

Digital Marketing Report

Impressions

How many ads were served:

424,101

Clicks

Times a user clicked on an ad

5,018

Click-Through Rate

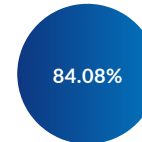
(Clicks/Impressions) x 100

1.27%

Your Product Breakout by Impressions



CTV Completion Rate



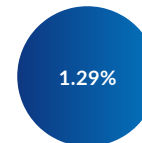
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

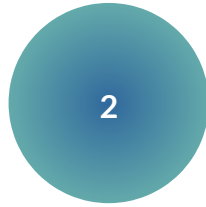
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
First 5 Sonoma County - Parents Facebook/Instagram Premium	83,904	2,769	3.30%	47.15
First 5 Sonoma County - Moms/Parents/Millennial Parents Mobile	76,709	334	0.44%	6.22
First 5 Sonoma County - AI Social Mirror	70,851	225	0.32%	4.54
First 5 Sonoma County - AI Video	43,436	274	0.63%	9.01
First 5 Sonoma County - Spanish - Parents Facebook/Instagram Premium	37,932	682	1.80%	25.69
First 5 Sonoma County - AI CTV	20,405	37	0.18%	2.59
First 5 Sonoma County - Spanish AI Social Mirror	20,261	25	0.12%	1.76
First 5 Sonoma County - New Parents/Baby Care/Parents of Infants Behavioral Social Mirror	13,665	33	0.24%	3.45
First 5 Sonoma County - Facebook/Instagram Premium Retargeting	7,626	334	4.38%	62.57
First 5 Sonoma County - Geo-Fencing Social Mirror	6,378	2	0.03%	0.45
First 5 Sonoma County - Spanish AI Video	6,241	53	0.85%	12.13
First 5 Sonoma County - Spanish - Facebook/Instagram Premium Retargeting	5,759	115	2.00%	28.53
First 5 Sonoma County - Geo-Retargeting Mobile	5,010	46	0.92%	13.12
First 5 Sonoma County - Geo-Fencing Mobile	4,964	26	0.52%	7.48
First 5 Sonoma County - New Parents/Baby Care/Parents of Infants Behavioral Video	4,444	37	0.83%	11.89
First 5 Sonoma County - Geo-Retargeting Social Mirror	4,400	27	0.61%	8.77
First 5 Sonoma County - Spanish AI CTV	2,968	8	0.27%	3.85
First 5 Sonoma County - New Parents/Baby Care/Parents of Infants Behavioral CTV	2,957	6	0.20%	2.90
First 5 Sonoma County - Spanish New Parents/Baby Care/Parents of Infants Behavioral Social Mirror	2,359	6	0.25%	3.63

First 5 Sonoma County - Retargeting Social Mirror	861	5	0.58%	8.30
First 5 Sonoma County - Retargeting Video	754	2	0.27%	3.79
First 5 Sonoma County - Retargeting CTV	715	0	0.00%	0.00
First 5 Sonoma County - Spanish New Parents/Baby Care/Parents of Infants Behavioral Video	528	6	1.14%	16.23
First 5 Sonoma County - Spanish New Parents/Baby Care/Parents of Infants Behavioral CTV	314	0	0.00%	0.00
First 5 Sonoma County - Site Retargeting Mobile	244	14	5.74%	81.97
First 5 Sonoma County - Spanish Retargeting Social Mirror	218	1	0.46%	6.55
First 5 Sonoma County - Spanish Retargeting Video	105	2	1.90%	27.21
First 5 Sonoma County - Spanish Retargeting CTV	93	2	2.15%	30.72

Social Mirror Click Conversions

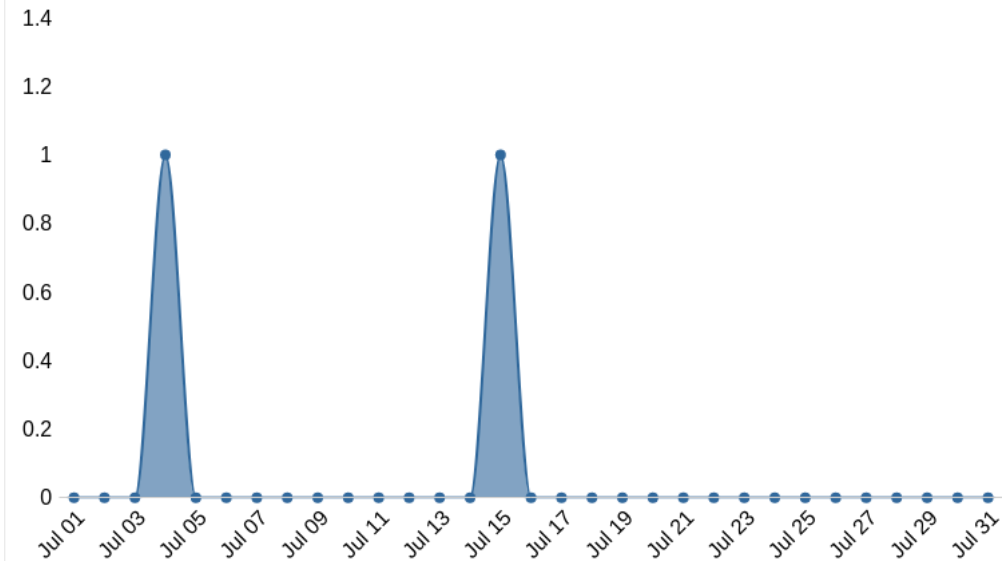


Times users clicked on an ad leading to your site and visited a page or completed an action

