

Digital Marketing Report

Impressions

How many ads were served:

186,314

Clicks

Times a user clicked on an ad

1,227

Click-Through Rate

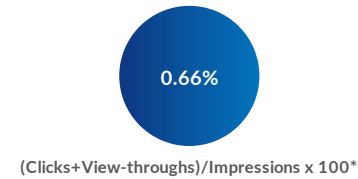
(Clicks/Impressions) x 100

0.66%

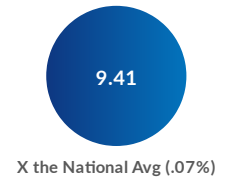
Your Product Breakout by Impressions



Total Engagement Rate



X the National Average



*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%)
Ivy Tech Community College - Muncie - Moms/Dads Mobile	50,685	234	0.46%	6.60
Ivy Tech Community College - Muncie - Interest - Higher Education/College/#education	50,562	286	0.57%	8.08
Ivy Tech Community College - Muncie - Moms/Dads/Parents of 13-17 Year Olds Facebook Premium	36,361	365	1.00%	14.34
Ivy Tech Community College - Muncie - Geo-Retargeting Mobile	20,477	107	0.52%	7.46
Ivy Tech Community College - Muncie - Geo-Fencing Mobile	12,819	64	0.50%	7.13
Ivy Tech Community College - Muncie - Geo-Retargeting Lookalike Mobile	10,481	91	0.87%	12.40
Ivy Tech Community College - Muncie - Facebook Premium Retargeting	4,929	80	1.62%	23.19

