

Digital Marketing Report

Impressions

How many ads were served:

3,170

Clicks

Times a user clicked on an ad

123

Click-Through Rate

(Clicks/Impressions) x 100

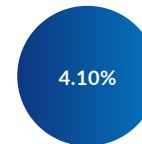
3.88%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

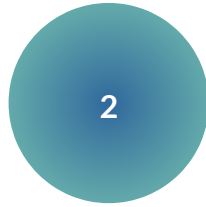
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Seaport Village - Magic - Custom Audience Lookalike Facebook/Instagram	2,339	96	4.10%	58.63
Seaport Village - Magic - 21+/Business Travel/Shopping Facebook/Instagram	729	24	3.29%	47.03
Seaport Village - Magic - Website Visitor ID Feed Facebook/Instagram	53	2	3.77%	53.91
Seaport Village - Magic - Custom Audience Matching Facebook/Instagram	41	0	0.00%	0.00
Seaport Village - Magic - Retargeting Premium Facebook/Instagram	8	1	12.50%	178.57

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

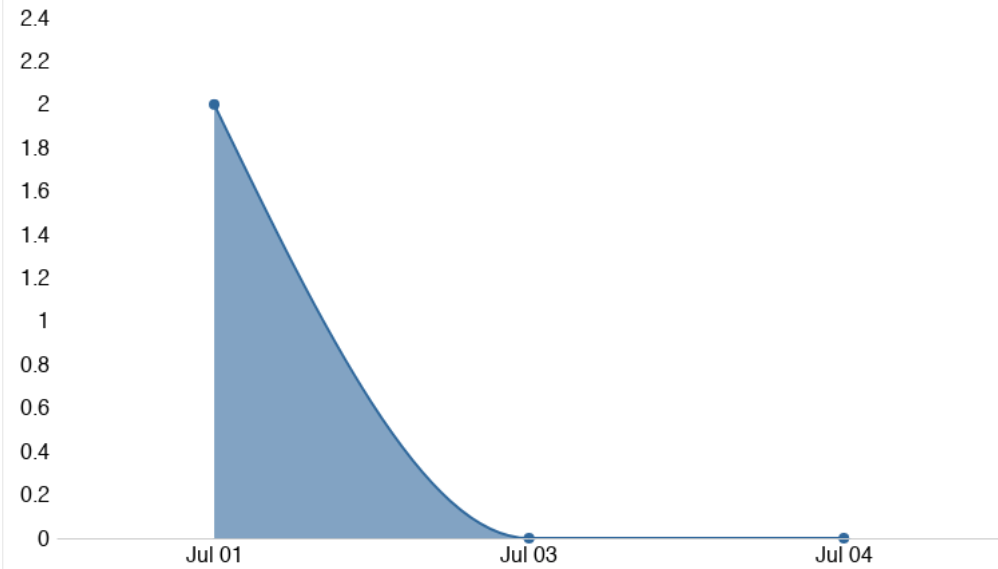
Conversion Name

Click Conversions ↓

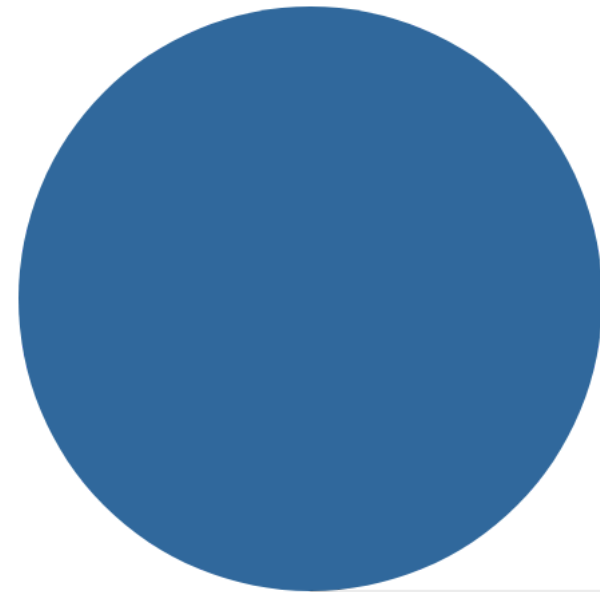
Seaport Village Dining Page View

2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Lookalike:
100%

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

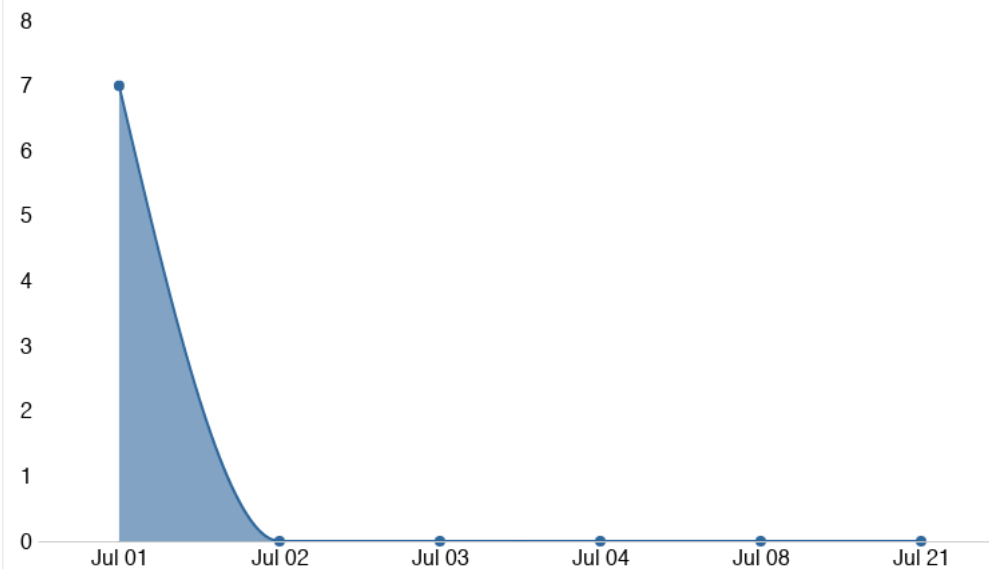
Meta View-Through Conversion Performance

