



# Digital Marketing Report

## Impressions

How many ads were served:

158,350

## Clicks

Times a user clicked on an ad

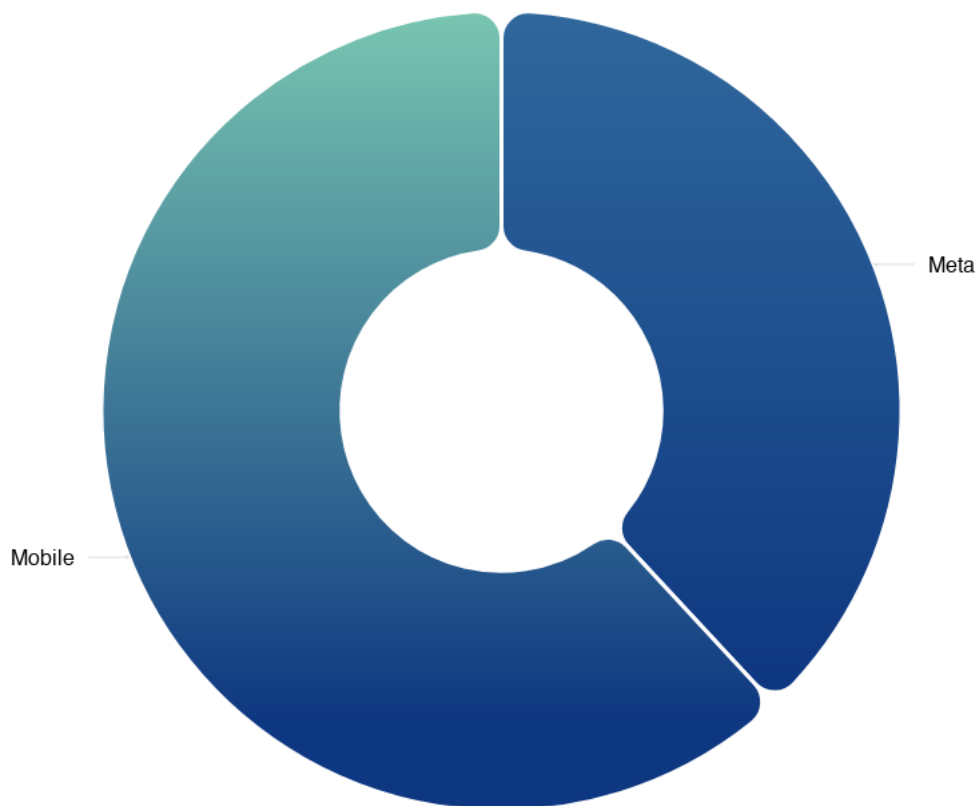
1,683

## Click-Through Rate

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

1.06%

## Your Product Breakout by Impressions



## Total Engagement Rate

1.08%

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

## X the National Average

15.18

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.*

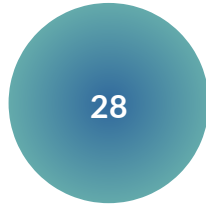


Line Item Performance

| Line Item Name                                              | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Cisney & O'Donnell PA - Home Improvement/HHI \$150K+ Mobile | 68,935        | 299    | 0.43% | 6.20                      |
| Cisney & O'Donnell PA - Home Reno Premium Facebook          | 58,532        | 1,194  | 2.04% | 29.14                     |
| Cisney & O'Donnell PA - Geo-Retargeting Mobile              | 13,957        | 80     | 0.57% | 8.19                      |
| Cisney & O'Donnell PA - Site Retargeting Mobile             | 11,018        | 37     | 0.34% | 4.80                      |
| Cisney & O'Donnell PA - Geo-Fencing Mobile                  | 4,140         | 24     | 0.58% | 8.28                      |
| Cisney & O'Donnell PA - Retargeting Premium Facebook        | 1,768         | 49     | 2.77% | 39.59                     |