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

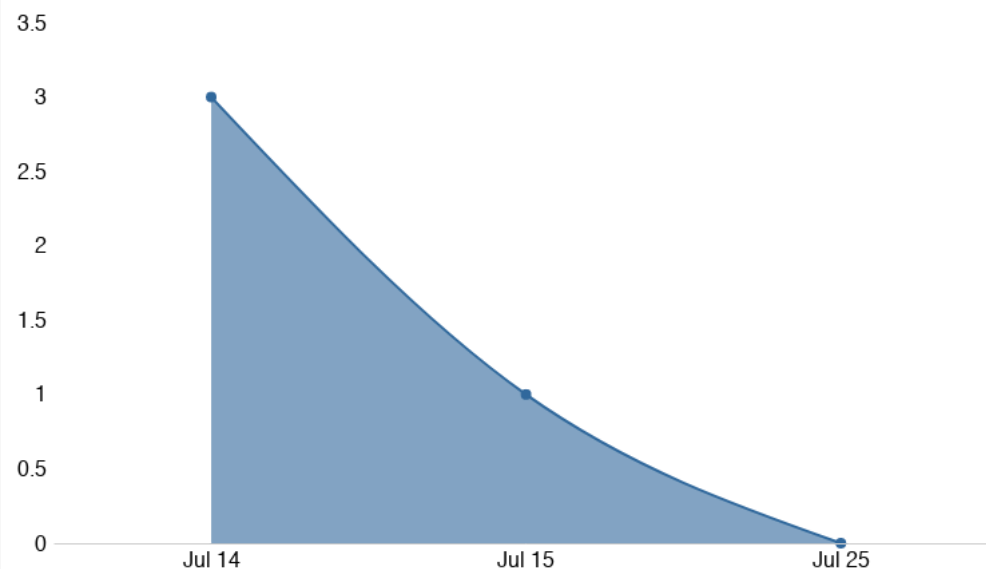
Conversion Name

[View-Through Conversions](#) ↓

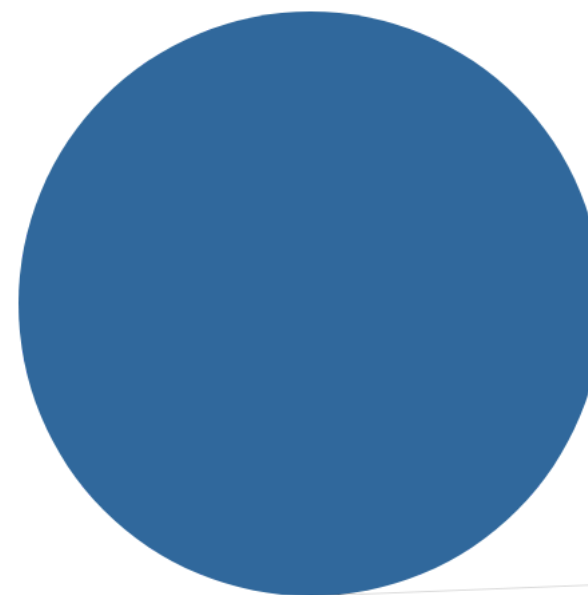
Ivy Tech Community College Muncie Campus Page
View

4

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



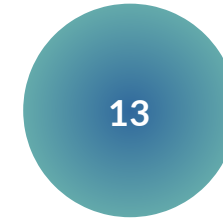
Category
Targeting:
100%

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



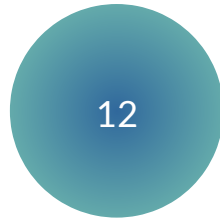
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares



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

TikTok Likes



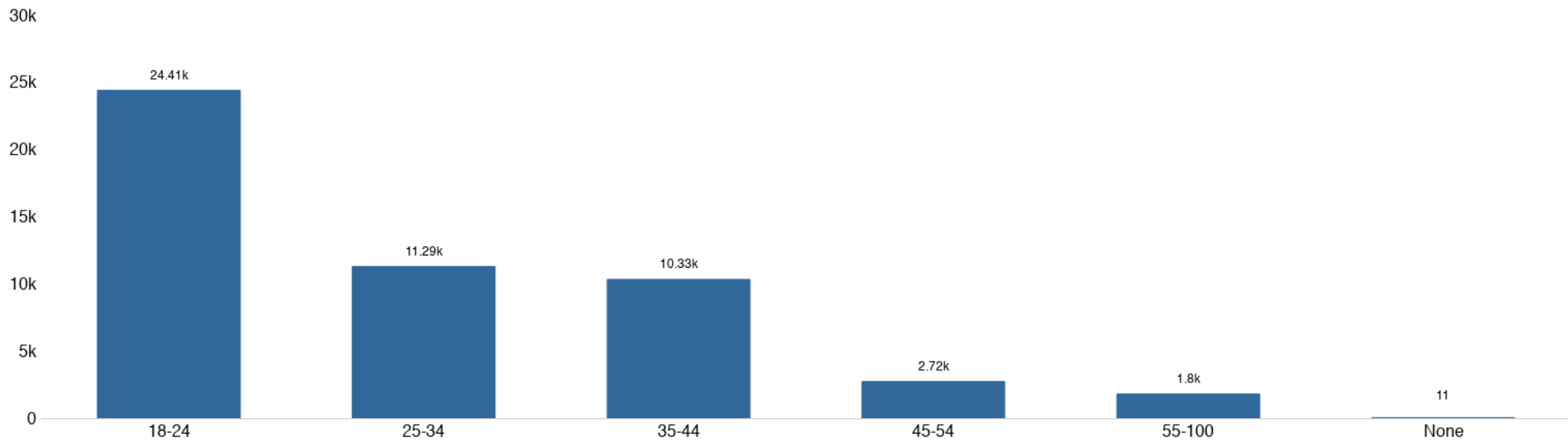
The number of likes your video creative received

