

Digital Marketing Report

Impressions

How many ads were served:

254,631

Clicks

Times a user clicked on an ad

637

Click-Through Rate

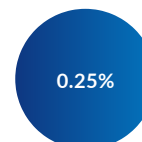
(Clicks/Impressions) x 100

0.25%

Your Product Breakout by Impressions



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%)
The Law Offices of John C Manoog III - Facebook Premium Retargeting	88,969	132	0.15%	2.12
The Law Offices of John C Manoog III - Insurance/Homeowners/Auto Insurance Behavioral Native	53,525	223	0.42%	5.95
The Law Offices of John C Manoog III - AI Native	50,332	44	0.09%	1.25
The Law Offices of John C Manoog III - Keyword Native	40,416	61	0.15%	2.16
The Law Offices of John C Manoog III - Attorney/Legal Services/Lawyer Facebook Premium	13,623	168	1.23%	17.62
The Law Offices of John C Manoog III - Retargeting Native	7,766	9	0.12%	1.66

Native View-through Conversions

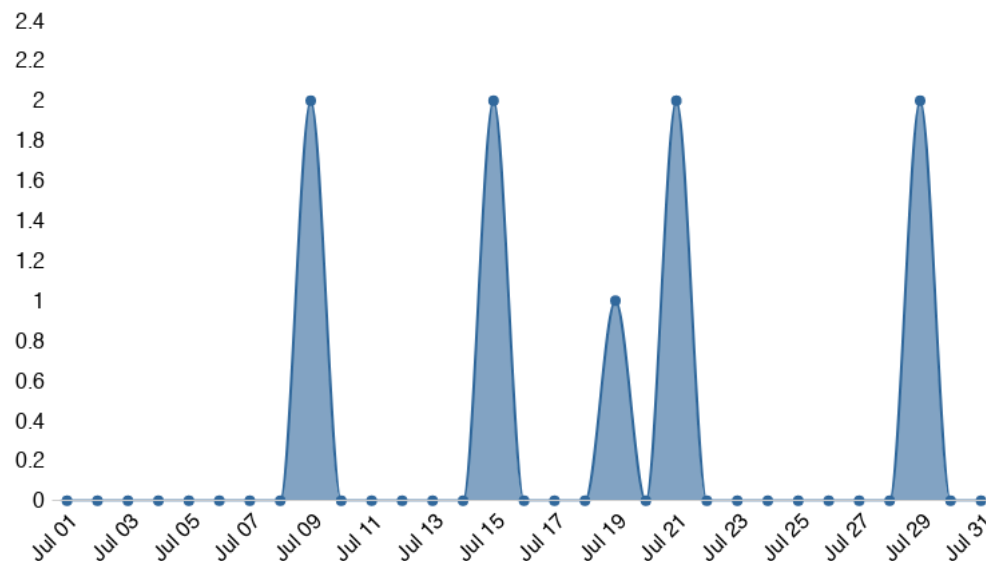


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

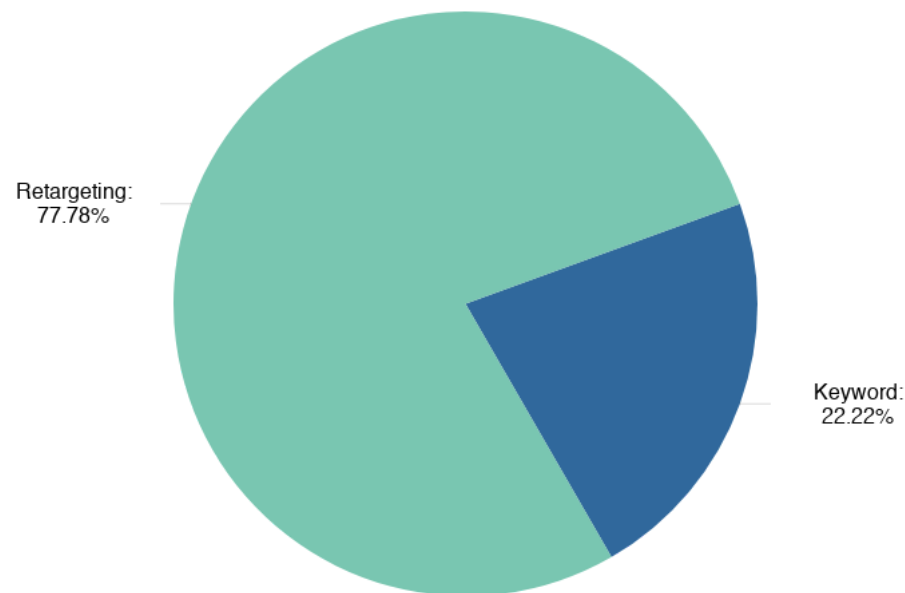
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
The Law Offices of John C Manoog III Homepage Visits	9

Native View-through Conversions by Day



Top Native 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

Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	The Law Offices of John C Manoog III_2.17_Cohesion_Manoog_Native Display Image_About Us_01.26	51,546	137	0.27%	3.80
	The Law Offices of John C Manoog III_2.17_Cohesion_Manoog_Native Display Image_Consult_01.26	50,218	103	0.21%	2.93
Thumbnail not available	The Law Offices of John C Manoog III_2.17_Cohesion_Manoog_Native Display Image_Accident_01.26	50,275	97	0.19%	2.76

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Law Offices of John C Manoog III_2.17_Accident	95,282	197	0.21%	2.95
The Law Offices of John C Manoog III_2.17_Consult	7,310	103	1.41%	20.13

