

Digital Marketing Report

Impressions

How many ads were served:

86,239

Clicks

Times a user clicked on an ad

1,864

Click-Through Rate

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

2.16%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.20%

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

X the National Average

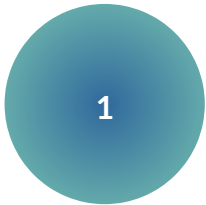
30.88

X the National Avg (.07%)

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cokas Diko - Facebook/Instagram Premium	78,029	1,688	2.16%	30.90
Cokas Diko - Facebook/Instagram Premium Retargeting	8,210	176	2.14%	30.62

Meta Click Conversions



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

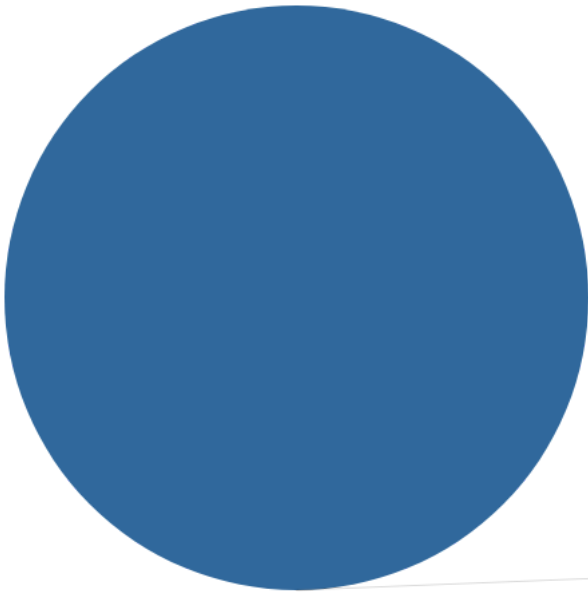
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Cokas Diko Subscribe Click Conversion	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

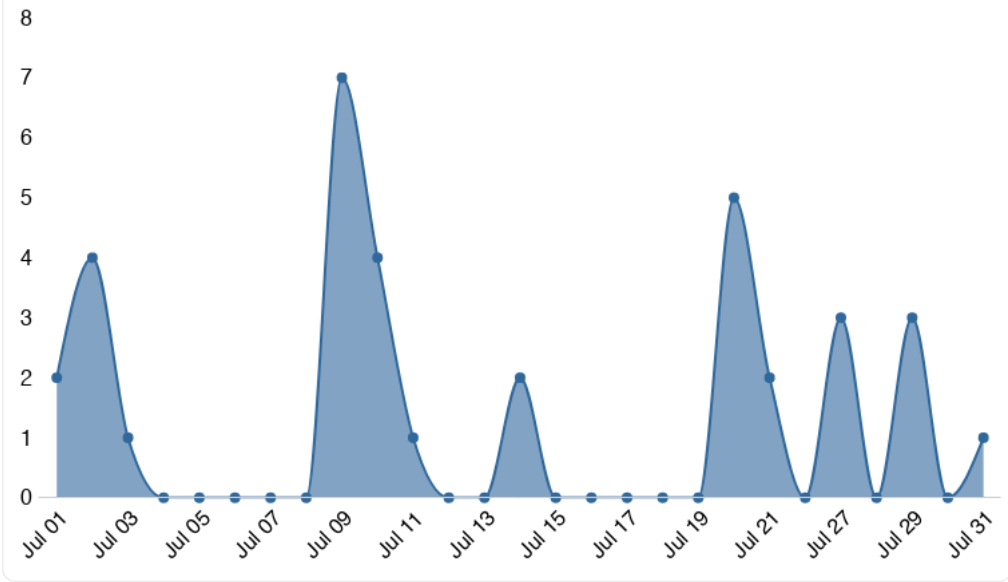


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance



Meta View-Through Conversions by Day



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%)
Cokas Diko_1.27_Upholstry Jan Carousel	72,399	1,512	2.09%	29.83
Cokas Diko_6.30_Cokas Diko 4th of July 1080x1350	10,245	304	2.97%	42.39
Cokas Diko_6.30_Cokas Diko 4th of July Carousel	3,586	48	1.34%	19.12
Cokas Diko_1.27_Upholstry Jan Collection 2	8	0	0.00%	0.00
Cokas Diko_1.27_Upholstry Jan Collection 1	1	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Cokas Diko Home Furnishings	Cokas Diko_1.27_Upholstry Jan Carousel	747
1: Crafted for Inspired Spaces	Cokas Diko_1.27_Upholstry Jan Carousel	79
3: Crafted for Inspired Spaces	Cokas Diko_1.27_Upholstry Jan Carousel	79
4: Crafted for Inspired Spaces	Cokas Diko_1.27_Upholstry Jan Carousel	78
7: Crafted for Inspired Spaces	Cokas Diko_1.27_Upholstry Jan Carousel	56

