



Digital Marketing Report

Impressions

How many ads were served:

195,031

Clicks

Times a user clicked on an ad

810

Click-Through Rate

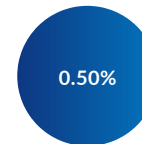
(Clicks/Impressions) x 100

0.50%

Your Product Breakout by Impressions



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%)
Andersons Masonry Hearth and Home - Home Improvement Shoppers Mobile	41,710	48	0.12%	1.64
Anderson's Masonry Hearth and Home - Home Improvement YouTube+	35,178	12	0.03%	0.49
Anderson's Masonry Hearth and Home - Home Improvement Facebook/Instagram	32,846	517	1.57%	22.49
Anderson's Masonry Hearth and Home - Homeowners/Home Renovation Behavioral Social Mirror	20,203	22	0.11%	1.56
Anderson's Masonry Hearth and Home - AI Social Mirror	20,131	113	0.56%	8.02
Anderson's Masonry Hearth and Home - Keyword Social Mirror	17,843	3	0.02%	0.24
Andersons Masonry Hearth and Home - Geo-Retargeting Mobile	13,372	23	0.17%	2.46
Andersons Masonry Hearth and Home - Geo-Fence Mobile	12,908	50	0.39%	5.53
Anderson's Masonry Hearth and Home - Retargeting Facebook/Instagram	840	22	2.62%	37.41

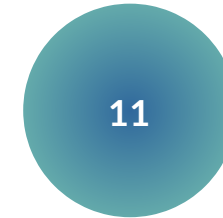


Meta Post Engagements



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 Post Shares



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



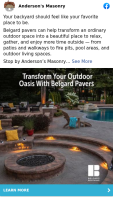
Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Anderson's Masonry Hearth and Home	16 Woodland Park Dr	Kalispell	MT	59901	70



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Anderson's Masonry Hearth and Home_FB_Your backyard should feel like your favorite place to be	58,177	138	0.24%	3.39

