

Digital Marketing Report

Impressions

How many ads were served:

296,809

Clicks

Times a user clicked on an ad

1,673

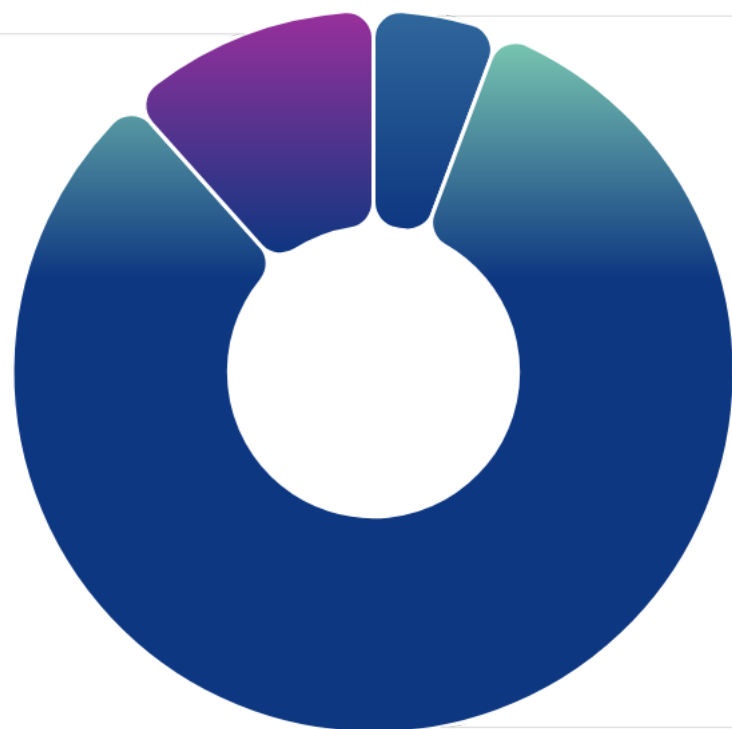
Click-Through Rate

(Clicks/Impressions) x 100

0.56%

Your Product Breakout by Impressions

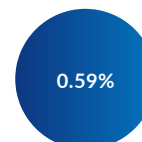
Social
Mirror



Meta

Mobile

Total Engagement Rate



0.59%

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

X the National Average



8.05

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.



Spend Performance

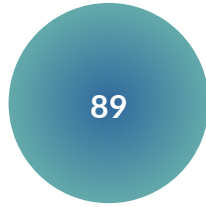
Does not include management fee



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HomeFed - SweetBay - Behavioral Mobile	163,084	367	0.23%	3.21
HomeFed - SweetBay - Geo-Fencing Mobile	46,230	252	0.55%	7.79
HomeFed - SweetBay - Geo-Retargeting Mobile	24,496	112	0.46%	6.53
HomeFed - SweetBay - AI Social Mirror	24,135	227	0.94%	13.44
HomeFed - SweetBay - Geo-Retargeting Lookalike Mobile	11,587	101	0.87%	12.45
HomeFed - SweetBay - Retargeting Facebook/Instagram Premium	10,883	334	3.07%	43.84
HomeFed - SweetBay - Cross Platform Social Mirror	10,343	45	0.44%	6.22
HomeFed - SweetBay - Mobile Cross Platform Facebook/Instagram Premium	6,051	235	3.88%	55.48

Social Mirror Click Conversions

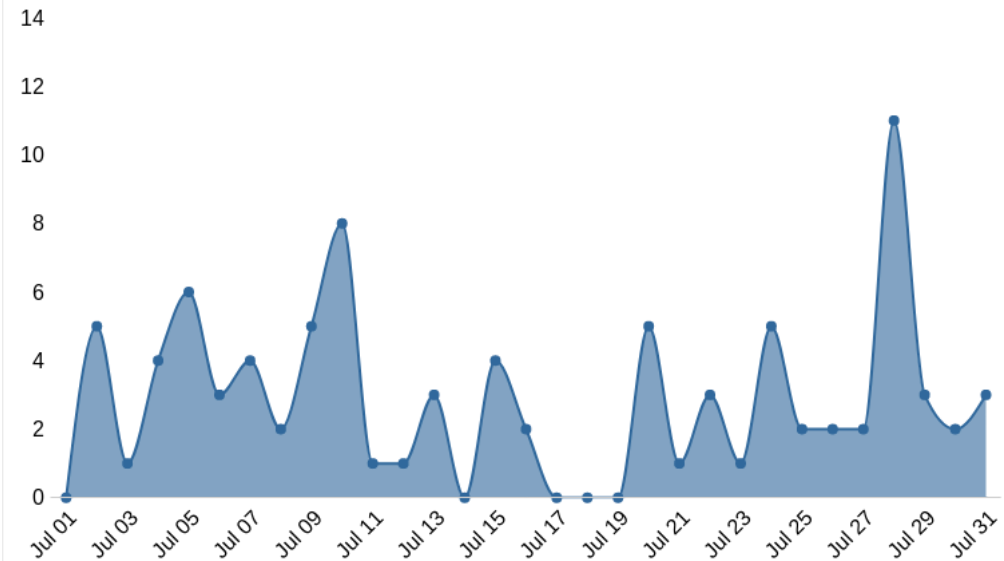


Times users clicked on an ad leading to your site and visited a page or completed an action

