

Digital Marketing Report

Impressions

How many ads were served:

114,648

Clicks

Times a user clicked on an ad

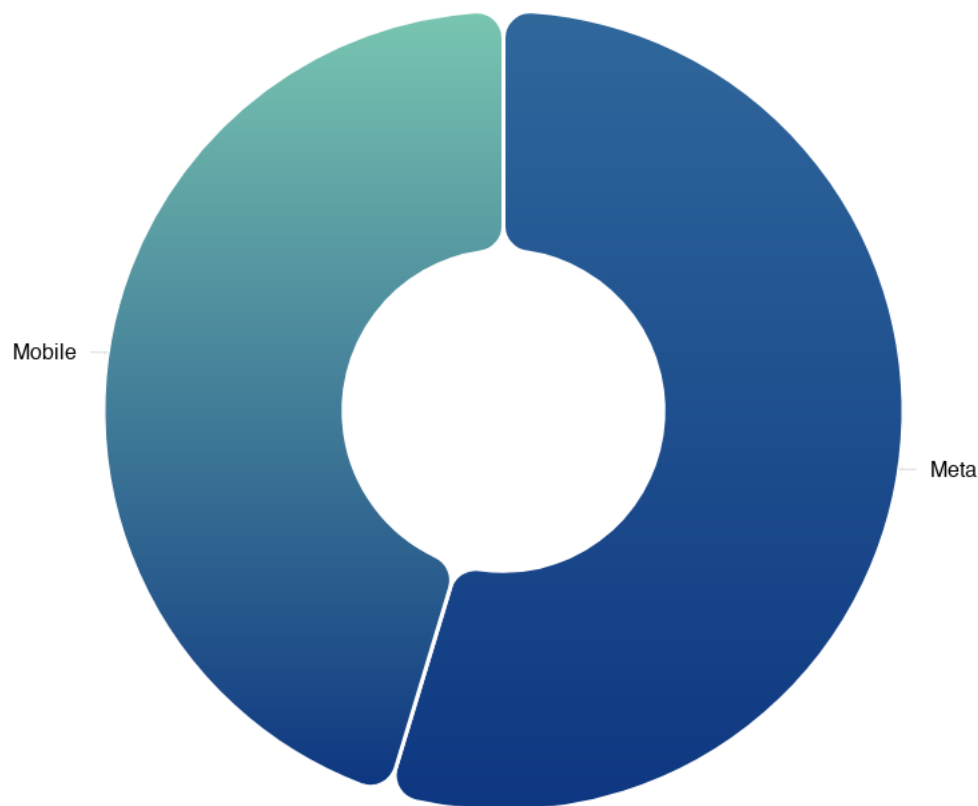
705

Click-Through Rate

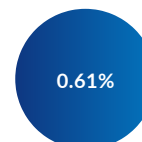
$(\text{Clicks} / \text{Impressions}) \times 100$

0.61%

Your Product Breakout by Impressions

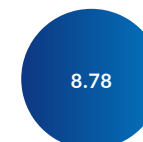


Total Engagement Rate



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

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 Hansen Park - Apartments/Apartment List Facebook/Instagram Premium	58,392	399	0.68%	9.76
La Serena at Hansen Park - Real Estate Service Visitors/Recent Movers Mobile	51,936	241	0.46%	6.63
La Serena at Hansen Park - Facebook/Instagram Premium Retargeting	4,281	65	1.52%	21.69
La Serena at Hansen Park - Geo-Retargeting Mobile	32	0	0.00%	0.00
La Serena at Hansen Park - Geo-Fencing Mobile	7	0	0.00%	0.00

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

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)

