

Digital Marketing Report

Impressions

How many ads were served:

100,952

Clicks

Times a user clicked on an ad

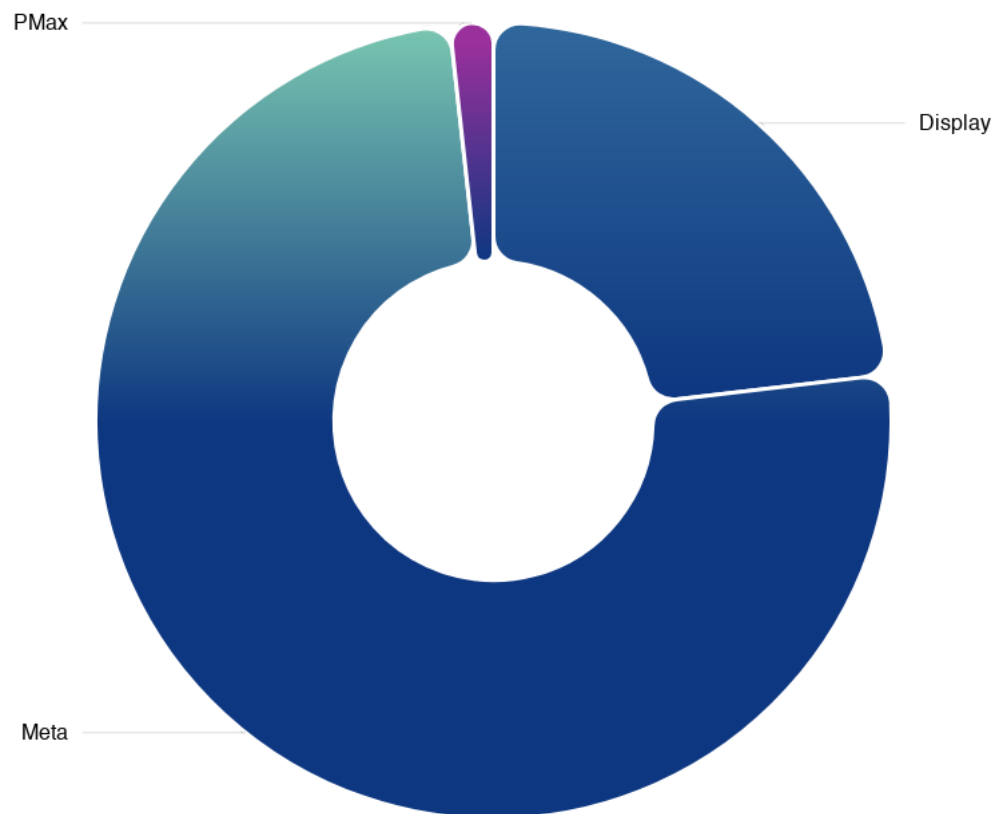
2,583

Click-Through Rate

(Clicks/Impressions) x 100

2.40%

Your Product Breakout by Impressions



Events

348

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

19.64%

(Events/Impressions) x 100

Total Engagement Rate

2.55%

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

X the National Average

34.31

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.

