



Digital Marketing Report

Impressions

How many ads were served:

305,253

Clicks

Times a user clicked on an ad

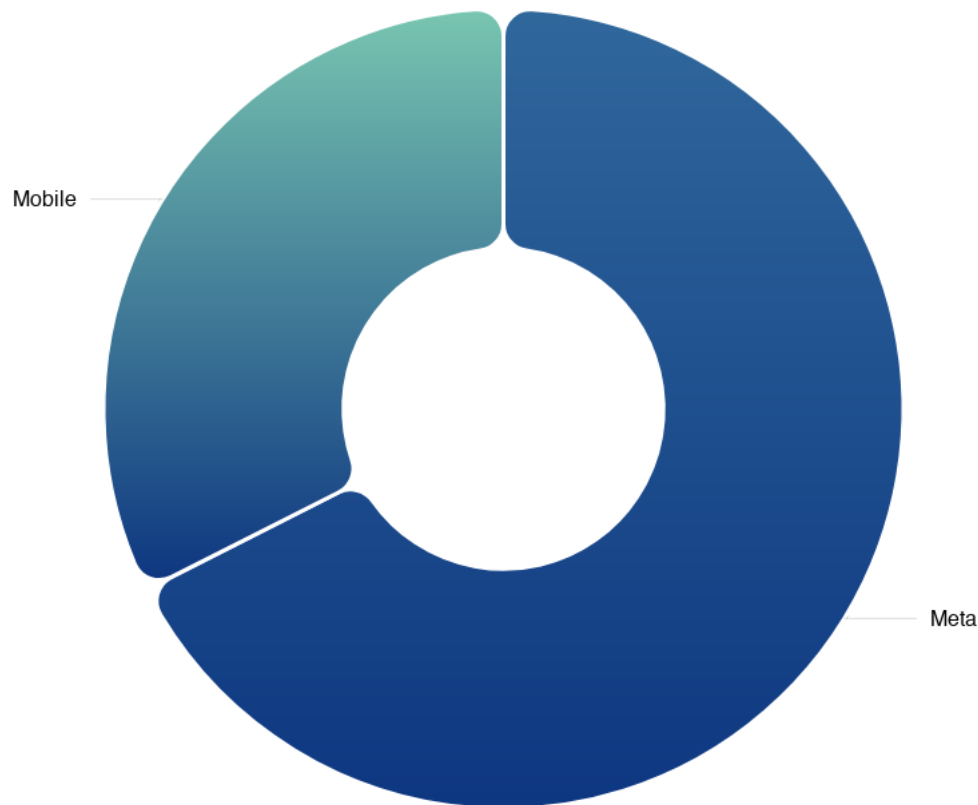
9,015

Click-Through Rate

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

2.95%

Your Product Breakout by Impressions



Total Engagement Rate

2.95%

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

X the National Average

42.19

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%)
Myrtle Beach International Airport - Travel/Airports/Shoppers Mobile	63,304	122	0.19%	2.75
MYR - Facebook/Instagram Premium Beckley/Altoona/Parkersburg	34,277	1,250	3.65%	52.10
MYR - Facebook/Instagram Premium Islip/Pittsburgh	34,024	1,291	3.79%	54.21
MYR - Facebook/Instagram Premium Atlantic City/Niagara Falls	33,690	1,638	4.86%	69.46
Myrtle Beach International Airport - Geo-Retargeting Mobile	33,454	125	0.37%	5.34
MYR - Facebook/Instagram Premium Boston/Denver	32,611	1,634	5.01%	71.58
MYR - Facebook/Instagram Premium Fort Lauderdale/Orlando	31,712	1,172	3.70%	52.80
MYR - Facebook/Instagram Premium Retargeting	9,580	560	5.85%	83.51
MYR - Facebook/Instagram Premium DAYTON/ELMIRA	6,701	228	3.40%	48.61
MYR - Facebook/Instagram Premium NIAGARA/NEW ORLEANS	6,639	331	4.99%	71.22
MYR - Facebook/Instagram Premium NASHVILLE/TAMPA	5,904	243	4.12%	58.80
MYR - Facebook/Instagram Premium ROCHESTER/MANCHESTER	5,758	189	3.28%	46.89
MYR - Facebook/Instagram Premium CHICAGO/DENVER/HOUSTON	5,278	214	4.05%	57.92
Myrtle Beach International Airport - Geo-Fencing Mobile	2,321	18	0.78%	11.08



Meta Post Engagements

18,522

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

Meta Post Comments

21

The total number of comments your ads received

Meta Post Reactions

367

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

Meta Post Shares

43

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



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



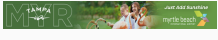
Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Myrtle Beach International Airport	Terminal Building	Myrtle Beach	SC	29577	411

