



Digital Marketing Report

Impressions

How many ads were served:

324,923

Clicks

Times a user clicked on an ad

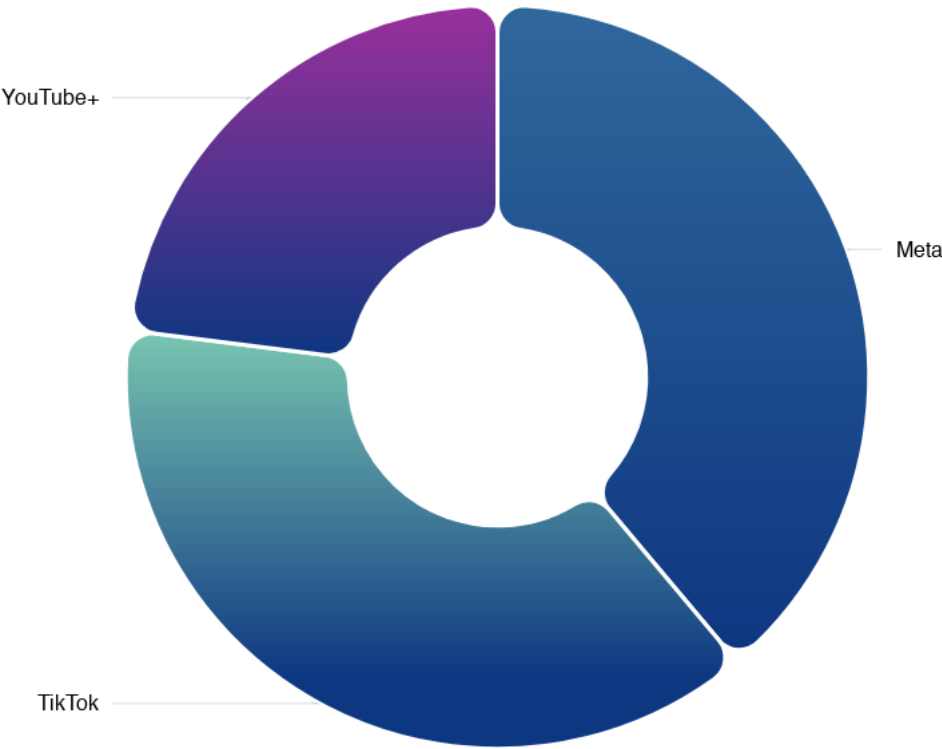
4,754

Click-Through Rate

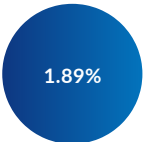
$(\text{Clicks} / \text{Impressions}) \times 100$

1.87%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
North Bay Trade Introduction Program (TIP) - TikTok	78,102	548	0.70%	10.02
North Bay Trade Introduction Program (TIP) - Women - TikTok	45,802	278	0.61%	8.67
North Bay Trade Introduction Program (TIP) - 18-34/Training Programs/Job Opportunities YouTube+	41,343	58	0.14%	2.00
North Bay Trade Introduction Program (TIP) - Vocational Education/Recruitment/Training Facebook/Instagram Premium	38,878	1,112	2.86%	40.86
North Bay Trade Introduction Program (TIP) - Facebook Event	26,033	725	2.78%	39.78
North Bay Trade Introduction Program (TIP) - Women - Vocational Education/Recruitment/Training Facebook/Instagram Premium	23,679	830	3.51%	50.07
North Bay Trade Introduction Program (TIP) - Women - Facebook Event	22,276	651	2.92%	41.75
North Bay Trade Introduction Program (TIP) - 18-34/Women YouTube+	20,354	4	0.02%	0.28
North Bay Trade Introduction Program (TIP) - Spanish - Vocational Education/Recruitment/Training Facebook/Instagram Premium	15,429	546	3.54%	50.55
North Bay Trade Introduction Program (TIP) - 18-34/Spanish YouTube+	13,027	2	0.02%	0.22



