

Digital Marketing Report

Impressions

How many ads were served:

67,247

Clicks

Times a user clicked on an ad

649

Click-Through Rate

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

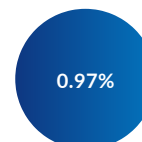
0.97%

Your Product Breakout by Impressions



Meta

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 the Parque - Apartments/Apartments.com Facebook/Instagram Premium	67,170	647	0.96%	13.76
La Serena at the Parque - Retargeting Facebook/Instagram Premium	77	2	2.60%	37.11

Meta Click Conversions

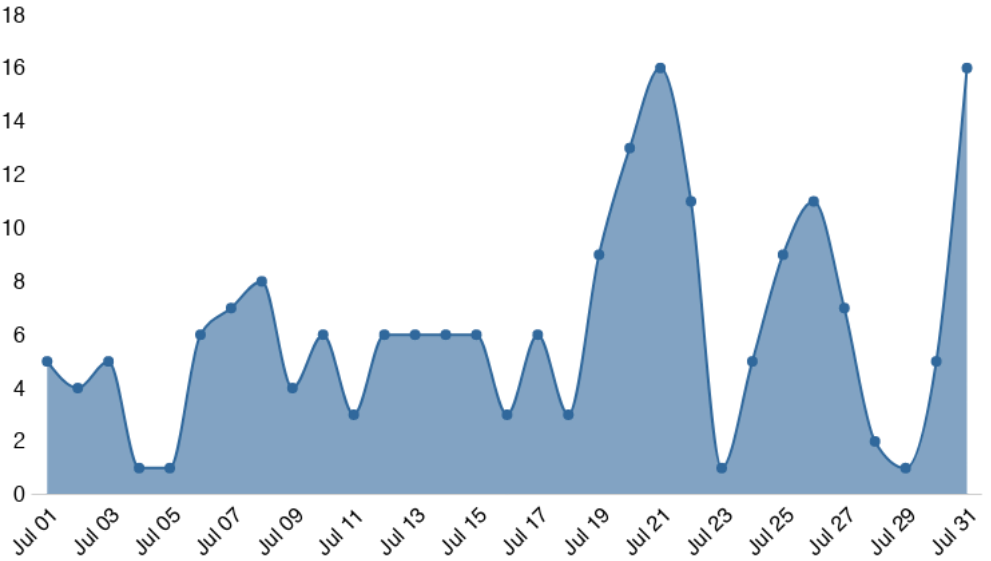
192

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

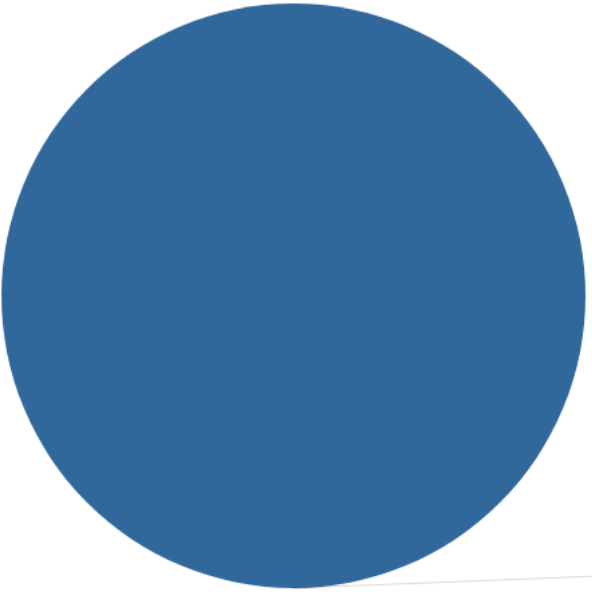
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
La Serena at the Parque Floor Plans Page View	175
La Serena at the Parque Amenities Page View	7
La Serena at the Parque Photo Gallery Page View	7
La Serena at the Parque Neighborhood Page View	2
La Serena at the Parque Apply Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