TikTok Profile Visits

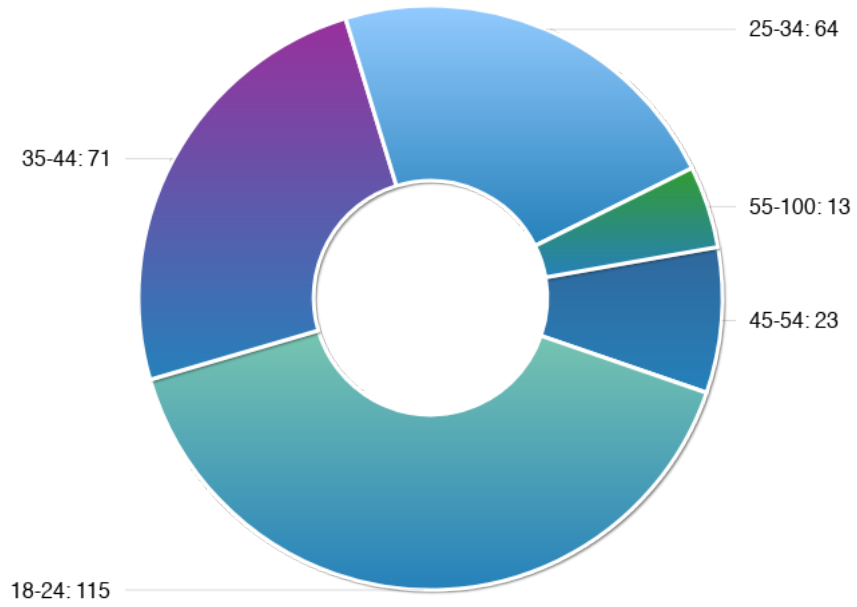


The number of profile visits the ad drove

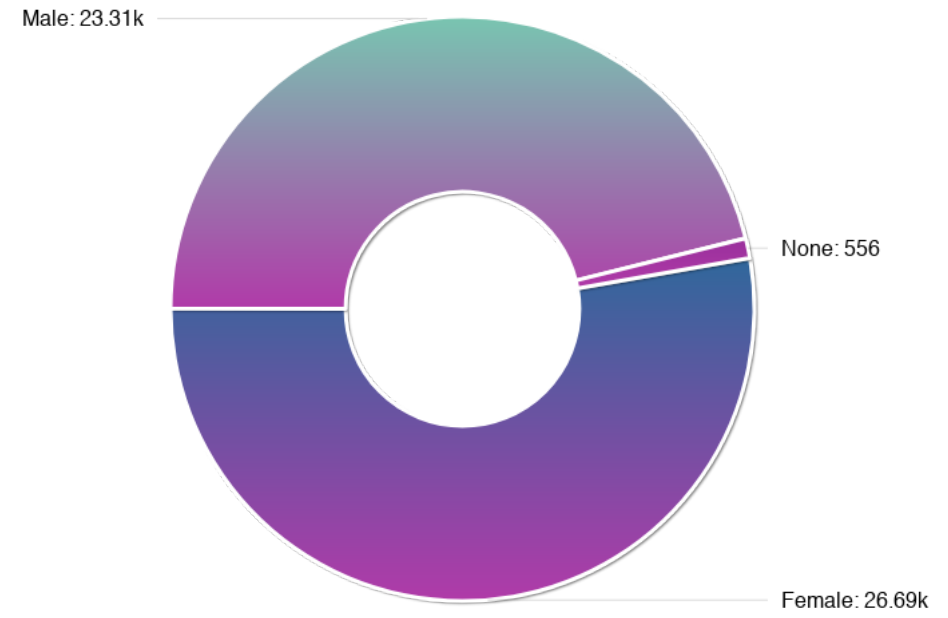
Impression Performance by Age



Click Performance by Age



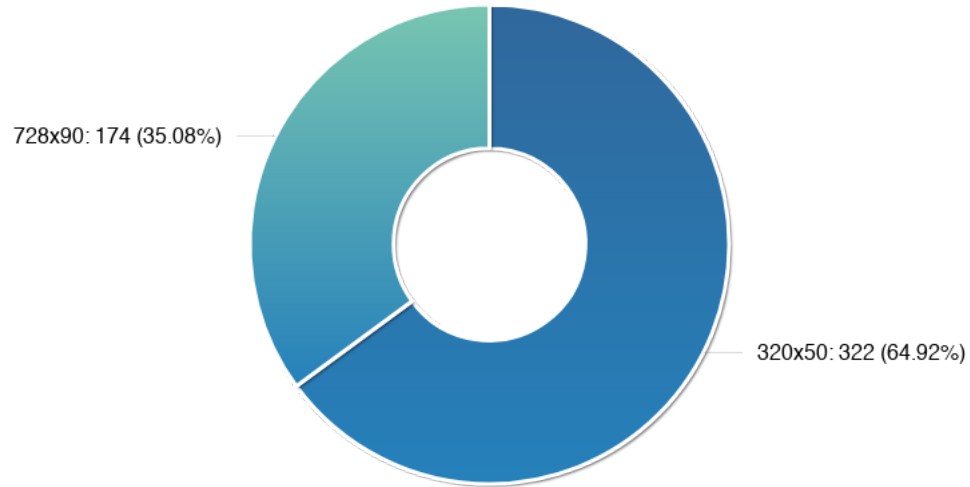
Impression Performance by Gender



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	WoofBoom 320x50_Trades (2) (1).png	47,374	210	0.44%	6.33
	Ivy Tech Community College - Muncie_7.23_26 July WoofBoom 320x50_RealEstate.png	19,047	112	0.59%	8.40
	WoofBoom 728x90_Trades (1).png	16,270	97	0.60%	8.52
	Ivy Tech Community College - Muncie_7.23_26 July WoofBoom 728x90_RealEstate.png	6,007	43	0.72%	10.23
	Ivy Tech Community College - Muncie_7.23_26 July WoofBoom Banner Ad_RealEstate.png	5,764	34	0.59%	8.43

Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Ivy Tech Community College - Muncie_5.22_AI-Proof Your Future..mp4	38,150	364	0.95%	13.63
Ivy Tech Community College - Muncie_7.23_HRSA Ad.mp4	3,140	81	2.58%	36.85



