

Digital Marketing Report

Impressions

How many ads were served:

104,450

Clicks

Times a user clicked on an ad

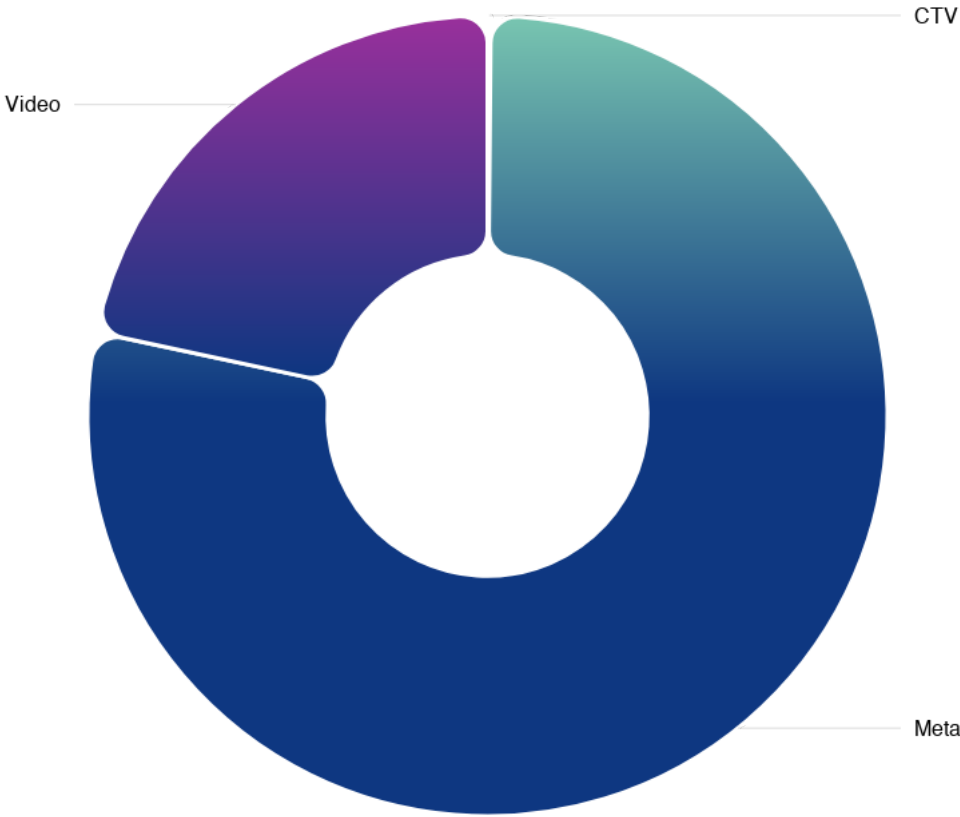
946

Click-Through Rate

(Clicks/Impressions) x 100

0.91%

Your Product Breakout by Impressions



CTV Completion Rate

94.85%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.99%

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

X the National Average

12.96

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.

Spend Performance
Does not include management fee

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
GI Associates - A40-64/Health & Wellness/Organic Foods Facebook Premium	78,298	907	1.16%	16.55
GI Associates - Health TV/ESPN/NBC Golf Channel Video	22,618	5	0.02%	0.32
GI Associates - Retargeting Facebook Premium	3,394	34	1.00%	14.31
GI Associates - Health TV/ESPN/NBC Golf Channel CTV	140	1	0.71%	10.20