Performance Max Cost

Amount spent on the campaign

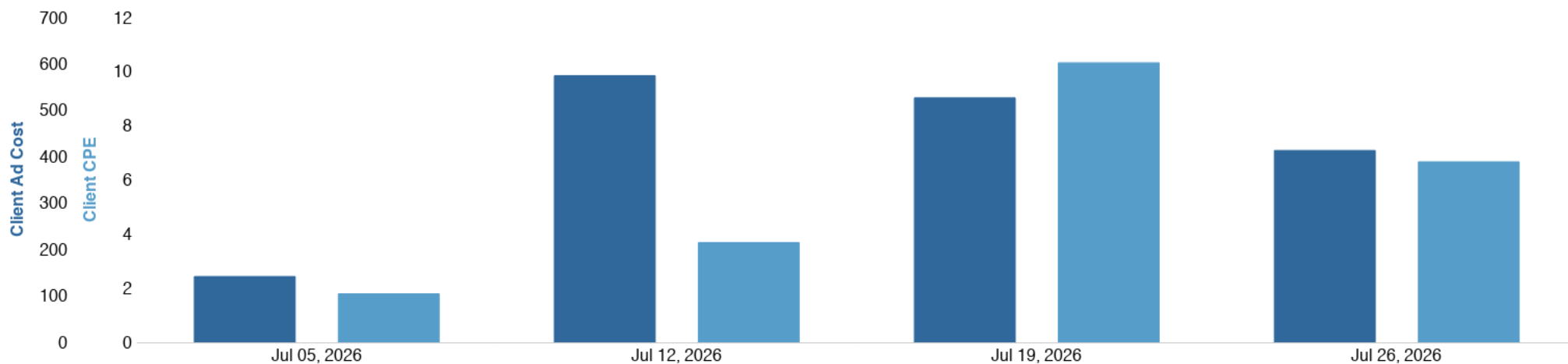
1,657.35

Performance Max Cost-Per-Event

Cost/Events

4.76

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Parkview Senior Living - Facebook Premium	58,868	1,897	3.22%	46.04
Parkview Senior Living - Retargeting Display	14,423	40	0.28%	3.96
Parkview Senior Living - Instagram Premium	11,030	70	0.63%	9.07
Parkview Senior Living - Custom Audience Lookalike Display	7,862	71	0.90%	12.90
Parkview Senior Living - Facebook Premium Retargeting	5,924	255	4.30%	61.49
Parkview Senior Living - Retirement/Retargeting/Moving Soon Performance Max	1,772	201	11.34%	162.04
Parkview Senior Living - Seniors/Retirement Planning/Elders in Retirement Display	1,038	49	4.72%	67.44
Parkview Senior Living - Custom Audience Matching Display	35	0	0.00%	0.00

Meta Click Conversions

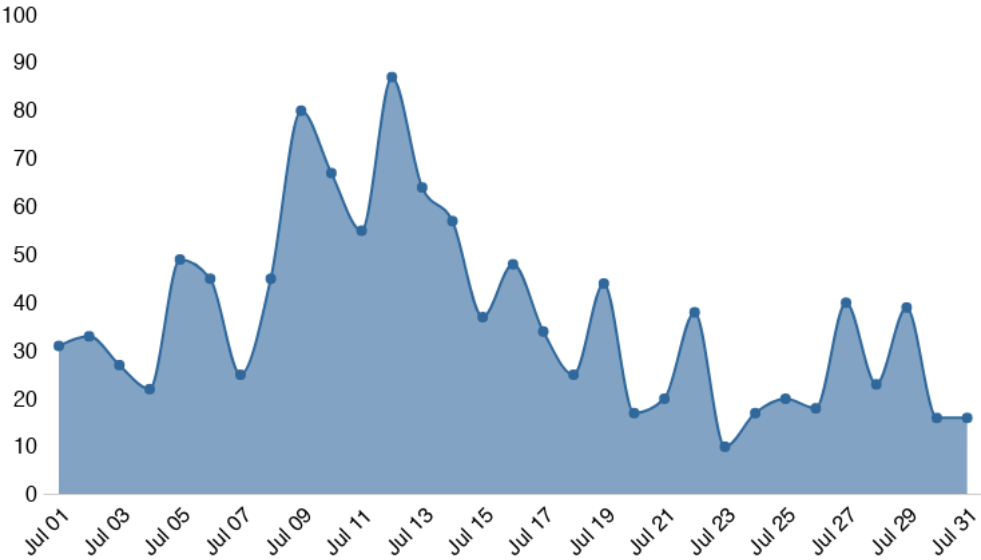


Times users clicked on an ad leading to your site and visited a page or completed an action

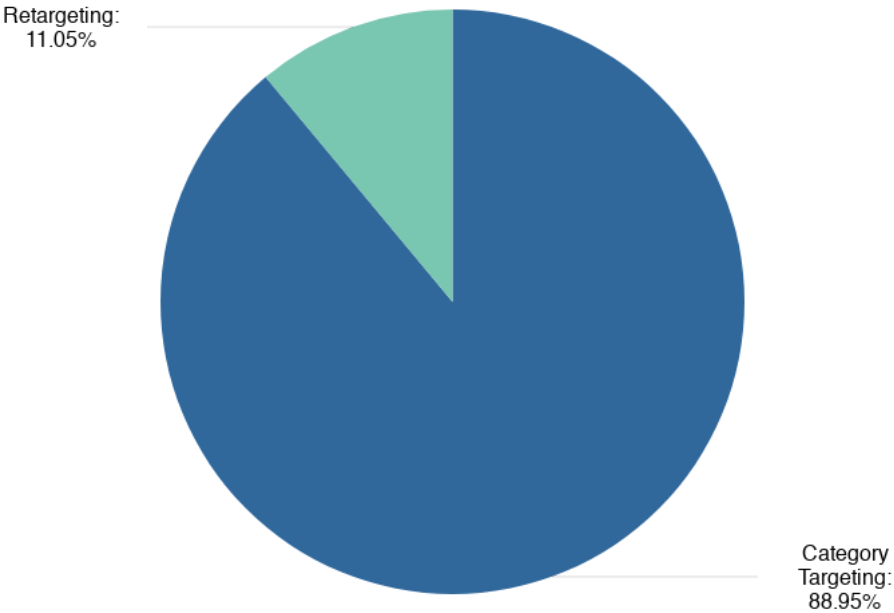
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Parkview Senior Living Schedule a Tour Page View	1,109
Parkview Senior Living Floor Plan Page View	18
Parkview Senior Living Amenities Page View	10
Parkview Senior Living Gallery Page View	8
Parkview Senior Living Locations Page View	2
Parkview Senior Living Dining Page Views	1
Parkview Senior Living Veterans Benefits Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