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ivy Tech Community College - Muncie_HRSA Ad.mp4	26,282	143	0.54%	7.77
Ivy Tech Community College - Muncie_AI-Proof Your Future..mp4	24,280	143	0.59%	8.41



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	3221 S Madison St	Muncie	IN	47302			5,465	11	0.20%
	2100 S Madison St	Muncie	IN	47302			2,027	18	0.89%
	115 W 20th St	Muncie	IN	47302			1,782	10	0.56%
	1406 E 18th St	Muncie	IN	47302			1,641	8	0.49%
	3121 S Walnut St	Muncie	IN	47302			1,223	11	0.90%
	201 E Jackson St #500	Muncie	IN	47305			236	1	0.42%
	3601 N Barr St	Muncie	IN	47303			208	1	0.48%
	125 E County Rd 400 S	New Castle	IN	47362			65	0	0.00%
	3500 N Morrison Rd	Muncie	IN	47304			63	2	3.17%
	1355 W Tyson Rd	Portland	IN	47371			46	1	2.17%
	411 S Pearl St	Spiceland	IN	47385			21	0	0.00%
	2720 E Memorial Dr	Muncie	IN	47302			16	0	0.00%
	4801 W Clara Ln	Muncie	IN	47302			10	0	0.00%
	237 E Votaw St	Portland	IN	47371			9	0	0.00%
	2700 Plum St	New Castle	IN	47362			4	0	0.00%
	3800 Brooks Dr	New Castle	IN	47362			2	1	50.00%
	700 Industrial Dr	Portland	IN	47371			1	0	0.00%