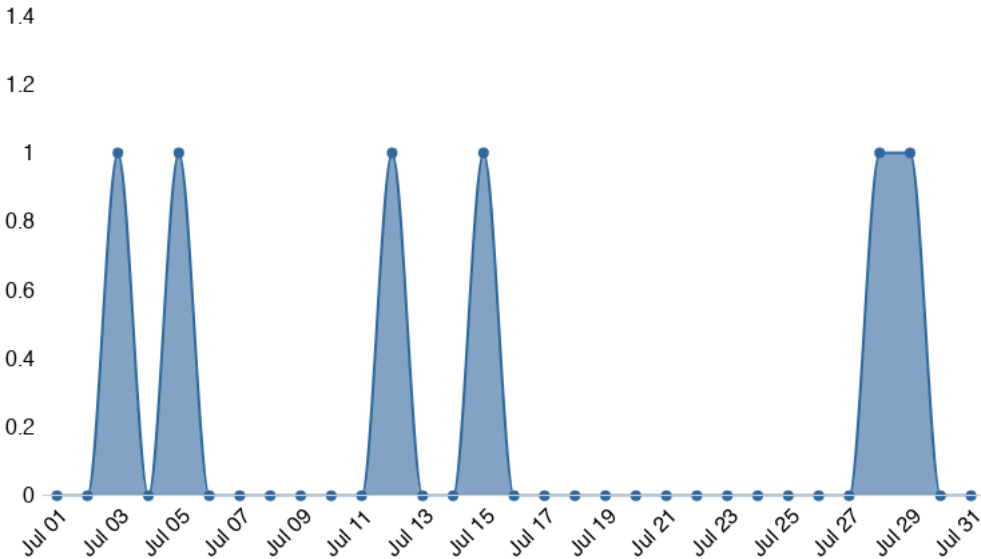


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

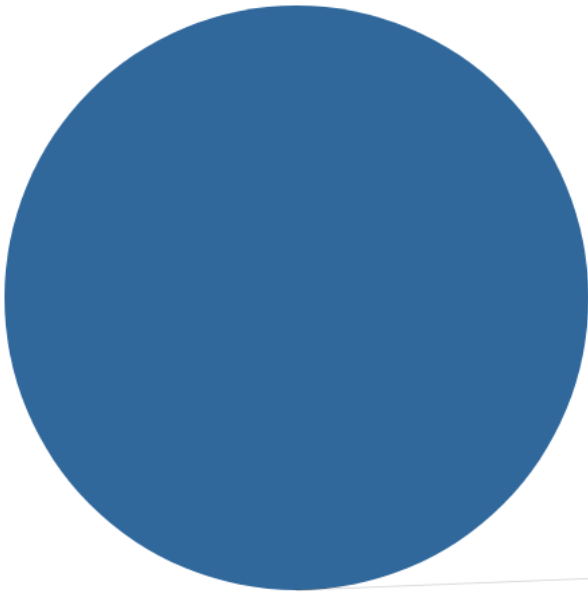
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
La Serena at the Parque Floor Plans Page View	3
La Serena at the Parque Homepage Visits	3

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting:
100%

Meta Post Engagements

1,225

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

17

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

Meta Post Shares

3

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
La Serena at the Parque_La Serena at the Parque - Meta - January 2026.png	67,247	649	0.97%	13.79

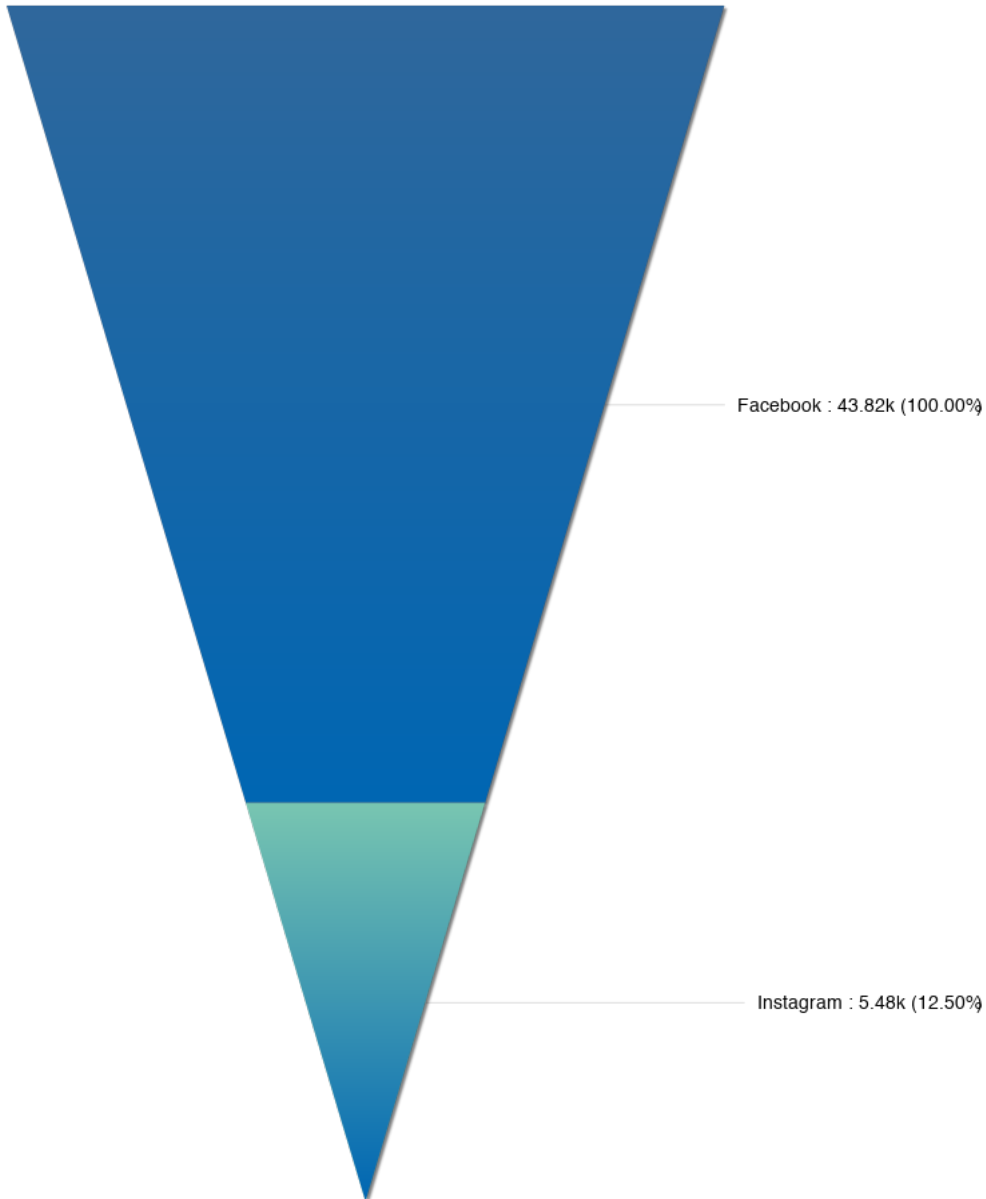
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	47,208	601	1.27%
Desktop	A personal computing device that remains stationary at one location.	18,269	9	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,685	36	2.14%
Unknown	---	85	3	3.53%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	20,368	19	0.09%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,326	228	1.18%
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.	17,950	9	0.05%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	4,734	148	3.13%
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.	3,905	202	5.17%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	547	23	4.20%
Instagram Stories	Your ads appear in people's Stories on Instagram.	196	12	6.12%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	163	5	3.07%
Facebook Stories	Your ads appear in people's Stories on Facebook.	42	3	7.14%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	16	0	0.00%

