

Digital Marketing Report

Impressions

How many ads were served:

131,491

Clicks

Times a user clicked on an ad

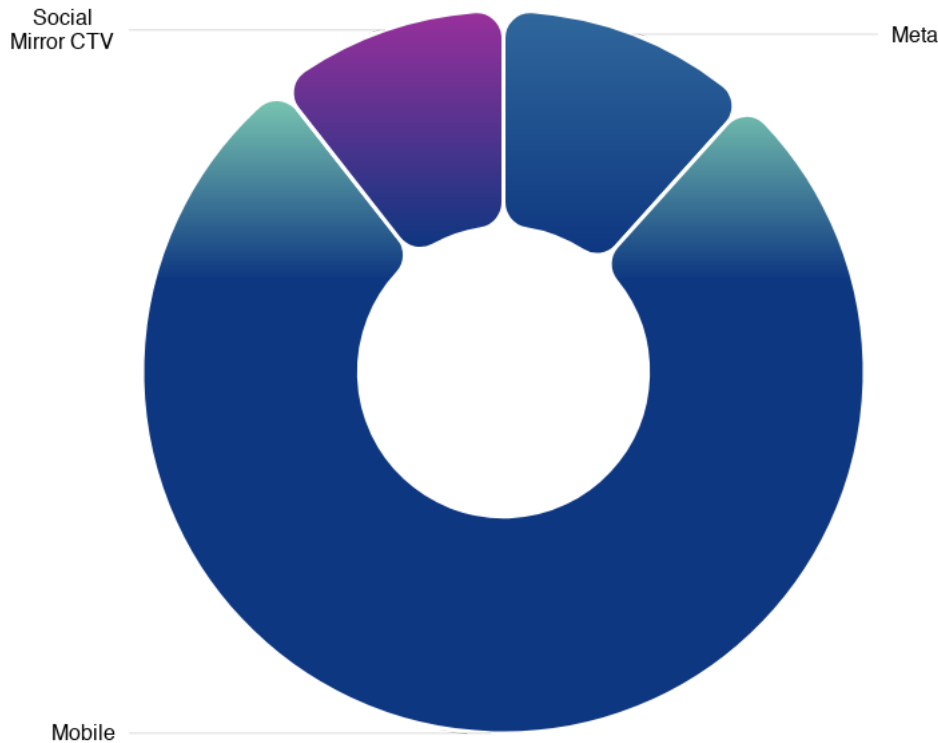
549

Click-Through Rate

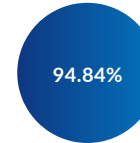
(Clicks/Impressions) x 100

0.47%

Your Product Breakout by Impressions



CTV Completion Rate



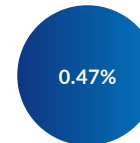
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



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

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%)
Overhead Door Co. - MUNCIE - HHI \$100k+/Recent Movers/Home Improvement Shoppers Mobile	102,099	130	0.13%	1.82
Overhead Door Co. - MUNCIE - Age 30+/Doors & Windows/Home Improvement Facebook/Instagram Premium	15,347	412	2.68%	38.35
Overhead Door Co. - MUNCIE - AI Social Mirror CTV	5,801	1	0.02%	0.25
Overhead Door Co. - MUNCIE - Home Improvement > Home Remodel - Garage/Home Improvement > Projects > Auto Garage Door Opener Behavioral Social Mirror CTV	5,726	1	0.02%	0.25
Overhead Door Co. - MUNCIE - Retargeting Social Mirror CTV	2,394	0	0.00%	0.00
Overhead Door Co. - MUNCIE - Site Retargeting Mobile	124	7	5.65%	80.65

