

Digital Marketing Report

Impressions

How many ads were served:

173,404

Clicks

Times a user clicked on an ad

8,456

Click-Through Rate

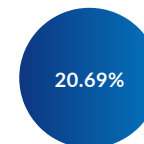
$(\text{Clicks} / \text{Impressions}) \times 100$

4.88%

Your Product Breakout by Impressions

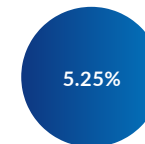


CTV Completion Rate



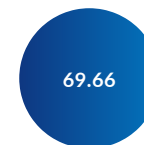
Percentage of users who watched the video from start to finish

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%)
First Sentinel Bank - Online Banking/Loan/Savings Account Facebook/Instagram Premium	67,060	654	0.98%	13.93
First Sentinel Bank - AI Social Mirror	30,833	3,585	11.63%	166.10
First Sentinel Bank - Online Banking/Personal Loans/Mortgage Refinance Behavioral Social Mirror	30,800	3,268	10.61%	151.58
First Sentinel Bank - Keyword Social Mirror	30,734	650	2.11%	30.21
First Sentinel Bank - Retargeting Social Mirror	9,399	210	2.23%	31.92
First Sentinel Bank - Retargeting Facebook/Instagram Premium	4,578	89	1.94%	27.77

Meta View-Through Conversions

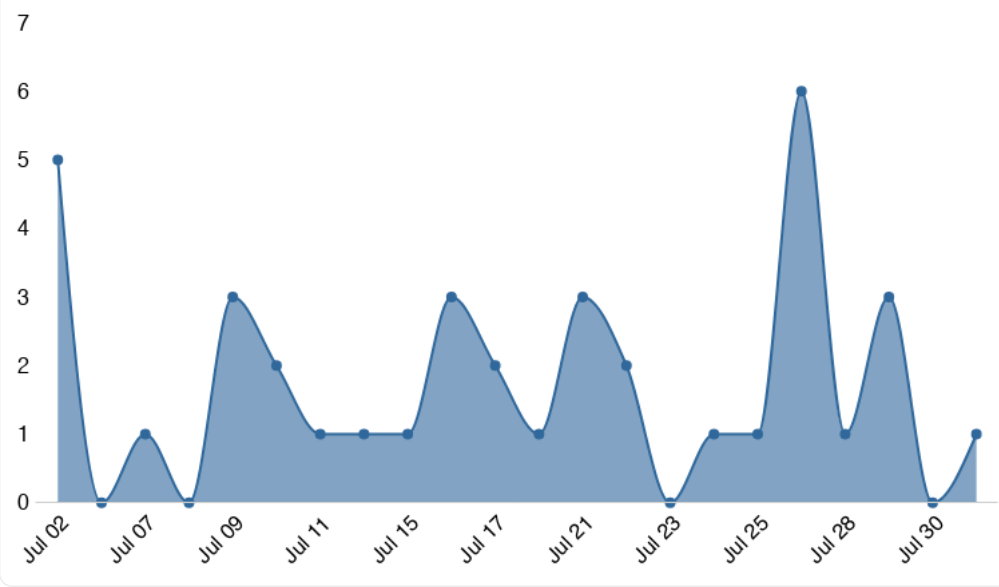


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

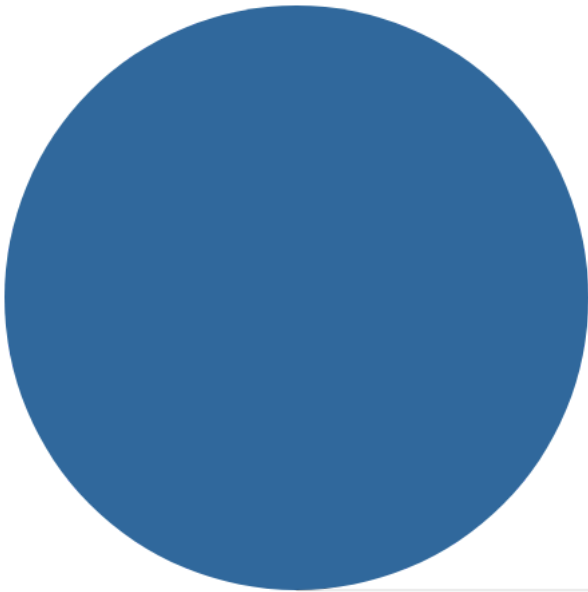
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
First Sentinel Bank Homepage Visits	36
First Sentinel Bank Locations Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
First Sentinel Bank_4.20_Carousel	71,638	743	1.04%	14.82

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	First Sentinel Bank_4.20_Carousel	445
First Sentinel Bank	First Sentinel Bank_4.20_Carousel	262
2:	First Sentinel Bank_4.20_Carousel	8

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	143,641	8,338	5.80%
Desktop	A personal computing device that remains stationary at one location.	21,143	70	0.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,156	47	0.58%
Unknown	---	464	1	0.22%