YouTube+ Click Conversions

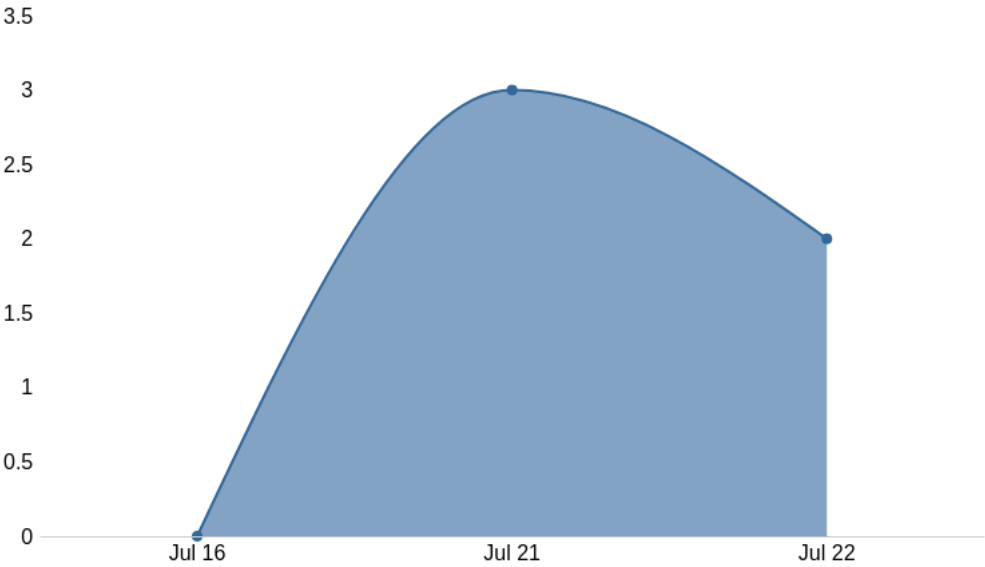


Times users clicked on an ad leading to your site and visited a page or completed an action

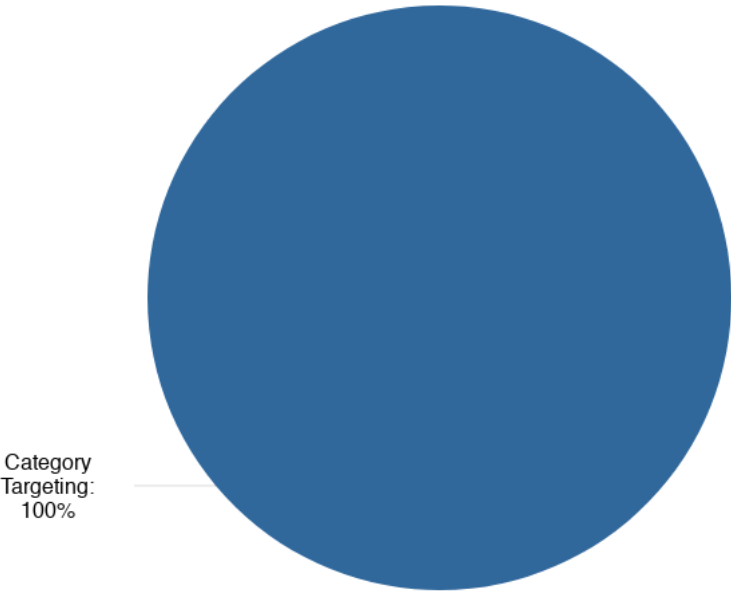
YouTube+ Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
North Bay TIP Register Here Click Conversion	4
North Bay TIP Click to Register Conversion	1