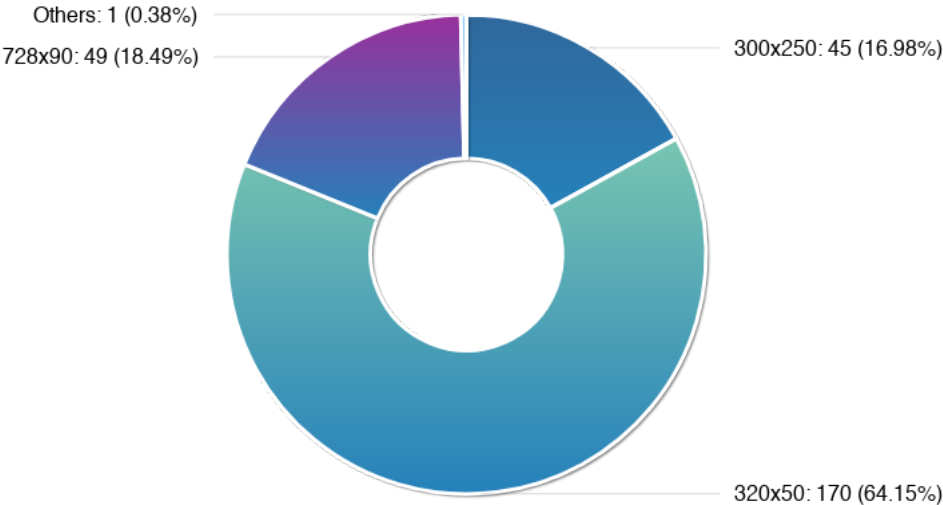


Mobile Conquesting Creative Performance

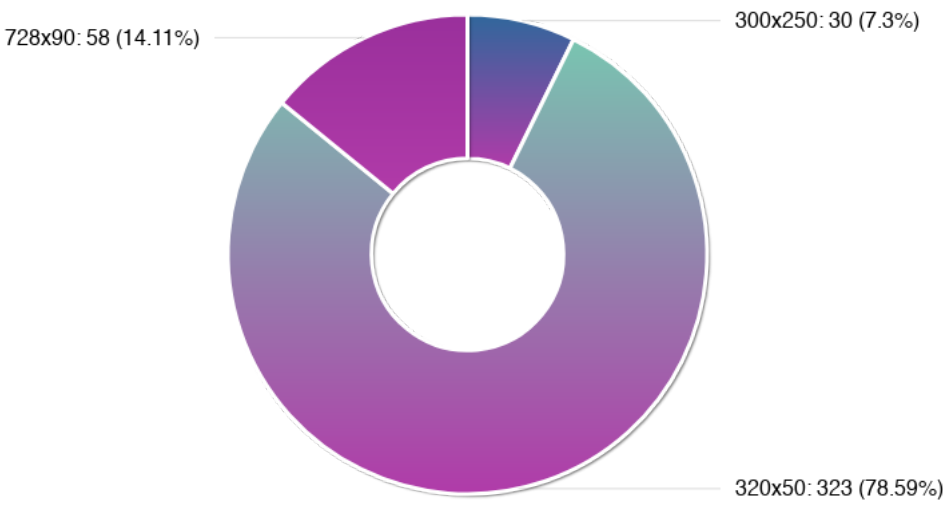
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Myrtle Beach International Airport_07.08.2026_320x50-Boston.jpg	31,480	86	0.27%	3.90
	Myrtle Beach International Airport_07.08.2026_320x50-Beckley.jpg	30,868	66	0.21%	3.05
	MYR_320x50_TAMPA_2025.jpg	10,466	8	0.08%	1.09
	MYR_320x50_CHICAGO_2025.jpg	10,053	10	0.10%	1.42
	Myrtle Beach International Airport_07.08.2026_728x90-Niagara-Falls.jpg	3,590	18	0.50%	7.16
	Myrtle Beach International Airport_07.08.2026_728x90-Pittsburgh.jpg	3,506	23	0.66%	9.37
	Myrtle Beach International Airport_07.08.2026_300x250-Altoona.jpg	2,275	19	0.84%	11.93
	Myrtle Beach International Airport_07.08.2026_300x250-Atlantic-City.jpg	2,205	20	0.91%	12.96
	MYR_728x90_DENVER_2025.jpg	1,284	2	0.16%	2.23
	MYR_728x90_TAMPA_2025.jpg	1,222	6	0.49%	7.01