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



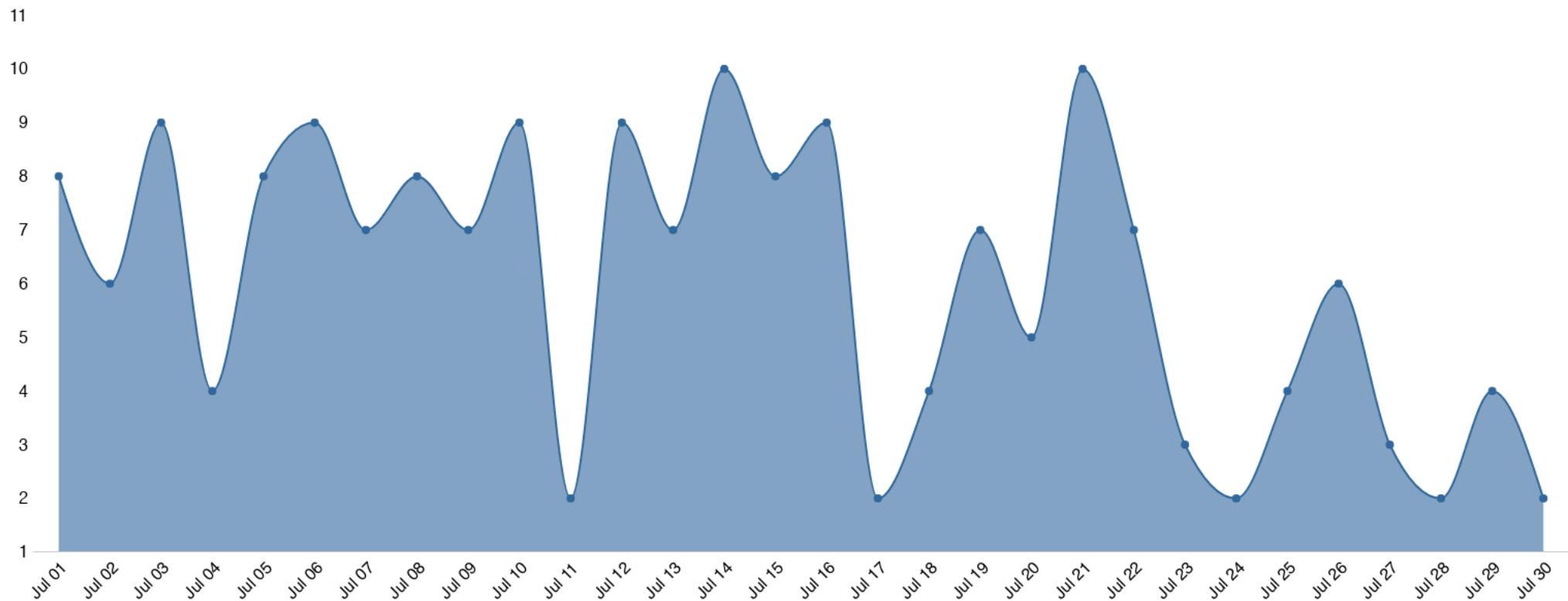
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