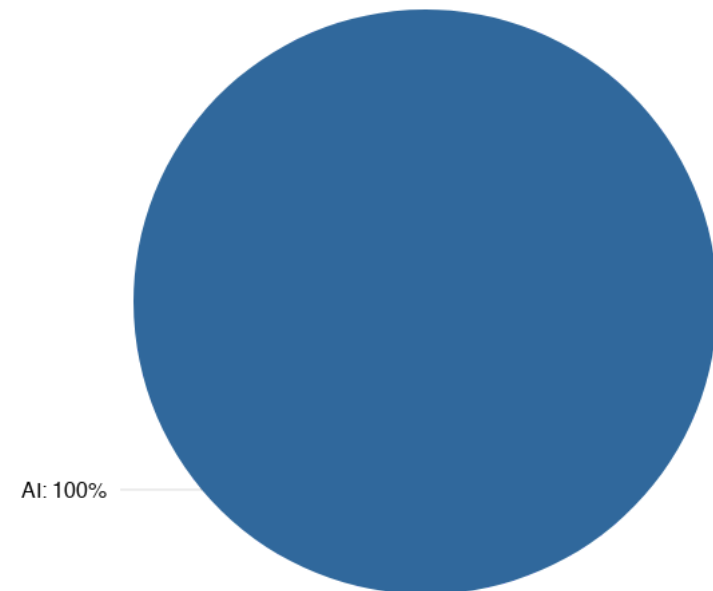
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
First 5 Sonoma County Send Click Conversion	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