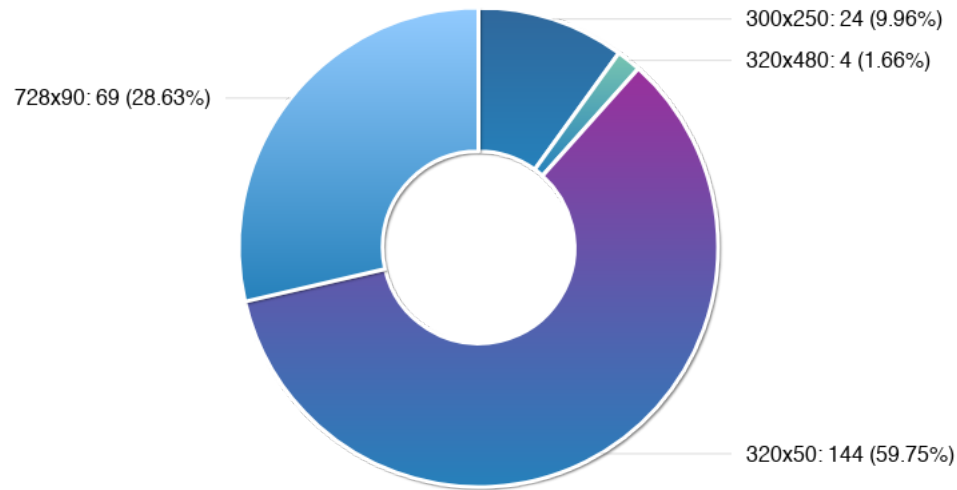
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
La Serena at Hansen Park	7701 W 4th AVE	Kennewick	WA	99336	3

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	La Serena at Hansen Park_7.8_la serena hansen park - 320x50.png	28,666	109	0.38%	5.43
	La Serena at Hansen Park_LS 320x50.png	9,126	35	0.38%	5.48
	La Serena at Hansen Park_7.8_la serena hansen park 728x90.png	8,866	51	0.58%	8.22
	La Serena at Hansen Park_LS 728x90.png	3,042	18	0.59%	8.45
	La Serena at Hansen Park_7.8_la serena hansen park 300x250.png	1,650	19	1.15%	16.45
	La Serena at Hansen Park_LS 300x250.png	345	5	1.45%	20.70
	La Serena at Hansen Park_7.8_la serena hansen park - 320x480.png	248	4	1.61%	23.04
	La Serena at Hansen Park_LS 320x480.png	32	0	0.00%	0.00

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%)
La Serena at Hansen Park_7.9_la serena hansen park.png	18,954	262	1.38%	19.75
La Serena at Hansen Park_Carousel_Embrace wine country	10,502	134	1.28%	18.23
La Serena at Hansen Park_Carousel_Discover resort-style living	27,909	38	0.14%	1.95
La Serena at Hansen Park_1.16_hansen park ad - Meta 1200x1200 1-12-2025.png	5,308	30	0.57%	8.07

Meta Carousel Card Performance

Card Name	Ad	Count ↓
La Serena at Hansen Park	La Serena at Hansen Park_Carousel_Embrace wine country	134
1: Up to 1 Month Free	La Serena at Hansen Park_Carousel_Embrace wine country	31
2: Get Cozy in Your New Home	La Serena at Hansen Park_Carousel_Embrace wine country	3
5: Sleep in Comfort in Your Spacious Bedroom	La Serena at Hansen Park_Carousel_Discover resort-style living	1

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	Center Pkwy	Kennewick	WA	99336			7	0	0.00%