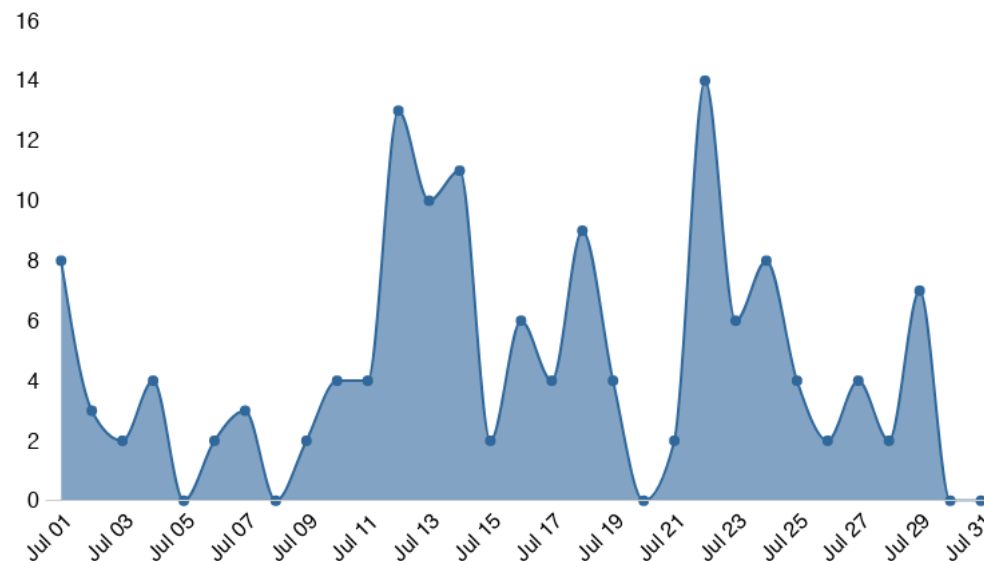


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

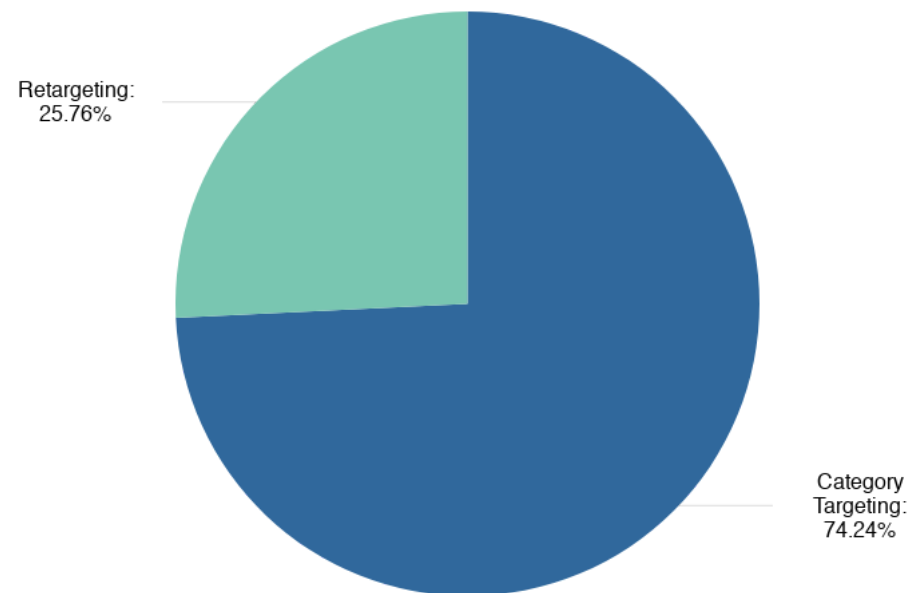
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Parkview Senior Living Homepage Visits	74
Parkview Senior Living Schedule a Tour Page View	60
Parkview Senior Living Floor Plan Page View	5
Parkview Senior Living Locations Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