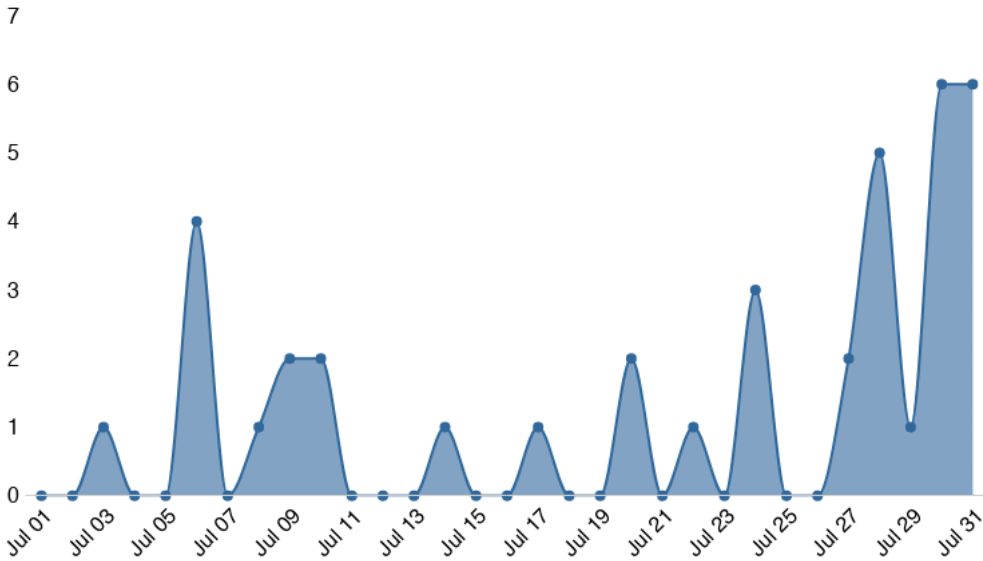


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

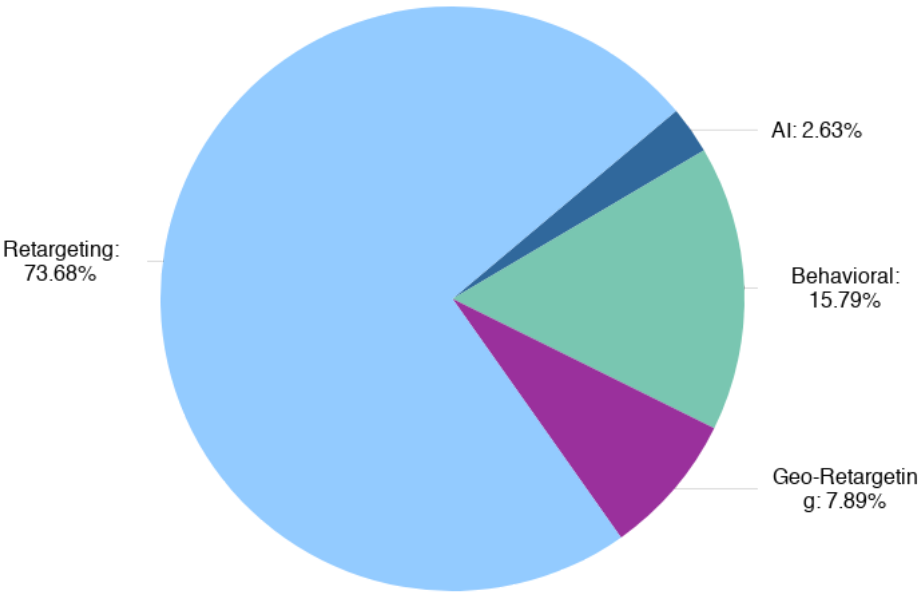
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
First 5 Sonoma County Homepage Visits	38

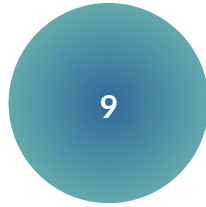
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

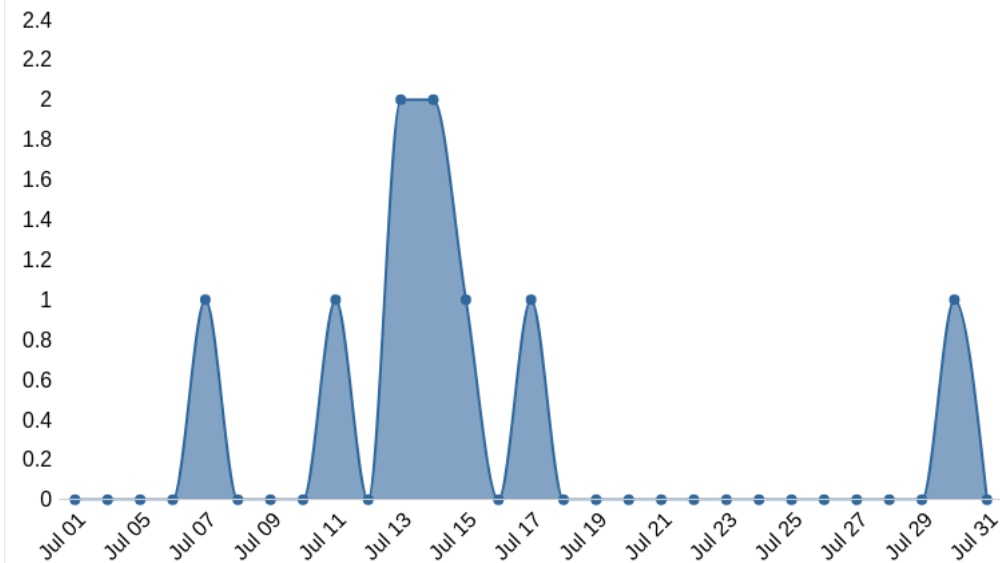


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

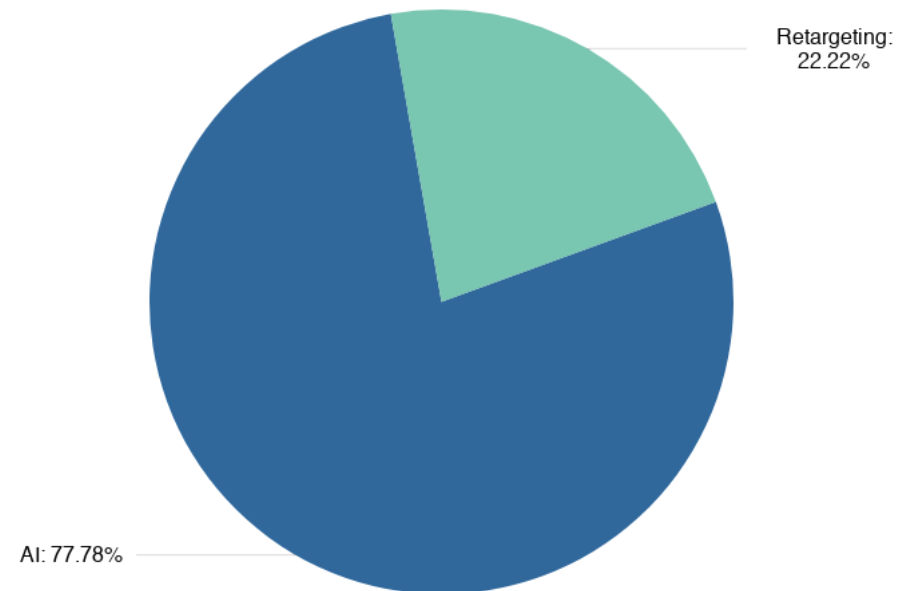
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
First 5 Sonoma County Homepage Visits	9