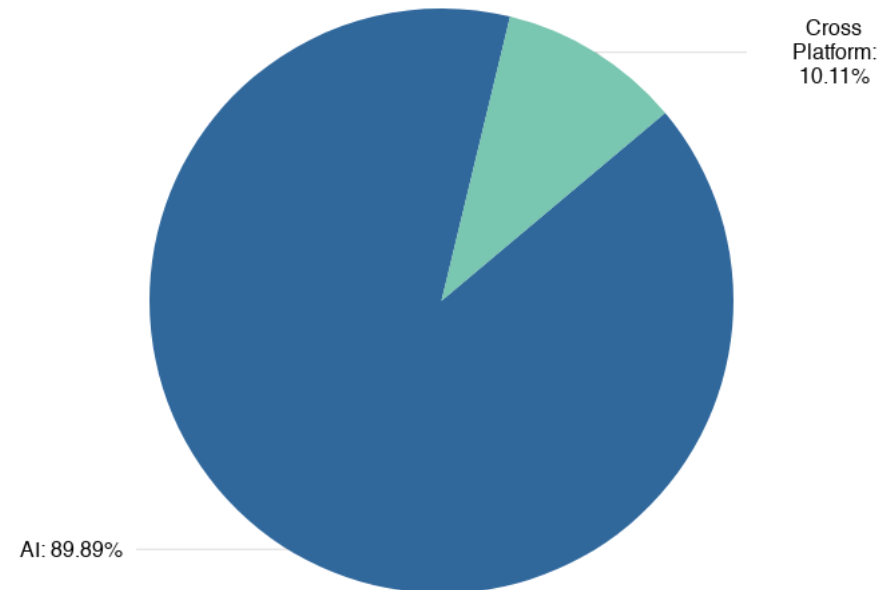
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
HomeFed - SweetBay Tour Page View	79
HomeFed - SweetBay Homes Page View	5
HomeFed - SweetBay Contact Page View	2
HomeFed - SweetBay News Events Page View	2
HomeFed - SweetBay Community Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

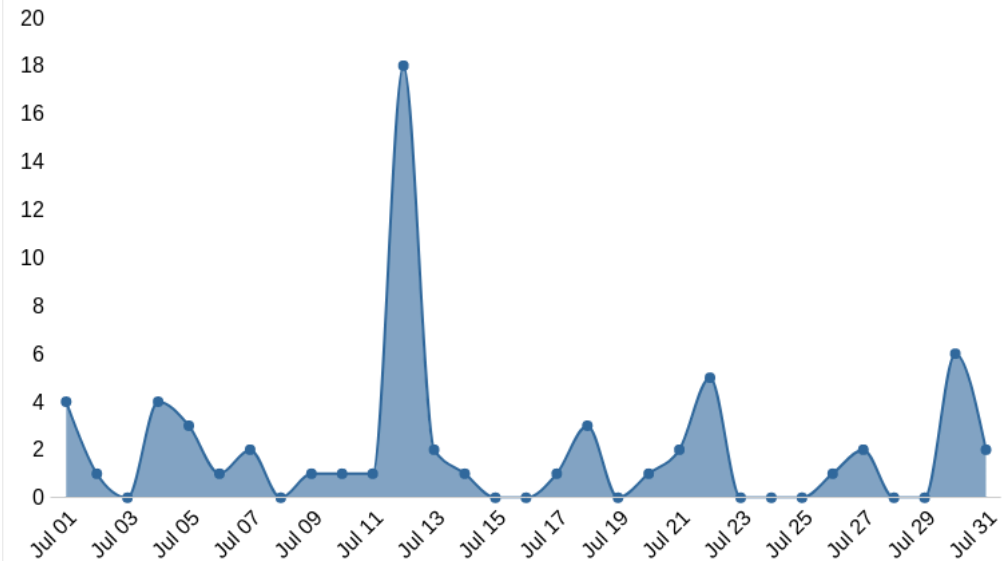


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

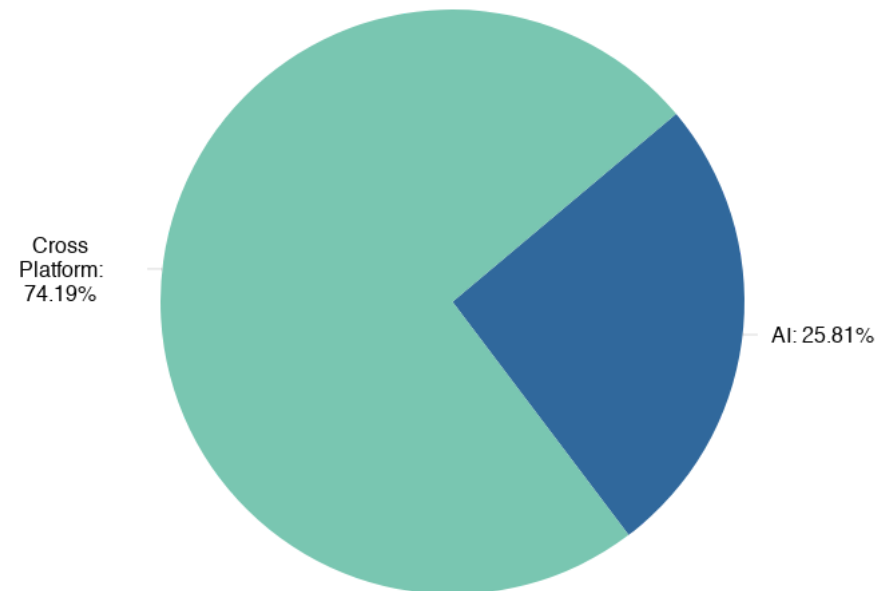
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
HomeFed - SweetBay Homes Page View	23
HomeFed - SweetBay Tour Page View	20
HomeFed - SweetBay Homepage Visits	10
HomeFed - SweetBay Marina Page View	3
HomeFed - SweetBay News Events Page View	3
HomeFed - SweetBay Town Center Page View	2
HomeFed - SweetBay Community Page View	1