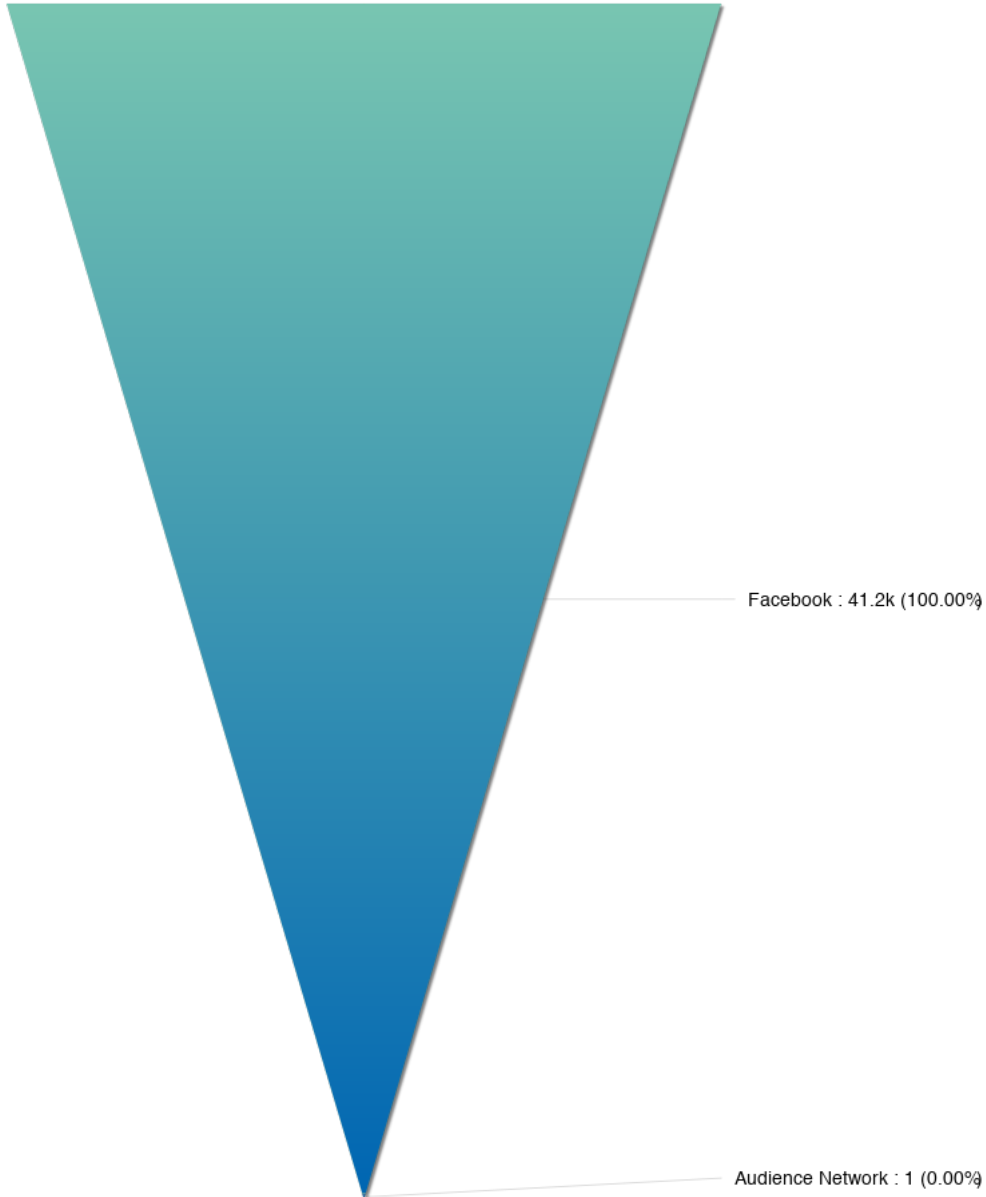
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	86,730	699	0.81%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,272	29	0.68%
Desktop	A personal computing device that remains stationary at one location.	441	1	0.23%
Unknown	---	305	2	0.66%