QR Code Scan Performance

181

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

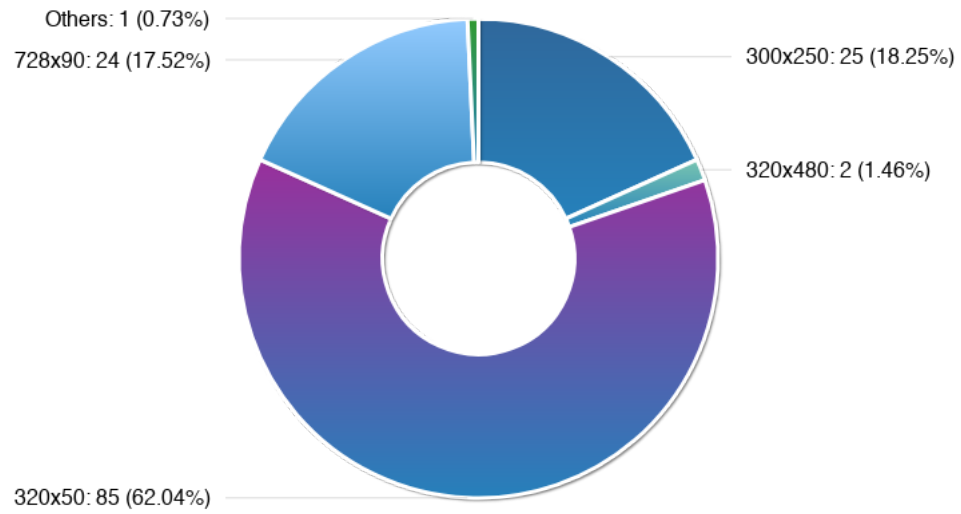
QR Code Performance Day by Day



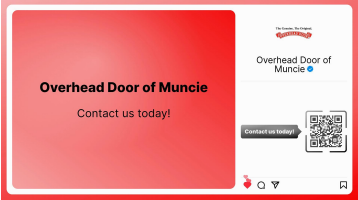
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	26 July Overhead Door 320 x 50 px (1).png	68,024	79	0.12%	1.66
	26 July Overhead Door 728 x 90 px (2).png	9,983	21	0.21%	3.01
	Overhead Door Co. - MUNCIE_3.20_2026 March Overhead Door 320 x 50 px.png	8,827	3	0.03%	0.49
	Overhead Door Co. - MUNCIE_3.20_2026 March ENTRY Overhead Door 320 x 50 px.png	8,816	3	0.03%	0.49
	26 July Overhead Door 300x250.png	2,462	24	0.97%	13.93
	Overhead Door Co. - MUNCIE_3.20_2026 March ENTRY Overhead Door 728 x 90 px.png	1,595	2	0.13%	1.79
	Overhead Door Co. - MUNCIE_3.20_2026 March Overhead Door 728 x 90 px.png	1,519	1	0.07%	0.94
	Overhead Door Co. - MUNCIE_3.20_2026 March ENTRY Overhead Door 300x250.png	417	1	0.24%	3.43
	Overhead Door Co. - MUNCIE_3.20_2026 March Overhead Door 300x250.png	407	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	Overhead Door Co. - MUNCIE_Social Mirror OTT_Old Time - Overhead Muncie_Click to Call	13,921	95.19%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Overhead Door Co. - MUNCIE_Adding insulation to your garage door	14,950	404	2.70%	38.60
Overhead Door Co. - MUNCIE_26.07.15 Facebook Video.mp4	397	8	2.02%	28.79

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	Overhead Door Co. - MUNCIE_Adding insulation to your garage door	76
2:	Overhead Door Co. - MUNCIE_Adding insulation to your garage door	62
Overhead Door Co. of Muncie	Overhead Door Co. - MUNCIE_Adding insulation to your garage door	42