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
MYR-Summer26-Boston.jpg	30,064	1,569	5.22%	74.56
MYR-Summer26-Pittsburgh.jpg	32,765	1,263	3.85%	55.07
MYR-Summer26-AtlanticCity.jpg	25,826	1,211	4.69%	66.99
MYR-Summer26-FtLauderdale.jpg	31,402	1,157	3.68%	52.64
MYR-Summer26-NiagaraFalls.jpg	13,352	755	5.65%	80.78
MYR-Summer26-Altoona.jpg	18,070	632	3.50%	49.96
MYR-Summer26-Beckley.jpg	11,477	432	3.76%	53.77
MYR-2025-LoveVID-NiagaraFalls.mp4	6,369	361	5.67%	80.97
MYR-2026-Spring-Dayton.jpg	7,329	253	3.45%	49.31
MYR-Summer26-Parkersburg.jpg	5,095	202	3.96%	56.64



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Wilmington International Airport	1740 Airport Blvd	Wilmington	NC	28405			1,434	7	0.49%
Charleston Airport	5500 International Blvd	North Charleston	SC	29418			889	11	1.24%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	190,162	8,243	4.33%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,436	427	2.96%
Unknown	---	1,393	65	4.67%
Desktop	A personal computing device that remains stationary at one location.	183	15	8.20%