6,160

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

59

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

Meta Post Shares

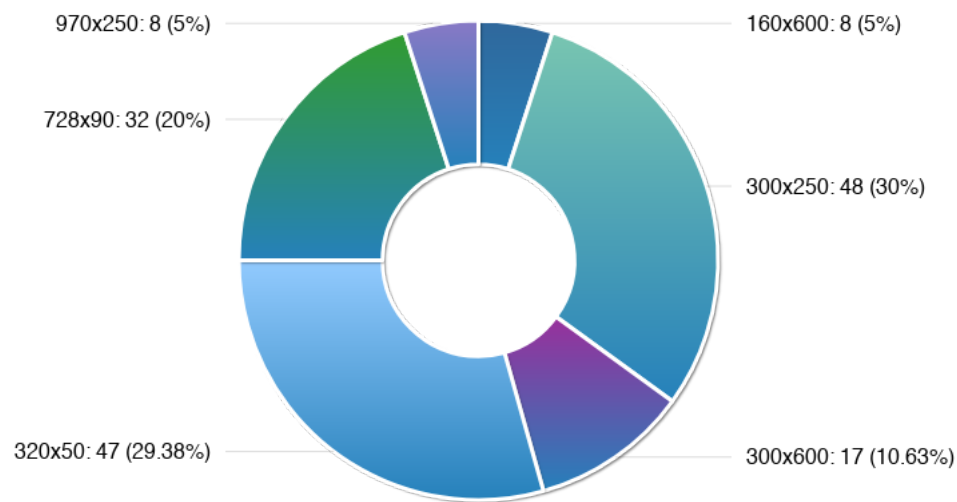
1

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

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	PVSL_April 2026_300x250_3	4,182	18	0.43%	6.15
	PVSL_April 2026_320x50	2,275	18	0.79%	11.30
	PVSL_April 2026_320x50_2	2,294	18	0.78%	11.21
	PVSL_April 2026_300x250	4,247	15	0.35%	5.05
	PVSL_April 2026_300x250_2	4,288	15	0.35%	5.00
	PVSL_April 2026_728x90_3	670	12	1.79%	25.59
	PVSL_April 2026_320x50_3	2,363	11	0.47%	6.65
	PVSL_April 2026_728x90	691	10	1.45%	20.67
	PVSL_April 2026_728x90_2	645	10	1.55%	22.15
	PVSL_April 2026_300x250	224	4	1.87%	24.70

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Parkview Senior Living_7.9.26_Static Ad 1	22,270	684	3.07%	43.88
Parkview Senior Living_7.9.26_Video Ad	4,955	443	8.94%	127.72
Parkview Senior Living_4.16.26_Static Ad 1	18,196	344	1.89%	27.01
Parkview Senior Living_7.9.26_Static Ad 2	11,024	332	3.01%	43.02
Parkview Senior Living_7.9.26_Carousel	5,521	195	3.53%	50.46
Parkview Senior Living_4.16.26_Carousel 1	5,472	167	3.05%	43.60
Parkview Senior Living_4.16.26_Video Ad 1	4,706	50	1.06%	15.18
Parkview Senior Living_4.16.26_Static Ad 3	3,192	7	0.22%	3.13
Parkview Senior Living_4.16.26_Carousel 2	11	0	0.00%	0.00
Parkview Senior Living_4.16.26_Static Ad 2	475	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: The Best Part of Parkview	Parkview Senior Living_4.16.26_Carousel 1	116
1: Just Say Yes!	Parkview Senior Living_7.9.26_Carousel	89
2: You Won't Regret It!	Parkview Senior Living_7.9.26_Carousel	27
2: Just Living!	Parkview Senior Living_4.16.26_Carousel 1	24
3: Pet Friendly!	Parkview Senior Living_7.9.26_Carousel	14

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	86,803	2,185	2.52%
Desktop	A personal computing device that remains stationary at one location.	8,625	75	0.87%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,616	116	3.21%
Unknown	---	135	6	4.44%