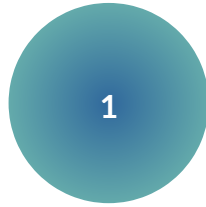
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

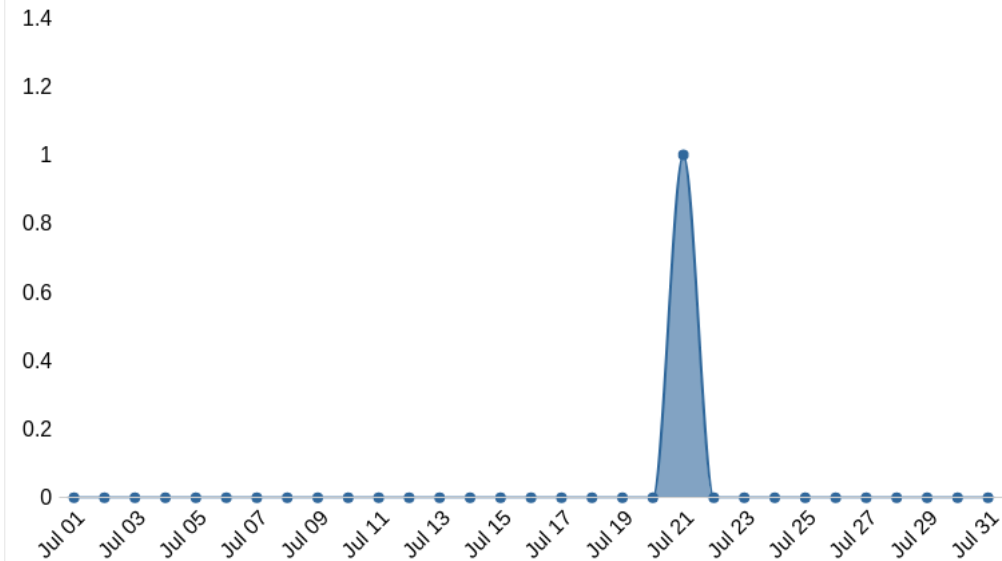


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

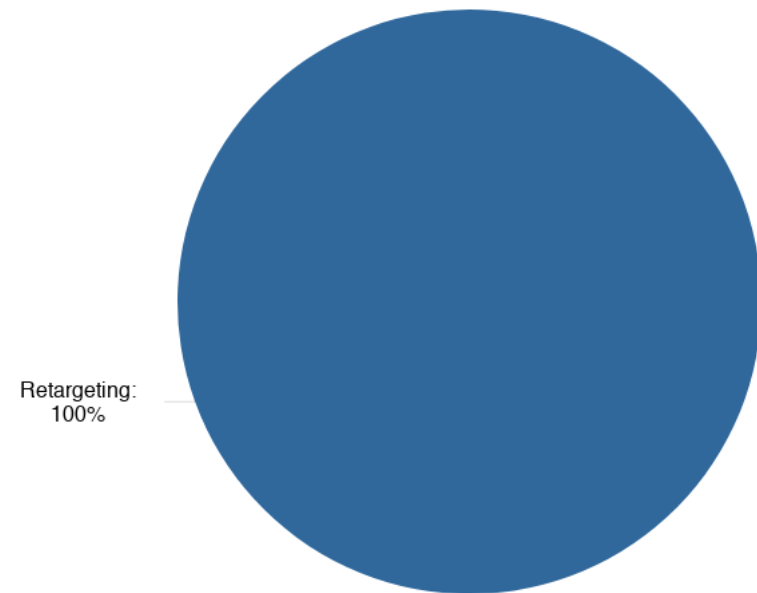
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
First 5 Sonoma County Homepage Visits	1

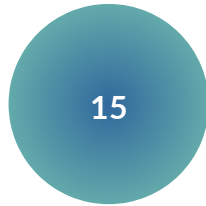
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Meta Click Conversions