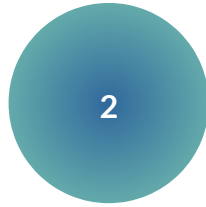
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

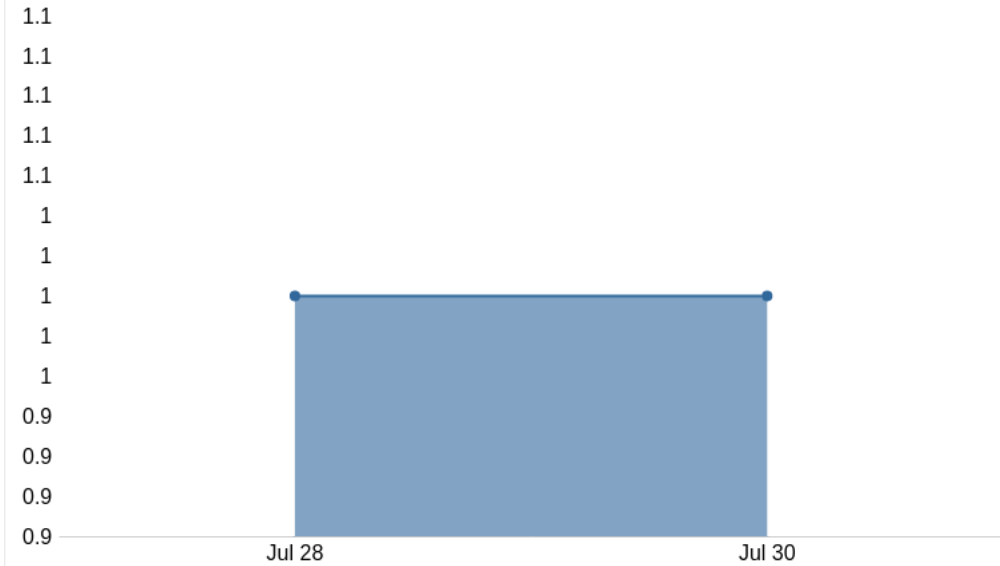


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

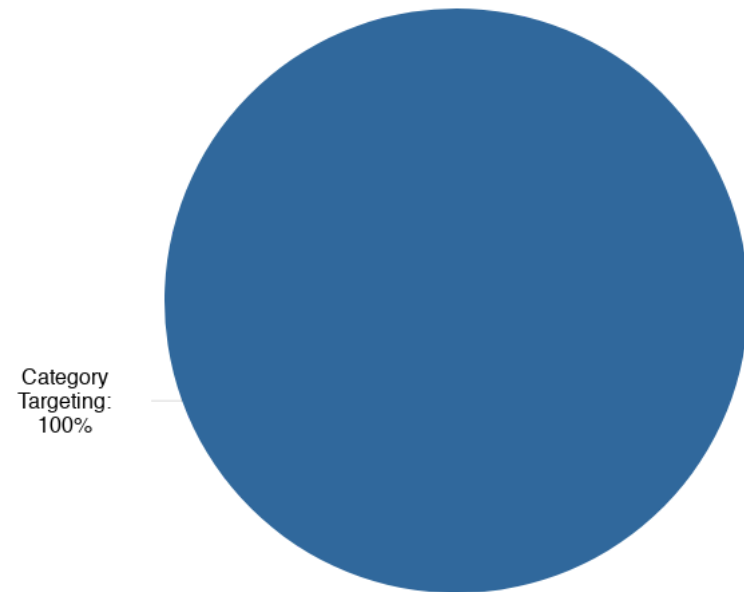
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
SweetBay - Panama City Beach Homepage Visits	2