YouTube+ Click Conversions by Day

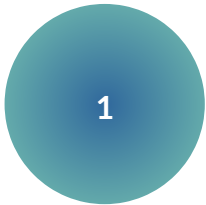


Top YouTube+ Click Conversions by Strategy





YouTube+ View-Through Conversions

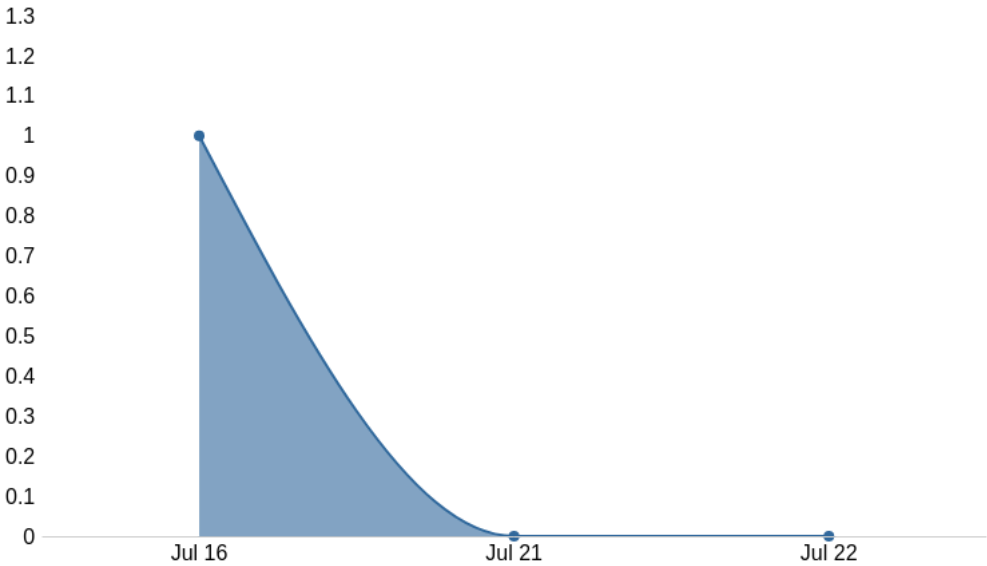


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

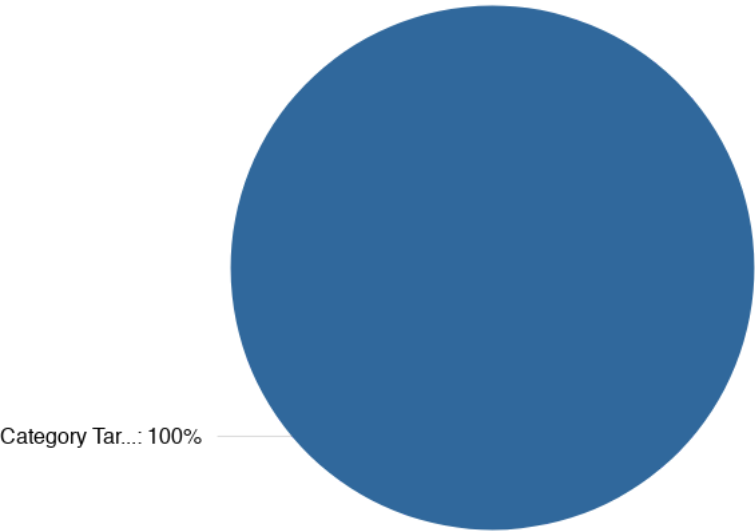
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
North Bay TIP Register Here Click Conversion	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy





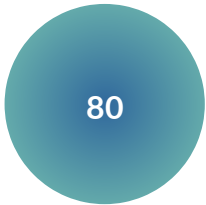
TikTok Click and View-through Conversion Performance



1. This widget is requesting data for more assignments than is allowed. Please select a client, client group, or business unit within the assignment limit - 1