15

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

Meta Click Conversion Performance

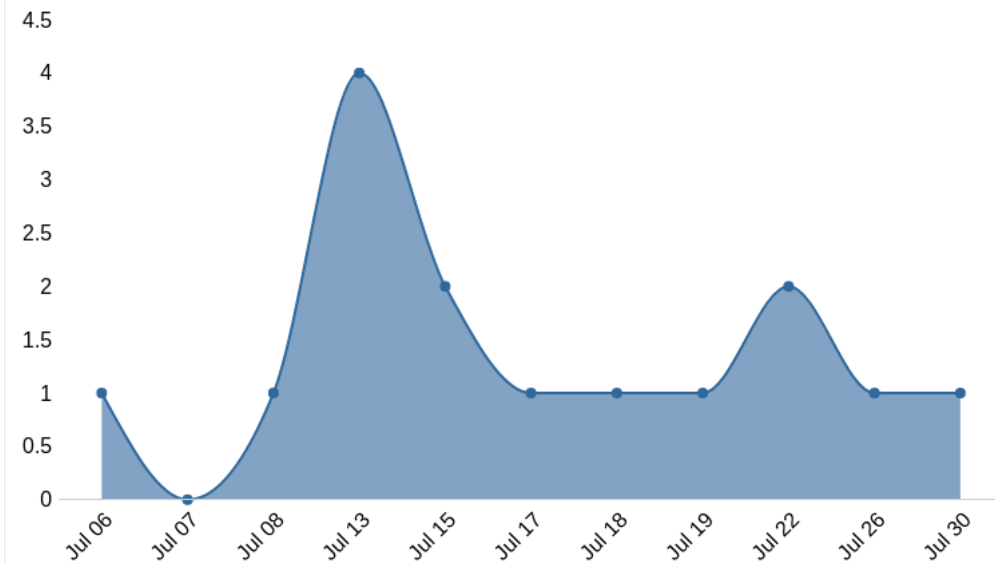
Conversion Name

[Click Conversions](#) ↓

First 5 Sonoma County Call Click Conversion

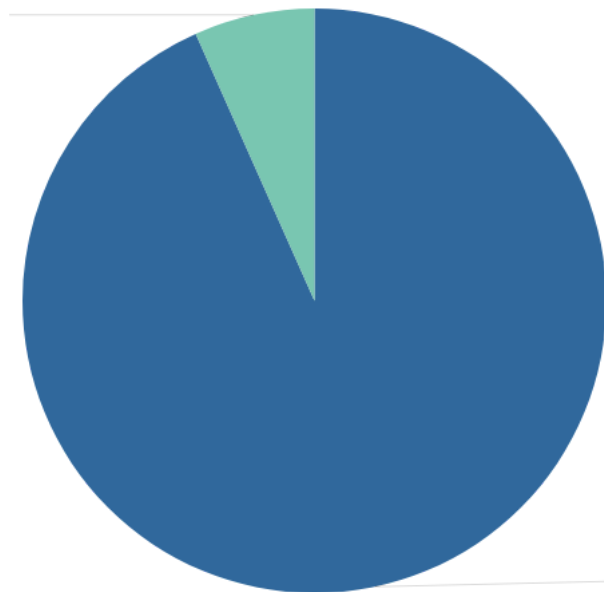
15

Meta Click Conversions by Day



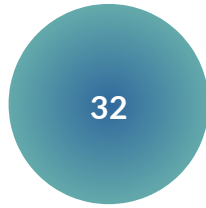
Top Meta Click Conversions by Strategy

Retargeting:
6.67%



Category
Targeting:
93.33%

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

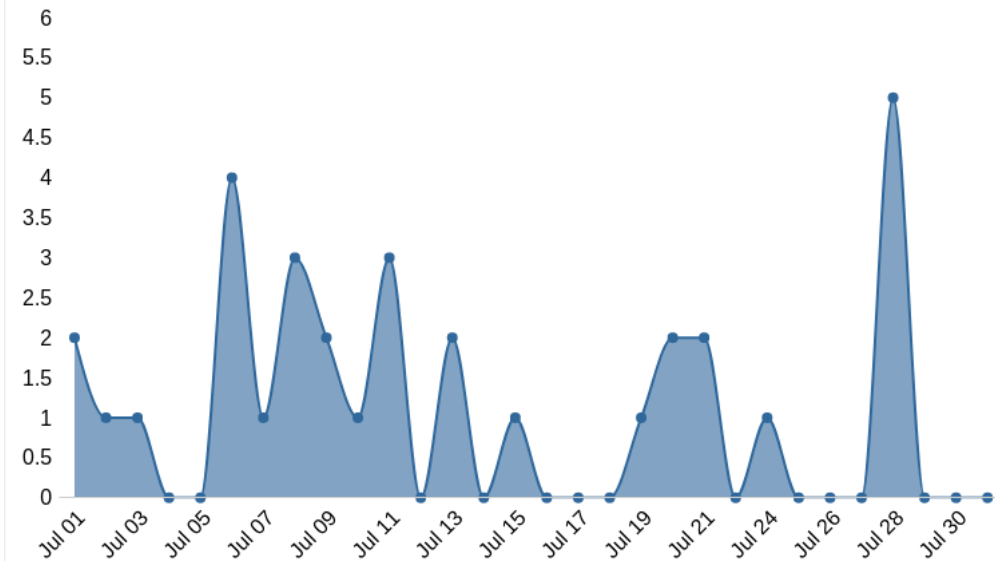
Conversion Name

View-Through Conversions ↓

First 5 Sonoma County Homepage Visits

32

Meta View-Through Conversions by Day



Meta Post Engagements

28,023

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

Meta Post Reactions

99

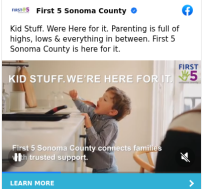
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