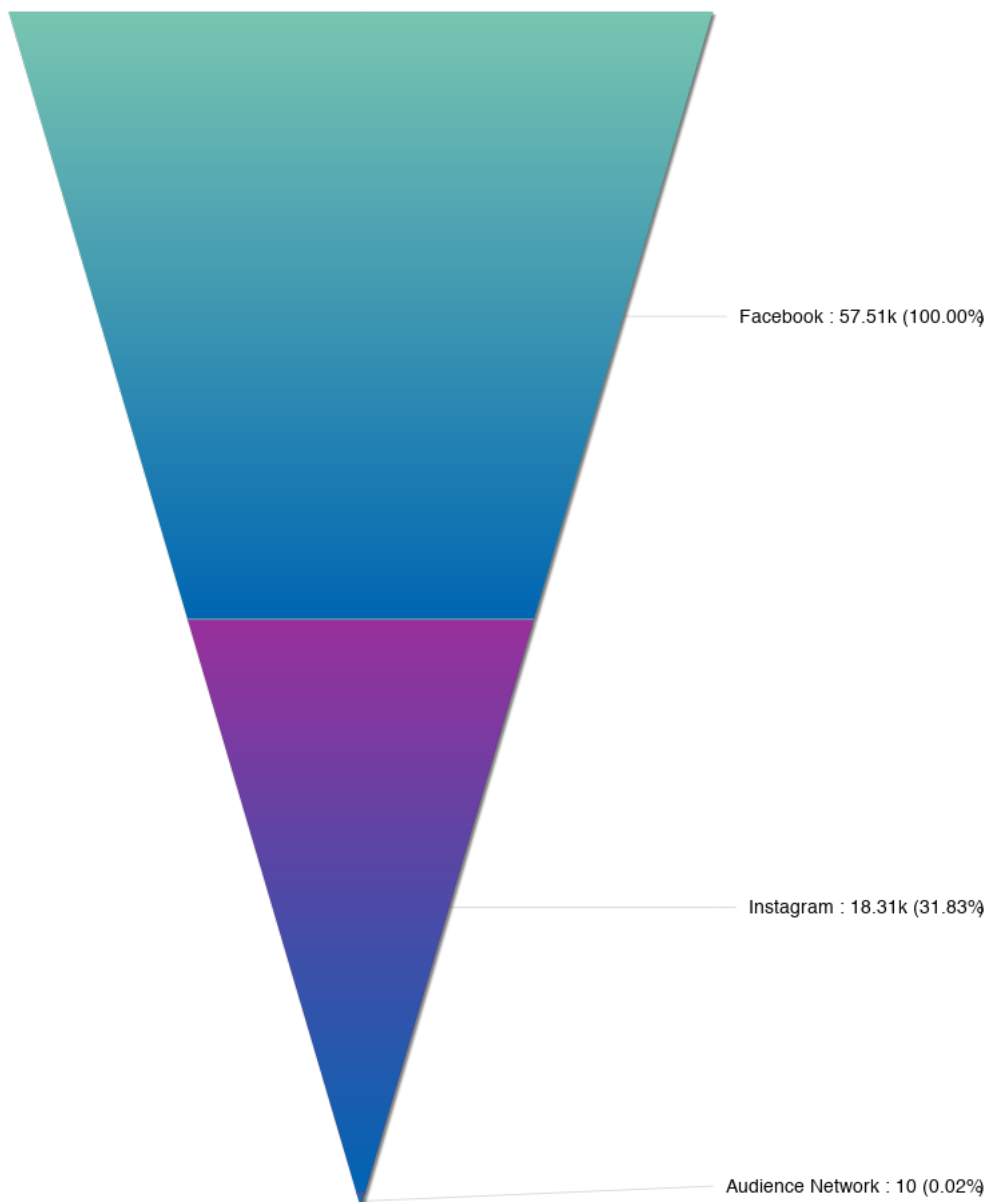
Site and App Performance

Name	Impressions ↓	Clicks	CTR
wate.com	3,985	25	0.63%
aol.com	3,946	0	0.00%
nypost.com	2,645	61	2.31%
quiztests.net	1,181	0	0.00%
themirror.com	1,112	29	2.61%
wkrn.com	894	5	0.56%
ebay.com	588	0	0.00%
foxnews.com	286	2	0.70%
sports.yahoo.com	209	1	0.48%
wsmv.com	175	0	0.00%
newschannel9.com	138	0	0.00%
whnt.com	130	0	0.00%
rutherfordsource.com	128	1	0.78%
weather.com	124	0	0.00%
msn.com	119	0	0.00%
tennessean.com	111	3	2.70%
takingthekids.com	100	0	0.00%
gyozagalaxy.com	94	0	0.00%
signupgenius.com	90	0	0.00%
Weather by WeatherBug	87	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.	37,150	1,540	4.15%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	19,954	442	2.22%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	9,601	75	0.78%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	6,986	155	2.22%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,717	5	0.29%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	244	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	159	5	3.14%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	10	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.	0	0	-