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Click Conversions



35

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

Meta Click Conversion Performance

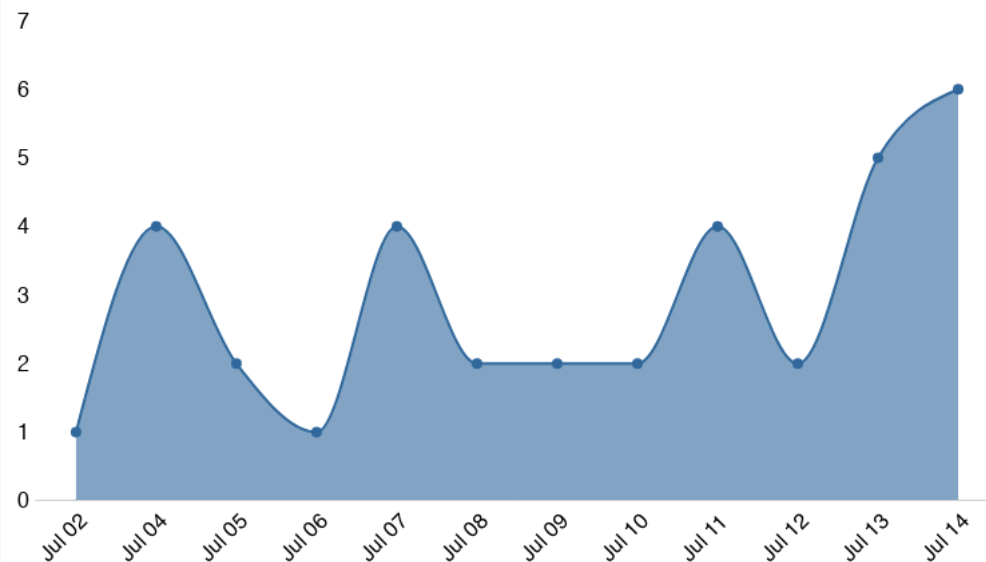
Conversion Name

[Click Conversions](#) ↓

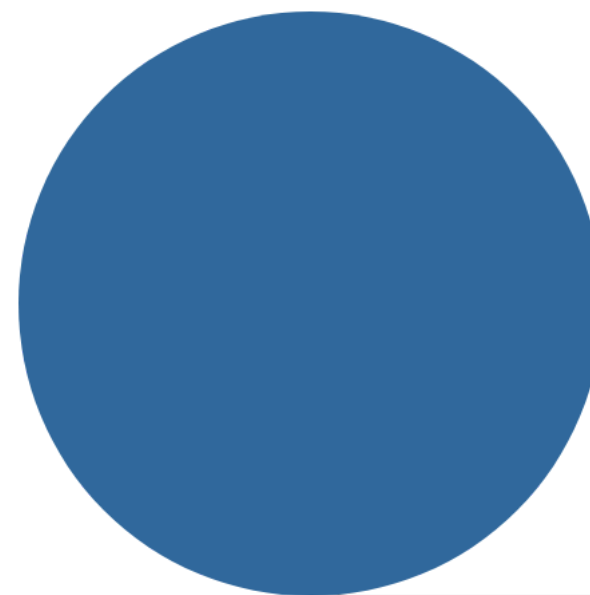
HomeFed - SweetBay Tour Page View

35

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Retargeting:
100%

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

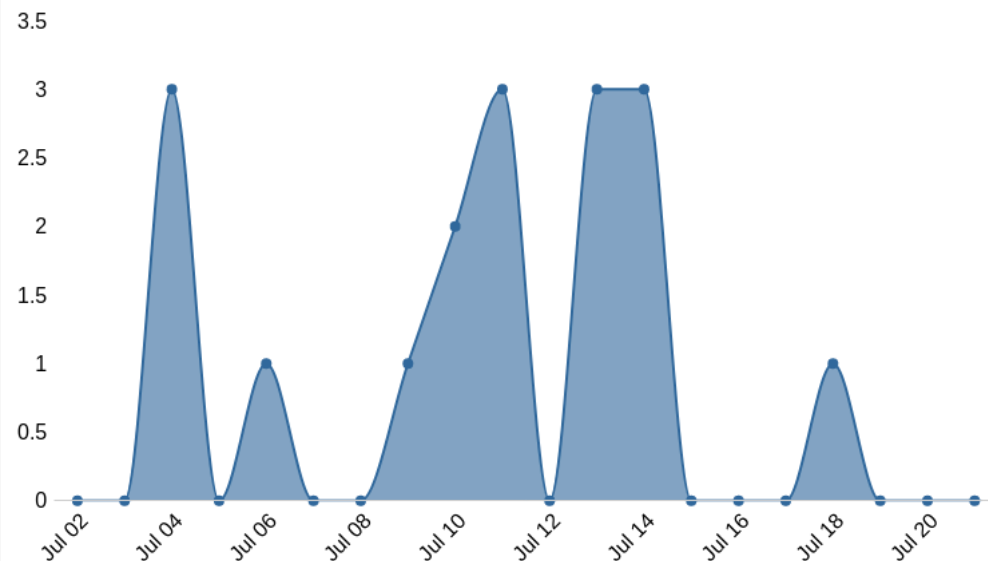
Meta View-Through Conversion Performance

Conversion Name

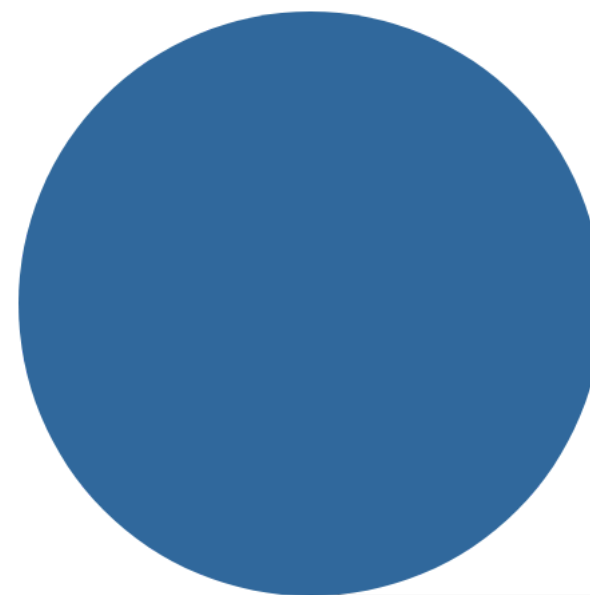
View-Through Conversions ↓

HomeFed - SweetBay Homepage Visits	16
HomeFed - SweetBay Homes Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
100%