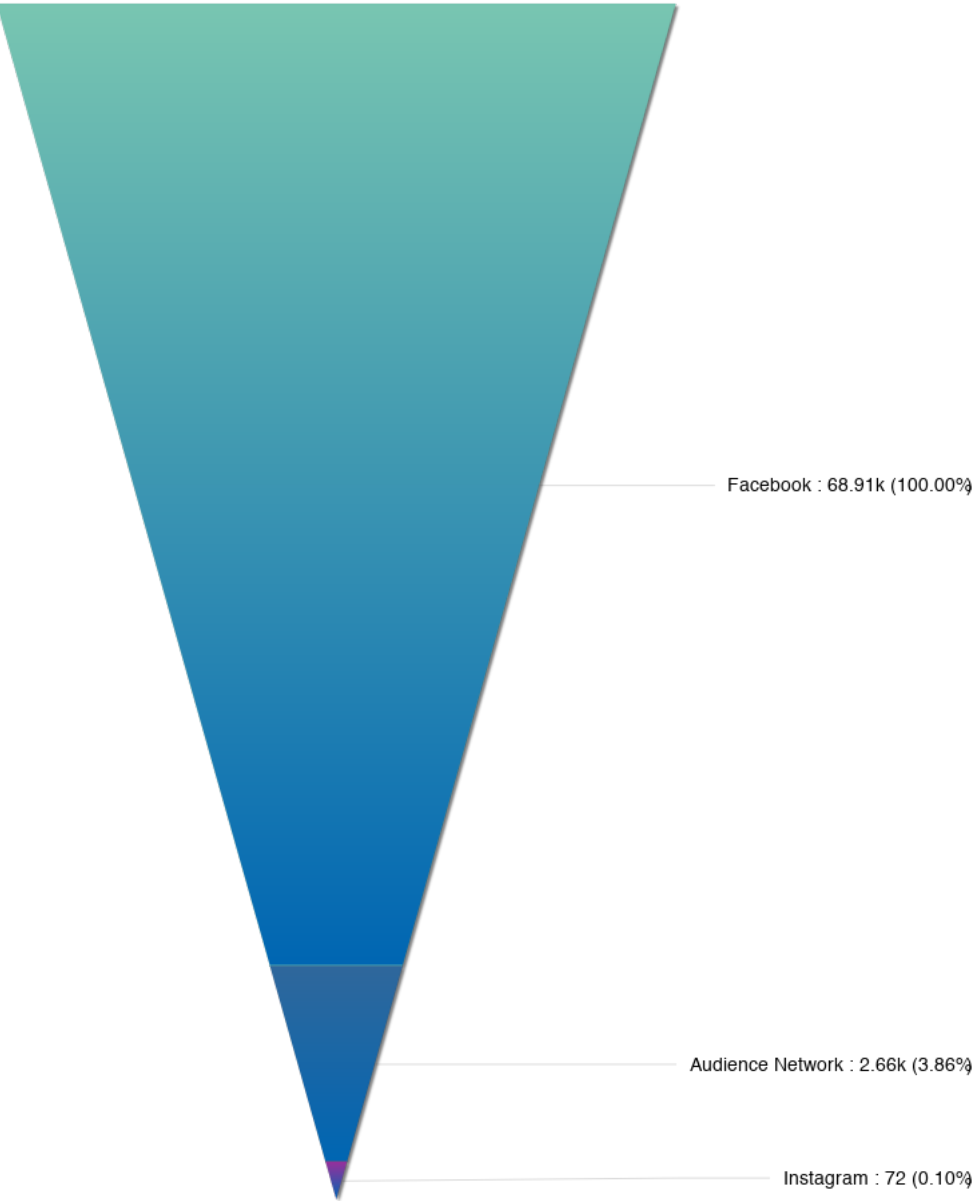
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	35,588	4,493	12.63%
realtor.com	10,663	21	0.20%
msn.com	3,974	0	0.00%
Realtor.com Real Estate	2,031	29	1.43%
aol.com	1,710	1	0.06%
WJHL News Channel 11	1,247	180	14.43%
nypost.com	700	7	1.00%
mail.com	448	0	0.00%
dailymail.com	439	26	5.92%
Fox Business News	396	0	0.00%
lawandcrime.com	376	2	0.53%
shopgoodwill.com	367	15	4.09%
glocktalk.com	312	10	3.21%
buzzfeed.com	287	2	0.70%
wildfreinds.website	282	41	14.54%
apnews.com	276	5	1.81%
huffpost.com	225	9	4.00%
workandmoney.com	208	6	2.88%
hollywoodpq.com	199	2	1.01%
biblegateway.com	190	2	1.05%

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.	40,705	27	0.07%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	22,811	243	1.07%
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.	4,559	36	0.79%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,658	414	15.58%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	760	19	2.50%
Facebook Stories	Your ads appear in people's Stories on Facebook.	40	1	2.50%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	37	2	5.41%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	33	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	32	1	3.13%
Instagram Stories	Your ads appear in people's Stories on Instagram.	3	0	0.00%

Social Placement Performance by Impressions



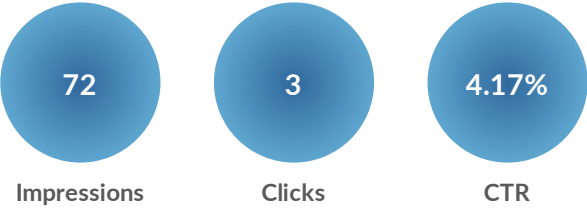
Facebook News Feed Performance



Audience Network 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.