

Digital Marketing Report

Impressions

How many ads were served:

422,622

Clicks

Times a user clicked on an ad

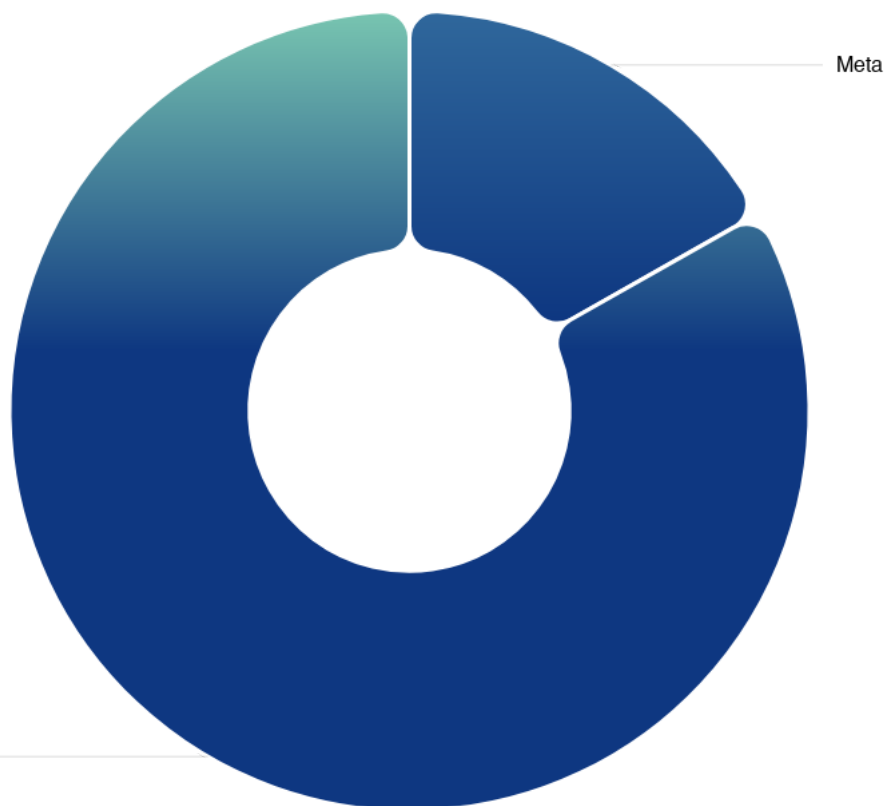
488

Click-Through Rate

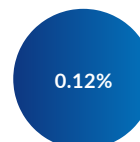
$(\text{Clicks} / \text{Impressions}) \times 100$

0.12%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

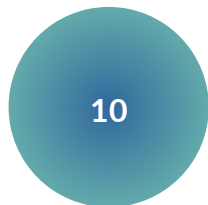
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Haas and Haas - Address Targeting Mobile	263,912	314	0.12%	1.70
Haas and Haas - Address Retargeting Mobile	87,643	74	0.08%	1.21
Haas and Haas - Mobile Cross Platform Facebook Premium	71,067	100	0.14%	2.01