Meta Click Conversions

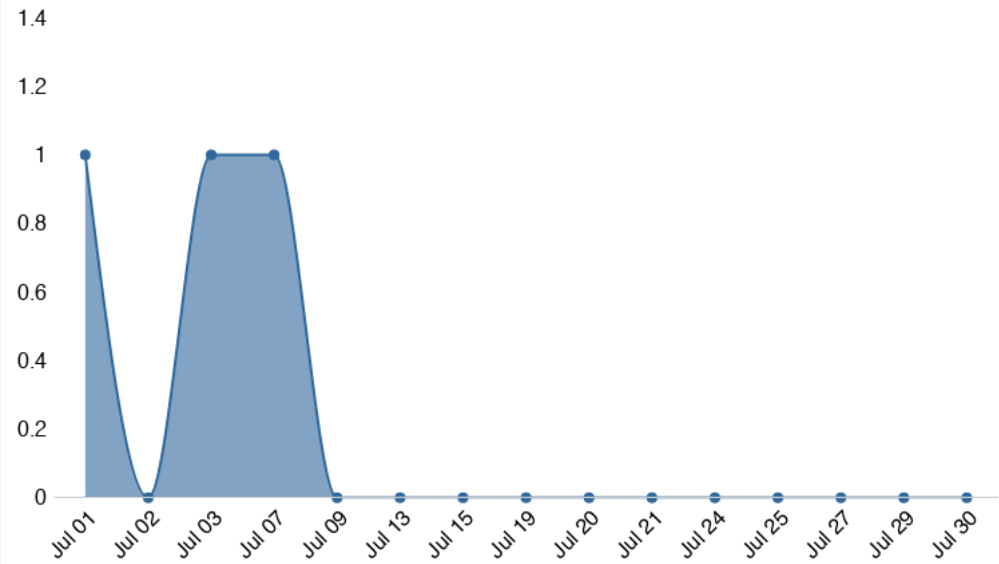


Times users clicked on an ad leading to your site and visited a page or completed an action

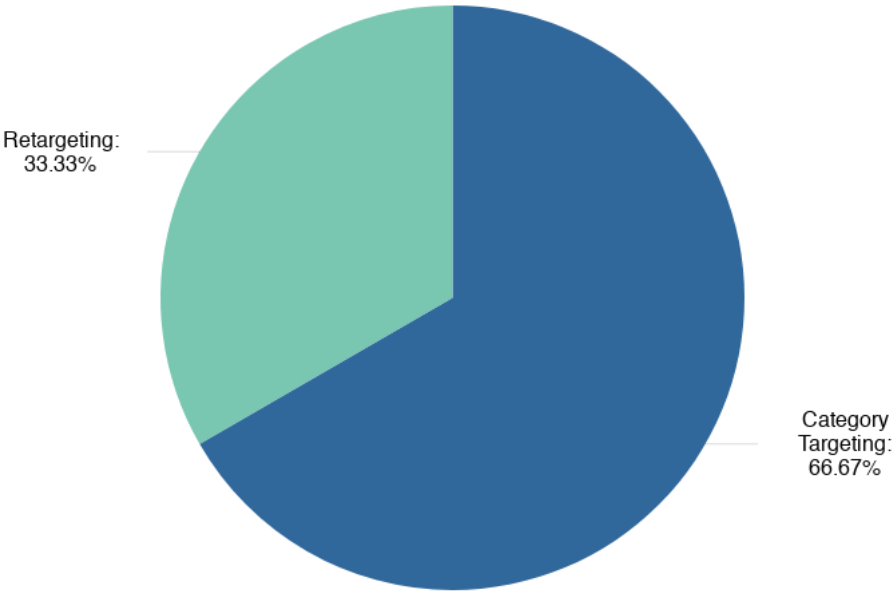
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
GI Associates Locations Page View	2
GI Associates Our Team Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