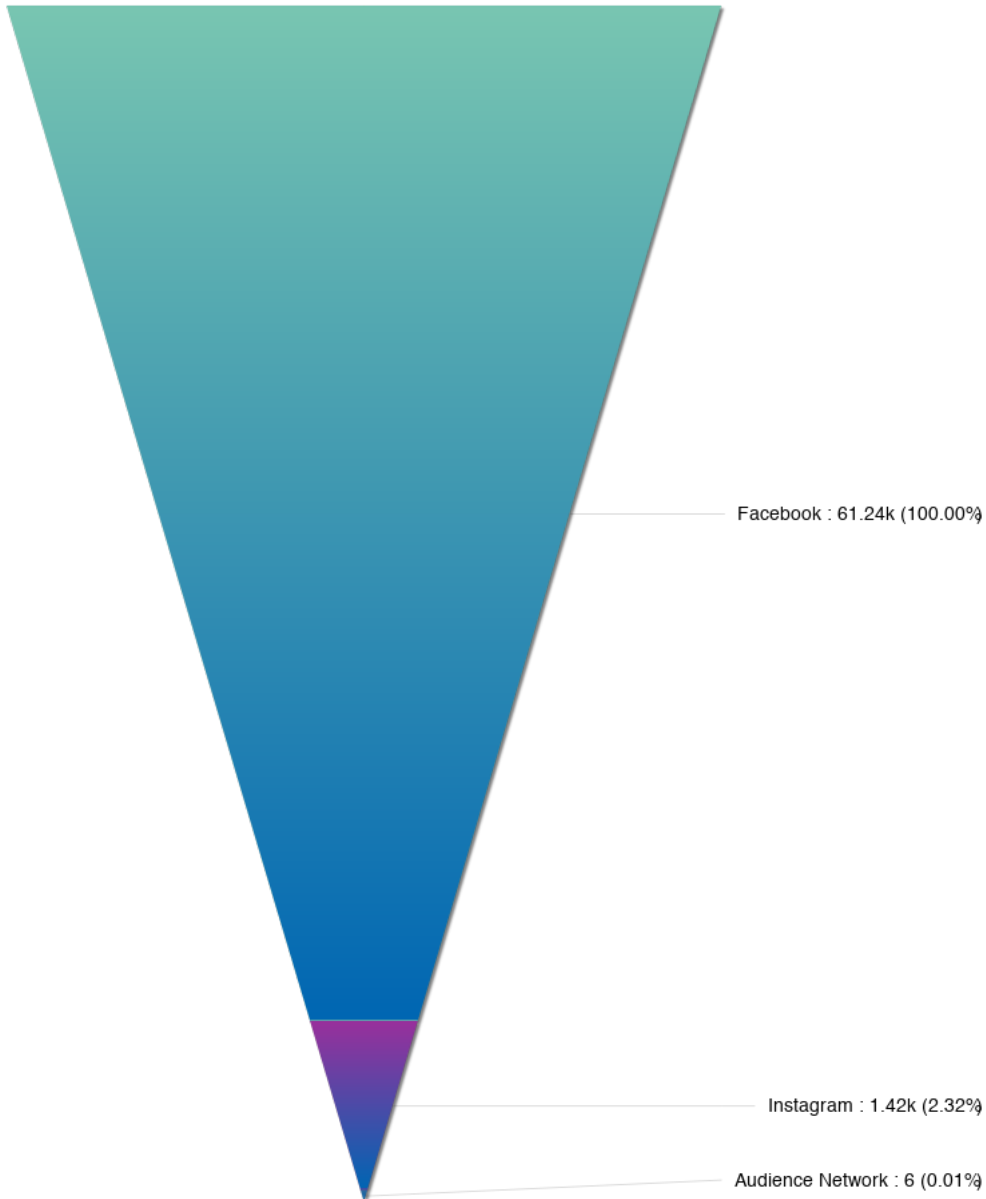
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	60,686	448	0.74%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,495	15	1.00%
Desktop	A personal computing device that remains stationary at one location.	347	0	0.00%
Unknown	---	145	1	0.69%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	34,812	345	0.99%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	22,824	13	0.06%
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.	2,310	77	3.33%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	950	14	1.47%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	699	11	1.57%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	462	2	0.43%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	331	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	258	2	0.78%
Facebook Stories	Your ads appear in people's Stories on Facebook.	17	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	6	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance

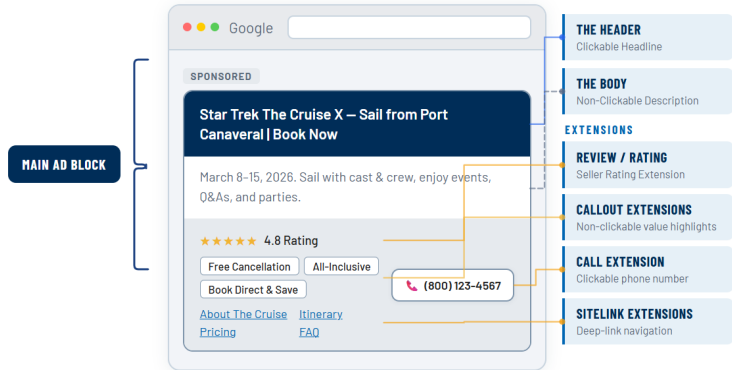


Instagram Performance



"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, Events, Event Rate, Client Ad Cost, & Client CPE) 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 clicks on that specific extension itself.

Location Extensions are not currently available to be shown.

"Phone calls" are 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.