Social Placement Performance by Impressions



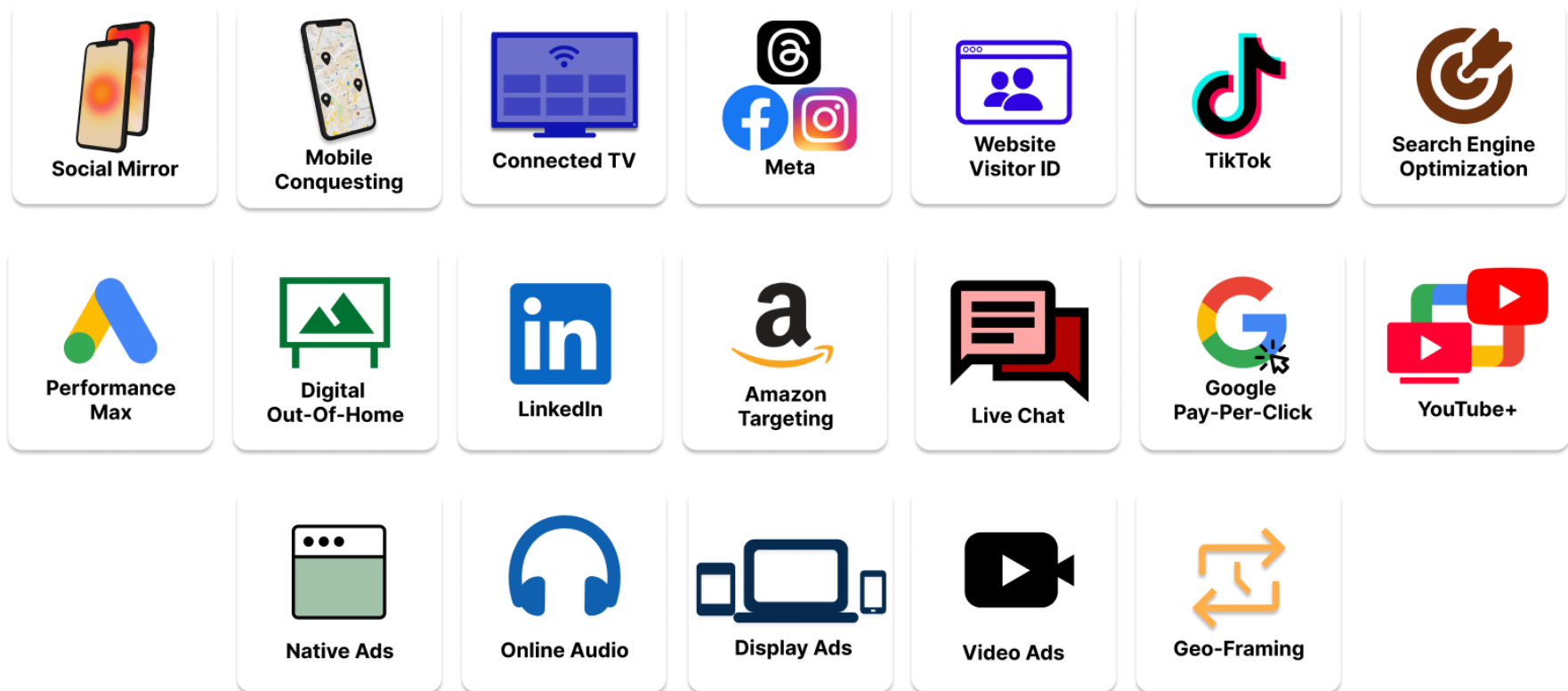
Facebook News Feed Performance



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.