## Mobile Conquesting View-through Conversions

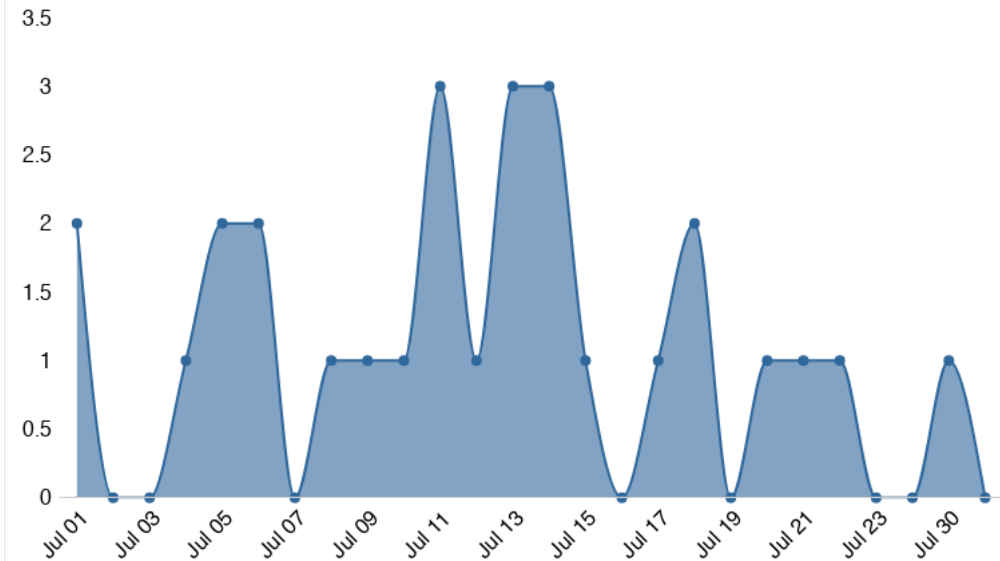


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

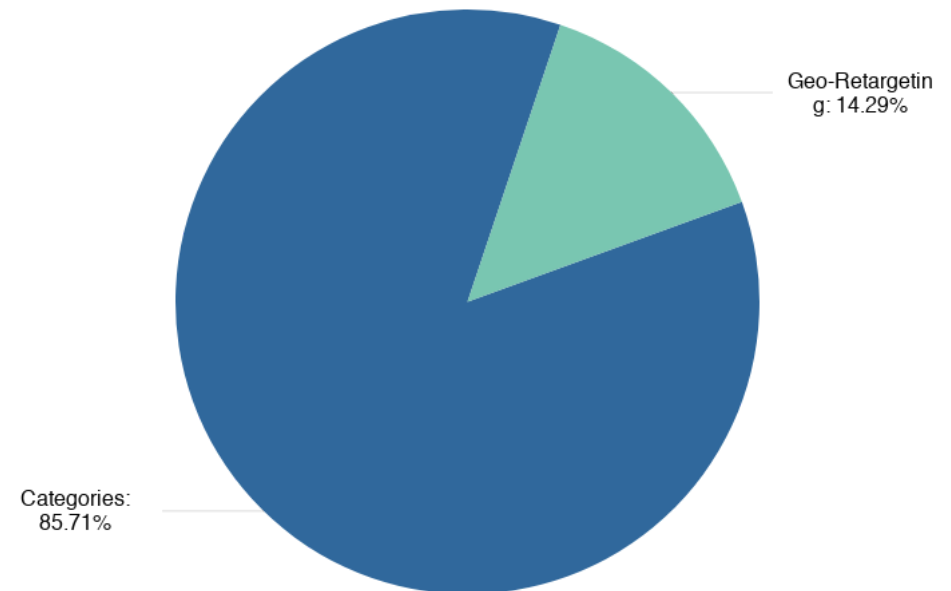
### Mobile Conquesting View-through Conversion Performance Breakout

| Conversion Name                    | <a href="#">View-throughs ↓</a> |
|------------------------------------|---------------------------------|
| Cisney & O'Donnell Homepage Visits | 28                              |