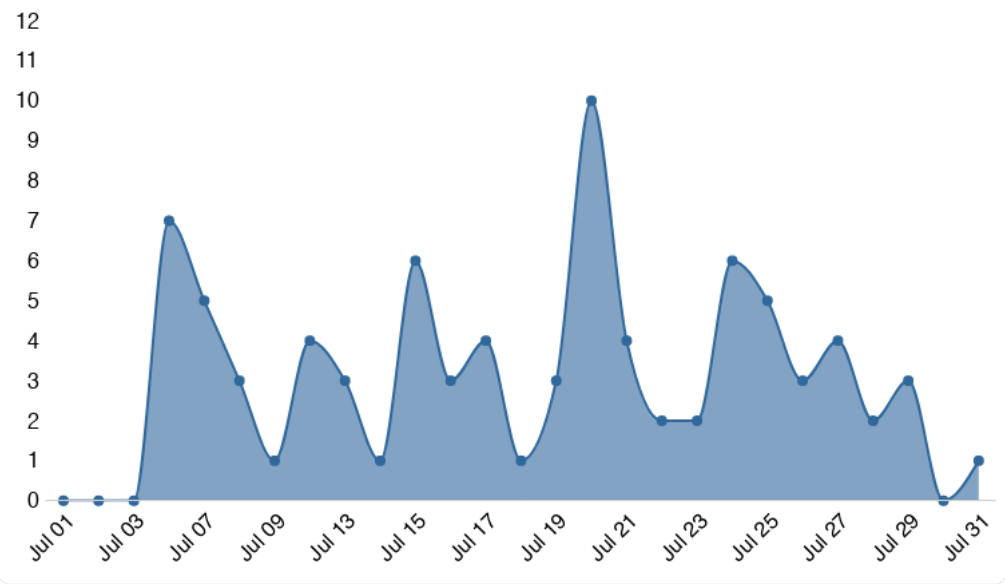


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

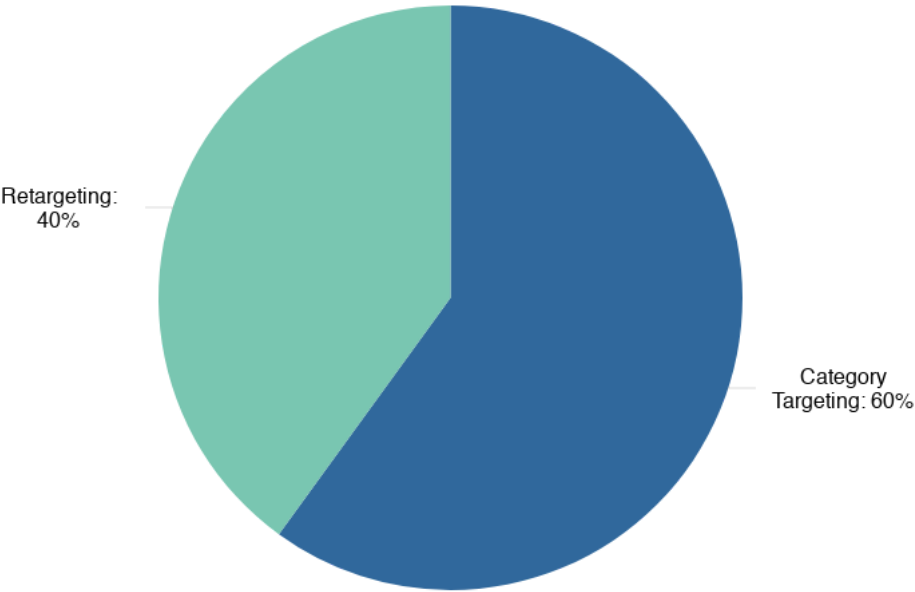
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
GI Associates Homepage Visits	73
GI Associates Our Team Page View	8
GI Associates Locations Page View	1
GI Associates Services Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



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

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	GI Associates_GIA_15-Sec-Ad_04282028 (1).mp4	11,061	4	0.04%	0.52
Thumbnail not available	GI Associates_GIA_30-Sec-Ad_04282028 (1).mp4	11,557	1	0.01%	0.12

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
GI Associates - Health TV/ESPN/NBC Golf Channel Video	21.16%	17.03%	14.48%	12.28%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	GI Associates_GIA_15-Sec-Ad_04282028 (1).mp4	83	95.06%
Thumbnail not available	GI Associates_GIA_30-Sec-Ad_04282028 (1).mp4	57	94.55%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
GI Associates - Health TV/ESPN/NBC Golf Channel CTV	100.00%	99.26%	94.85%	94.85%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
GI Associates_4.15_GIA_CRC Meta_v2_02272026.png	81,692	941	1.15%	16.46

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	103,275	942	0.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	780	3	0.38%
Desktop	A personal computing device that remains stationary at one location.	160	0	0.00%
Unknown	---	93	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	84	1	1.19%
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.	58	1	1.72%

