

Digital Marketing Report

Impressions

How many ads were served:

55,542

Clicks

Times a user clicked on an ad

3,534

Click-Through Rate

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

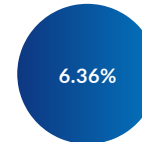
6.36%

Your Product Breakout by Impressions



Meta

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%)
Lowden Jewelers - A25+/Earrings/Rings Facebook Premium	55,542	3,534	6.36%	90.90

Meta Post Engagements

6,220

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

Meta Post Comments

8

The total number of comments your ads received

Meta Post Reactions

81

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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Lowden Jewelers_6.15_Carousel	55,542	3,534	6.36%	90.90

Meta Carousel Card Performance

Card Name	Ad	Count ↓
6:	Lowden Jewelers_6.15_Carousel	1,510
Lowden Jewelers	Lowden Jewelers_6.15_Carousel	306
5:	Lowden Jewelers_6.15_Carousel	189
3:	Lowden Jewelers_6.15_Carousel	70
1:	Lowden Jewelers_6.15_Carousel	46



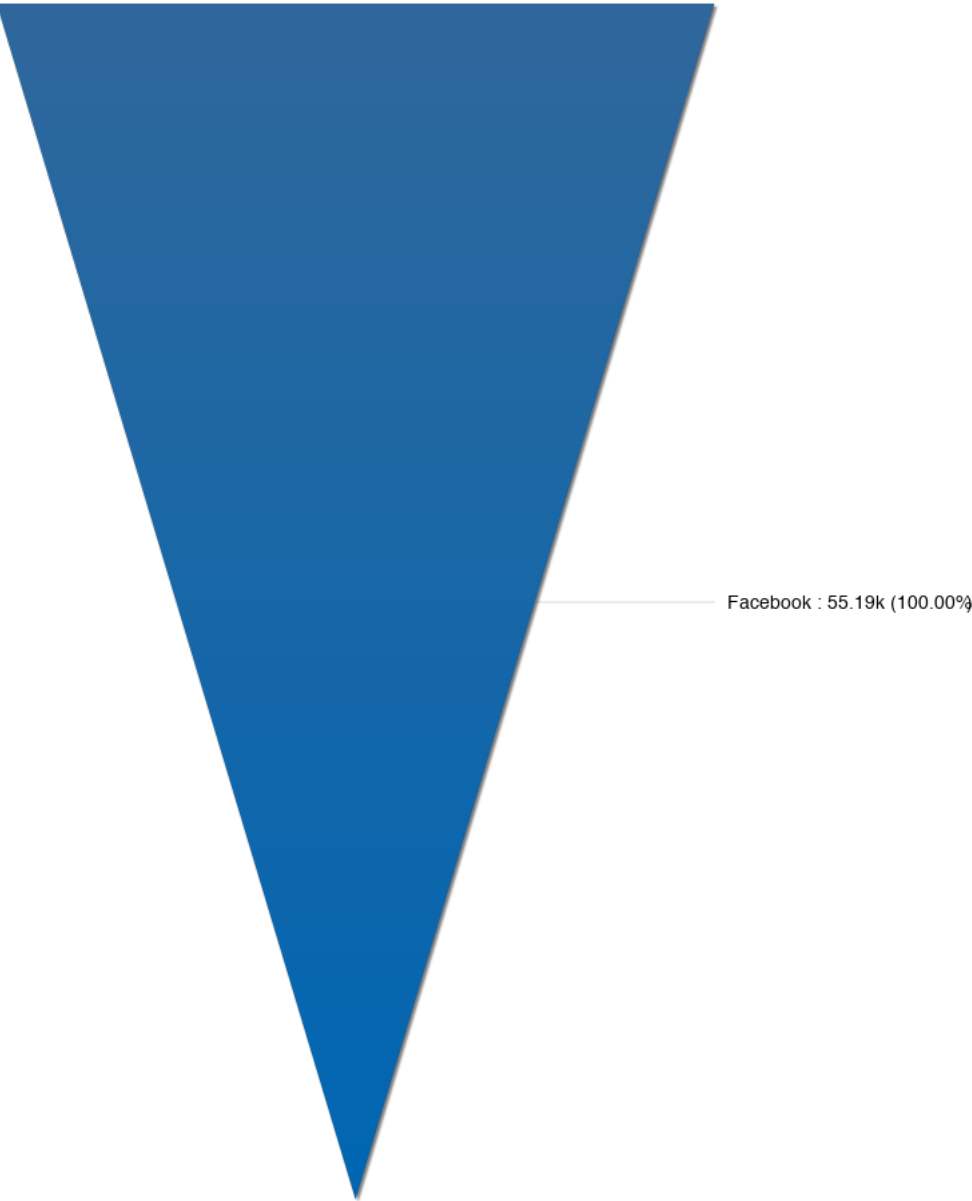
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	53,441	3,351	6.27%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,893	154	8.14%
Unknown	---	177	25	14.12%
Desktop	A personal computing device that remains stationary at one location.	31	4	12.90%