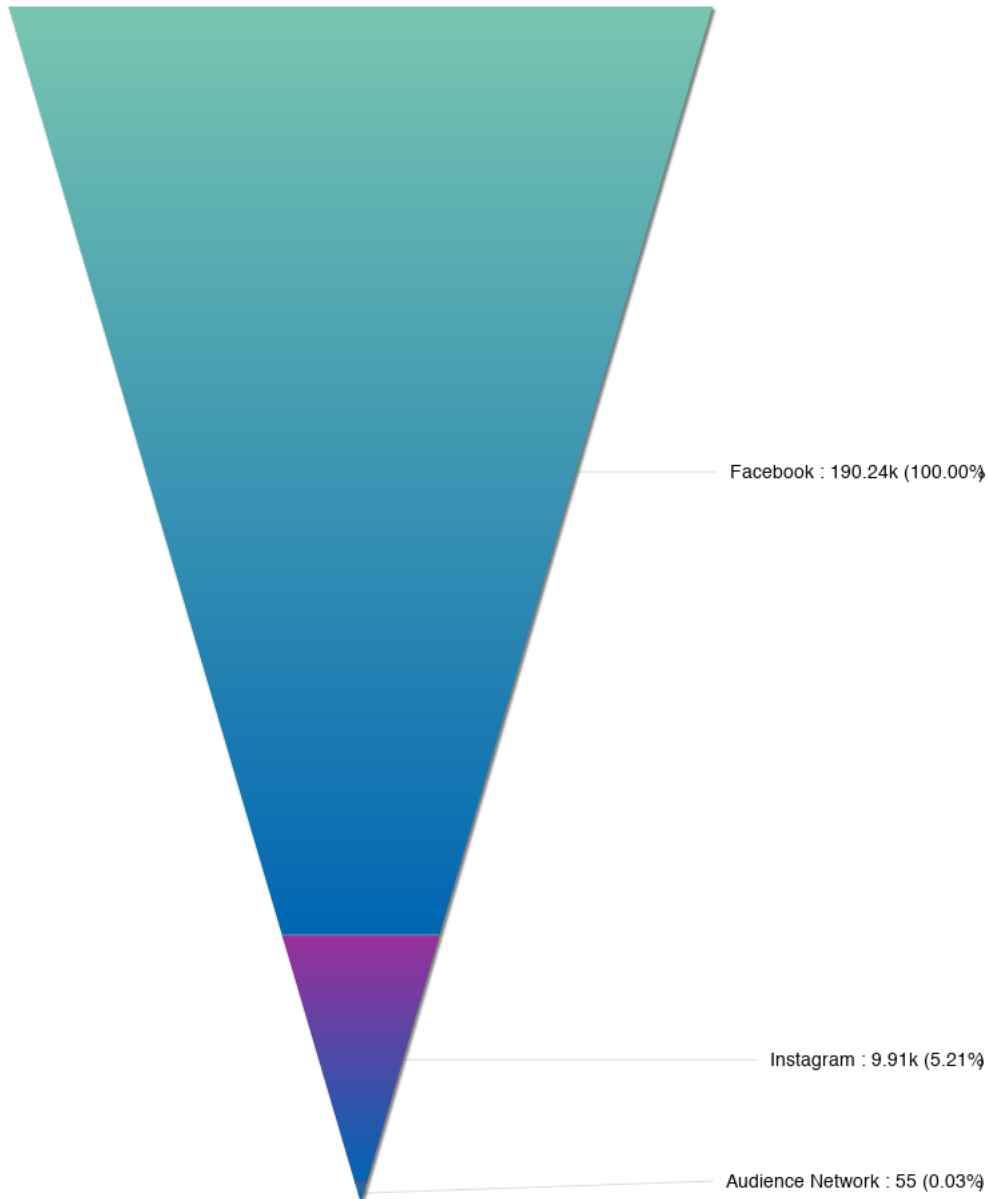


Social Placement Performance

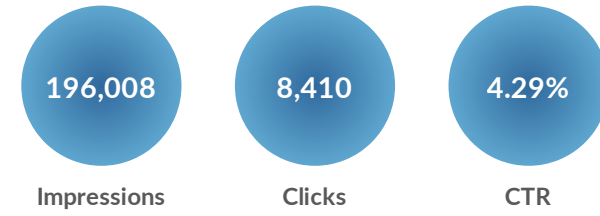
		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	93,217	2,324	2.49%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	91,555	5,427	5.93%
Facebook Notification	Your ads appear within a user's notifications feed.	5,687	506	8.90%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,606	172	3.07%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	4,118	91	2.21%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,718	92	3.38%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,589	60	3.78%
Facebook Stories	Your ads appear in people's Stories on Facebook.	985	55	5.58%
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.	198	13	6.57%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	189	1	0.53%



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance

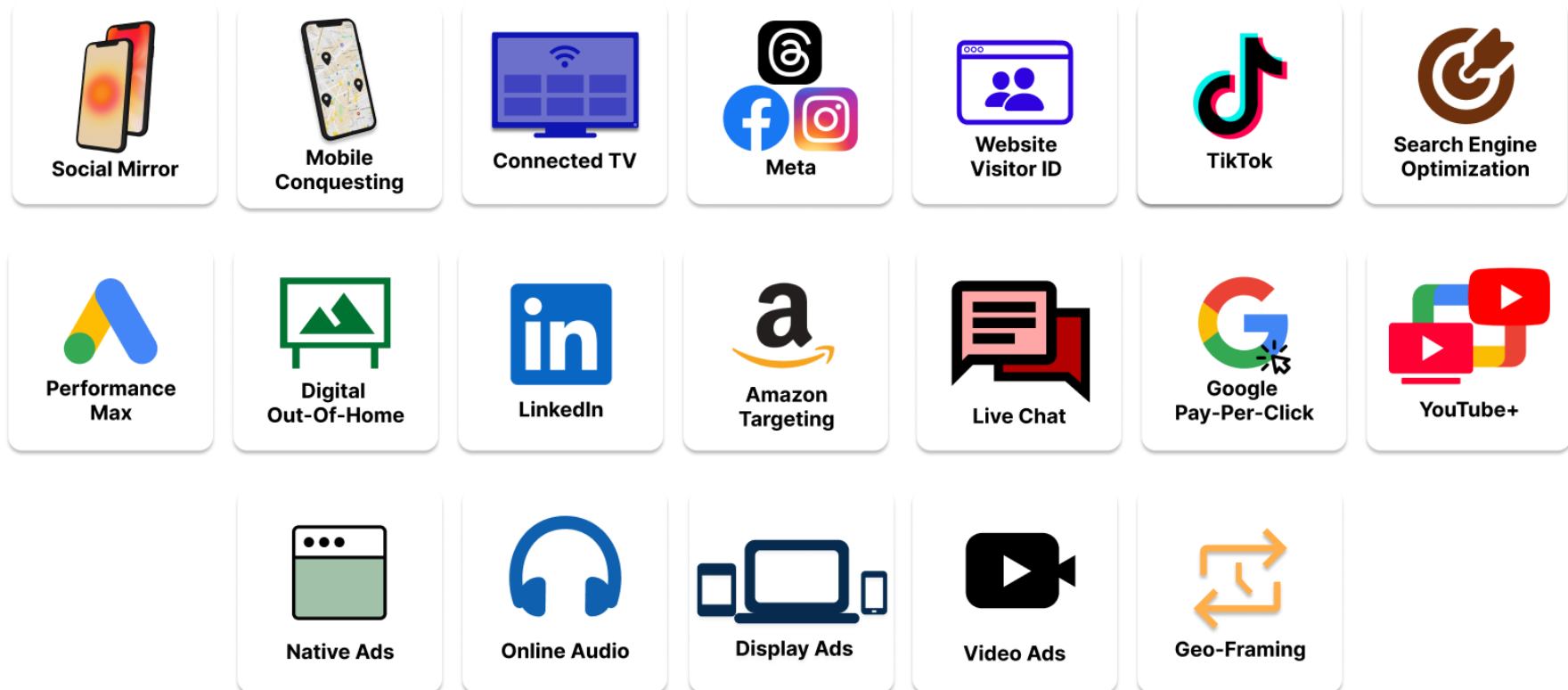


Instagram Performance





All available products in our *toolbox*.



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