

Digital Marketing Report

Impressions

How many ads were served:

154,929

Clicks

Times a user clicked on an ad

1,359

Click-Through Rate

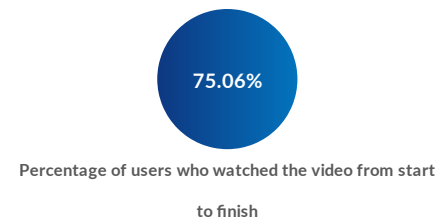
(Clicks/Impressions) x 100

1.05%

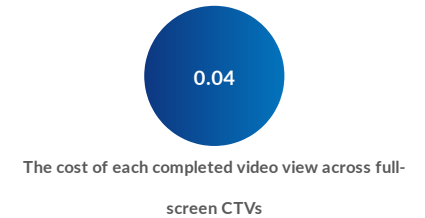
Your Product Breakout by Impressions



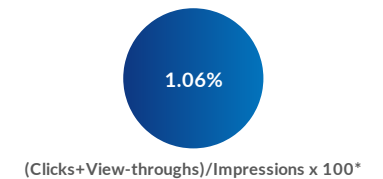
CTV Completion Rate



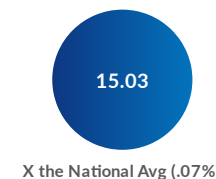
CTV Cost Per Completed View



Total Engagement Rate



X the National Average



*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%)
Family Care Associates - AI Display	47,983	78	0.16%	2.32
Family Care Associates - Doctors Offices/Primary Care Visits/Healthcare Services Display	41,186	66	0.16%	2.29
Family Care Associates - Health/Wellness Premium Facebook	37,215	1,203	3.23%	46.18
Family Care Associates - AI Social Mirror CTV	12,302	18	0.15%	2.09
Family Care Associates - Doctors Offices/Primary Care Visits/Healthcare Services Social Mirror CTV	12,198	13	0.11%	1.52
Family Care Associates - Retargeting Display	2,745	12	0.44%	6.25
Family Care Associates - Retargeting Social Mirror CTV	1,300	1	0.08%	1.10

Display Click Conversions

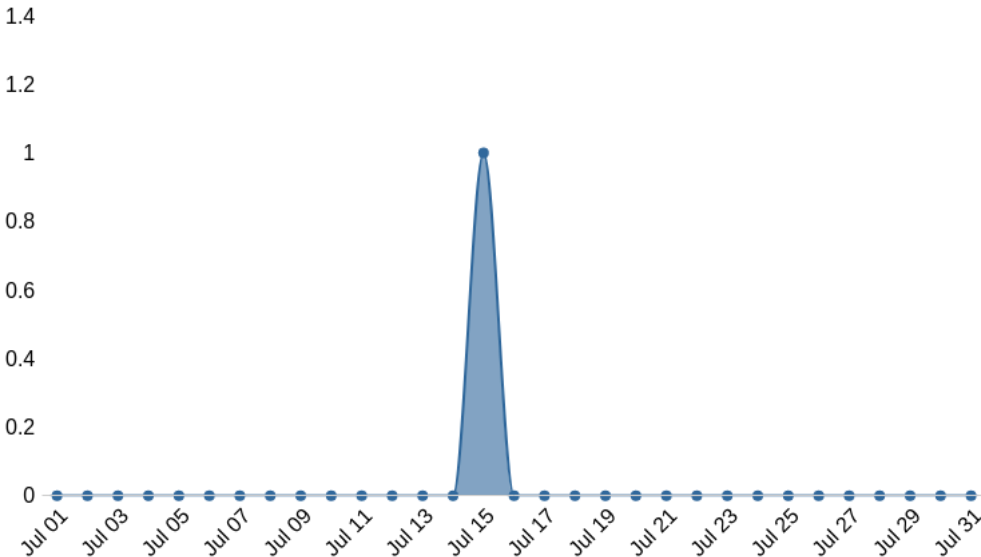


Times users clicked on an ad leading to your site and visited a page or completed an action

