

Digital Marketing Report

Impressions

How many ads were served:

145,701

Clicks

Times a user clicked on an ad

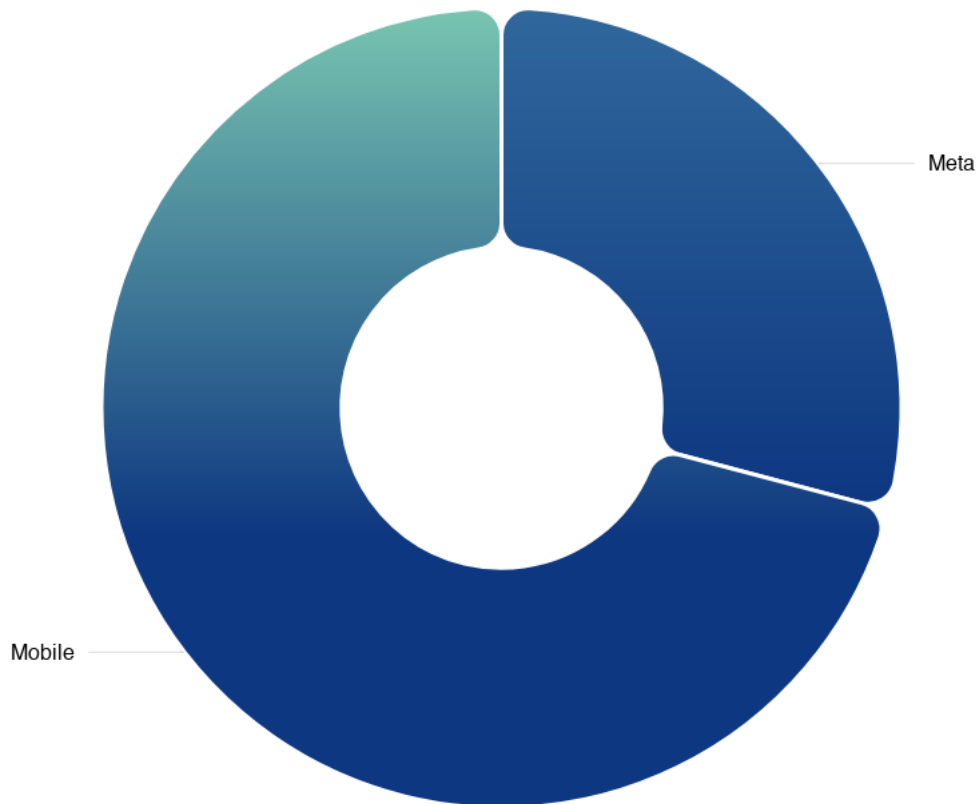
598

Click-Through Rate

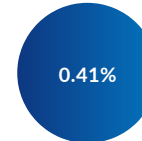
(Clicks/Impressions) x 100

0.41%

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%)
Central Kansas Podiatry Associates - Geo-Fencing Mobile	42,496	193	0.45%	6.49
Central Kansas Podiatry Associates - Podiatrist/Health & Wellness/Health Care Facebook Premium	42,406	138	0.33%	4.65
Central Kansas Podiatry Associates - Geo-Retargeting Mobile	33,132	139	0.42%	5.99
Central Kansas Podiatry Associates - Health Services Visitors/Baby Boomers Mobile	27,667	128	0.46%	6.61

Meta Post Engagements



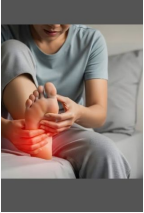
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

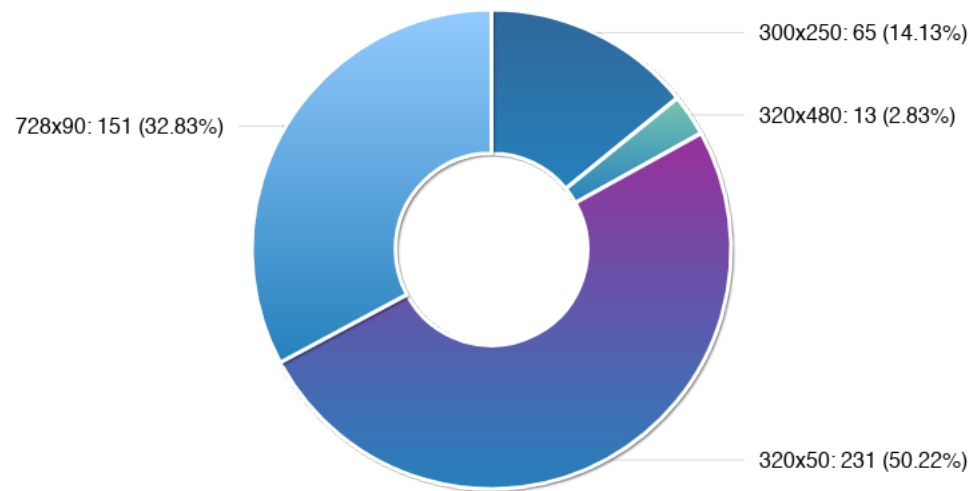


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Foot pain 320x50.jpg	67,046	231	0.34%	4.92
	Foot pain 728x90.jpg	32,128	151	0.47%	6.71
	Foot pain 300x250.jpg	3,539	65	1.84%	26.24
	foot pain 320x480.jpg	582	13	2.23%	31.91