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.	17,271	301	1.74%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	12,962	13	0.10%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	9,578	93	0.97%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,179	30	2.54%
Facebook Stories	Your ads appear in people's Stories on Facebook.	146	8	5.48%
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.	88	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	65	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1	0	0.00%

Social Placement Performance by Impressions



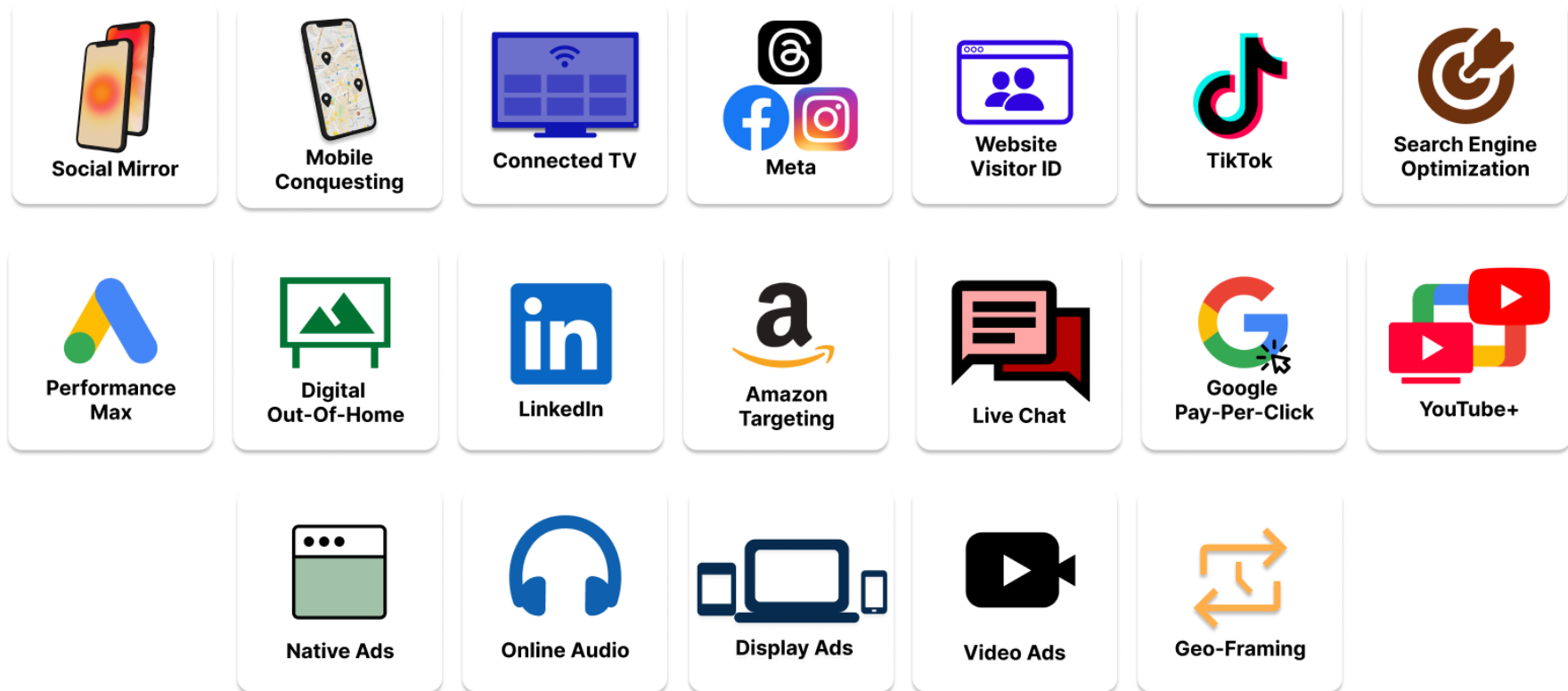
Facebook News Feed Performance



Audience Network Performance



All available products in our *toolbox*.



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