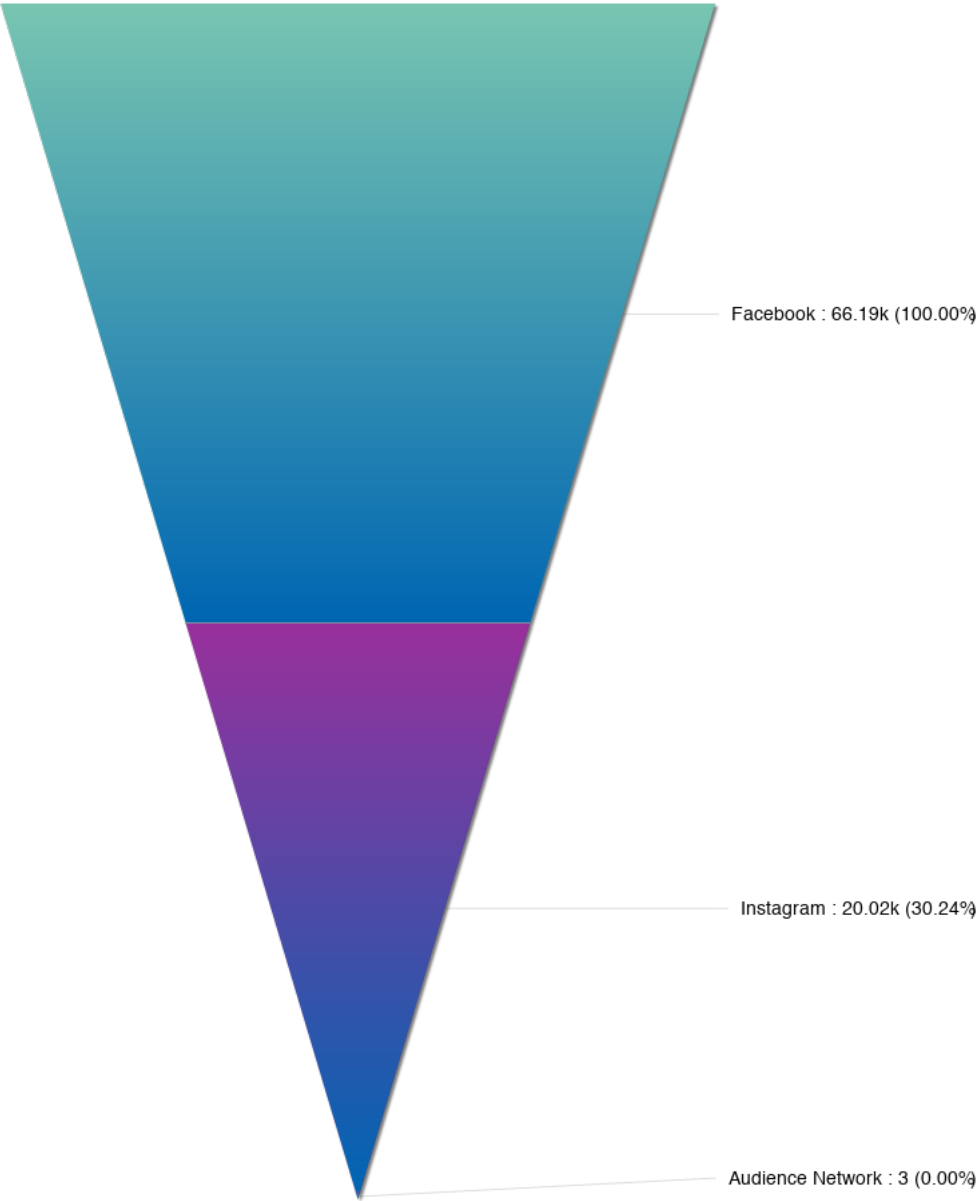
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	83,696	1,799	2.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,471	63	2.55%
Unknown	---	70	2	2.86%
Desktop	A personal computing device that remains stationary at one location.	2	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.	41,993	633	1.51%
Instagram Stories	Your ads appear in people's Stories on Instagram.	18,502	520	2.81%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	11,354	253	2.23%
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.	8,964	330	3.68%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,780	79	2.09%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	975	32	3.28%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	538	9	1.67%
Facebook Stories	Your ads appear in people's Stories on Facebook.	103	8	7.77%
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.	26	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3	0	0.00%

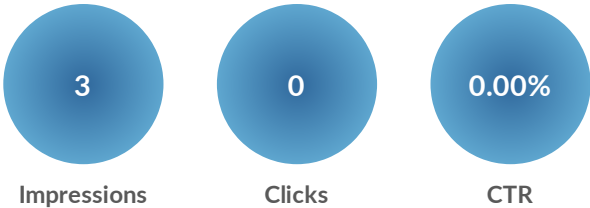
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