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

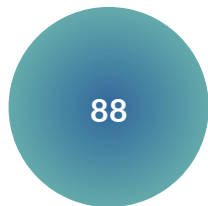


Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

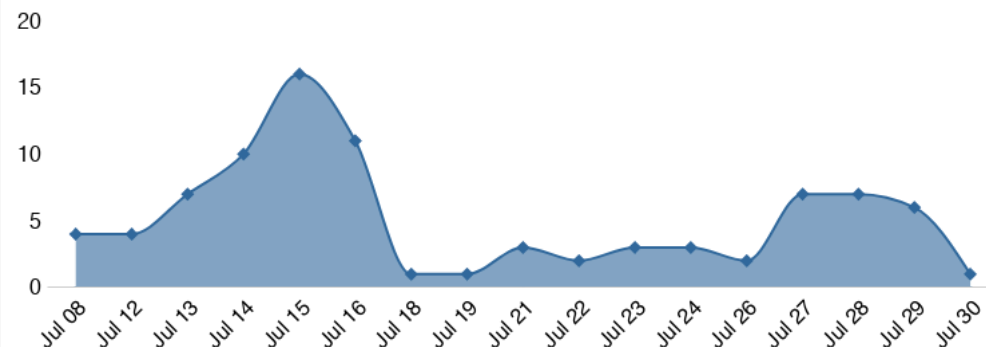
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Parkview Senior Living - Retirement/Retargeting/Moving Soon Performance Max	Active adult communities 55+,All-inclusive senior living,Cost of independent senior living TN,Deane Hill Place,Downsizing for seniors Knoxville,Independent Living Knoxville TN,Independent Living Maryville,Knoxville Options for Senior Living,Local retirement home tours,Luxury independent living,Maintenance-free retirement living,Maryville Options for Senior Living,Moving to senior living near me,North Knoxville Options for Senior Living,Park Place of Fountain City & West Knoxville,Pet-friendly Senior Apartments,Pet-friendly Senior Living,Retirement Communities East Tennessee,Retirement options for parents,Safe senior housing Tennessee,Senior apartments in East Tennessee,Senior communities with transportation,Senior housing with social activities,Senior living amenity-rich housing,Senior Living available now Knoxville,Senior Living East Tennessee,Senior living for active seniors,Senior Living with chef-prepared meals,Shannondale of Knoxville,Sherrill Hills Retirement Community,The Village at Deane Hill,The Villages of Farragut,TN,Upscale senior living communities,West Knoxville Options for Senior Living	1,657.36	4.76	1,772	348	19.64%
Total		1,657.36	4.76	1,772	348	19.64%

Performance Max Click Conversions



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

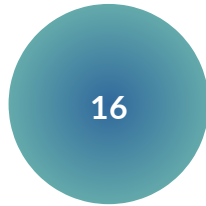
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

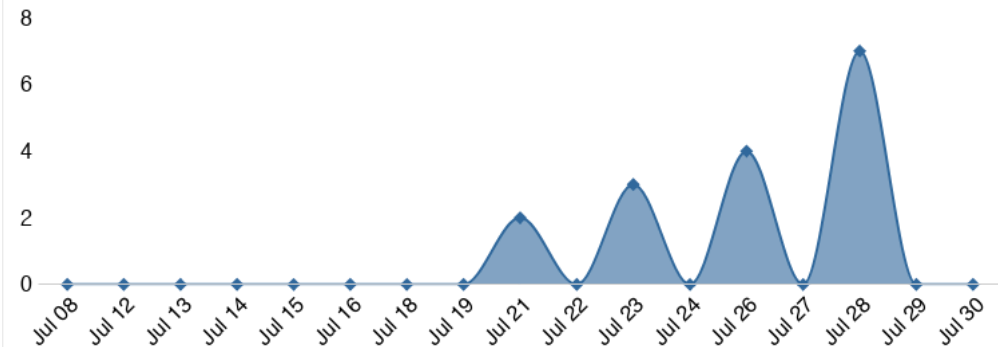
Conversion Action Name	Click Conversions ↓
Parkview Senior Living Floor Plans Page View	38
Parkview Senior Living Amenities Page View	12
Lead form - Submit	10
Parkview Senior Living Gallery Page View	7
Parkview Senior Living Locations Page View	7
Parkview Senior Living Housing Application Page View	6
Parkview Senior Living Activities Page Views	3
Parkview Senior Living Veterans Benefits Page View	2
Parkview Senior Living Schedule a Tour Page View	2
Parkview Senior Living Dining Page View	1

Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

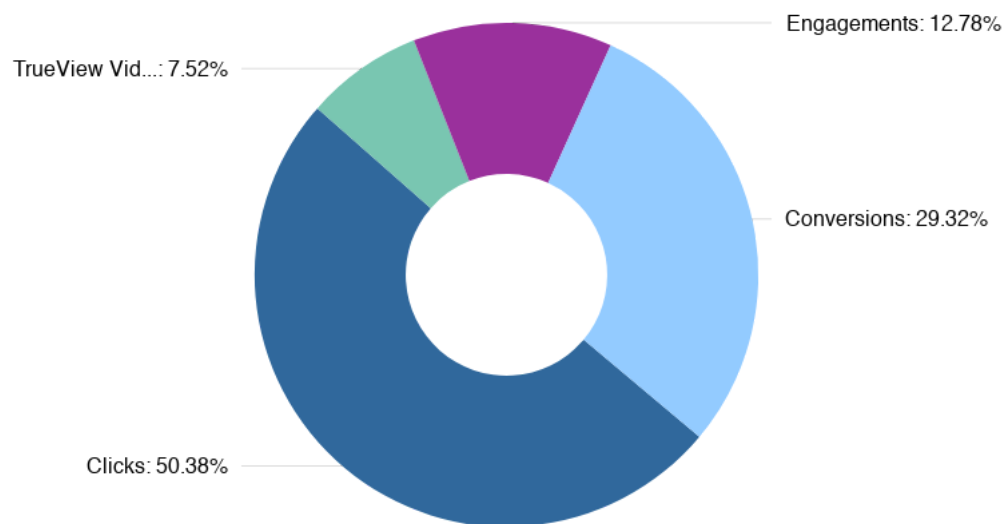


Performance Max View-through Conversion Performance

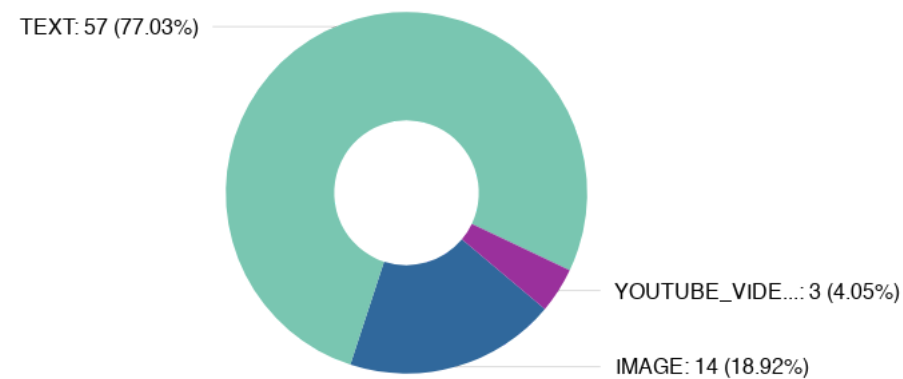
Conversion Action Name	View-through Conversions ↓
Parkview Senior Living Homepage Visits	9
Parkview Senior Living Floor Plans Page View	4
Parkview Senior Living Gallery Page View	2
Parkview Senior Living Schedule a Tour Page View	1

"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.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

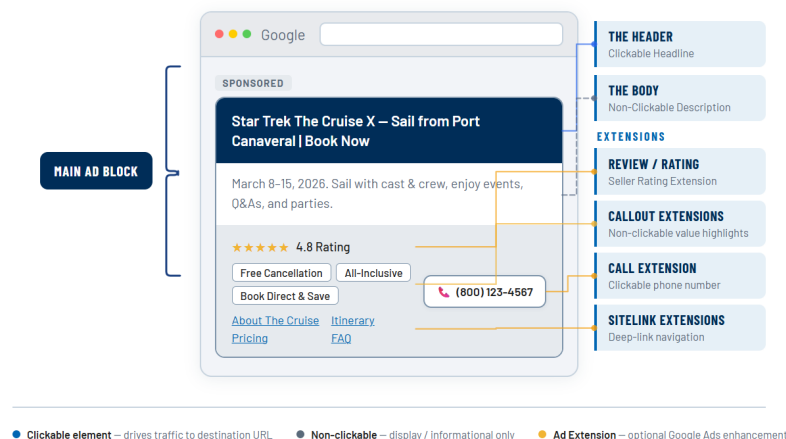
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	All-inclusive Living	131	37	28.24%	179.94	4.86
CALLOUT	Fitness Facilities	20	5	25.00%	64.11	12.82
CALLOUT	Convenient Locations	26	6	23.08%	24.14	4.02
SITELINK	Take a virtual apartment tour., Browse photos of our community., Photo Gallery	617	139	22.53%	743.13	5.35
SITELINK	Enjoy chef-prepared meals daily., Active social events & outings., Amenities & Services	538	121	22.49%	436.15	3.60

