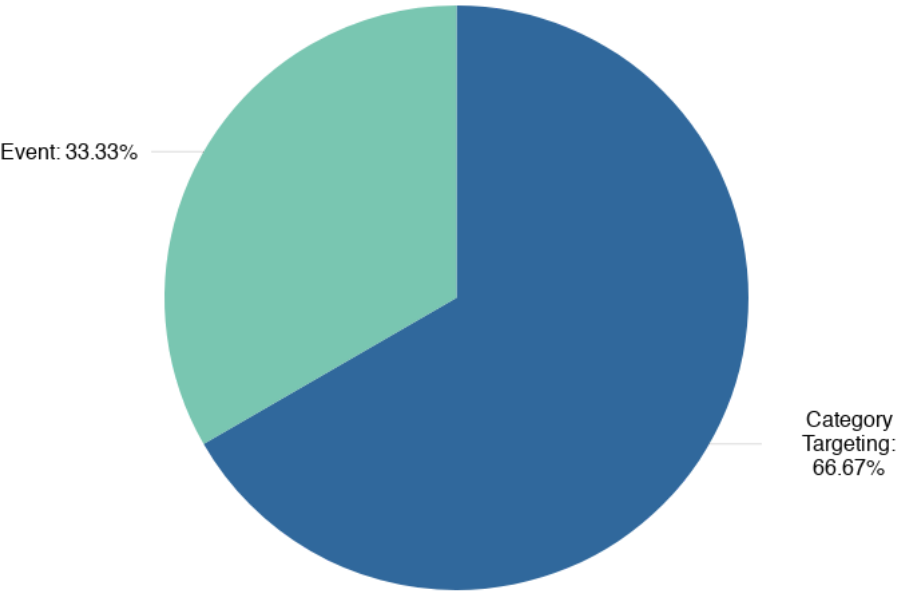
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Snoopy's Home Ice Contact Us Page View	4
Snoopy's Home Ice Click to Call Conversion	1
Snoopy's Home Ice Join Mailing List Click Conversi	1

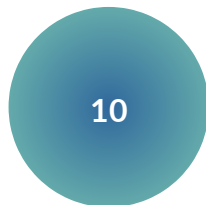
Meta Click Conversions by Day



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

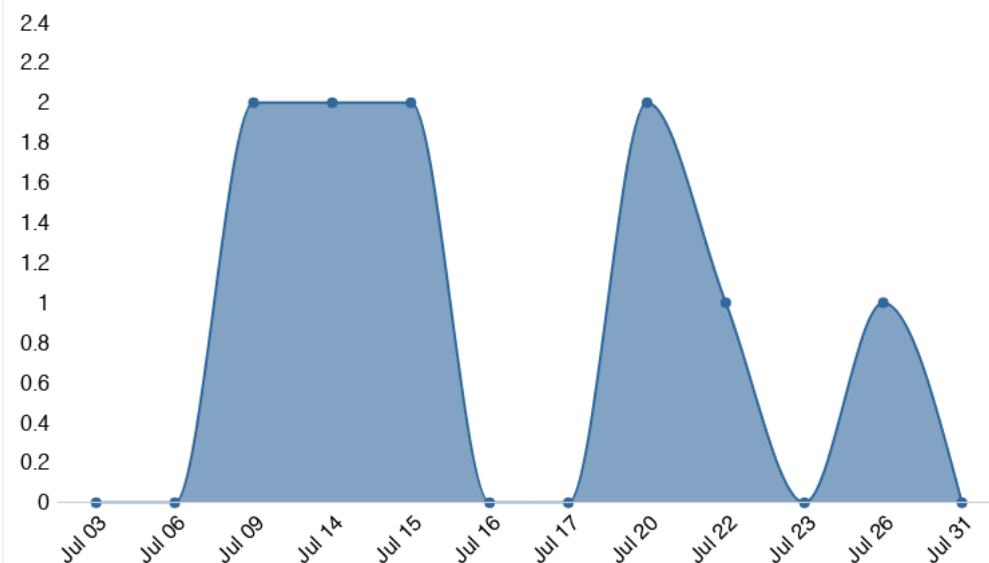
Meta View-Through Conversion Performance