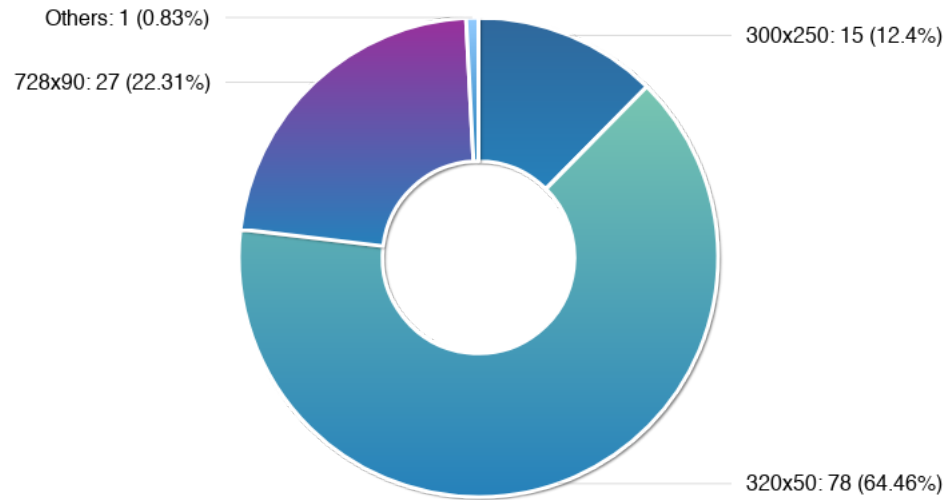


Mobile Conquesting Creative Performance

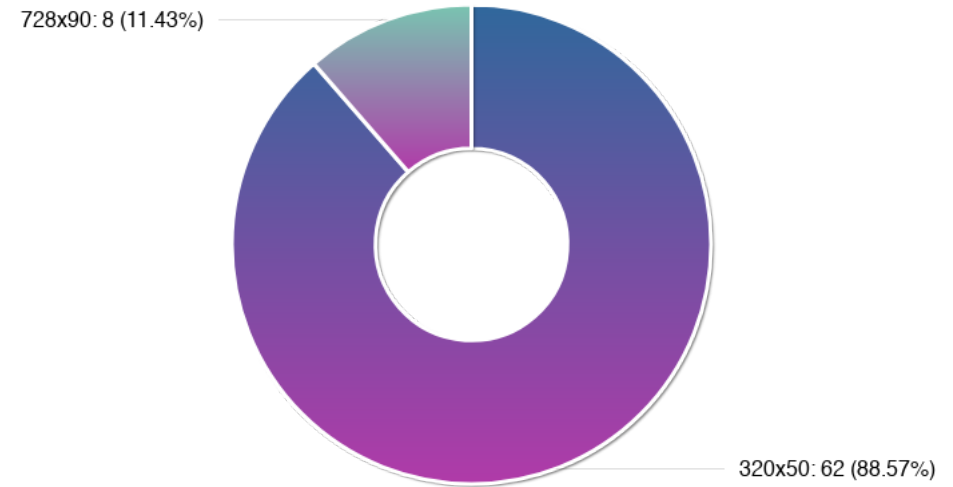
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Anderson's Masonry Hearth and Home_4.30_Belgard 320x50_2026.png	57,403	78	0.14%	1.94
	Anderson's Masonry Hearth and Home_4.30_Belgard 728x90_2026.png	7,339	27	0.37%	5.26
	Anderson's Masonry Hearth and Home_4.30_Belgard 300x250_2026.png	3,186	15	0.47%	6.73
	Anderson's Masonry Hearth and Home_4.30_Belgard 320x480_2026.png	62	1	1.61%	23.04



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Belgard May 2026	35,178	12	87.60%	0.05

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Belgard May 2026	91.03%	88.97%	88.09%	87.60%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Belgard 1080x1080_2026	31,418	486	1.55%	22.10
Belgard_May_2026_Video_ad_15_final	2,268	53	2.34%	33.38



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	61,587	553	0.90%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	34,218	12	0.04%
Desktop	A personal computing device that remains stationary at one location.	23,064	73	0.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,232	36	0.50%
Unknown	---	940	15	1.60%

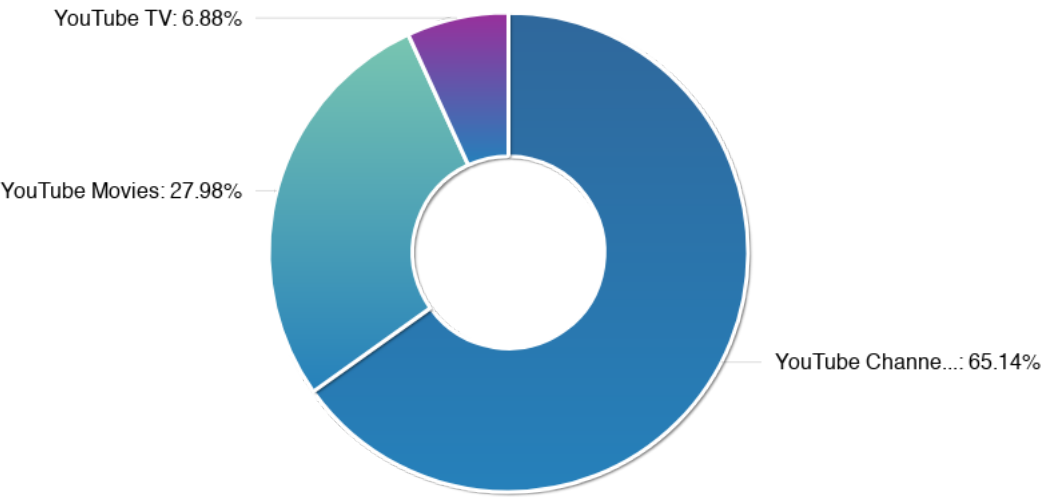


Site and App Performance

Name	Impressions ↓	Clicks	CTR
realtor.com	6,263	0	0.00%
nypost.com	2,887	0	0.00%
tmz.com	1,789	1	0.06%
foxnews.com	1,641	3	0.18%
msn.com	1,622	1	0.06%
theguardian.com	1,458	3	0.21%
dailymail.com	1,417	1	0.07%
huffpost.com	1,276	5	0.39%
mybartender.com	541	0	0.00%
nytimes.com	535	0	0.00%
buzzfeed.com	441	0	0.00%
luxedreamer.com	421	0	0.00%
reuters.com	390	0	0.00%
ultimate-guitar.com	367	3	0.82%
missoulia.com	366	0	0.00%
lawandcrime.com	364	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	354	0	0.00%
Fox News - Daily Breaking News	350	0	0.00%
kitchenseer.com	318	0	0.00%
mediotiempo.com	316	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Fox News	404	0	0.00%
NBC News	262	0	0.00%
Midwest Safety	243	0	0.00%
ABC News	213	0	0.00%
LiveNOW from FOX	125	0	0.00%
Sam and Colby	120	0	0.00%
CboysTV	102	0	0.00%
Joe Bart Games	100	0	0.00%
CaseOh	80	0	0.00%
MeidasTouch	79	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	223
(YouTube TV) MS NOW	31
(YouTube TV) CNBC	7
(YouTube TV) ESPN	7
(YouTube TV) CNN	7
(YouTube TV) MTV	6
(YouTube TV) FOX Business	5