Meta Click Conversions

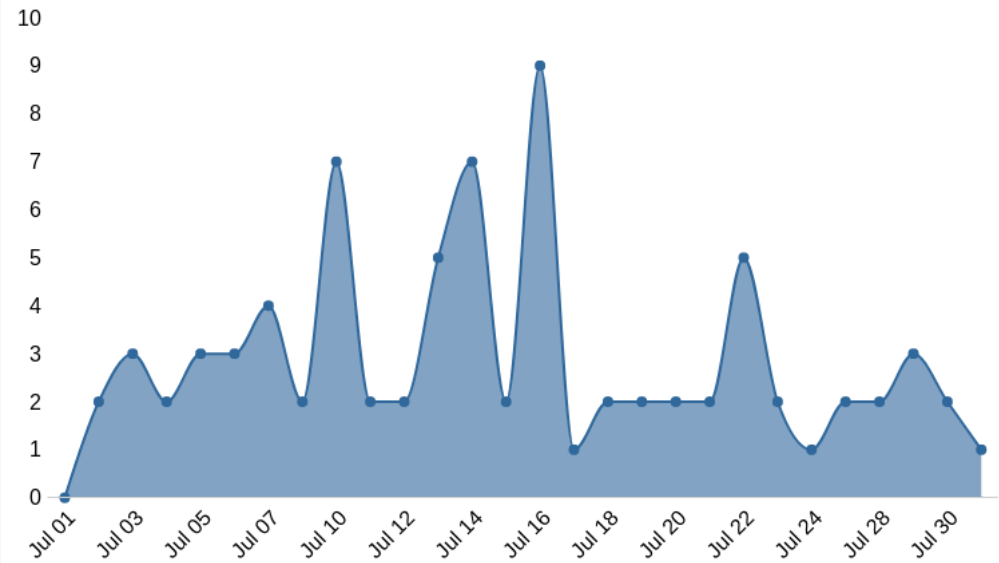


Times users clicked on an ad leading to your site and visited a page or completed an action

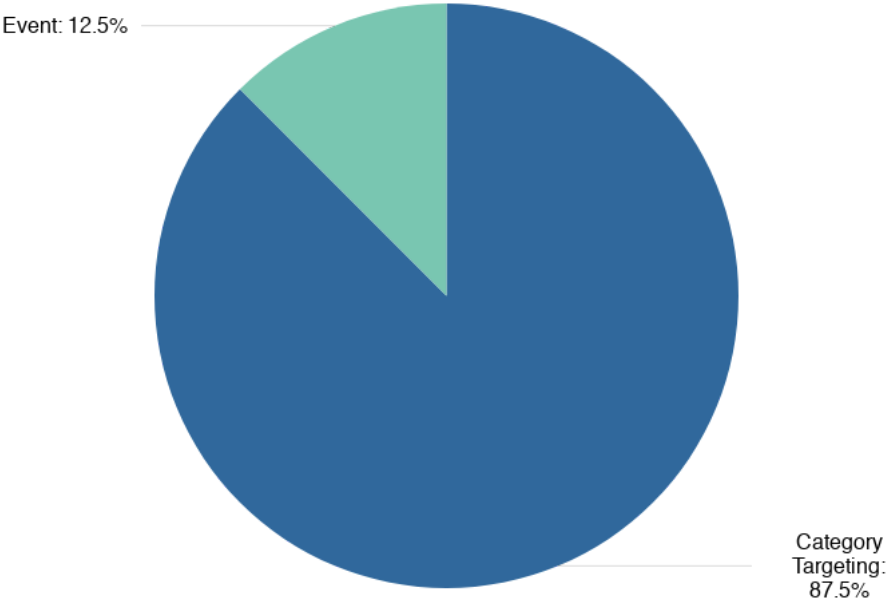
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
North Bay TIP Register Here Click Conversion	36
North Bay TIP Click Here to Register Conversion	25
North Bay TIP Apply Here Click Conversion	7
North Bay TIP Register for Orientation Click	6
North Bay TIP Sign up Orientation Click Conversion	6