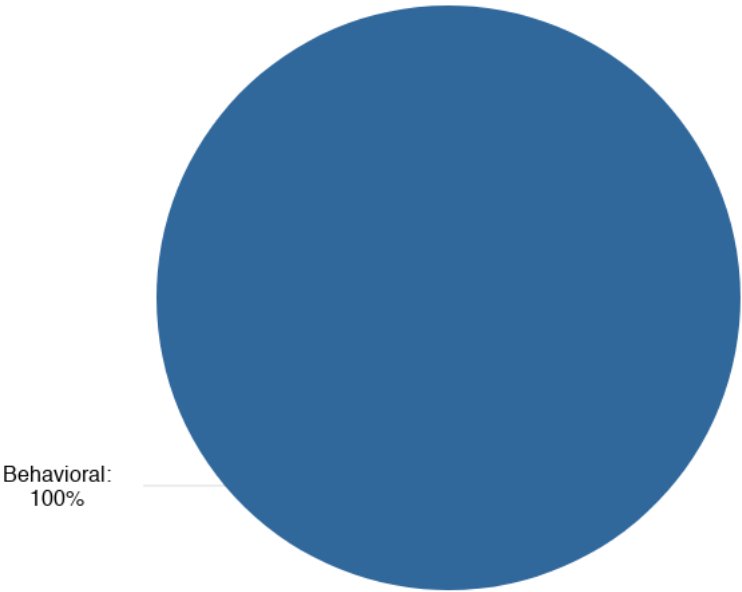
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Family Care Associates Contact Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

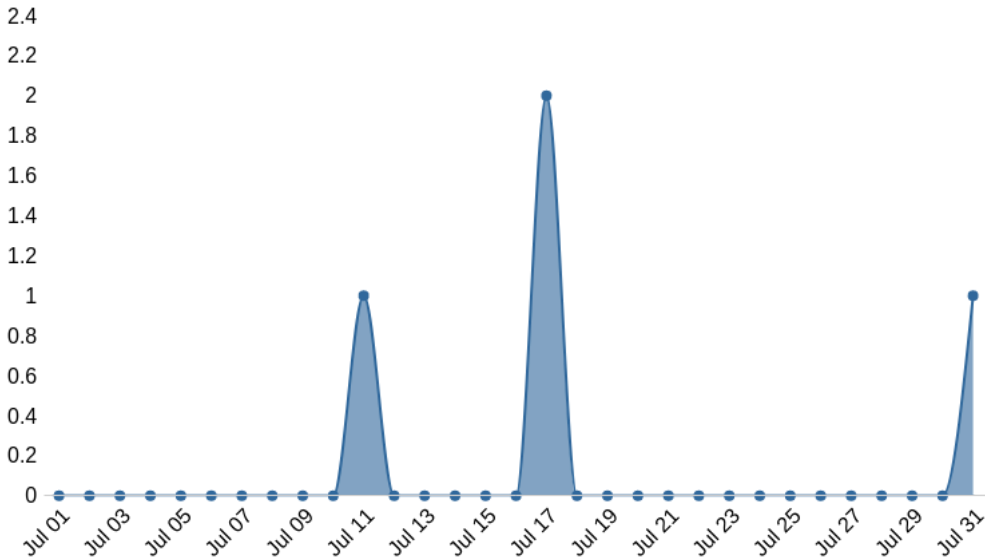


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

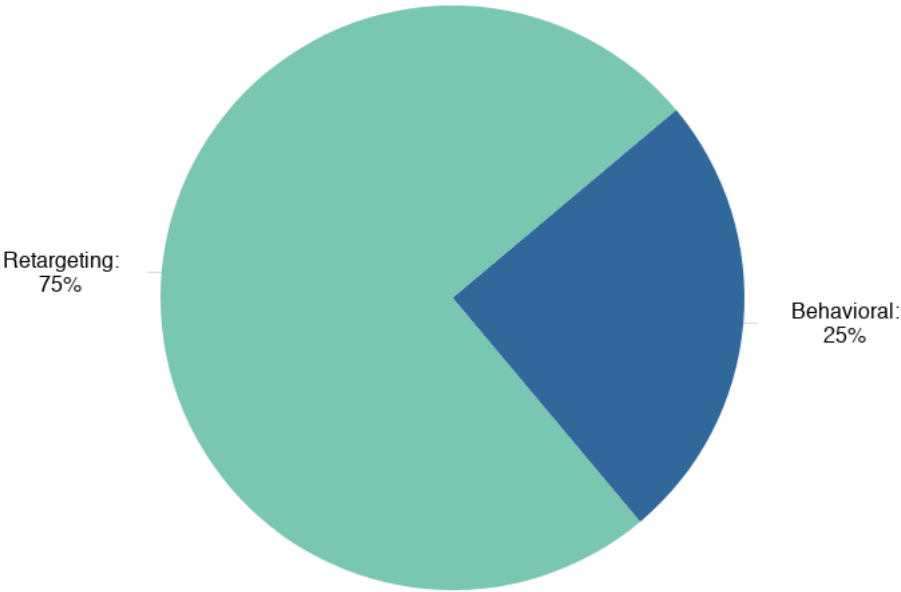
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Family Care Associates Meet James Frommer Page View	4