Mobile Conquesting View-through Conversions

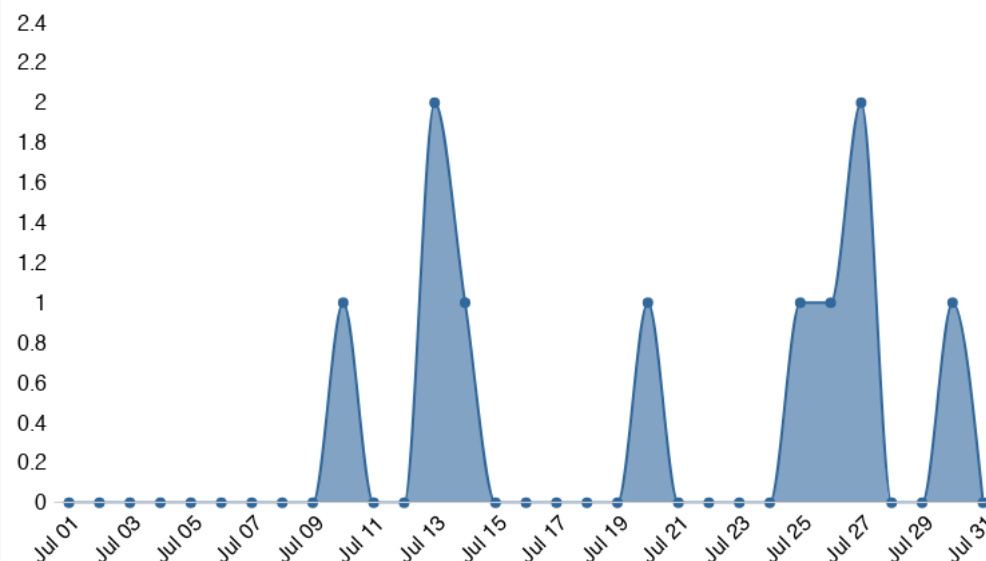


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

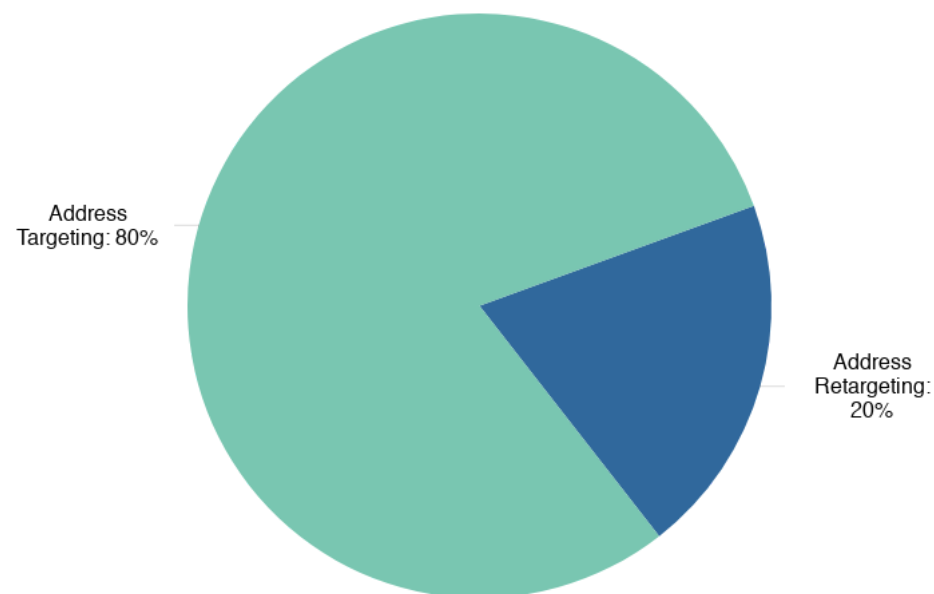
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Haas and Haas Homepage Visits	10

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Post Engagements



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

Meta Post Reactions

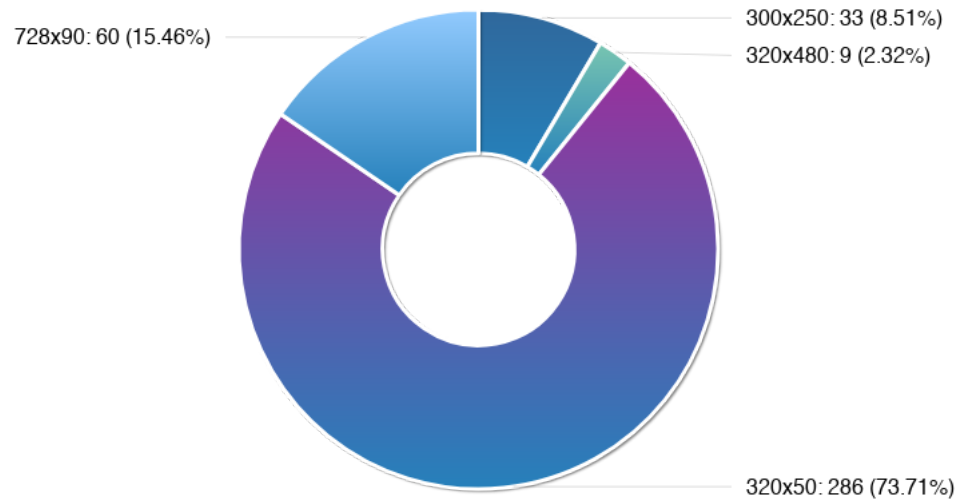


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Haas and Haas_320x50	311,942	286	0.09%	1.31
	Haas and Haas_300x250	19,079	33	0.17%	2.47
	Haas and Haas_728x90	17,729	60	0.34%	4.83
	Haas and Haas_320x480	1,262	9	0.71%	10.19
	Lex - 4 - Haas.mp4	787	0	0.00%	0.00
	Lex - 3 - Haas.mp4	379	0	0.00%	0.00
	Lex - 1 - Haas.mp4	377	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Haas and Haas_Lex - 4 - Haas.mp4	62,202	90	0.14%	2.07
Haas and Haas_Lex - 1 - Haas.mp4	8,429	10	0.12%	1.69
Haas and Haas_Lex - 3 - Haas.mp4	436	0	0.00%	0.00