Meta Post Engagements

2,819

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

Meta Post Comments

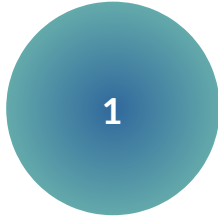
1

The total number of comments your ads received

Meta Post Reactions

9

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

Meta Post Shares

1

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

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

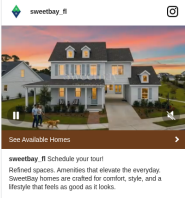
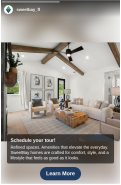


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Sweetbay	3204 Heartleaf AVE E	Panama City	FL	32405	7

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	19,665	134	0.68%	9.73
	HomeFed - SweetBay_Social Mirror_Story_3.27_SweetBaySunsetsIncluded_15sec.mp4	8,848	102	1.15%	16.47
Thumbnail not available	HomeFed - SweetBay_1.21_Social Mirror_IG_6.16_Sunsets Carousel	5,960	36	0.60%	8.63
	HomeFed - SweetBay_1.21_Social Mirror_IG_3.27_SweetBaySunsetsIncluded_30sec.mp4	2	0	0.00%	0.00
	HomeFed - SweetBay_Social Mirror_Story_3.10_Refined spaces	3	0	0.00%	0.00

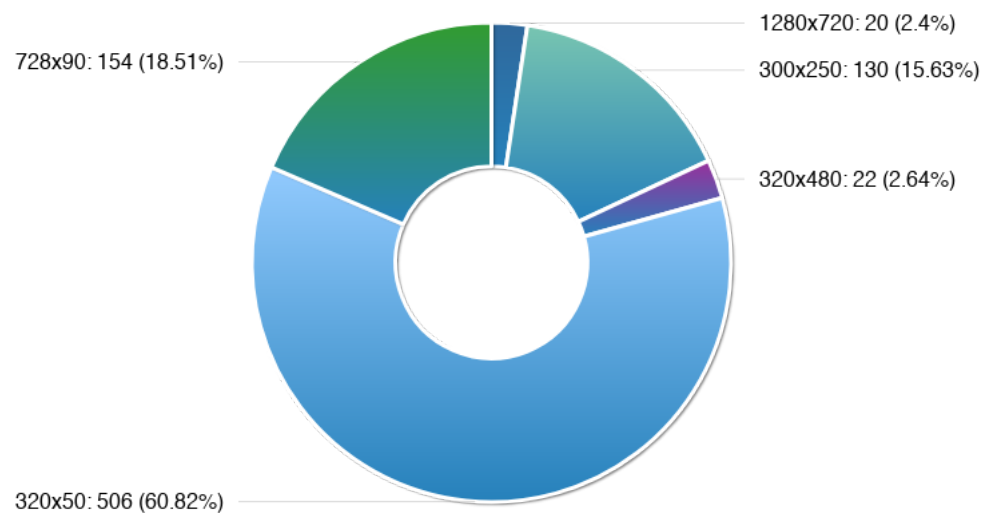
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00002	Story	Click to View	13.25%	2.00%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00003	Story	Click to View	9.34%	2.33%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00011	Story	Click to View	5.80%	2.34%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00014	Story	Click to View	3.72%	2.53%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00001	Story	Click to View	3.65%	2.50%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00004	Story	Click to View	2.93%	3.12%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00012	Story	Click to View	2.76%	2.35%
HomeFed - SweetBay_Social Mirror_Story_3.27_SweetBaySunsetsIncluded_15sec.mp4	Variant: V_00002	Story	Click to View	2.68%	2.75%
HomeFed - SweetBay_1.21_Social Mirror_IG_6.16_Sunsets Carousel	Variant: V_00013	Carousel	Click to View	2.55%	3.94%
HomeFed - SweetBay_Social Mirror_Story_7.9_SweetBayFreshAirIncluded_15	Variant: V_00007	Story	Click to View	2.36%	2.75%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	SweetBay_FreshAirIncluded_320.gif	183,280	432	0.24%	3.37
	SweetBay_FreshAirIncluded_728.gif	25,942	135	0.52%	7.43
	SunsetsIncluded_sweetbay_display_ad_320v2.gif	19,819	74	0.37%	5.33
	SweetBay_FreshAirIncluded_300 (1).gif	10,433	108	1.04%	14.79
	SunsetsIncluded_sweetbay_wide_display_ad_728v2.gif	2,496	19	0.76%	10.87
	SunsetsIncluded_sweetbay_vertical_display_300v2.gif	1,398	22	1.57%	22.48
Preview not available	SweetBayFreshAirIncluded_15	548	8	1.46%	20.86
Preview not available	SweetBayFreshAirIncluded_30	531	7	1.32%	18.83
	FreshAirIncluded_640x960.jpg	336	15	4.46%	63.78
	FreshAirIncluded_320x480.png	332	5	1.51%	21.51

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
HomeFed - SweetBay_4.1_Everything you need	5,984	264	4.41%	63.03
HomeFed - SweetBay_7.7_Fresh Air Carousel	7,921	209	2.64%	37.69
HomeFed - SweetBay_4.1_Every corner of SweetBay	1,670	57	3.41%	48.76
SweetBayFreshAirIncluded_30.mp4	982	28	2.85%	40.73
SweetBayFreshAirIncluded_15.mp4	377	11	2.92%	41.68

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Fresh Air Included	HomeFed - SweetBay_7.7_Fresh Air Carousel	75
SweetBay	HomeFed - SweetBay_7.7_Fresh Air Carousel	62
2: Fresh Air Included	HomeFed - SweetBay_7.7_Fresh Air Carousel	17
6: Fresh Air Included	HomeFed - SweetBay_7.7_Fresh Air Carousel	4
3: Fresh Air Included	HomeFed - SweetBay_7.7_Fresh Air Carousel	3