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy





Meta View-Through Conversions

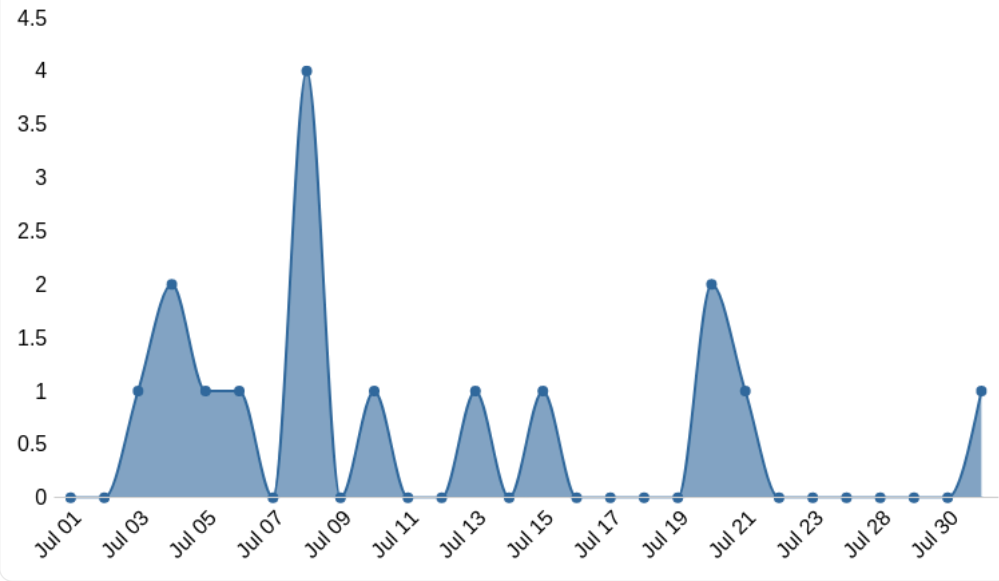


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

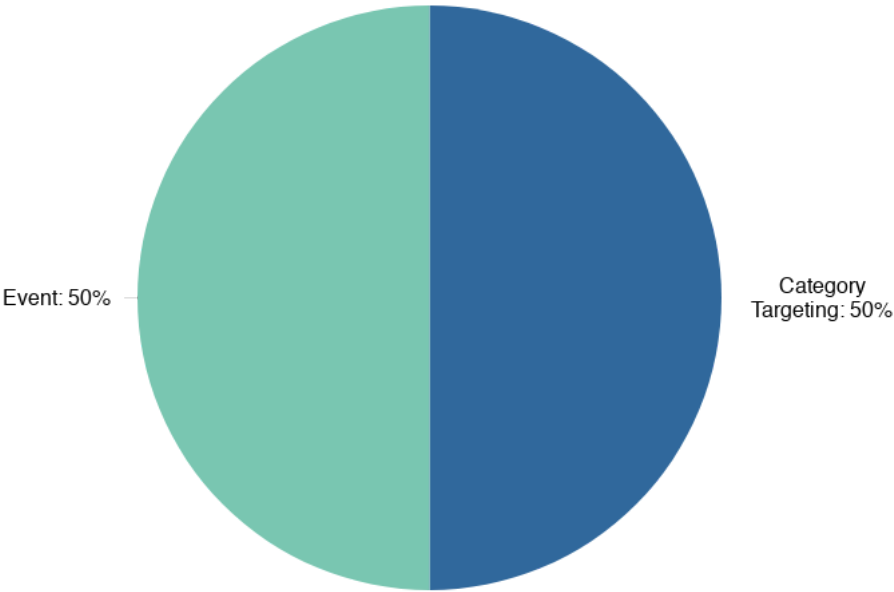
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
North Bay TIP Homepage Visits	12
North Bay TIP Click Here to Register Conversion	4