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Crash Injury? We Can Help.	The Law Offices of John C Manoog III_2.17_Accident	94
1: Support When It Matters Most	The Law Offices of John C Manoog III_2.17_Consult	69
The Law Offices Of John C Manoog III Esq	The Law Offices of John C Manoog III_2.17_Accident	52
2: Slip & Fall Injury on the Cape?	The Law Offices of John C Manoog III_2.17_Accident	17
2: Book Your Free Consult	The Law Offices of John C Manoog III_2.17_Consult	10

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	124,002	86	0.07%
Mobile	A portable electronic device that can connect to the internet.	112,137	526	0.47%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	18,219	25	0.14%
Unknown	---	147	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6	0	0.00%
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.	3	0	0.00%

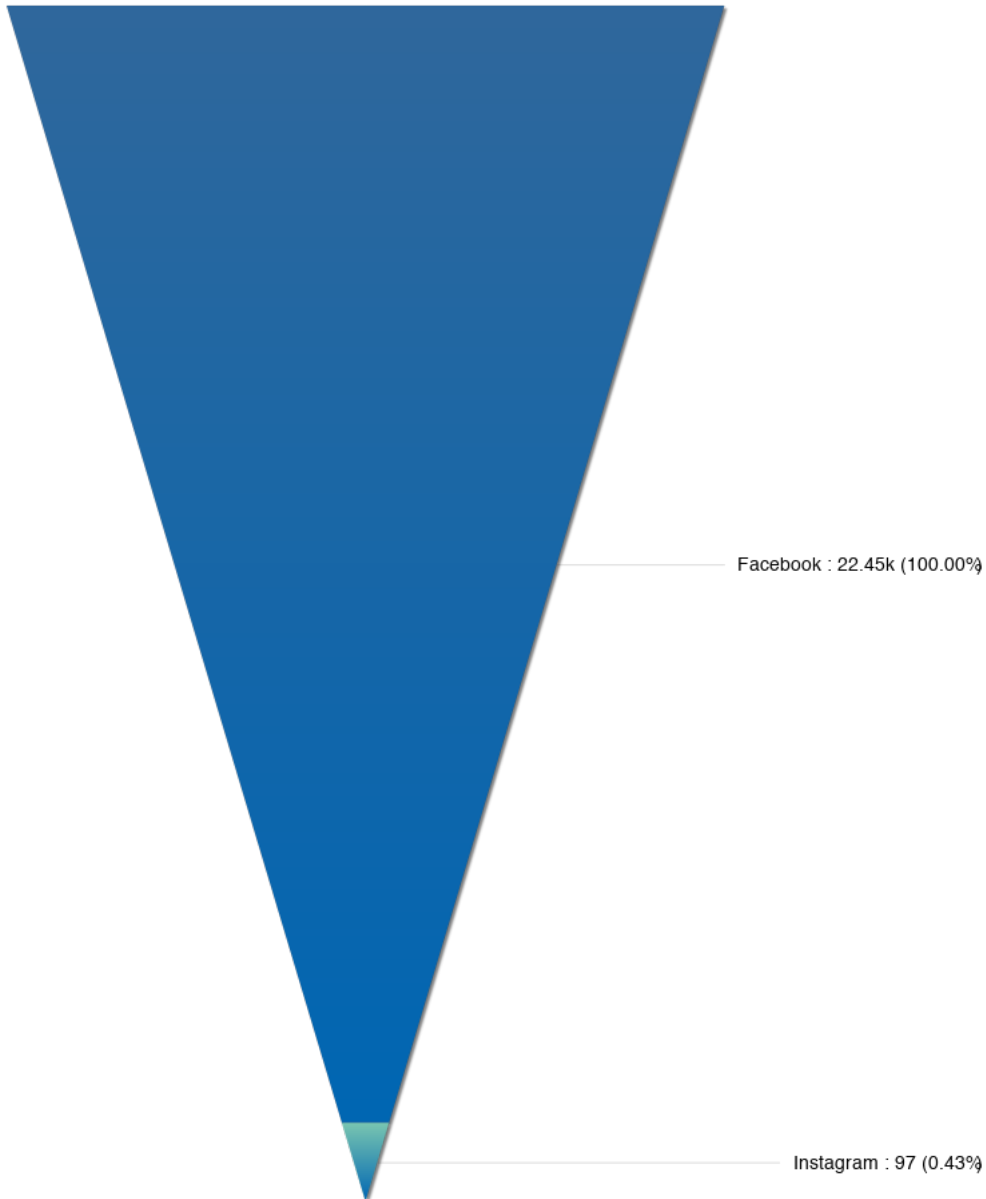
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	9,850	3	0.03%
Backgammon	3,916	19	0.49%
bostonglobe.com	3,007	0	0.00%
biblegateway.com	2,805	4	0.14%
capecodtimes.com	2,750	0	0.00%
imdb.com	2,124	1	0.05%
Yahoo Mail - Organized Email	1,685	0	0.00%
apnews.com	1,570	0	0.00%
courttv.com	1,509	0	0.00%
spacedaily.com	1,368	0	0.00%
Viber - Safe Chats And Calls	1,353	3	0.22%
themirror.com	1,312	5	0.38%
usatoday.com	1,143	2	0.17%
nypost.com	1,063	2	0.19%
huffpost.com	1,049	4	0.38%
aol.com	1,037	0	0.00%
takingthekids.com	917	0	0.00%
southcoasttoday.com	843	0	0.00%
patriotledger.com	736	0	0.00%
AOL Mail, News, Weather, Video	699	1	0.14%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	80,046	40	0.05%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,168	53	0.47%
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.	10,167	196	1.93%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,093	3	0.27%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	48	2	4.17%
Instagram Stories	Your ads appear in people's Stories on Instagram.	35	3	8.57%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	14	3	21.43%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	13	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	8	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram 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.