Mobile Conquering Geo-Fencing Performance

[illegible]

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
32404	3,700	20	0.54%	7.72
32405	3,680	42	1.14%	16.30
32407	3,670	31	0.84%	12.07
32413	2,975	24	0.81%	11.52
32578	2,229	14	0.63%	8.97
32459	2,083	21	1.01%	14.40
32433	1,923	3	0.16%	2.23
32401	1,845	14	0.76%	10.84
32541	1,822	17	0.93%	13.33
32408	1,761	8	0.45%	6.49
32444	1,075	6	0.56%	7.97
32550	1,023	5	0.49%	6.98
32456	644	5	0.78%	11.09
32439	629	7	1.11%	15.90
32409	538	5	0.93%	13.28
32446	524	4	0.76%	10.91
32428	395	2	0.51%	7.23
32328	355	5	1.41%	20.12
32321	329	9	2.74%	39.08
32461	274	4	1.46%	20.86

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	36,296	703	1.94%
Desktop	A personal computing device that remains stationary at one location.	10,356	63	0.61%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,667	70	1.50%
Unknown	---	93	5	5.38%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	1,466	17	1.16%
msn.com	1,414	0	0.00%
aol.com	1,091	0	0.00%
arcamax.com	968	4	0.41%
nypost.com	669	4	0.60%
themirror.com	530	7	1.32%
accuweather.com	480	0	0.00%
usatoday.com	468	2	0.43%
tmz.com	378	1	0.26%
bonsaimary.com	307	0	0.00%
hometalk.com	196	1	0.51%
dailymail.com	184	2	1.09%
wjhg.com	170	2	1.18%
apnews.com	169	2	1.18%
realclearpolitics.com	145	0	0.00%
lawandcrime.com	142	0	0.00%
themompack.com	128	0	0.00%
realtor.com	125	0	0.00%
lovewhatmatters.com	101	0	0.00%
pcbottleneckcalculator.io	101	0	0.00%

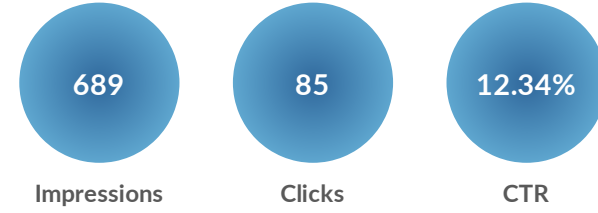
Social Placement Performance

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.	7,848	265	3.38%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	5,404	91	1.68%
Facebook Notification	Your ads appear within a user's notifications feed.	693	51	7.36%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	617	12	1.94%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	473	15	3.17%
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).	470	66	14.04%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	337	8	2.37%
Facebook Stories	Your ads appear in people's Stories on Facebook.	324	30	9.26%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	281	4	1.42%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	219	19	8.68%

Facebook News Feed Performance



Audience Network Performance



Instagram Performance



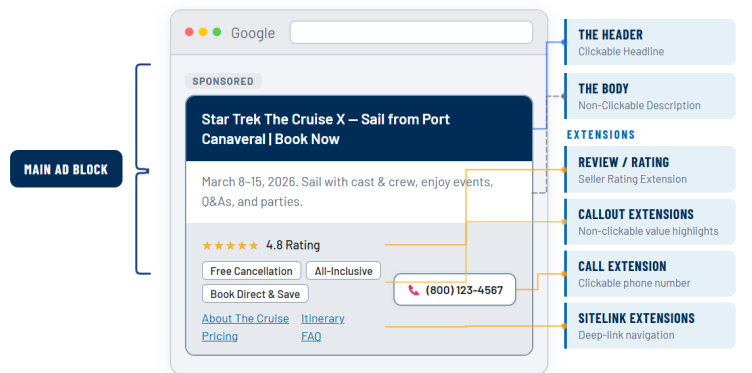
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

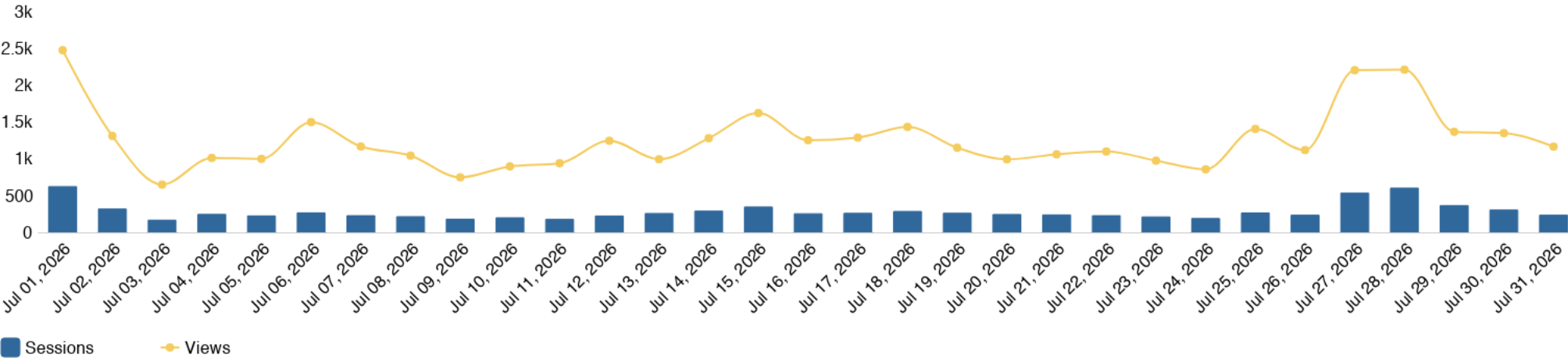
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.