## Mobile Conquesting View-through Conversions by Day



## Top Mobile Conquesting View-through Conversions by Strategy





## Meta Click Conversions

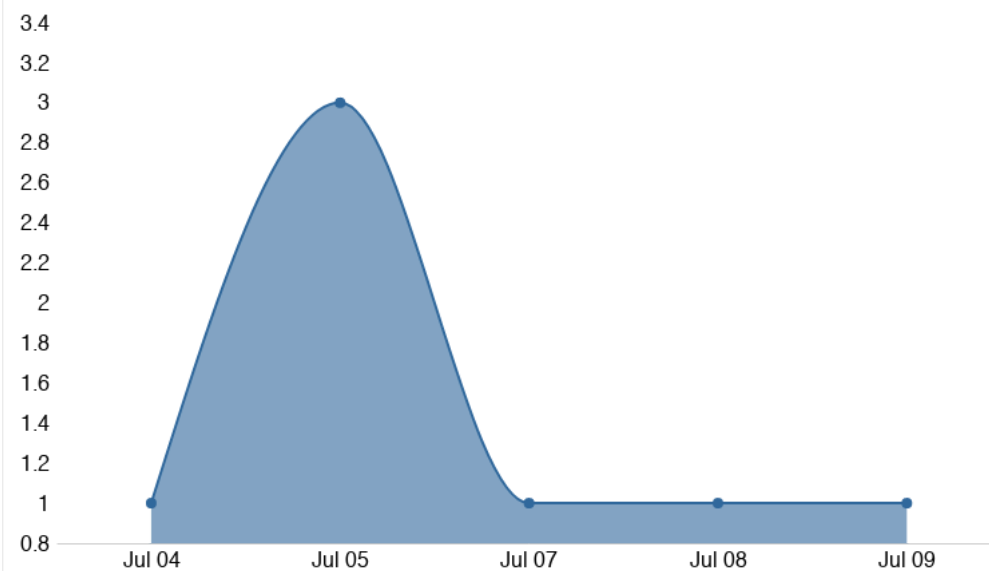


Times users clicked on an ad leading to your site and visited a page or completed an action

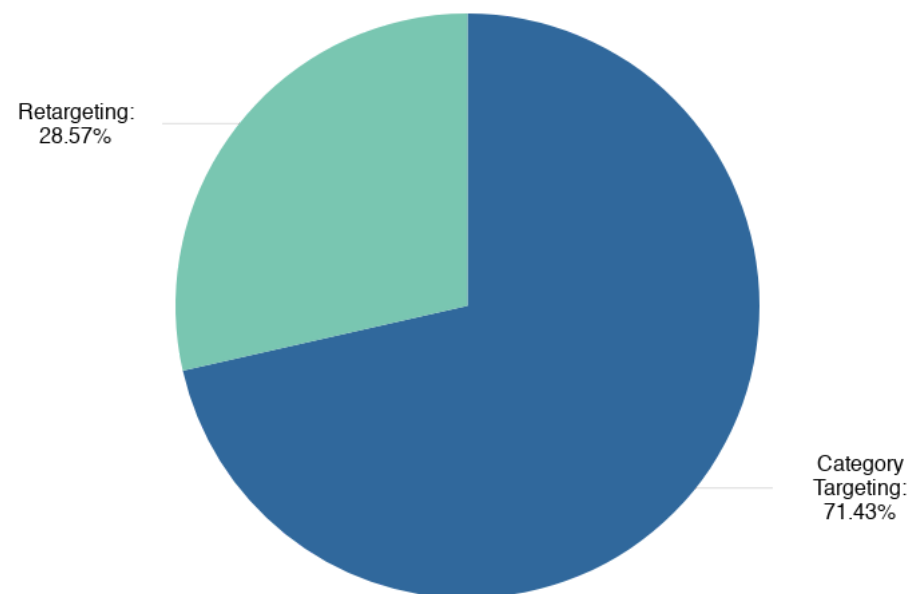
### Meta Click Conversion Performance

| Conversion Name                          | Click Conversions ↓ |
|------------------------------------------|---------------------|
| Cisney & O'Donnel Decks Patios Page View | 2                   |
| Cisney & O'Donnel Remodeling Page View   | 2                   |
| Cisney & O'Donnel Additions Page View    | 1                   |
| Cisney & O'Donnel Basement Page View     | 1                   |
| Cisney & O'Donnell About Us Page View    | 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

