



Digital Marketing Report

Impressions

How many ads were served:

69,988

Clicks

Times a user clicked on an ad

832

Click-Through Rate

(Clicks/Impressions) x 100

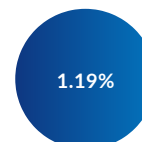
1.19%

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%)
La Serena at Toscana - Apartments/Apartment List Facebook/Instagram Premium	63,223	717	1.13%	16.20
La Serena at Toscana - Facebook/Instagram Retargeting	6,765	115	1.70%	24.28



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%)
La Serena at Toscana_Carousel_Find your perfect home	27,634	773	2.80%	39.96
La Serena at Toscana_Carousel_Discover resort-style living	42,354	59	0.14%	1.99

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Check out our Move-in Specials!	La Serena at Toscana_Carousel_Find your perfect home	385
La Serena at Toscana	La Serena at Toscana_Carousel_Find your perfect home	103
2: Relax in Your Modern Retreat	La Serena at Toscana_Carousel_Find your perfect home	28
8: Living Loved at La Serena	La Serena at Toscana_Carousel_Find your perfect home	5
5: Your Dream Closet Awaits You	La Serena at Toscana_Carousel_Find your perfect home	4



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,580	813	1.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,643	17	1.03%
Desktop	A personal computing device that remains stationary at one location.	568	1	0.18%
Unknown	---	197	1	0.51%

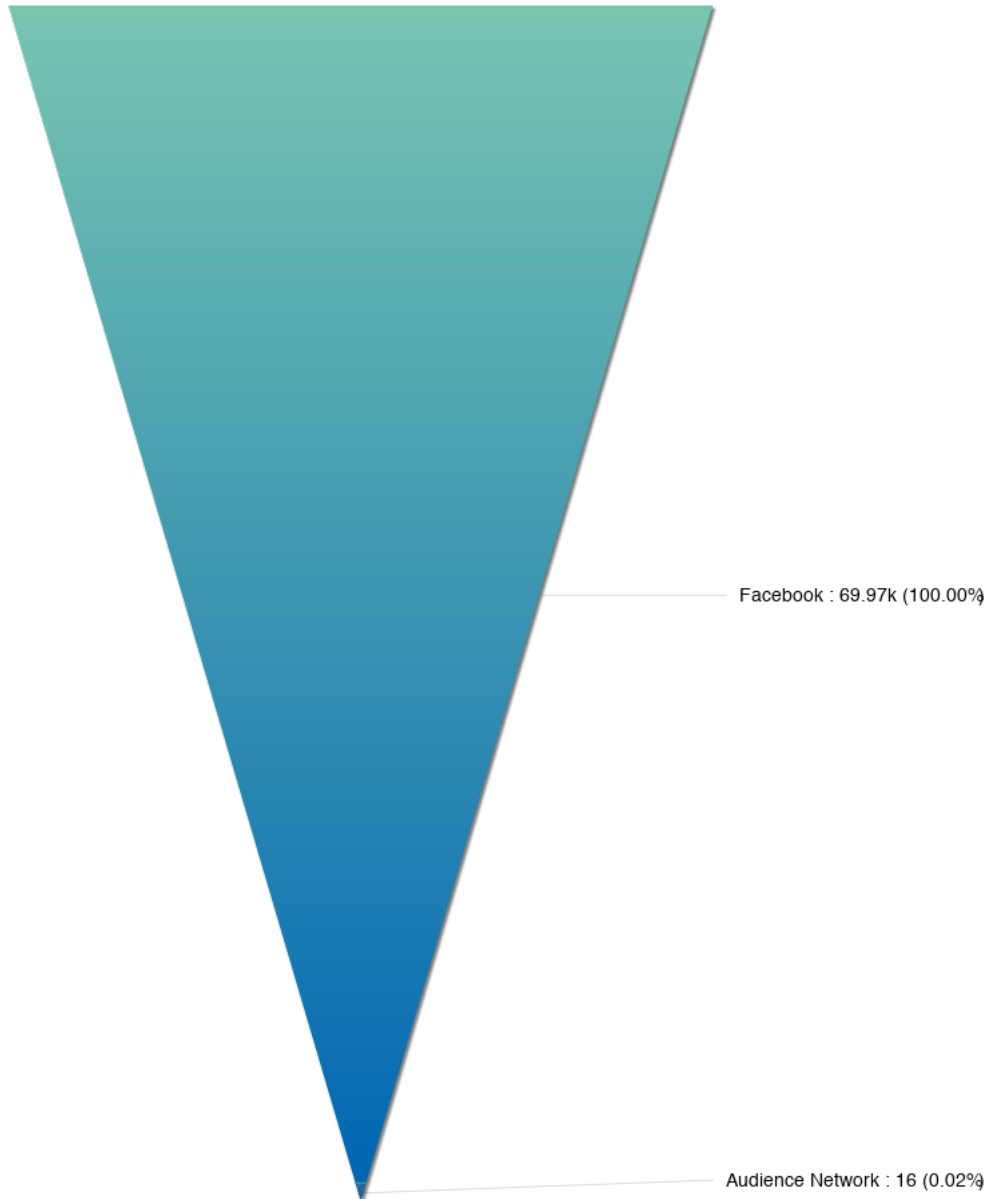


Social Placement Performance

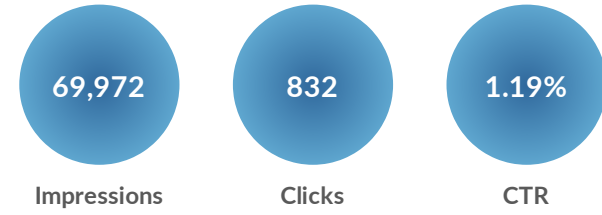
		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	41,212	186	0.45%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,579	313	1.78%
Facebook Feed	Your ads 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.	9,682	306	3.16%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,131	16	1.41%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	236	4	1.69%
Facebook Stories	Your ads appear in people's Stories on Facebook.	132	7	5.30%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	16	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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



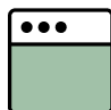
Live Chat



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.