38,862	8,749	8,350	95.44%	8,348	7,728	8,401
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.05	66:58:12			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

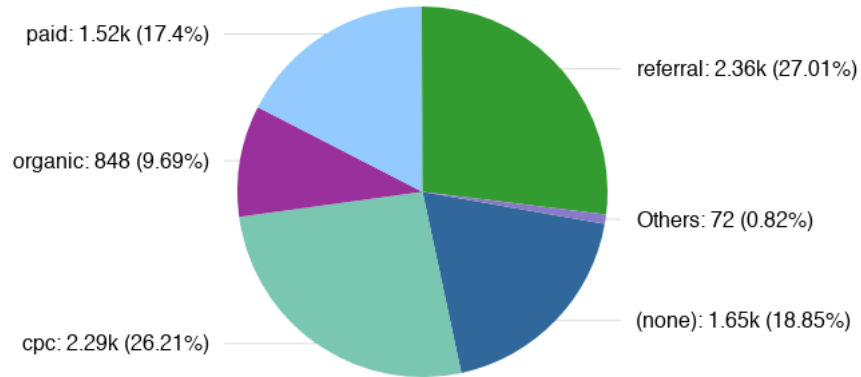
Google Analytics 4 Performance by Day



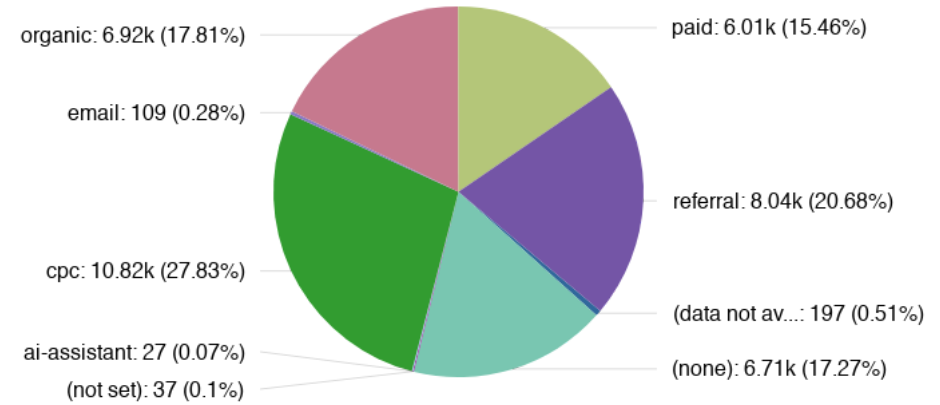
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	8,749	38,862	66:58:12	4.44	95.44%
SweetBay	8,749	38,862	66:58:12	4.44	95.44%

Google Analytics 4 Sessions by Medium



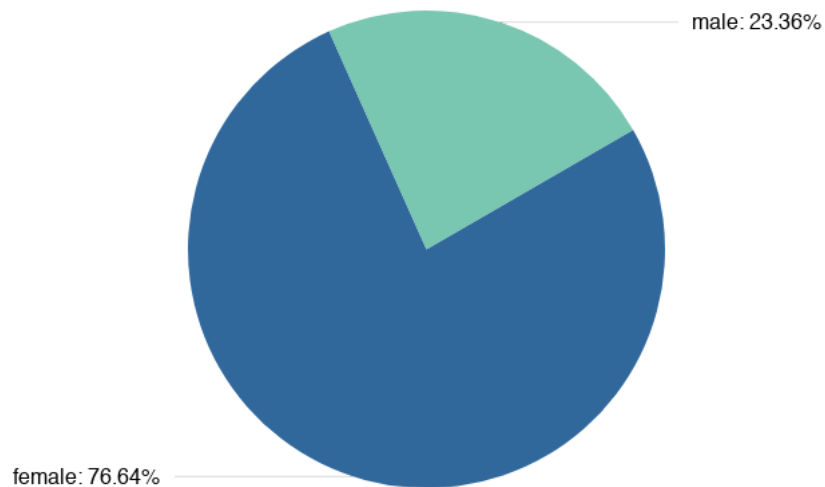
Google Analytics 4 Page Views by Medium



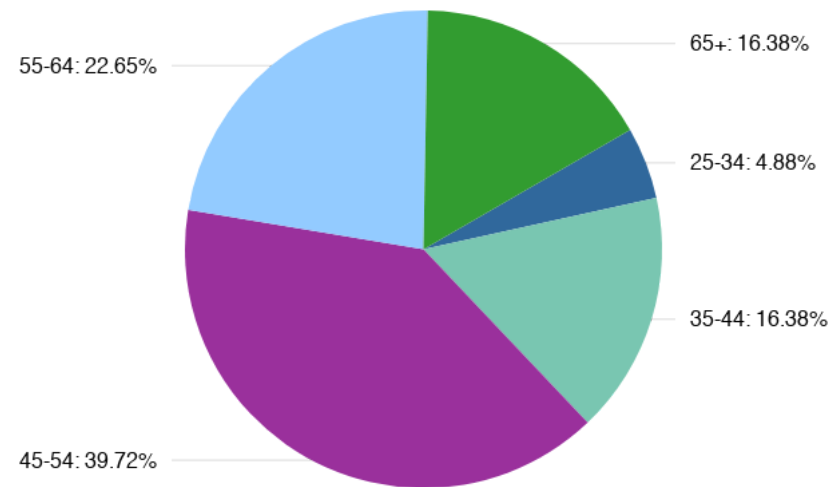
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	75,288
page_view	38,862
destination	9,651
session_start	8,760
first_visit	7,728
user_engagement	5,898
scroll	2,795
duration	1,401
click	193