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy





Meta Event Response Performance

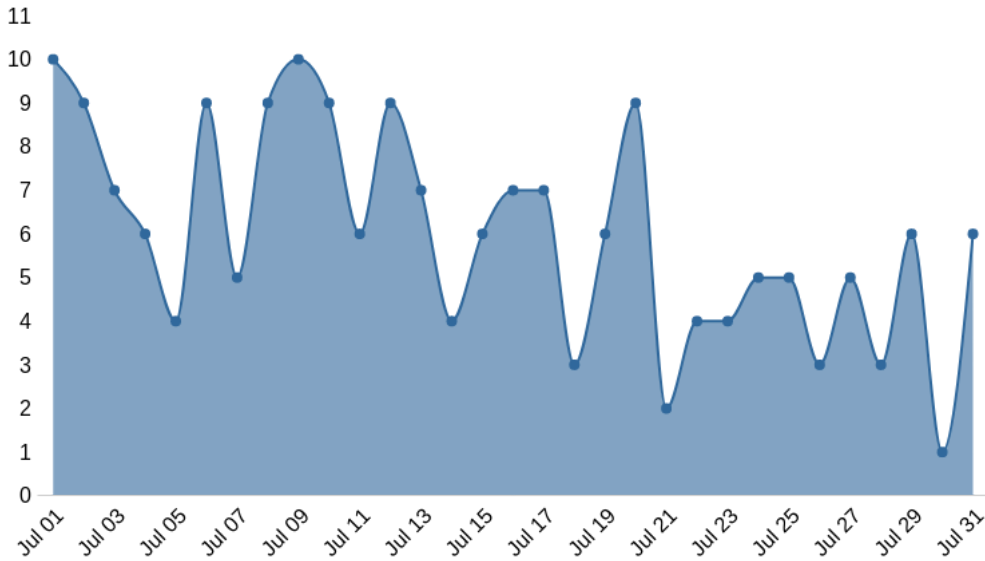


Times users clicked on an ad and responded to the event

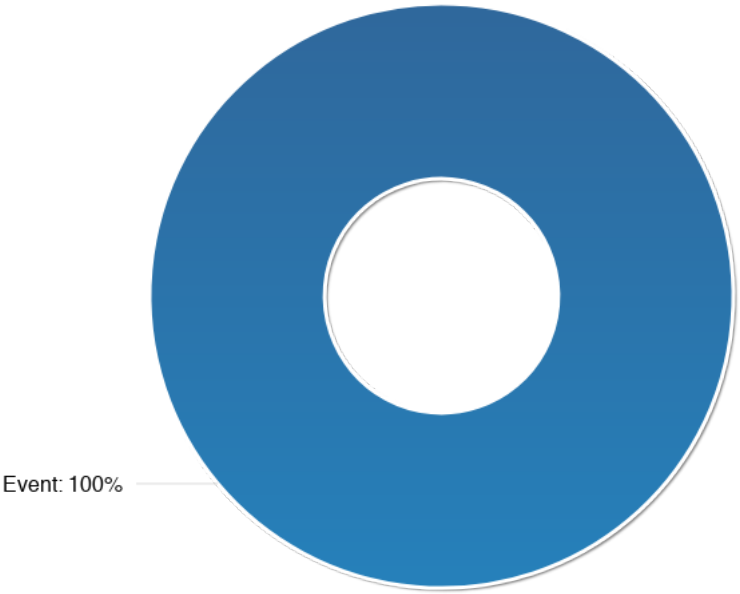
Meta Event Response Performance by Creative

Ad	Event Responses ↓
North Bay TIP_7.1_1080x1350: Novato TIP 1080x1350	105
North Bay TIP_7.1_Women_Novato TIP Event Page Banner (1).png	81