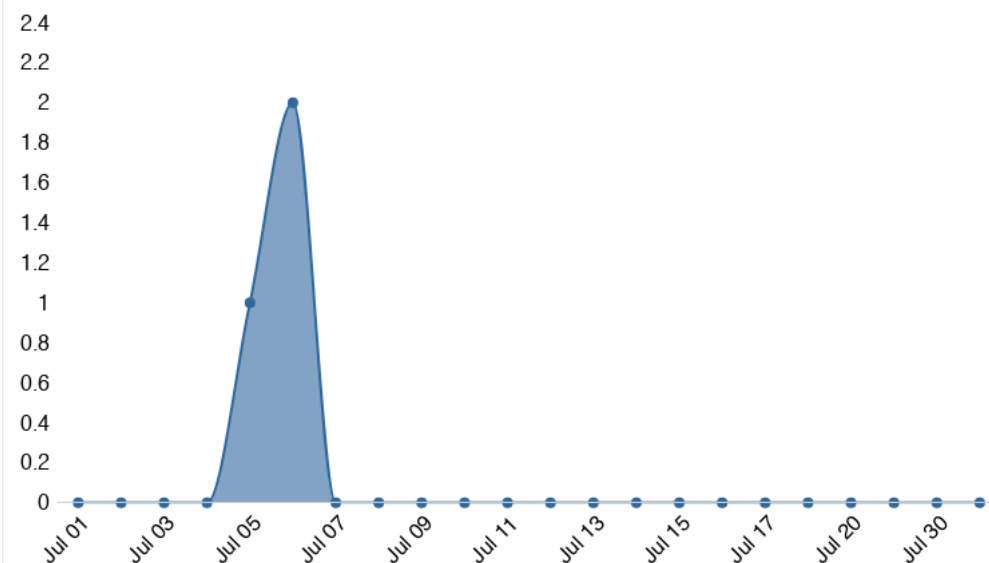
Conversion Name

View-Through Conversions ↓

Cisney & O'Donnel Homepage Visits

3

## Meta View-Through Conversions by Day





## Meta Post Engagements



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

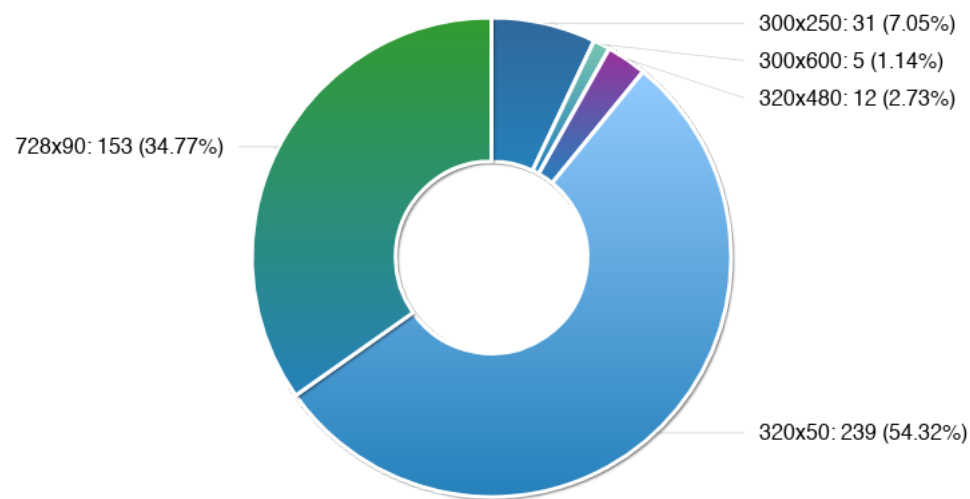


Mobile Conquesting Creative Performance

| Preview | Creative Name                                     | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|---------|---------------------------------------------------|---------------|--------|-------|---------------------------|
|         | Cisney & O'Donnell PA_CISNEY-JUNE-320x50.gif      | 68,410        | 239    | 0.35% | 4.99                      |
|         | Cisney & O'Donnell PA_CISNEY-JUNE-728x90.gif      | 26,527        | 153    | 0.58% | 8.24                      |
|         | Cisney & O'Donnell PA_CISNEY-JUNE-300x250 (3).gif | 2,744         | 31     | 1.13% | 16.14                     |
|         | Cisney & O'Donnell PA_CISNEY-JUNE-320x480.gif     | 306           | 12     | 3.92% | 56.02                     |
|         | Cisney & O'Donnell PA_CISNEY-JUNE-300x600.gif     | 63            | 5      | 7.94% | 113.38                    |



## Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

| Ad                                     | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|----------------------------------------|-------------|----------|-------|---------------------------|
| Cisney & O'Donnell PA_6.26.26_Carousel | 60,300      | 1,243    | 2.06% | 29.45                     |

Meta Carousel Card Performance

| Card Name                                 | Ad                                     | Count ↓ |
|-------------------------------------------|----------------------------------------|---------|
| Cisney and ODonnell Builders & Remodelers | Cisney & O'Donnell PA_6.26.26_Carousel | 918     |
| 1: Cisney & O'Donnell                     | Cisney & O'Donnell PA_6.26.26_Carousel | 326     |
| 2: Cisney & O'Donnell                     | Cisney & O'Donnell PA_6.26.26_Carousel | 3       |



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    |
|--------------------------------------------------|------------------------------------|---------------|-------|-------|----------|-----------|---------------|--------|--------|
| Mountain View Eye Associates                     | 1418 11th Ave                      | Altoona       | PA    | 16601 |          |           | 1,204         | 5      | 0.42%  |
| Central PA Physicians Group                      | 914 S 12th St                      | Altoona       | PA    | 16602 |          |           | 649           | 5      | 0.77%  |
| Drayer Physcial Therapy Institute                | 7643 Lake Raystown Shopping Center | Huntingdon    | PA    | 16652 |          |           | 569           | 4      | 0.70%  |
| UPMC Altoona - Station Medical Center            | 1516 9th Ave                       | Altoona       | PA    | 16602 |          |           | 561           | 2      | 0.36%  |
| Allegheny Pain Management                        | 1402 9th Ave                       | Altoona       | PA    | 16602 |          |           | 282           | 2      | 0.71%  |
| Bedford Internal Medicine Group                  | 420 E Central Way                  | Bedford       | PA    | 15522 |          |           | 243           | 0      | 0.00%  |
| Bedford Foot & Ankle Clinic                      | 602 E Pitt Street                  | Bedford       | PA    | 15522 |          |           | 178           | 2      | 1.12%  |
| UPMC Rehabilitation Institute - Altoona Services | 1510 9th Ave                       | Altoona       | PA    | 16602 |          |           | 152           | 0      | 0.00%  |
| Dave's Dream                                     | 1500 Allegheny Street              | Hollidaysburg | PA    | 16648 |          |           | 118           | 0      | 0.00%  |
| Advanced Regional Center for Ankle & Foot Care   | 1225 Warm Springs Avenue           | Huntingdon    | PA    | 16652 |          |           | 90            | 2      | 2.22%  |
| J.C. Blair Rehab Services                        | 929 14th St                        | Huntingdon    | PA    | 16652 |          |           | 57            | 0      | 0.00%  |
| Lemme Audiology Associates of Altoona            | 613 Valley View Blvd #200          | Altoona       | PA    | 16602 |          |           | 17            | 0      | 0.00%  |
| Blair Foot & Ankle                               | 739 S Logan Blvd                   | Hollidaysburg | PA    | 16648 |          |           | 6             | 1      | 16.67% |
| Cracker Barrell                                  | 100 Charlotte Drive                | Altoona       | PA    | 16601 |          |           | 4             | 1      | 25.00% |
| State College Eye Care                           | 611 University Dr Unit 111         | State College | PA    | 16801 |          |           | 4             | 0      | 0.00%  |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 60,076        | 1,236  | 2.06% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 188           | 7      | 3.72% |
| Unknown     | ---                                                                                         | 28            | 0      | 0.00% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 8             | 0      | 0.00% |