6

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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	First 5 Sonoma County_6.4_First 5 June English 1080	66,828	212	0.32%	4.53
	First 5 Sonoma County_7.14_First 5 July DLL 15.mp4	22,636	63	0.28%	3.98
Thumbnail not available	First 5 Sonoma County_7.1_First 5 June Spanish 1080	22,801	31	0.14%	1.94
	First 5 Sonoma County_5.20_First 5 social mirror - English	4,214	15	0.36%	5.09
	First 5 Sonoma County_5.20_First 5 April 2026 15	2,477	2	0.08%	1.15
Thumbnail not available	First 5 Sonoma County_5.20_First 5 social mirror - Spanish	18	1	5.56%	79.37
	First 5 Sonoma County_5.20_First 5 social mirror v2 - Spanish (1) and (2)	19	0	0.00%	0.00

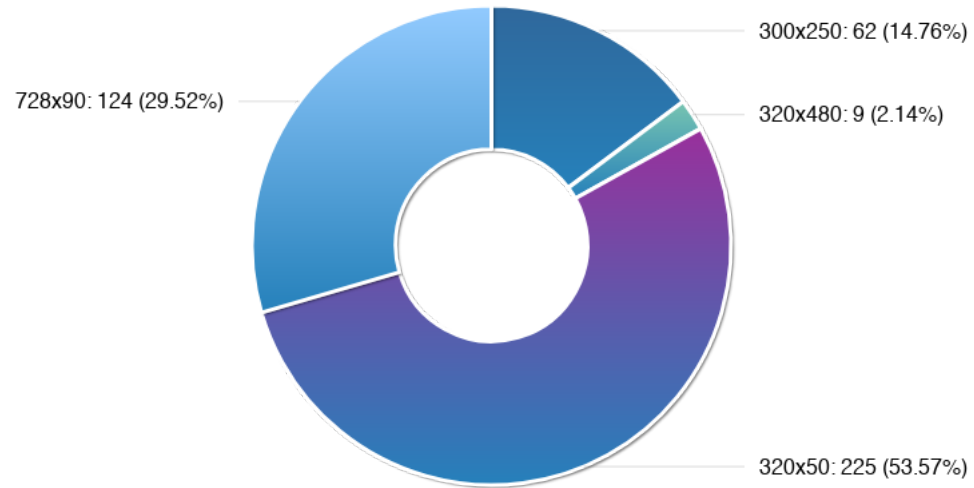
Social Mirror Ad Screenshots

	First 5 Sonoma County_7.1_First 5 June Spanish 1080
Screenshot Urls	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	First 5 Sonoma County_6.4_First 5 June English 320x50.gif	26,116	116	0.44%	6.35
	First 5 Sonoma County_6.4_First 5 June bilingual 320x50.gif	24,755	109	0.44%	6.29
	First 5 Sonoma County_6.4_First 5 June English 728x90.gif	16,418	56	0.34%	4.87
	First 5 Sonoma County_6.4_First 5 June bilingual 728x90.gif	15,470	68	0.44%	6.28
	First 5 Sonoma County_6.4_First 5 June English 300x250.gif	2,018	36	1.78%	25.48
	First 5 Sonoma County_6.4_First 5 June bilingual 300x250.gif	1,888	26	1.38%	19.67
	First 5 Sonoma County_6.4_First 5 June English 320x480.gif	136	6	4.41%	63.03
	First 5 Sonoma County_6.4_First 5 June bilingual 320x480.gif	126	3	2.38%	34.01

Mobile Conquesting Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	First 5 Sonoma County_7.14_First 5 July DLL 30.mp4	15,301	102	0.67%	9.52
	First 5 Sonoma County_7.14_First 5 July DLL 15.mp4	15,146	87	0.57%	8.21
	First 5 Sonoma County_5.1_First 5 April 2026 15.mp4	10,438	68	0.65%	9.31
Thumbnail not available	First 5 Sonoma County_5.1_First 5 May 2026 30.mp4	7,749	56	0.72%	10.32
	First 5 Sonoma County_7.14_First 5 30 July 2026 Spanish V2.mp4	1,667	21	1.26%	18.00

Grid contains more rows, but they have been clipped.

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
First 5 Sonoma County - New Parents/Baby Care/Parents of Infants Behavioral Video	87.40%	82.25%	75.47%	65.12%
First 5 Sonoma County - Spanish New Parents/Baby Care/Parents of Infants Behavioral Video	82.01%	71.97%	65.15%	56.44%
First 5 Sonoma County - Spanish AI Video	79.28%	69.54%	63.42%	55.60%
First 5 Sonoma County - Retargeting Video	77.59%	69.23%	65.52%	56.76%

Video Ad Screenshots

	First 5 Sonoma County_7.14_First 5 15 July 2026 Spanish V2.mp4	First 5 Sonoma County_7.14_First 5 July DLL 30.mp4
Screenshot Urls		