Meta Event Responses by Day



Meta Event Responses by Strategy





Meta Post Engagements

20,257

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

317

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

Meta Post Shares

149

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

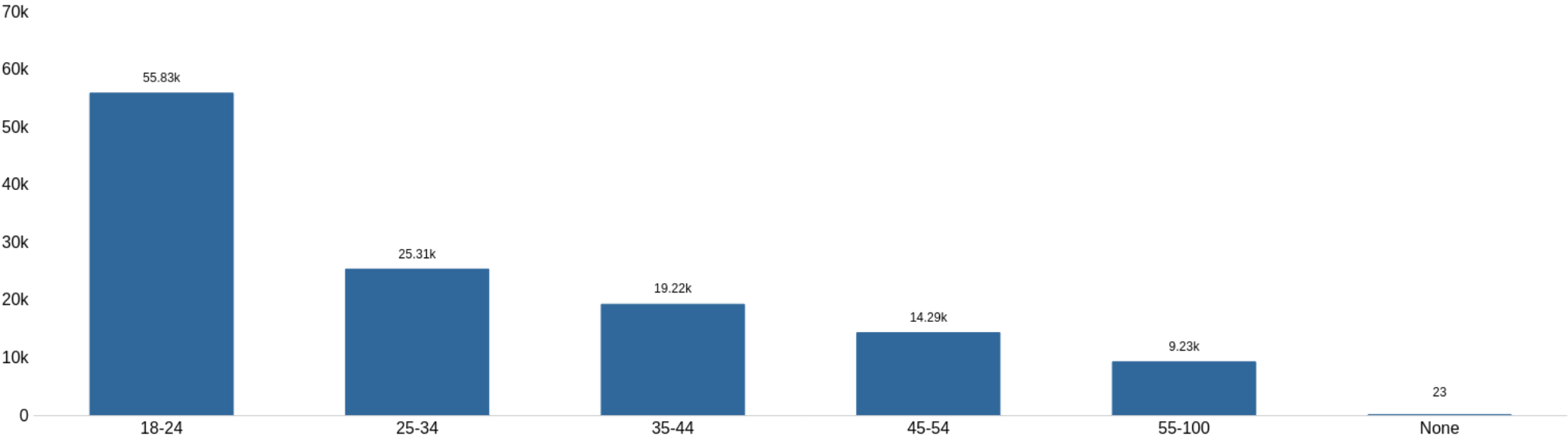
TikTok Shares



The number of times your video creative was shared



Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
North Bay TIP_North Bay TIP Build Your Future	61,695	62	92.39%	0.04
North Bay TIP_Construye tu futuro	13,027	2	93.62%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
North Bay TIP_Construye tu futuro	95.88%	94.56%	93.99%	93.62%
North Bay TIP_North Bay TIP Build Your Future	94.96%	93.60%	92.85%	92.39%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
North Bay TIP_7.1_1080x1350: Novato TIP 1080x1350	37,273	1,025	2.75%	39.29
North Bay TIP_7.1_Northbay Tip Novato 2026 V2	23,079	814	3.53%	50.39
North Bay TIP_7.1_ Northbay Tip Novato 2026 V2	27,638	812	2.94%	41.97
North Bay TIP_7.1_Women_Novato TIP Event Page Banner (1).png	22,276	651	2.92%	41.75
North Bay TIP_7.1_ Northbay Tip Novato 2026 Spanish.mp4	15,429	546	3.54%	50.55
North Bay TIP_7.1_Novato TIP 1080x1350 - female focus.mp4	600	16	2.67%	38.10



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Northbay Tip Novato 2026 V2 (2)_v1FnBV6s6.mp4_North Bay TIP_Northbay Tip Novato 2026 V2.mp4	123,904	826	0.67%	9.52

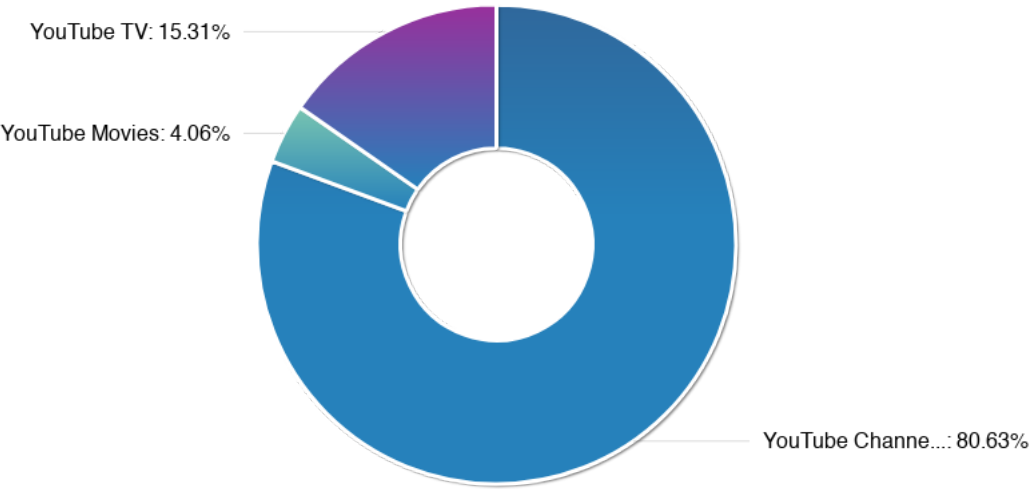


Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	240,591	4,526	1.88%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	61,609	22	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	20,115	164	0.82%
Desktop	A personal computing device that remains stationary at one location.	2,217	28	1.26%
Unknown	---	341	14	4.11%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	585	0	0.00%
Midwest Safety	445	1	0.22%
CaseOh	302	1	0.33%
El Payaso Plim Plim	193	0	0.00%
Joe Bart Games	182	0	0.00%
Joe Bartolozzi	171	0	0.00%
Kai Cenat Live	146	0	0.00%
SML	87	0	0.00%
ABC7 News Bay Area	86	0	0.00%
Cuando Los Ángeles Caen	85	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) MS NOW	548
(YouTube TV) FOX News	531
(YouTube TV) CNN	227
(YouTube TV) ESPN	135
(YouTube TV) CNBC	63
(YouTube TV) Investigation Discovery	35
(YouTube TV) Comedy Central	19
(YouTube TV) FX	18
(YouTube TV) NBC Sports Bay Area	17
(YouTube TV) Discovery	15