Device Performance

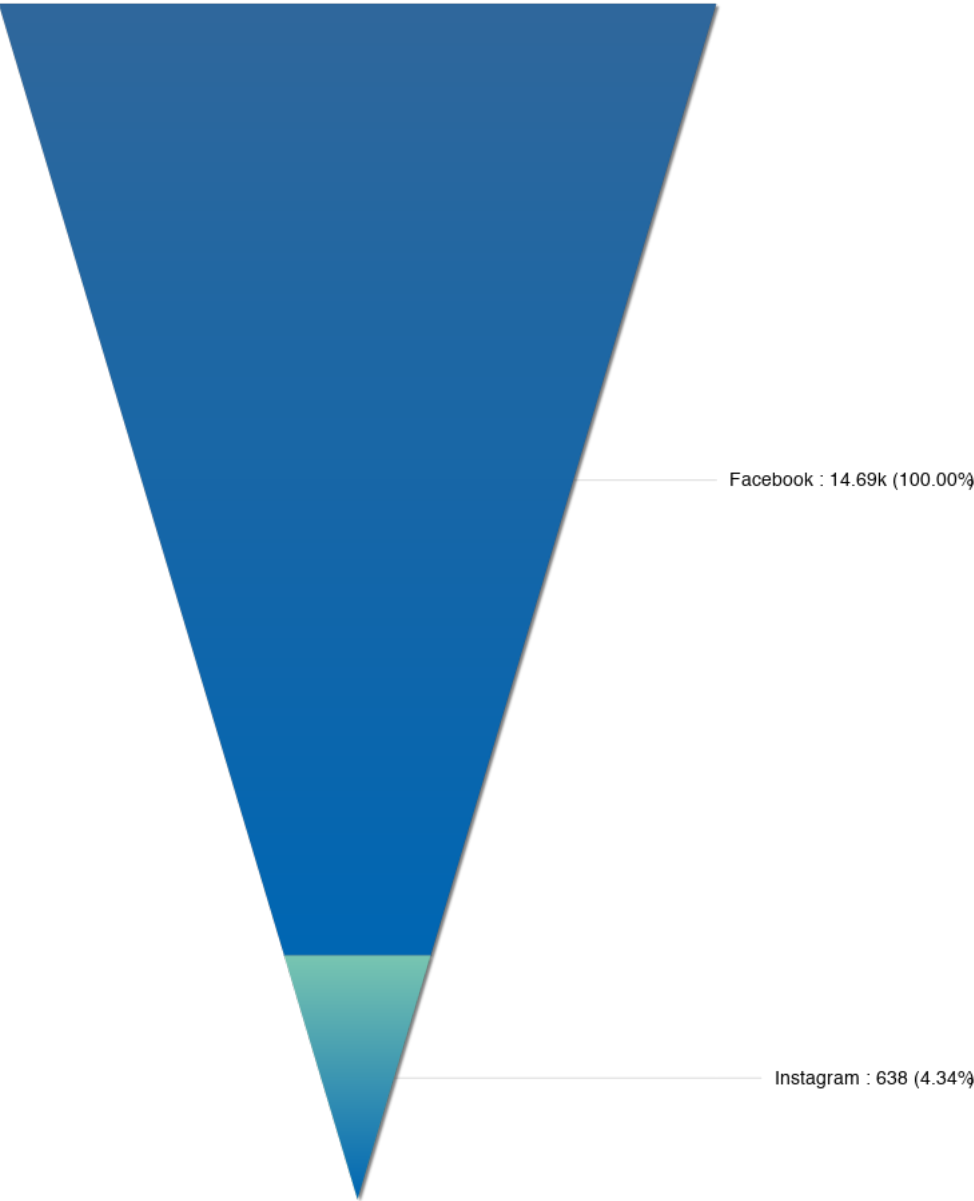
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	14,837	397	2.68%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	7,651	1	0.01%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,270	1	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	452	15	3.32%
Unknown	---	54	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	4	0	0.00%



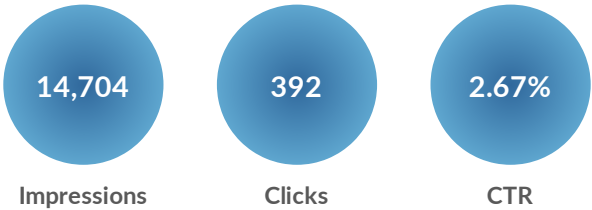
Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	7,141	218	3.05%
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.	3,685	121	3.28%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	3,404	48	1.41%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	555	15	2.70%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	302	1	0.33%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	162	4	2.47%
Instagram Stories	Your ads appear in people's Stories on Instagram.	51	4	7.84%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	32	1	3.13%
Facebook Notification	Your ads appear within a user's notifications feed.	6	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.	5	0	0.00%

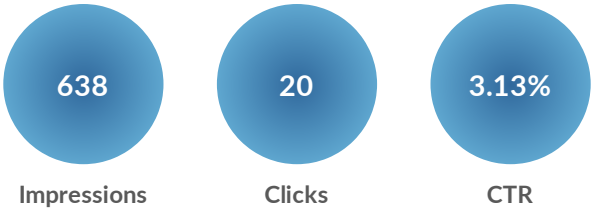
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance

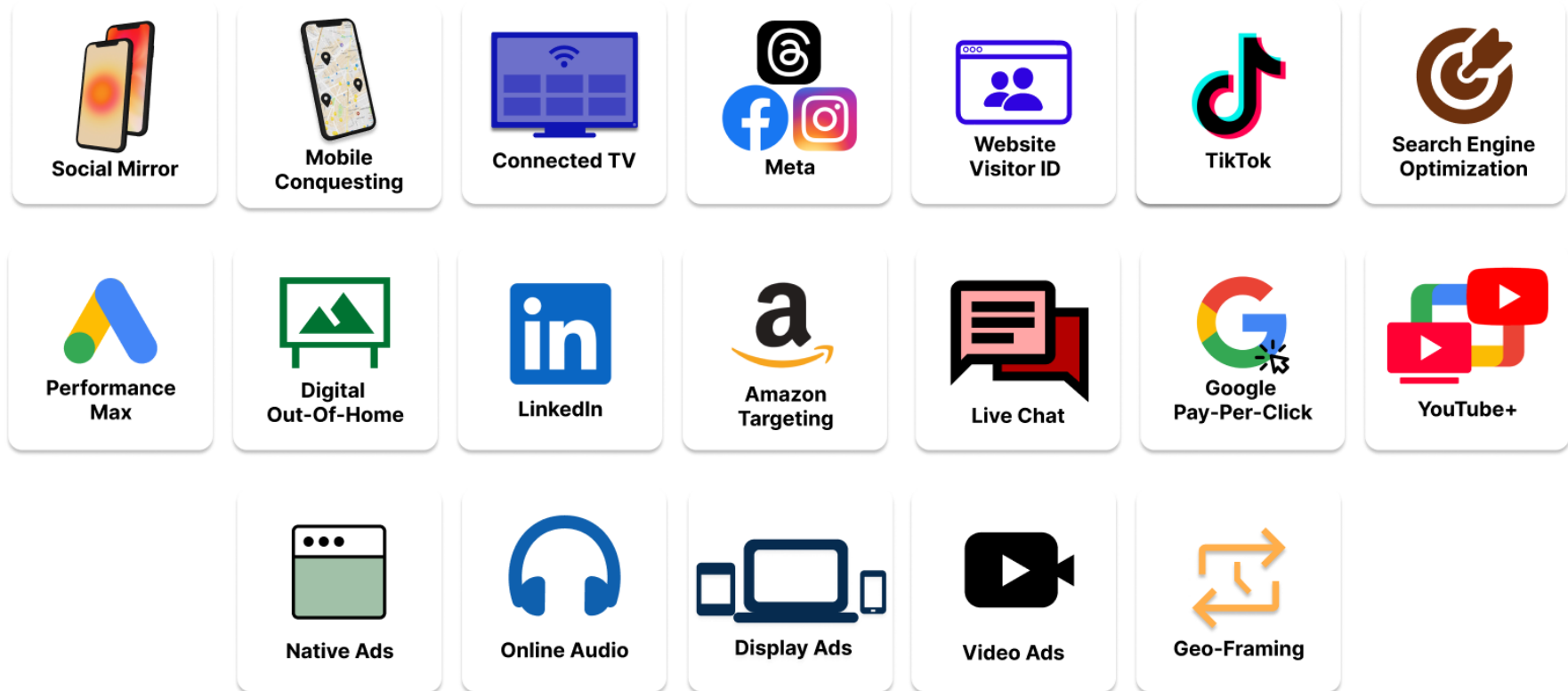


Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	2,368	79.29%
	Telly - The Truly Smart TV	911	100.00%
	Tubi - Free Movies & TV	352	99.72%
	LG Channel App	335	29.35%
	Tubi - Movies & TV Shows	269	96.96%
	Frndly TV	261	97.09%

	Scripps News	132	91.18%
	SAMSUNG TV PLUS	113	104.52%
	Plex: Stream Movies & TV	72	100.00%
	Pluto TV - It's Free TV	58	100.00%

All available products in our *toolbox*.



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