Conversion Name

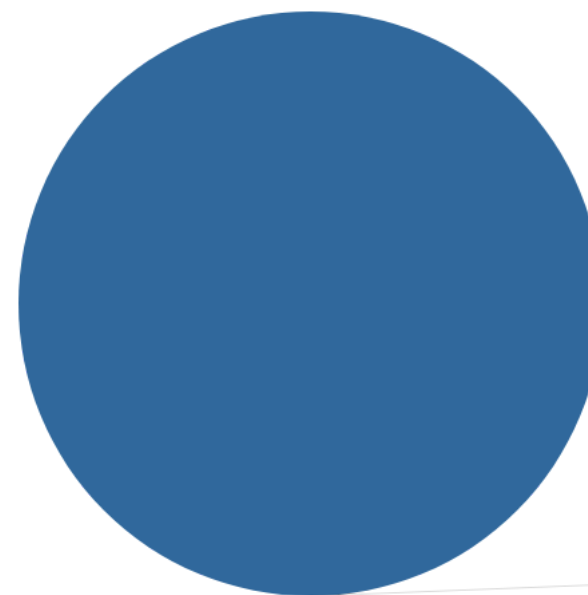
View-Through Conversions ↓

Seaport Village Homepage Visits	6
Seaport Village Dining Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
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%)
Seaport_MAGIC_Q4 2025.mp4	3,162	122	3.86%	55.12
Seaport APR Waterfront Dining.mp4	8	1	12.50%	178.57

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	3,067	116	3.78%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	89	6	6.74%
Unknown	---	14	1	7.14%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,485	39	2.63%
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.	1,095	63	5.75%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	415	10	2.41%
Facebook Notification	Your ads appear within a user's notifications feed.	36	3	8.33%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	35	1	2.86%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	30	3	10.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	27	0	0.00%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	13	0	0.00%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	9	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.	8	0	0.00%

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.