

Digital Marketing Report

Impressions

How many ads were served:

148,745

Clicks

Times a user clicked on an ad

5,651

Click-Through Rate

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

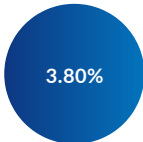
3.80%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



3.80%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



54.27

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%)
Audi Boise - Facebook/Instagram Premium	148,745	5,651	3.80%	54.27

Meta Post Engagements

60,887

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

Meta Post Reactions

20

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%)
Audi Boise_7.2_Q5_July2026_30	58,000	3,842	6.62%	94.63
Audi Boise_7.2_Q5_July2026_15sec	19,243	1,104	5.74%	81.96
Audi Boise_7.2_AudiQ5 - July2026	71,502	705	0.99%	14.09

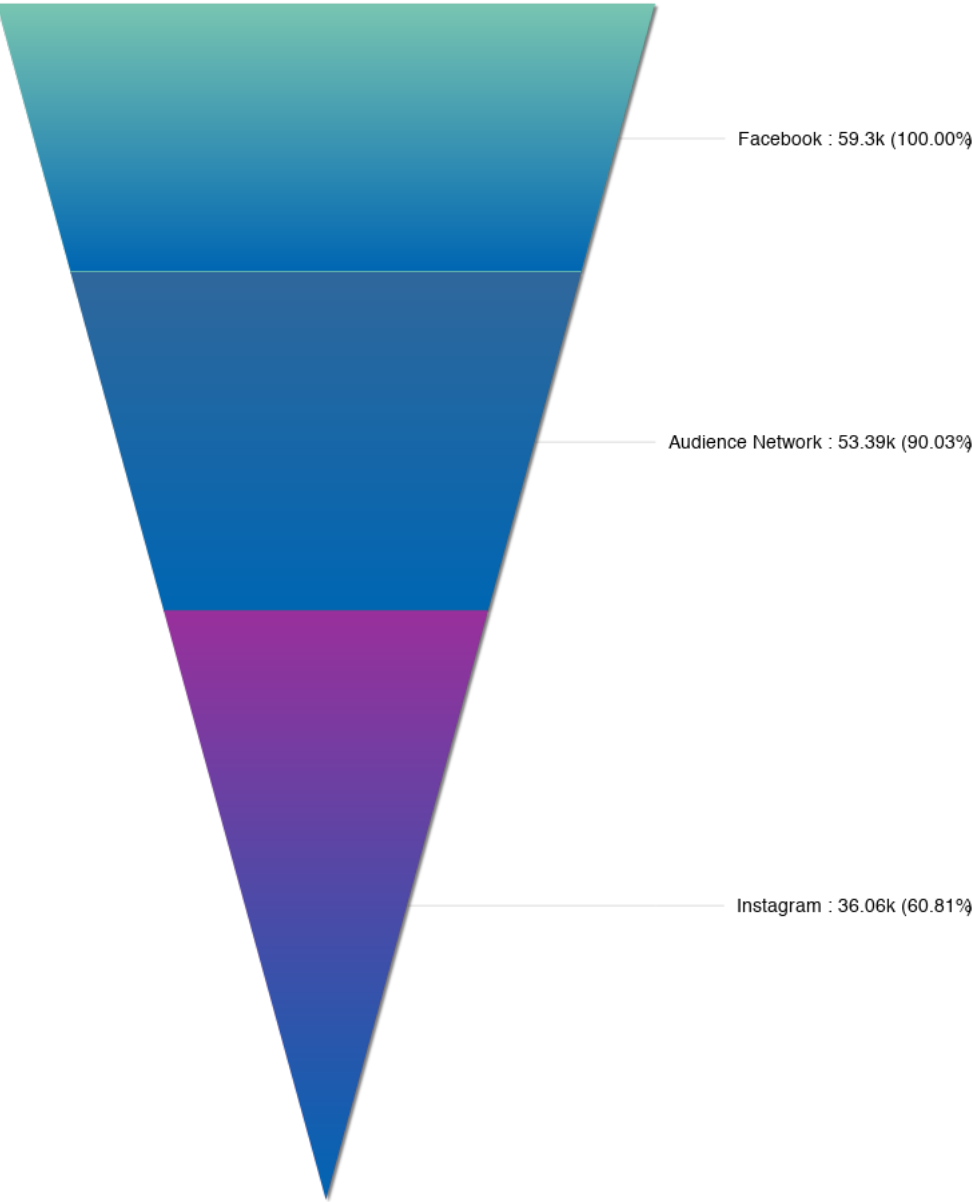
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	142,725	5,391	3.78%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,634	249	4.42%
Desktop	A personal computing device that remains stationary at one location.	248	2	0.81%
Unknown	---	138	9	6.52%