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	First 5 Sonoma County_7.14_First 5 July DLL 15.mp4	9,342	99.18%
Thumbnail not available	First 5 Sonoma County_5.1_First 5 April 2026 15.mp4	4,981	99.14%
Thumbnail not available	First 5 Sonoma County_5.1_First 5 April 2026 Spanish 15.mp4	699	98.99%
Thumbnail not available	First 5 Sonoma County_7.14_First 5 July DLL 30.mp4	5,725	98.96%
Thumbnail not available	First 5 Sonoma County_5.1_First 5 May 2026 30.mp4	4,029	98.85%
Thumbnail not available	First 5 Sonoma County_5.1_First 5 May 2026 Spanish 30.mp4	632	98.85%
Thumbnail not available	First 5 Sonoma County_7.14_First 5 15 July 2026 Spanish V2.mp4	1,427	98.80%
	First 5 Sonoma County_7.14_First 5 30 July 2026 Spanish V2.mp4	617	97.69%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
First 5 Sonoma County - AI CTV	100.00%	99.64%	99.39%	99.09%
First 5 Sonoma County - Spanish New Parents/Baby Care/Parents of Infants Behavioral CTV	100.00%	99.04%	99.04%	99.04%
First 5 Sonoma County - New Parents/Baby Care/Parents of Infants Behavioral CTV	100.00%	99.49%	99.15%	98.95%
First 5 Sonoma County - Retargeting CTV	100.00%	99.58%	99.58%	98.73%
First 5 Sonoma County - Spanish AI CTV	100.00%	99.45%	98.98%	98.67%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
First 5 Sonoma County_7.15_First 5 July DLL 30	18,132	1,222	6.74%	96.28
First 5 Sonoma County_6.4_First 5 June English Meta 1080x1350 .png	55,204	933	1.69%	24.14
First 5 Sonoma County_6.4_First 5 June Spanish Meta 1080x1350 .png	33,088	609	1.84%	26.29
First 5 Sonoma County_6.4_First 5 June English 1080	10,735	542	5.05%	72.13
First 5 Sonoma County_7.15_First 5 July DLL 15	7,459	406	5.44%	77.76
First 5 Sonoma County_6.4_First 5 June Spanish 1080.mp4 -	3,772	87	2.31%	32.95
First 5 Sonoma County_7.15_First 5 30 July 2026 Spanish V2.mp4	6,359	87	1.37%	19.54
First 5 Sonoma County_7.15_First 5 15 July 2026 Spanish V2.mp4 -	472	14	2.97%	42.37

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Two Languages at Home	First 5 Sonoma County_7.15_First 5 July DLL 15	65
First 5 Sonoma County	First 5 Sonoma County_7.15_First 5 30 July 2026 Spanish V2.mp4	6
2: Early Childhood	First 5 Sonoma County_7.15_First 5 July DLL 15	5
1: ¡Ser bilingüe es un superpoder!	First 5 Sonoma County_7.15_First 5 30 July 2026 Spanish V2.mp4	1

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Mcdowell Family Resource Center	421 S McDowell Blvd	Petaluma	CA	94954			788	3	0.38%
Coffey Park	1524 Amanda Place	Santa Rosa	CA	95403			474	1	0.21%
Southwest Community Park	1698 Hearn Avenue	Santa Rosa	CA	95407			395	1	0.25%
Head Start - Martin Luther King Jr	1336 Temple Avenue	Santa Rosa	CA	95404			319	2	0.63%
Head Start - Rohnert Park	1290 Southwest Blvd	Rohnert Park	CA	94928			305	3	0.98%
A Place to Play Community Park	2375 West Third Street	Santa Rosa	CA	95401			215	0	0.00%
Head Start - Nueva Vista Infant Center	2232 Lomitas Ave	Santa Rosa	CA	95404			211	1	0.47%
Finley Community Park	2060 West College Avenue	Santa Rosa	CA	95401			177	2	1.13%
Rohnert Park Community Center	5401 Snyder Ln	Rohnert Park	CA	94928			176	0	0.00%
SCOE Special Education Preschool	1059 Camino Coronado	Rohnert Park	CA	94928			162	0	0.00%
Caritas Village	301 6th St	Santa Rosa	CA	95401			122	0	0.00%
Central Santa Rosa Library	211 E St	Santa Rosa	CA	95404			117	0	0.00%
4Cs	131-A Stony Circle	Santa Rosa	CA	95401			112	1	0.89%
Santa Rosa Transit Center	B St & 2nd St	Santa Rosa	CA	95401			107	0	0.00%
Pump It Up	3360 Coffey Lane	Santa Rosa	CA	95403			103	1	0.97%
Windsor Town Green	701 McClelland Dr	Windsor	CA	95492			96	0	0.00%