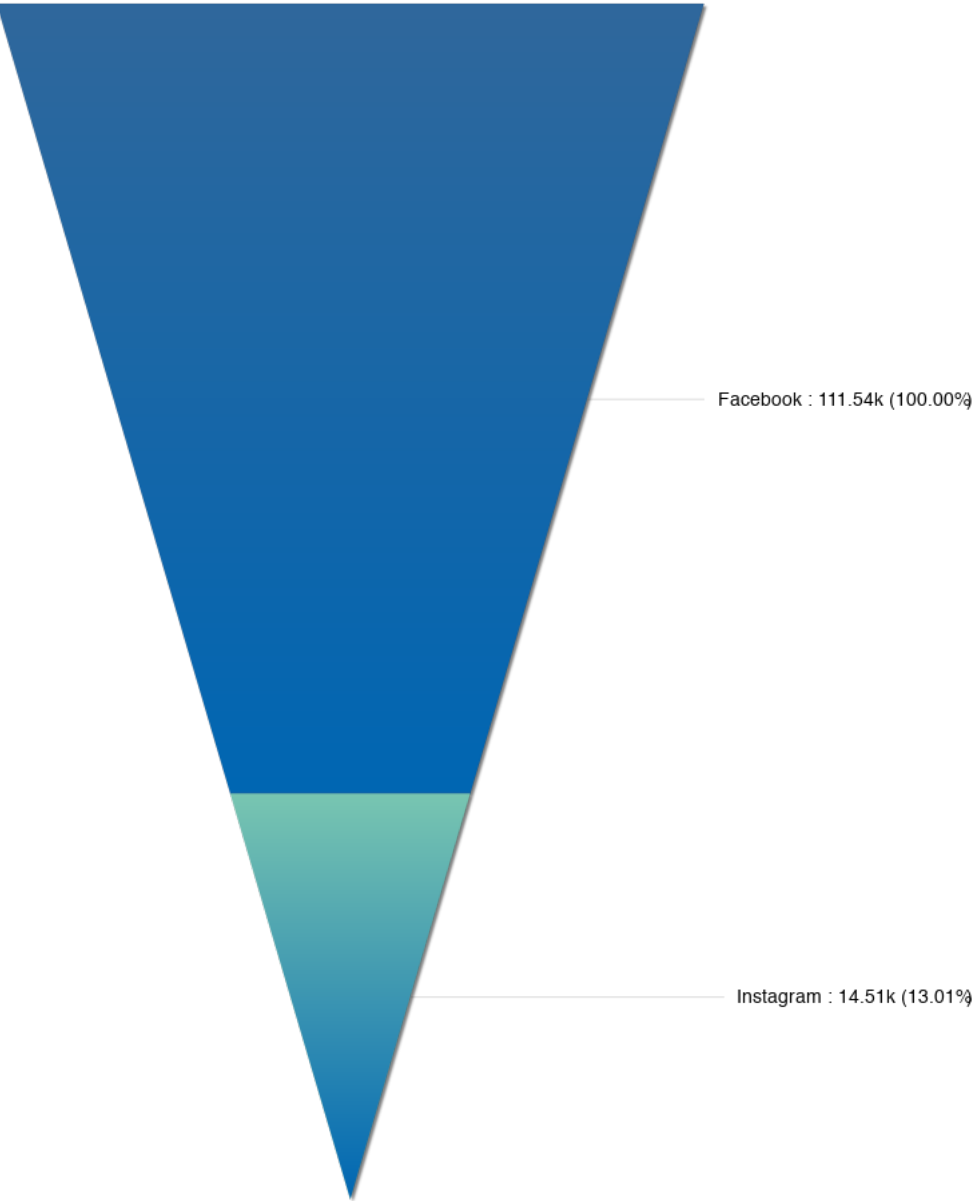


Social Placement Performance

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.	63,653	2,234	3.51%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	46,444	1,124	2.42%
Instagram Stories	Your ads appear in people's Stories on Instagram.	7,791	220	2.82%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,733	191	3.33%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	986	44	4.46%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	612	8	1.31%
Facebook Stories	Your ads appear in people's Stories on Facebook.	571	25	4.38%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	241	5	2.07%
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.	230	10	4.35%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	22	2	9.09%



Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance