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Meta Click Conversions



27

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

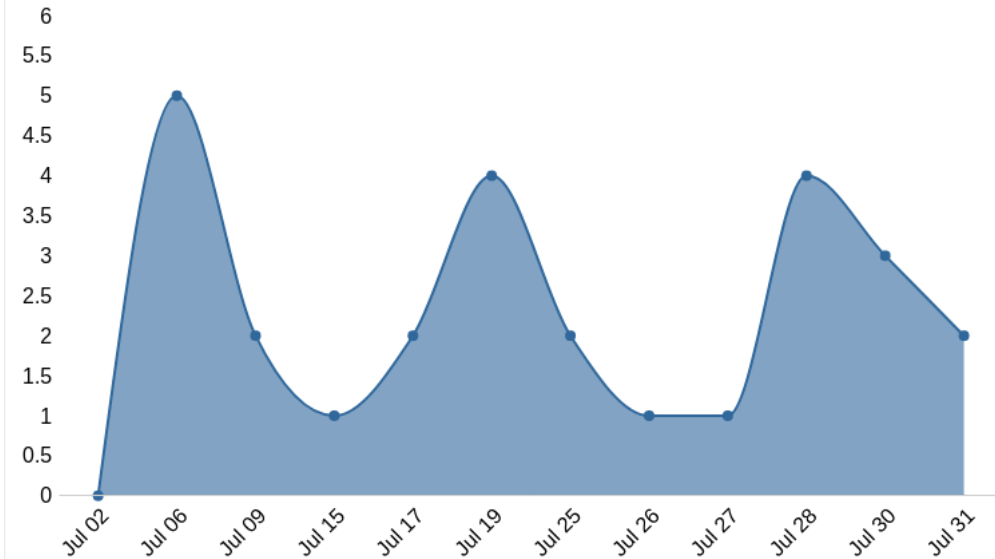
Meta Click Conversion Performance

Conversion Name

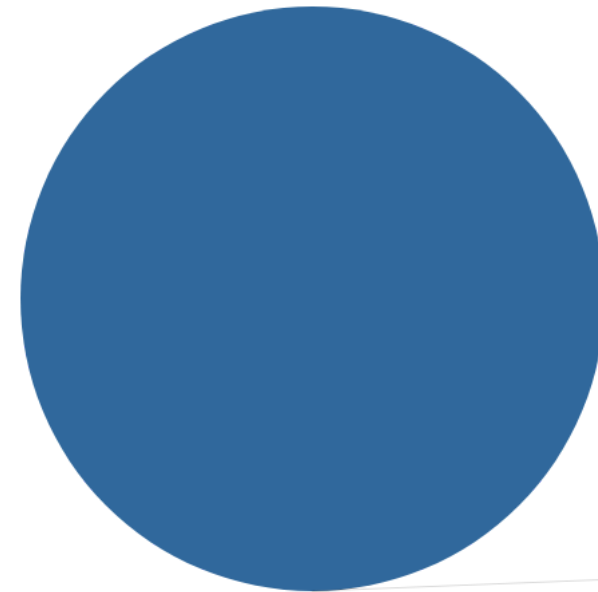
Click Conversions ↓

Family Care Associates Meet James Page View	9
Family Care Associates Pricing Page View	7
Family Care Associates Primary Care Fam Med Page	4
Family Care Associates Contact Page View	3
Family Care Associates Direct Primary Care Page	2
Family Care Associates Services Page View	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

6,012

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

Meta Post Reactions

28

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

Meta Post Shares

5

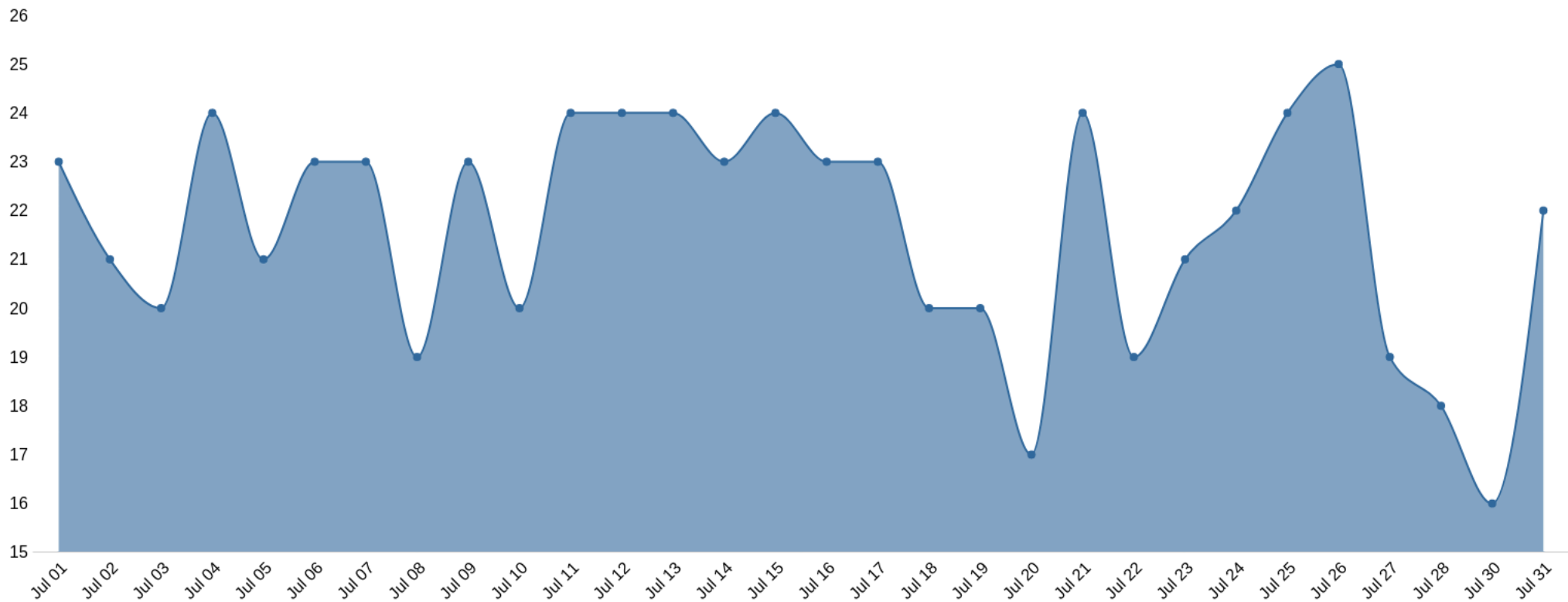
The total number of people who shared your ad, giving your campaign free impressions

QR Code Scan Performance

649

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

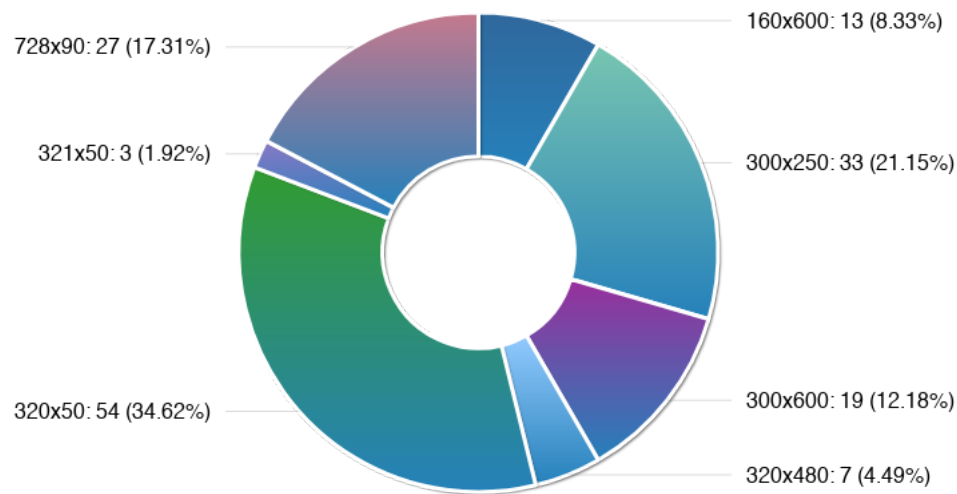
QR Code Performance Day by Day



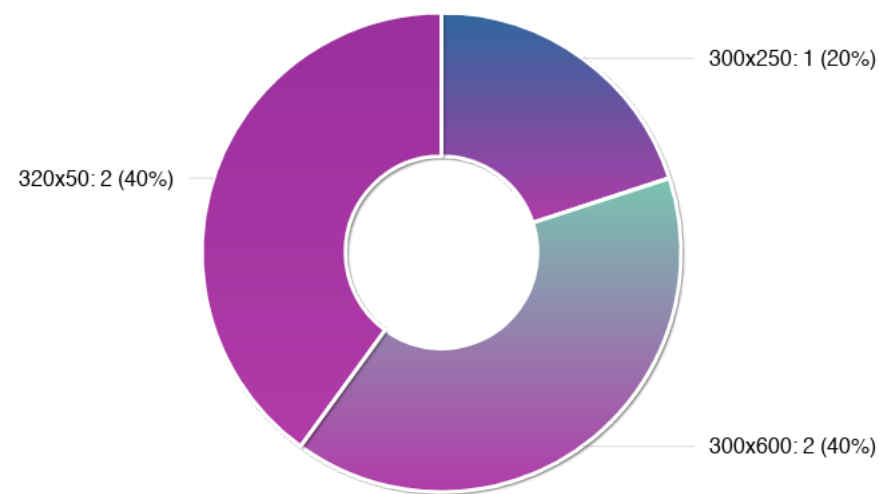
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	FAMILYCARE-JUNE-320x50.gif	30,244	54	0.18%	2.55
Thumbnail not available	FAMILYCARE-JUNE-300x250 (1).gif	32,801	32	0.10%	1.39
Thumbnail not available	FAMILYCARE-JUNE-728x90 (1).gif	13,792	27	0.20%	2.80
	FAMILYCARE-JUNE-300x600 (1).gif	4,683	18	0.38%	5.49
Thumbnail not available	FAMILYCARE-JUNE-160x600.gif	4,350	13	0.30%	4.27
Thumbnail not available	FAMILYCARE-JUNE-320x480 (1).gif	495	7	1.41%	20.20
	Family Care Associates_24.04_-_Quantum_Healthcare_-_May_Ads_-_Ad_320x50.gif_321x50	2,288	3	0.13%	1.87
	Family Care Associates_24.04_-_Quantum_Healthcare_-_May_Ads_-_Ad_300x250.gif_300x250	1,749	1	0.06%	0.82
	Family Care Associates_24.04_-_Quantum_Healthcare_-_May_Ads_-_Ad_300x600.gif_300x600	197	1	0.51%	7.25
Thumbnail not available	Family Care Associates_24.04_-_Quantum Healthcare - May Ads -	122	0	0.00%	0.00

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Family Care Associates_Social Mirror CTV_Your Healthcare Deserves Better	25,800	98.36%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Family Care Associates_6.29.26_FCA Reel 5 - Family Focused	34,032	1,136	3.34%	47.69
Family Care Associates_6.29.26_FAMILYCARE-JUNE-13	3,183	67	2.10%	30.07

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	78,210	1,160	1.48%
Desktop	A personal computing device that remains stationary at one location.	44,369	64	0.14%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	13,744	12	0.09%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	12,056	20	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,773	85	1.47%
Unknown	---	777	50	6.44%