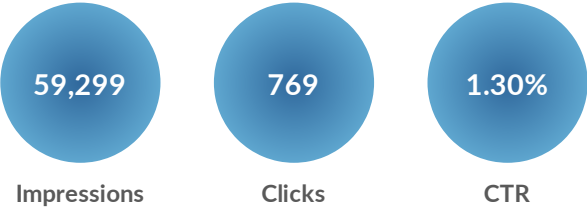
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	37,537	3,492	9.30%
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.	33,529	326	0.97%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	33,321	334	1.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	17,286	387	2.24%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	15,849	1,023	6.45%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	8,483	56	0.66%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,047	25	1.22%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	691	8	1.16%
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.	2	0	0.00%

Social Placement Performance by Impressions



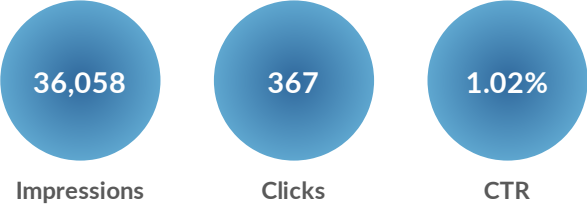
Facebook News Feed Performance



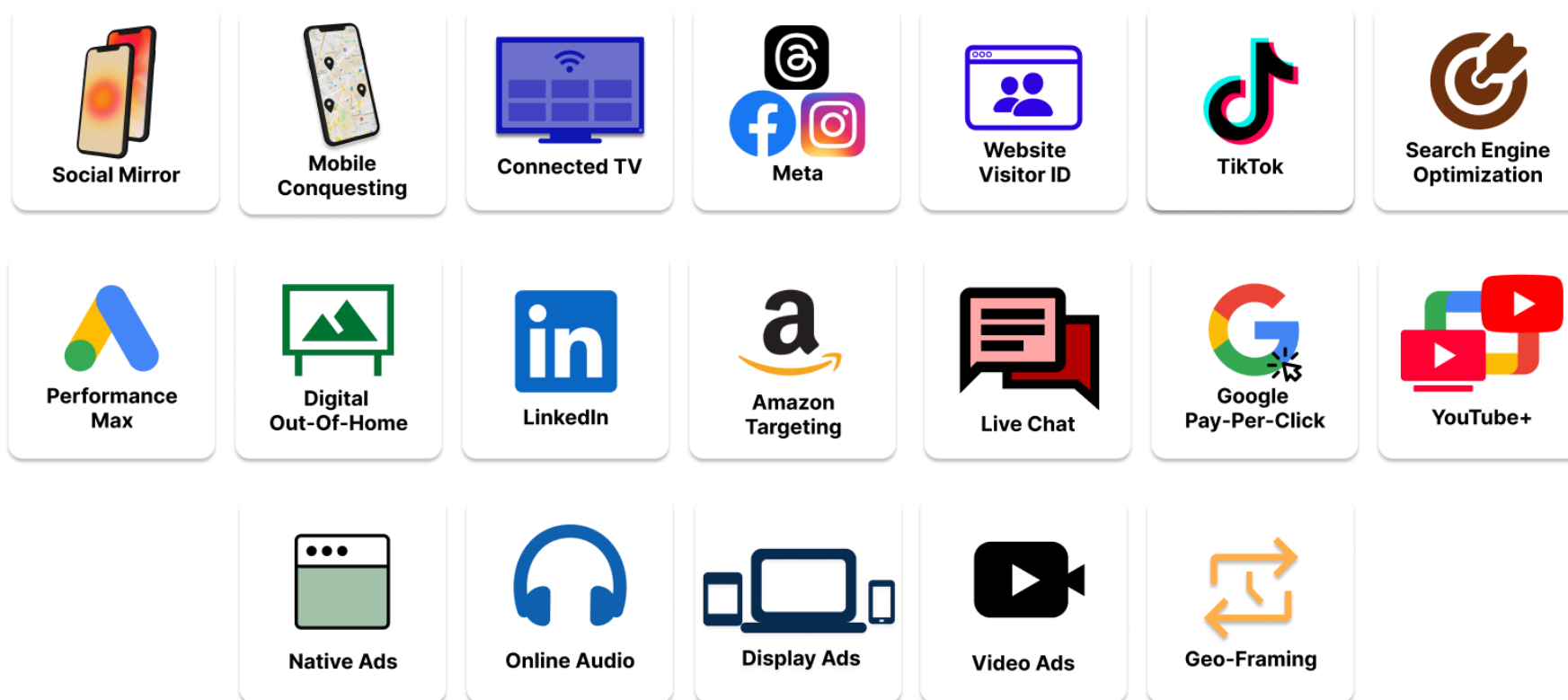
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



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