Mobile Conquesting Click Performance by Ad Size



Native Display Ad Screenshots

	Central Kansas Podiatry Associates - Native_ Foot pain 728x90.jpg		
Screenshot Urls			

Native Video Ad Screenshots

	Central Kansas Podiatry Associates - Native_ Foot pain 728x90.jpg		
Screenshot Urls			

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Central Kansas Podiatry Associates_6.18_Foot Pain 1080x1080.jpg	42,406	138	0.33%	4.65

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	400 N Woodlawn St	Wichita	KS	67208			42,522	193	0.45%
	1819 N Greenwich Rd	Wichita	KS	67206			34	0	0.00%
	10346 Stonegate St	Wichita	KS	67206			12	0	0.00%

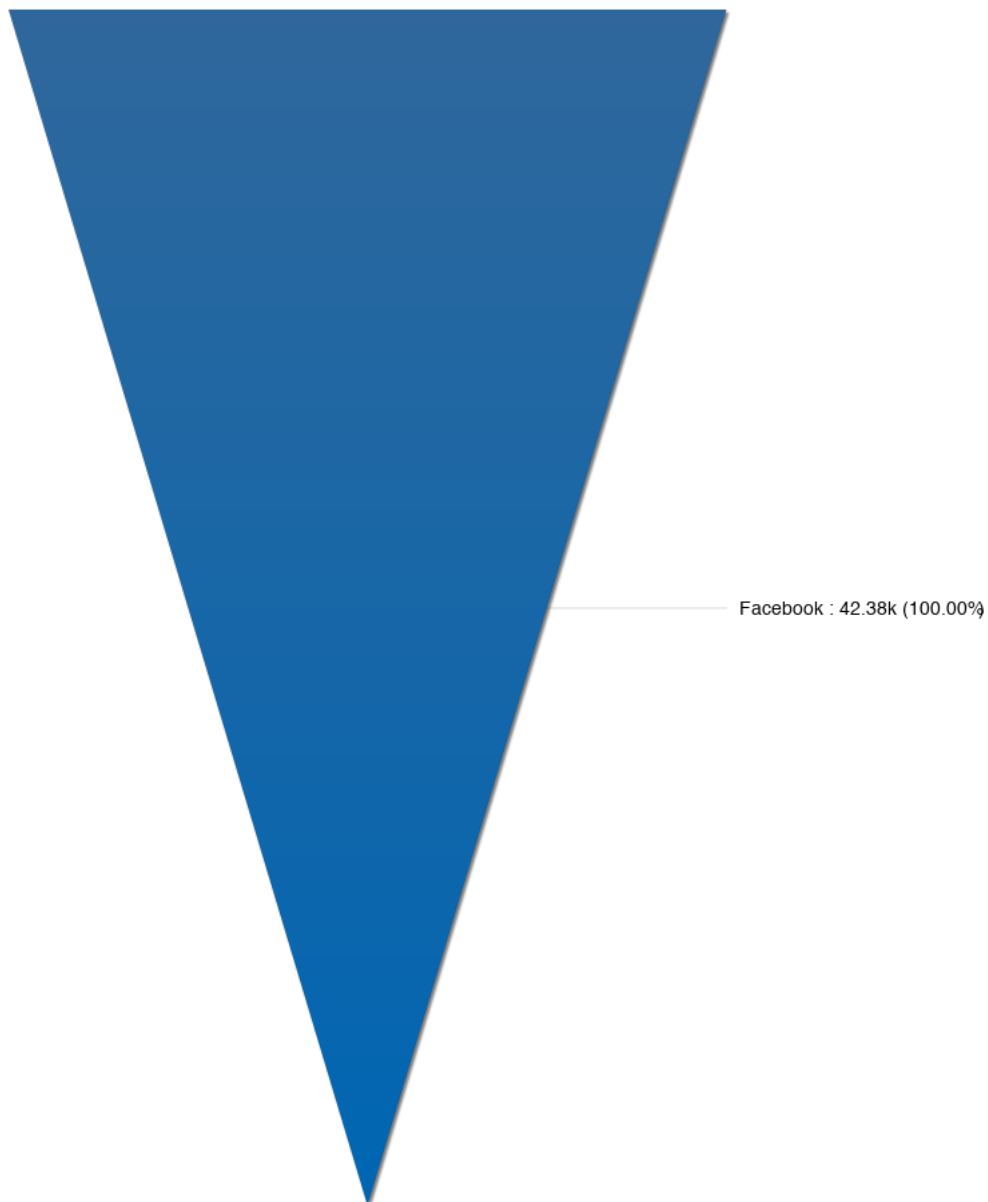
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,318	131	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,667	5	0.30%
Desktop	A personal computing device that remains stationary at one location.	296	0	0.00%
Unknown	---	125	2	1.60%

Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
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.	28,063	106	0.38%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	14,130	32	0.23%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	184	0	0.00%
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.	28	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

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.