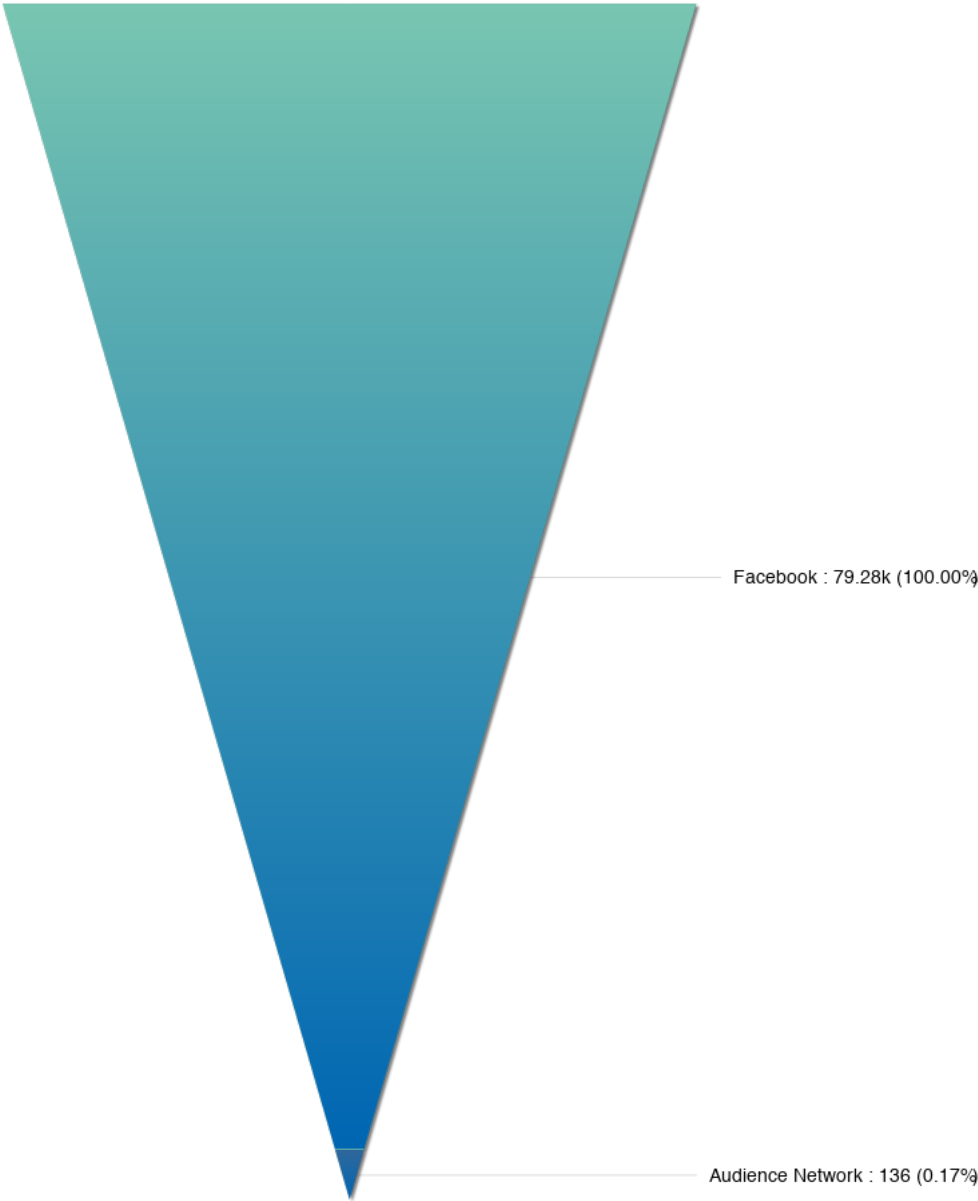
Site and App Performance

Name	Impressions ↓	Clicks	CTR
Yahoo Sports: Scores and News	22,337	3	0.01%
ABC News: Stream Breaking News	8	0	0.00%
FOX Sports: Watch Live	7	1	14.29%
HISTORY	2	1	50.00%

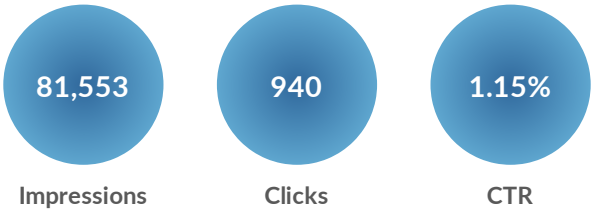
Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	72,129	753	1.04%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,816	52	1.36%
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.	3,324	21	0.63%
Facebook Notification	Your ads appear within a user's notifications feed.	2,272	114	5.02%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	136	1	0.74%
Facebook Stories	Your ads appear in people's Stories on Facebook.	11	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.	3	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1	0	0.00%

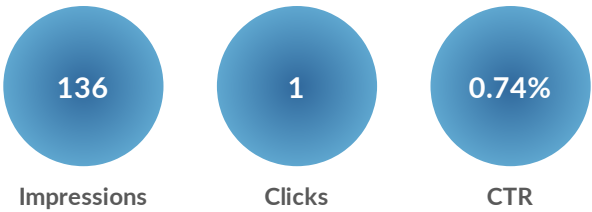
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



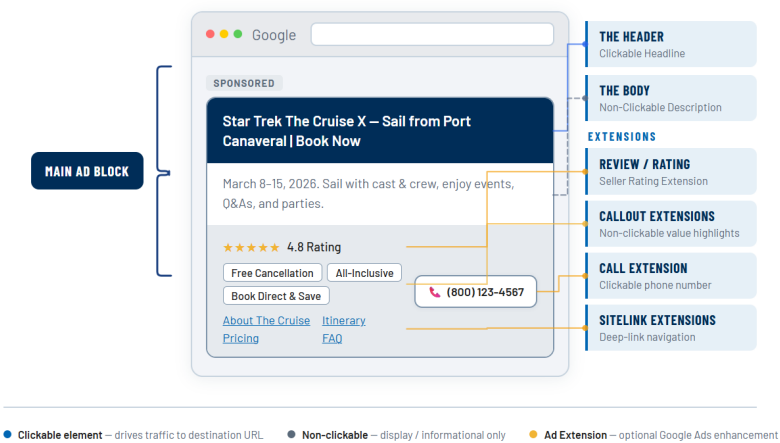
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.