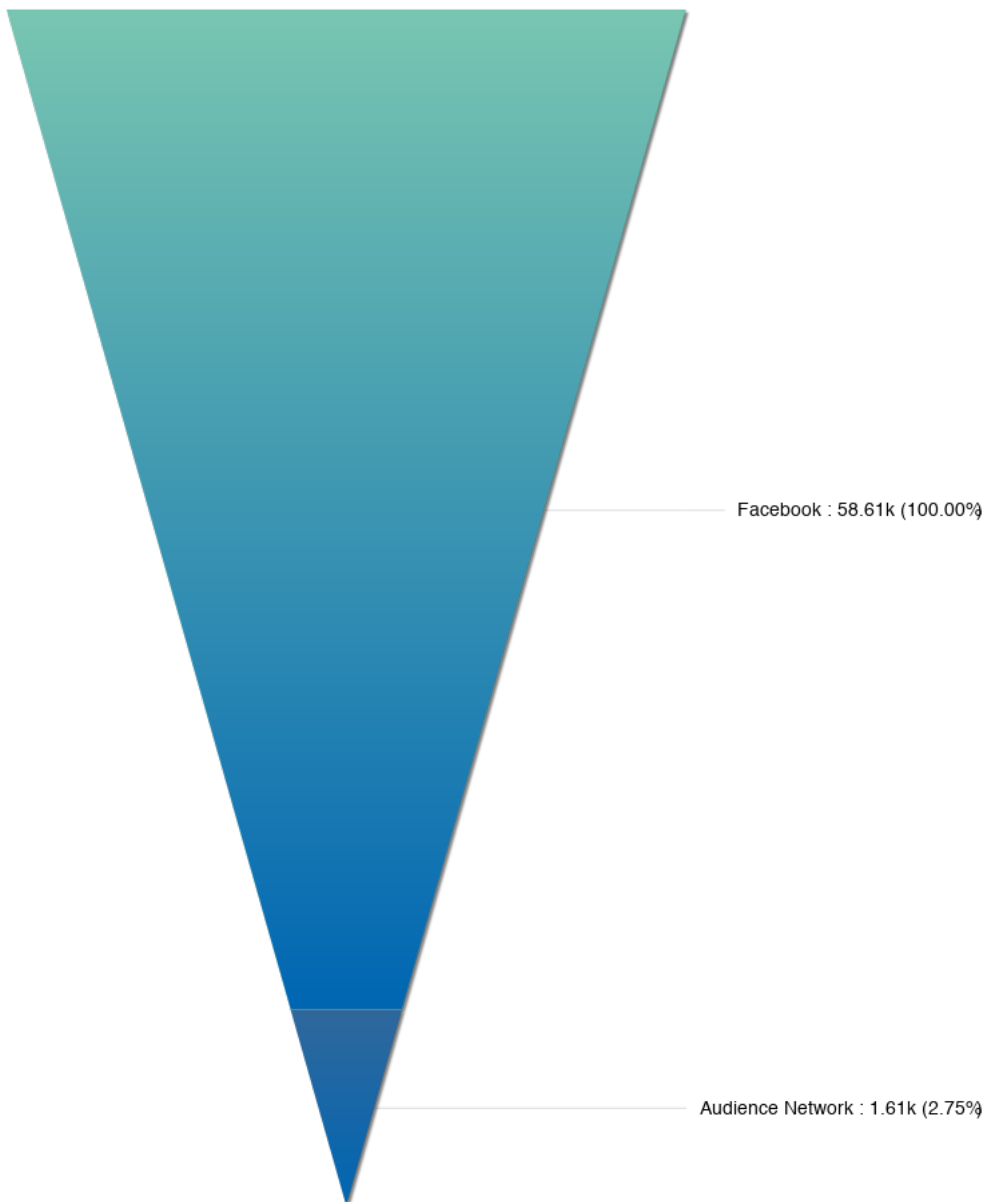


## Social Placement Performance

|                                                     |                                                                                                                                                                                                                                                | Impressions ↓ | Clicks | CTR    |
|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|--------|
| Placement                                           | Where your ads appear                                                                                                                                                                                                                          |               |        |        |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 55,177        | 862    | 1.56%  |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 2,618         | 51     | 1.95%  |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 1,613         | 312    | 19.34% |
| 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. | 592           | 11     | 1.86%  |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 102           | 2      | 1.96%  |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 92            | 1      | 1.09%  |
| Facebook Notification                               | Your ads appear within a user's notifications feed.                                                                                                                                                                                            | 68            | 4      | 5.88%  |
| Facebook Search Results                             | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 33            | 0      | 0.00%  |
| 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.                                                                                                    | 4             | 0      | 0.00%  |
| Facebook Profile Feed                               | Your ads appear within the feeds of public user profiles.                                                                                                                                                                                      | 1             | 0      | 0.00%  |



## Social Placement Performance by Impressions



## Facebook News Feed Performance



## Audience Network 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.