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

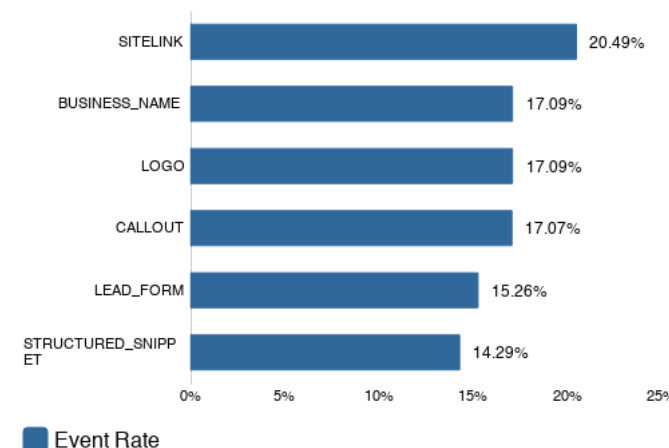
74

Number of Creative Assets

Currently Running



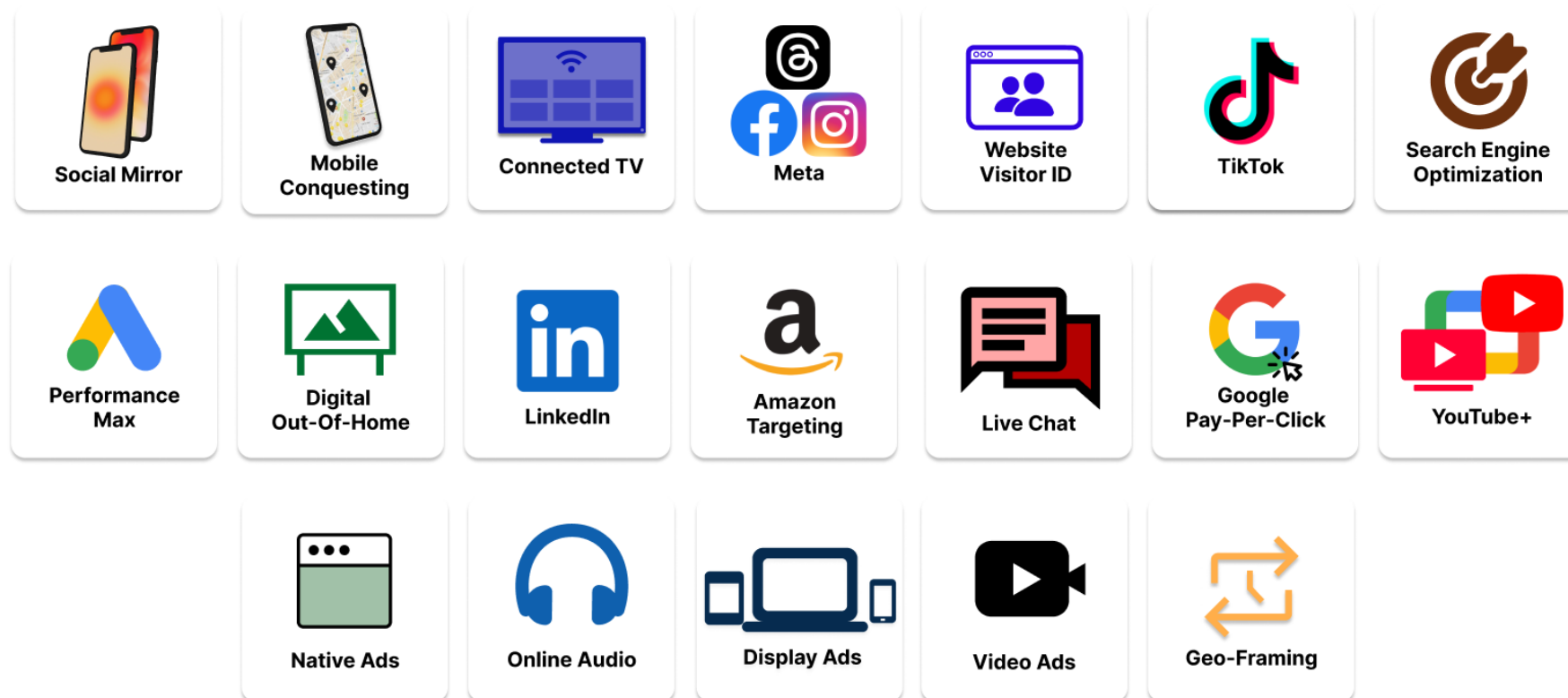
Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“Phone calls” are 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.

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.