Device Performance

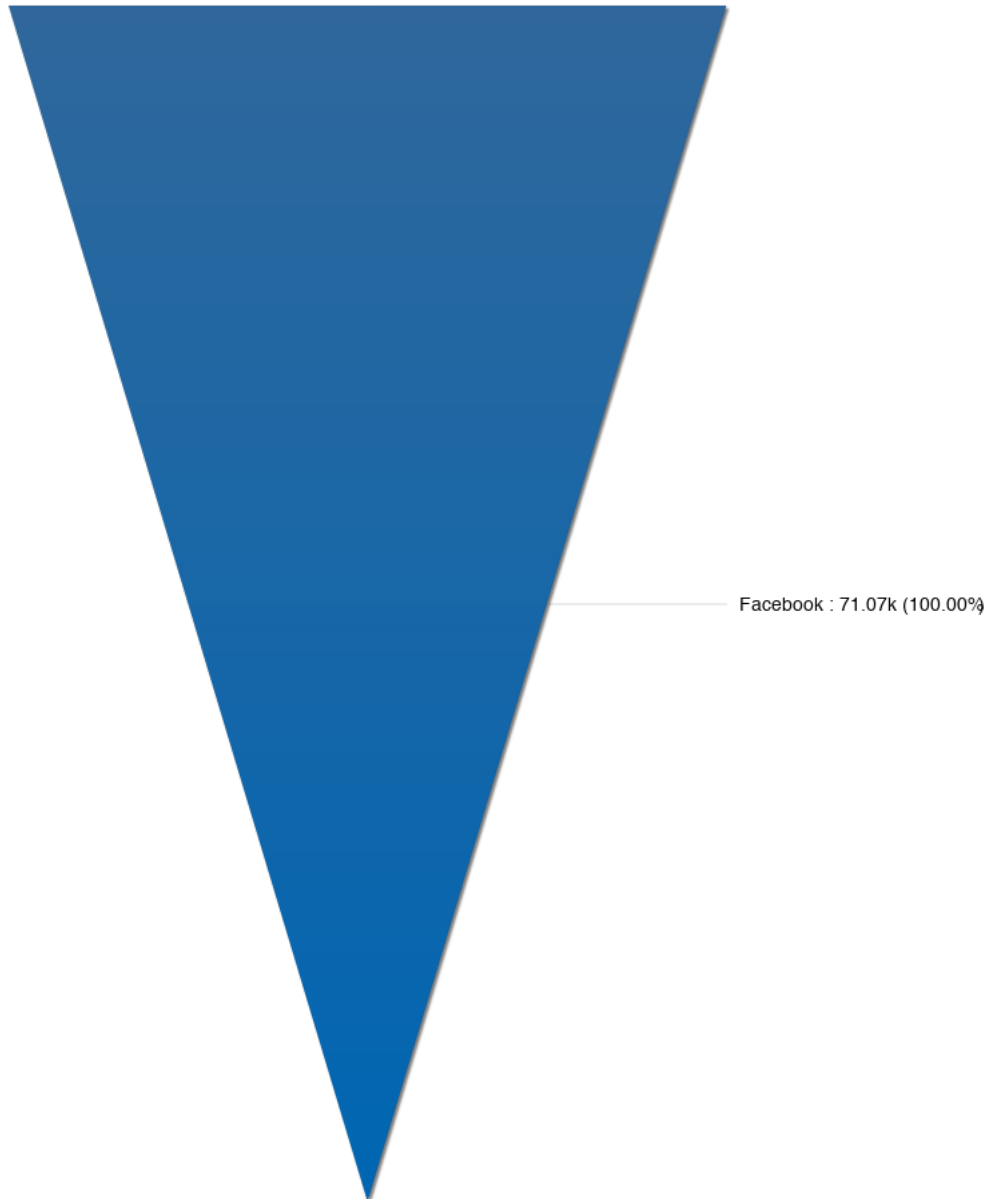
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	68,788	98	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,783	2	0.11%
Desktop	A personal computing device that remains stationary at one location.	384	0	0.00%
Unknown	---	112	0	0.00%



Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	34,552	43	0.12%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,158	22	0.11%
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.	16,465	33	0.20%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	451	1	0.22%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	334	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	107	1	0.93%

Social Placement Performance by Impressions



Facebook News Feed 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



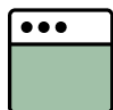
Live Chat



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.