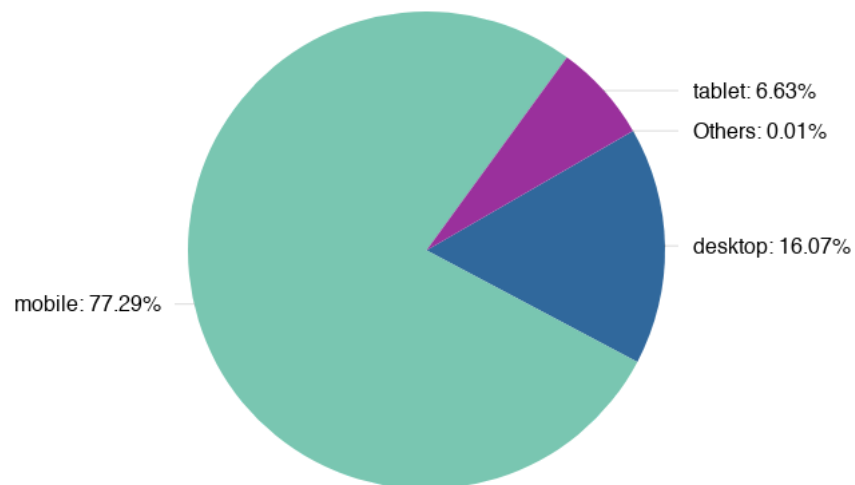
Google Analytics 4 Engaged Sessions by Gender



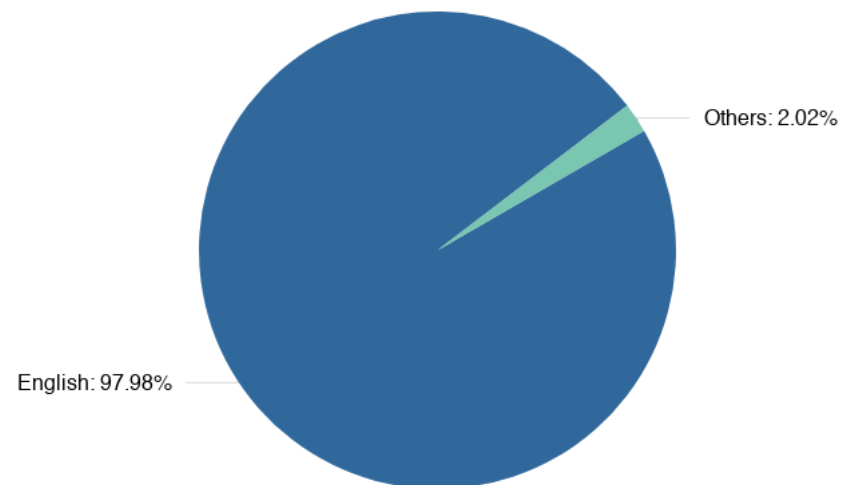
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	8,774	38,862	8,375	95.45%	66:58:12
Safari	3,845	18,363	3,669	95.42%	35:59:23
Chrome	2,647	11,924	2,503	94.56%	20:52:50
Android Webview	1,398	5,103	1,364	97.57%	04:21:18
Safari (in-app)	477	1,610	450	94.34%	01:39:46
Edge	201	965	191	95.02%	02:34:34

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	11,403
/	3,758
/tour/	3,409
/homes/	1,293
/community/	220
/indigolakes/	174
/single-story-homes/	162
/life-at-sweetbay/	155
/town-center/	148
/ourhomes/the-st-andrew/	139
/ourhomes/the-mangrove/	125



Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	10	51	10	100.00%	0:05:13
News & Politics/Avid News Readers/Entertainment News Enthusiasts	10	51	10	100.00%	00:05:13

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		9,199	38,862	8,784	95.49%	66:58:12
New York	New York	563	1,673	529	93.96%	00:20:48
Panama City	Florida	556	2,708	524	94.24%	05:24:13
Panama City Beach	Florida	429	1,764	407	94.87%	02:11:00
(not set)	New York	372	1,112	372	100.00%	00:01:03
Atlanta	Georgia	306	1,402	292	95.42%	02:31:08
Jacksonville	Florida	263	1,163	250	95.06%	01:17:21
(not set)	(not set)	215	680	205	95.35%	00:26:35
Lynn Haven	Florida	213	1,032	197	92.49%	02:28:58
Las Vegas Valley	Nevada	203	663	200	98.52%	00:12:48
Chicago	Illinois	200	678	196	98.00%	00:38:31
(not set)	Florida	174	708	164	94.25%	00:53:41
Orlando	Florida	157	748	152	96.82%	01:53:56
Miramar Beach	Florida	138	554	124	89.86%	00:49:38
(not set)	Georgia	102	422	96	94.12%	00:38:36
Callaway	Florida	101	430	93	92.08%	00:53:14

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.