Conversion Name

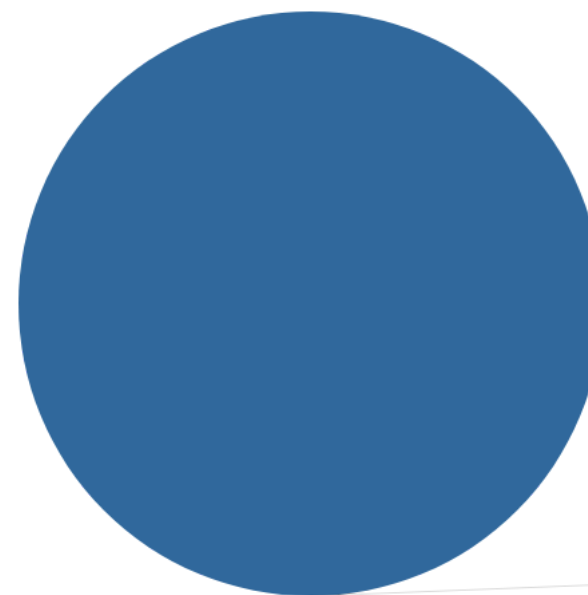
View-Through Conversions ↓

Snoopy's Home Ice Contact Us Page View	3
Snoopy's Home Ice Parties Page View	3
Snoopy's Home Ice Skating Parties Page View	3
Snoopy's Home Ice Homepage Visits	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%