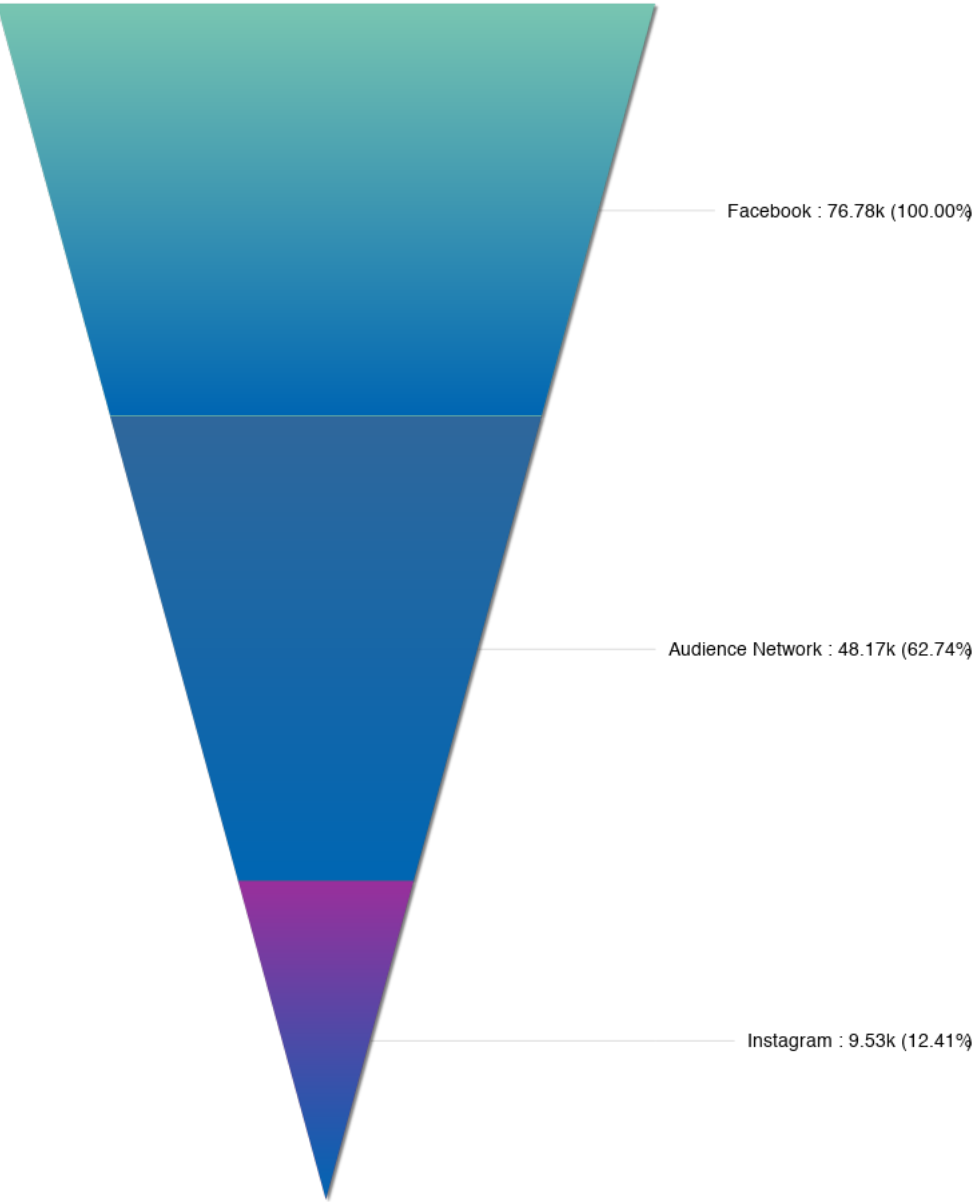
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	235,678	4,206	1.78%
Desktop	A personal computing device that remains stationary at one location.	53,373	156	0.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	19,793	232	1.17%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	14,018	25	0.18%
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.	13,435	28	0.21%
Unknown	---	877	4	0.46%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	56,244	829	1.47%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	36,463	992	2.72%
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.	16,310	512	3.14%
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).	11,710	1,191	10.17%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	6,304	148	2.35%
Instagram Stories	Your ads appear in people's Stories on Instagram.	3,110	108	3.47%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,871	47	1.64%
Facebook Stories	Your ads appear in people's Stories on Facebook.	861	24	2.79%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	480	8	1.67%
Facebook Notification	Your ads appear within a user's notifications feed.	461	27	5.86%

Social Placement Performance by Impressions



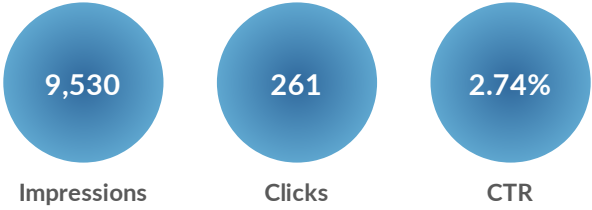
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,724	95.27%
	Tubi - Free Movies & TV	1,777	98.41%
	Vizio - Vizio WatchFree+	1,174	100.07%
	Tubi - Movies & TV Shows	701	96.23%
	DIRECTV	593	99.46%
	The Roku Channel	509	99.48%

	Xfinity TV - Tubi	479	98.56%
	Sling TV	184	99.69%
	Telly - The Truly Smart TV	173	77.78%
	Frndly TV	143	97.24%

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



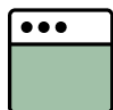
Live Chat



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.