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.	32,456	2,717	8.37%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,962	681	3.41%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2,091	88	4.21%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	510	11	2.16%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	252	16	6.35%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	140	1	0.71%
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.	102	17	16.67%
Facebook Stories	Your ads appear in people's Stories on Facebook.	29	3	10.34%

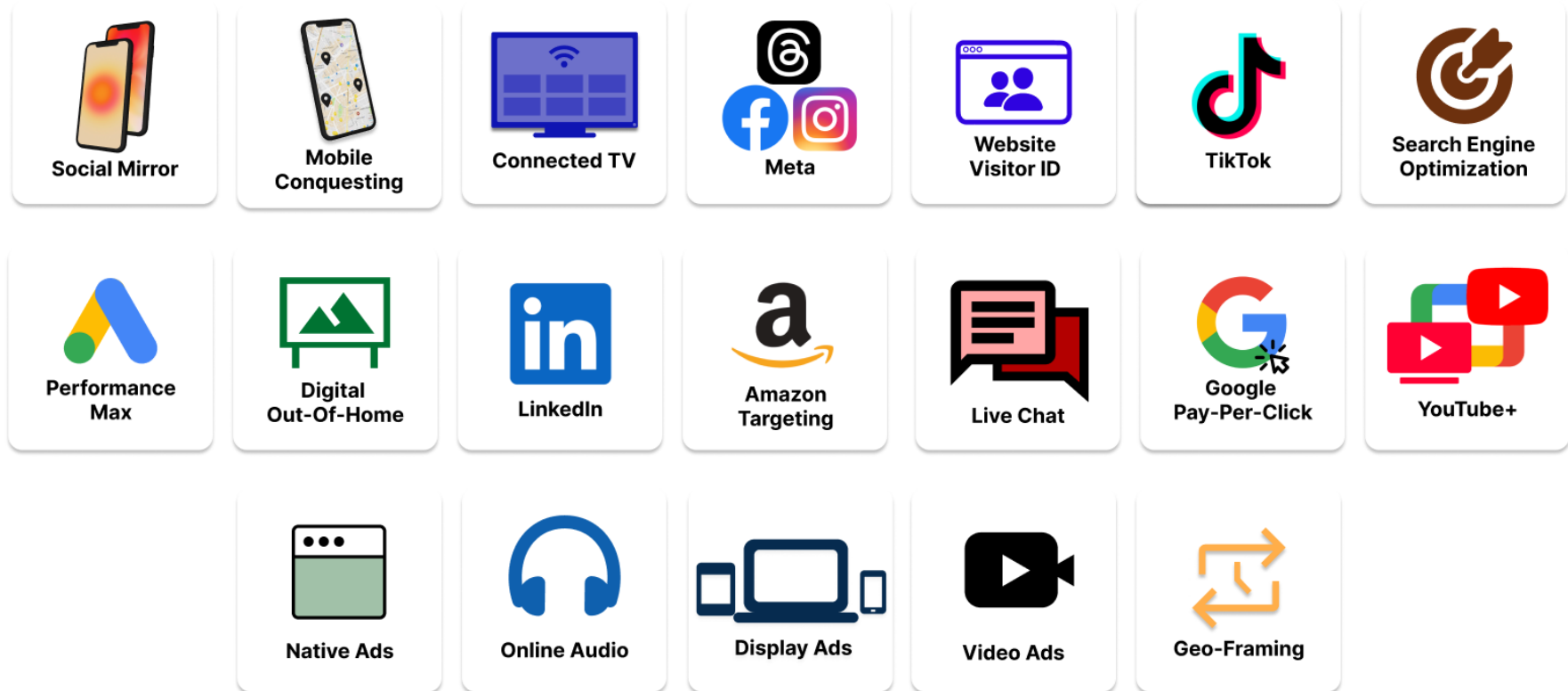
Social Placement Performance by Impressions



Facebook News Feed Performance



All available products in our *toolbox*.



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