Meta Event Response Performance

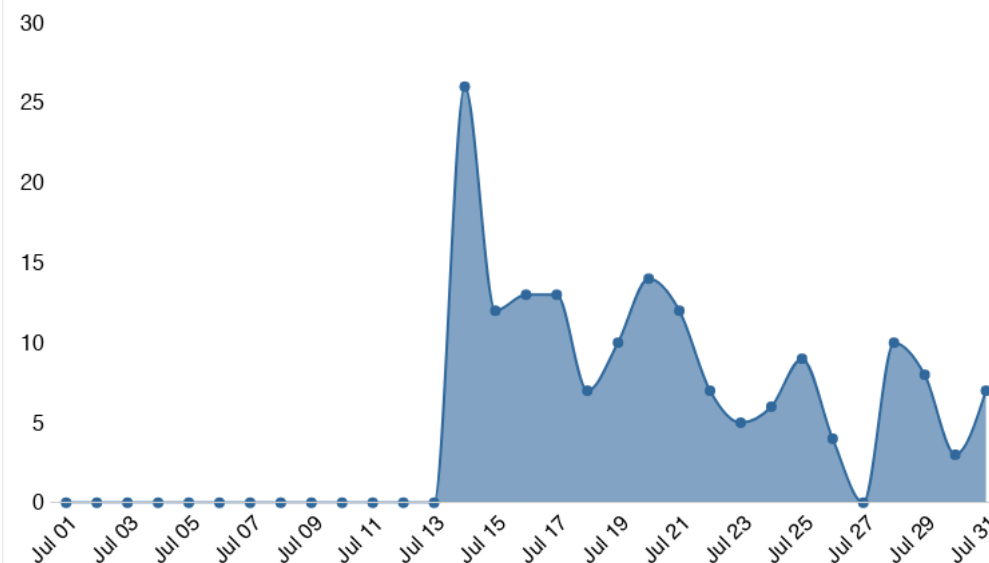
166

Times users clicked on an ad and responded to the event

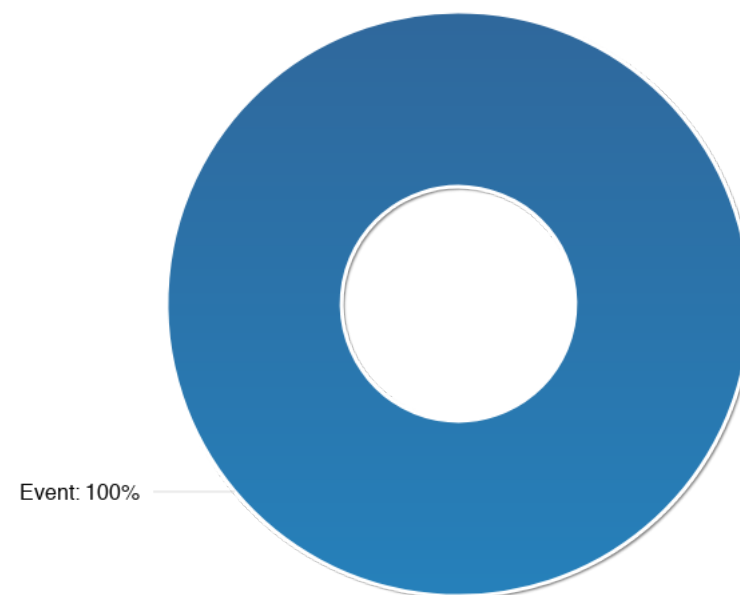
Meta Event Response Performance by Creative

Ad	Event Responses ↓
Snoopy's Home Ice_7.14_Event_SHI-SeniorWorldHockey-FB-Event_1920x1005	138
Snoopy's Home Ice_7.28_Event_SHI Program Fair 1920x1005 (2)	28

Meta Event Responses by Day



Meta Event Responses by Strategy



Meta Post Engagements

9,134

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

Meta Post Comments

20

The total number of comments your ads received

Meta Post Reactions

575

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

Meta Post Shares

104

The total number of people who shared your ad, giving your campaign free impressions

Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Snoopy's Home Ice_7.14_July 2026 SHI - Senior World Hockey Tournament	17,720	1,160	6.55%	93.52
Snoopy's Home Ice_7.14_Event_SHI-SeniorWorldHockey-FB-Event_1920x1005	12,382	821	6.63%	94.72
Snoopy's Home Ice_5.11_SHI_Summer_1_1080x1350	13,113	599	4.57%	65.26
Snoopy's Home Ice_5.11_Summer at Snoopy's static	23,011	477	2.07%	29.61
Snoopy's Home Ice_7.28_Event_SHI Program Fair 1920x1005 (2)	3,017	205	6.79%	97.07
Snoopy's Home Ice_7.28_SHI-Explore-social (1)	3,135	176	5.61%	80.20
Snoopy's Home Ice_7.27_July 2026 Group Lessons Social 1080x1350	1,843	75	4.07%	58.14
Snoopy's Home Ice_5.11_SHI_Summer_3_Academy_1080x135	1,307	67	5.13%	73.23