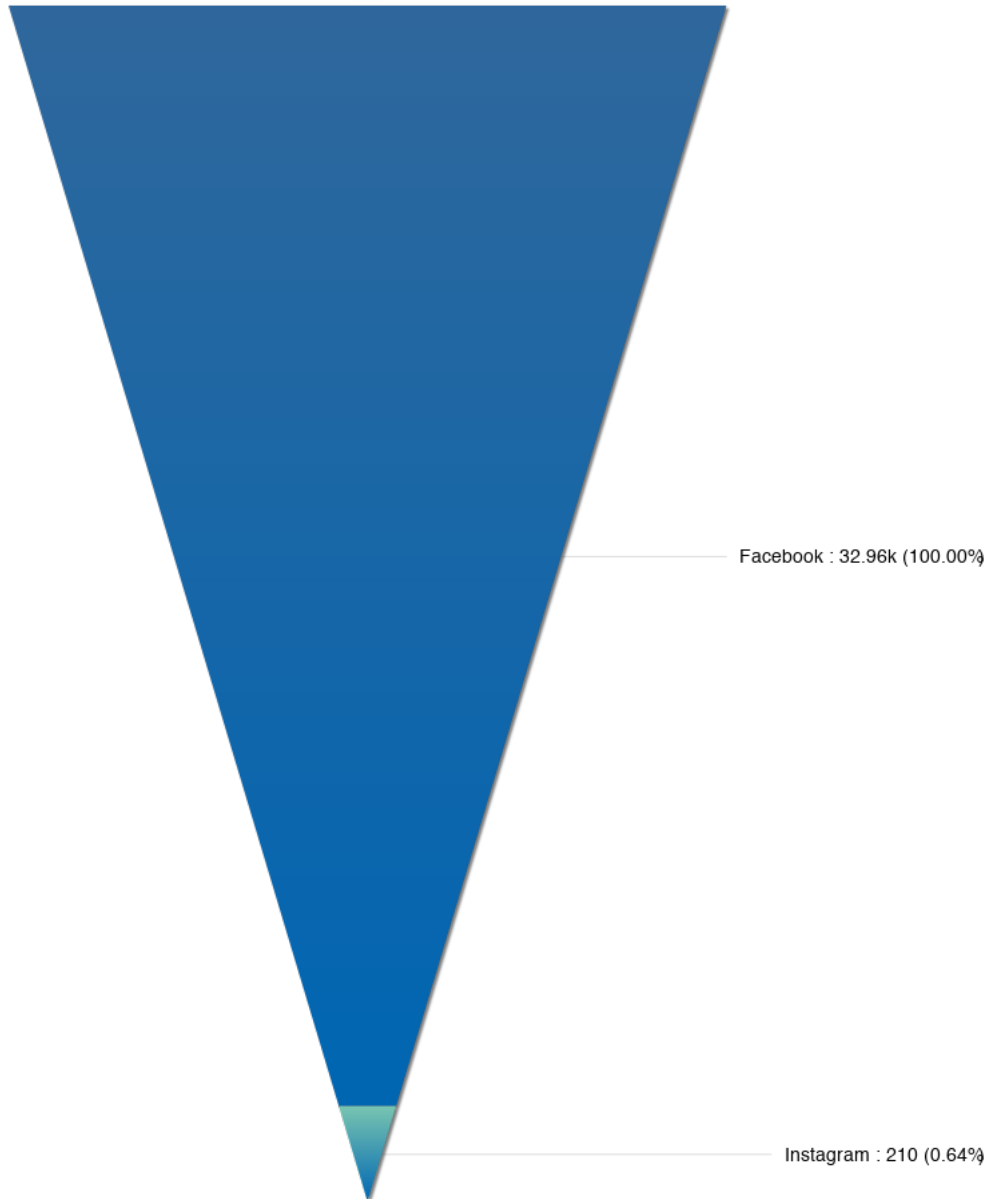


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	32,957	531	1.61%
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.	315	3	0.95%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	210	4	1.90%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	204	1	0.49%



Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram 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.