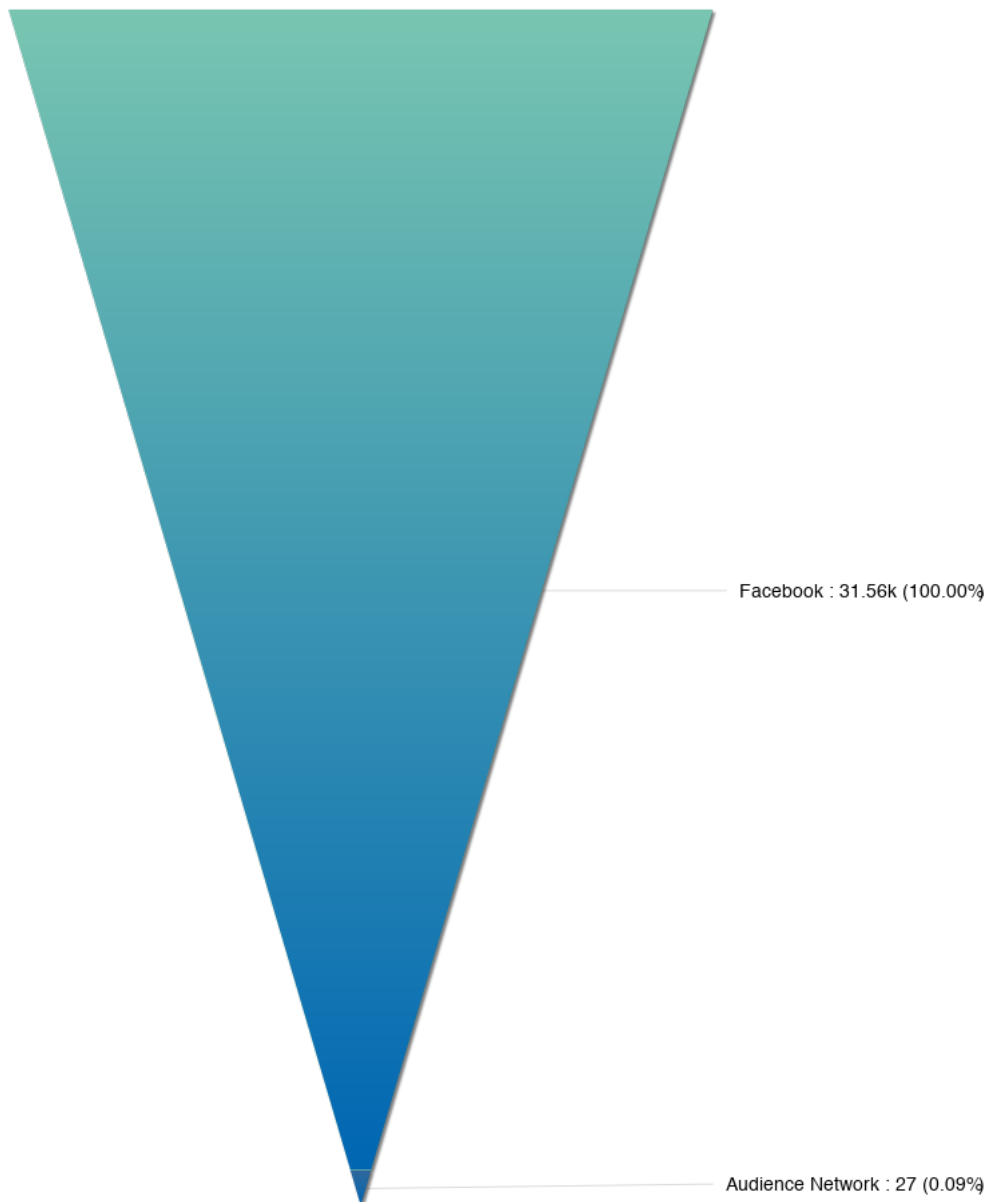
Site and App Performance

Name	Impressions ↓	Clicks	CTR
ebay.com	5,007	0	0.00%
wtaj.com	4,982	4	0.08%
aol.com	4,864	0	0.00%
imdb.com	3,075	3	0.10%
The Scoop	2,330	5	0.21%
biblegateway.com	1,629	4	0.25%
wjactv.com	1,594	1	0.06%
foxnews.com	1,504	1	0.07%
zillow.com	763	1	0.13%
usatoday.com	714	2	0.28%
Yahoo Mail – Organized Email	702	0	0.00%
jcpenny.com	636	5	0.79%
daillyamerican.com	605	4	0.66%
queensultimate.com	591	1	0.17%
realtor.com	575	3	0.52%
arcamax.com	564	2	0.35%
spotify.com	561	1	0.18%
Yahoo Mail - Organized Email	561	0	0.00%
accuweather.com	491	0	0.00%
WTAJ News	449	1	0.22%

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.	19,735	690	3.50%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,301	123	1.09%
Facebook Notification	Your ads appear within a user's notifications feed.	5,513	367	6.66%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	453	11	2.43%
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.	116	6	5.17%
Facebook Stories	Your ads appear in people's Stories on Facebook.	66	5	7.58%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	26	1	3.85%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	4	0	0.00%
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).	1	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions

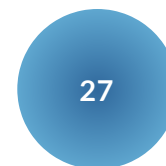


Clicks



CTR

Audience Network Performance



Impressions



Clicks



CTR

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,431	97.07%
	Vizio - Vizio WatchFree+	2,268	98.49%
	DIRECTV	1,376	99.22%
	Telly - The Truly Smart TV	1,090	99.22%
	Amazon Fire TV	994	96.02%
	Tubi - Movies & TV Shows	873	95.58%

	The Roku Channel	399	97.93%
	Tubi - Free Movies & TV	285	99.04%
	Frndly TV	252	100.00%
	Pluto TV - Live TV and Movies	196	88.92%

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.