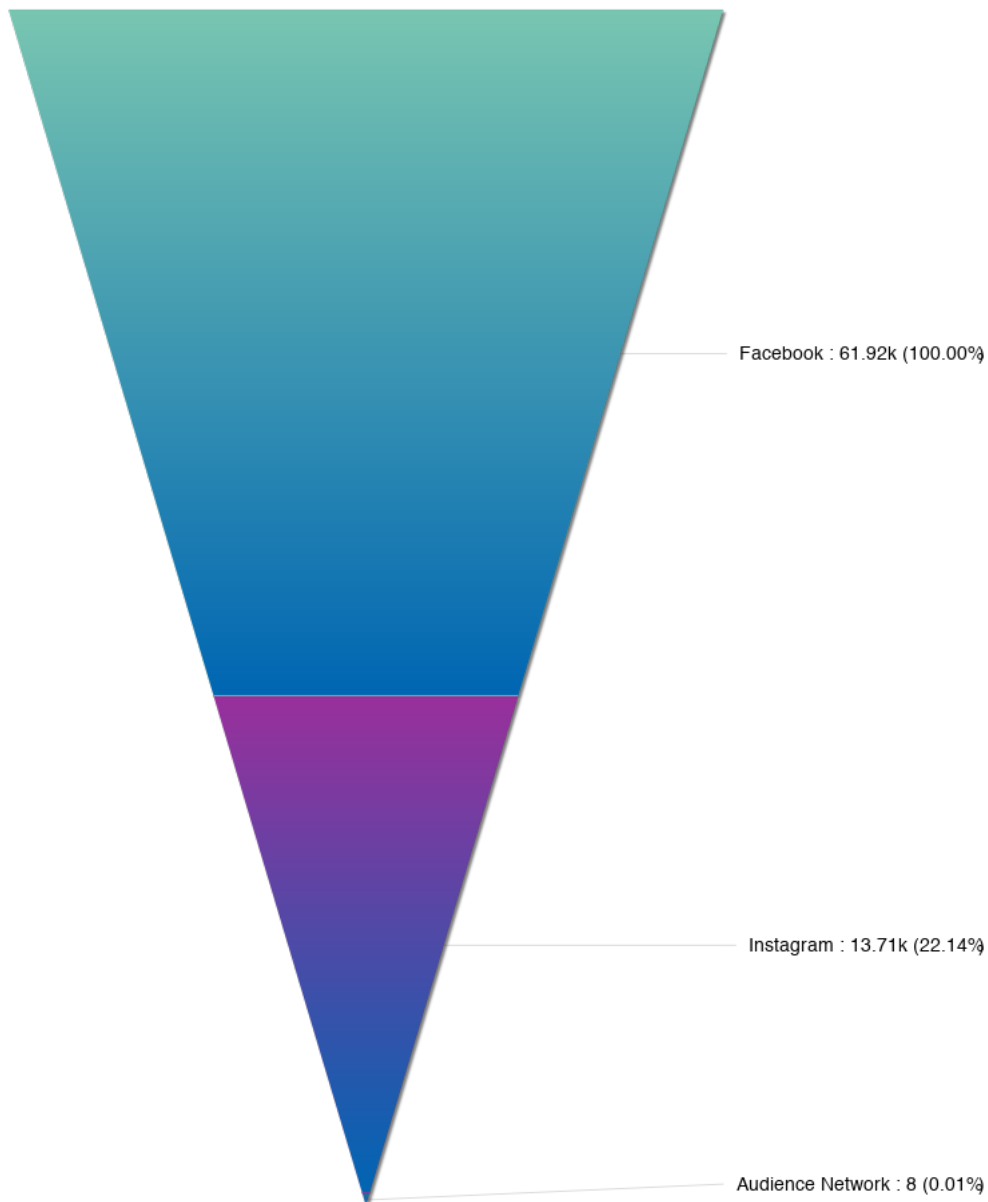
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	74,778	3,530	4.72%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	898	45	5.01%
Desktop	A personal computing device that remains stationary at one location.	198	17	8.59%
Unknown	---	158	8	5.06%

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.	31,481	2,419	7.68%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	28,265	594	2.10%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	9,961	368	3.69%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,395	80	3.34%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,652	33	2.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,336	66	4.94%
Facebook Stories	Your ads appear in people's Stories on Facebook.	378	20	5.29%
Threads	Your ads appear in the Threads feed.	229	6	2.62%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	130	3	2.31%
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.	83	5	6.02%

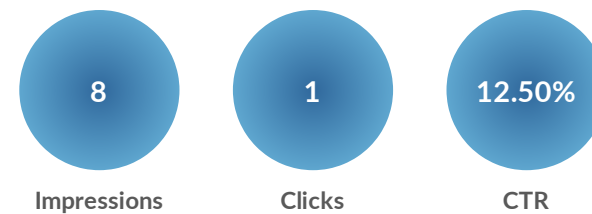
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

