

Digital Marketing Report

Impressions

How many ads were served:

176,142

Clicks

Times a user clicked on an ad

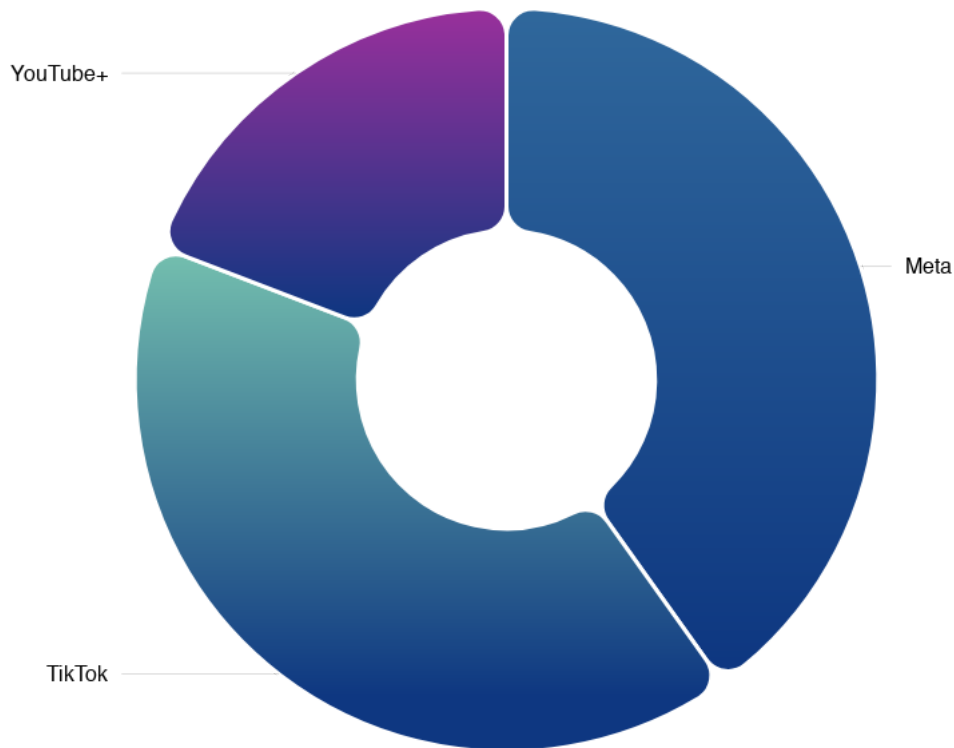
2,120

Click-Through Rate

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

1.48%

Your Product Breakout by Impressions



Total Engagement Rate

1.51%

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

X the National Average

17.19

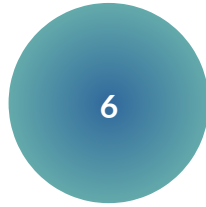
X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Energize Hot Yoga - Healthy Lifestyle/Yoga/Pilates TikTok	71,703	580	0.81%	11.56
Energize Hot Yoga - Facebook/Instagram Premium	47,425	1,051	2.22%	31.66
Energize Hot Yoga - Yoga/Yoga Lovers/Beauty and Wellness YouTube+	33,752	7	0.02%	0.30
Energize Hot Yoga - Instagram Premium	17,059	302	1.77%	25.29
Energize Hot Yoga - Facebook/Instagram Premium Retargeting	6,074	176	2.90%	41.39
Energize Hot Yoga - Instagram Premium Retargeting	129	4	3.10%	44.30

YouTube+ View-Through Conversions

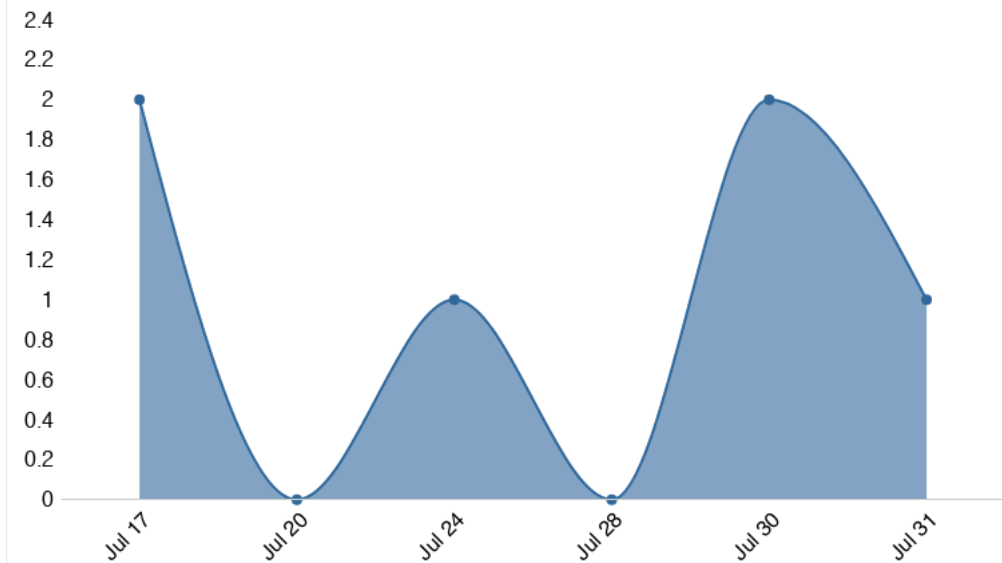


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

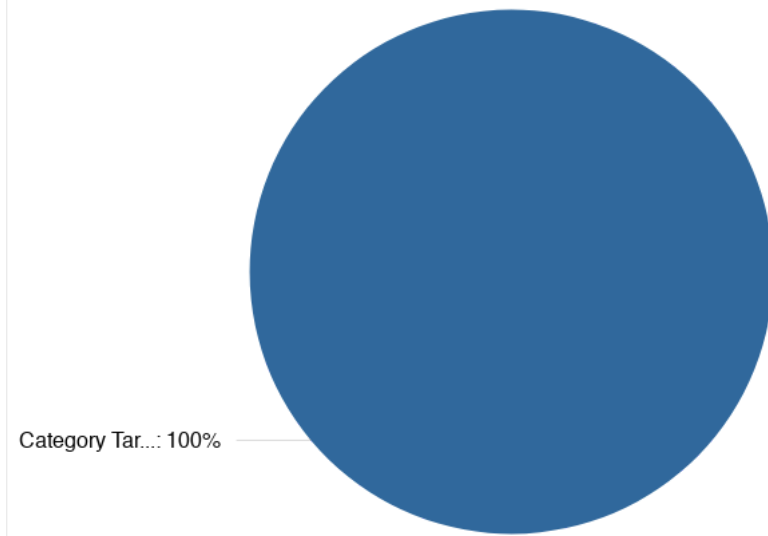
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Energize Hot Yoga First Timers Page View	4
Energize Hot Yoga Homepage Visits	1
Energize Hot Yoga Rates Page View	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy





TikTok Click and View-through Conversion Performance

Campaign Name ↓	Custom Event Type	Total Custom Page Event
Energize Hot Yoga #50924 - 119651	Energize Hot Yoga Buy Now Click Conversion	2
Energize Hot Yoga #50924 - 119651	Energize Hot Yoga First Timers Page View	2
Energize Hot Yoga #50924 - 119651	Energize Hot Yoga Homepage Visits	5

Meta Click Conversions

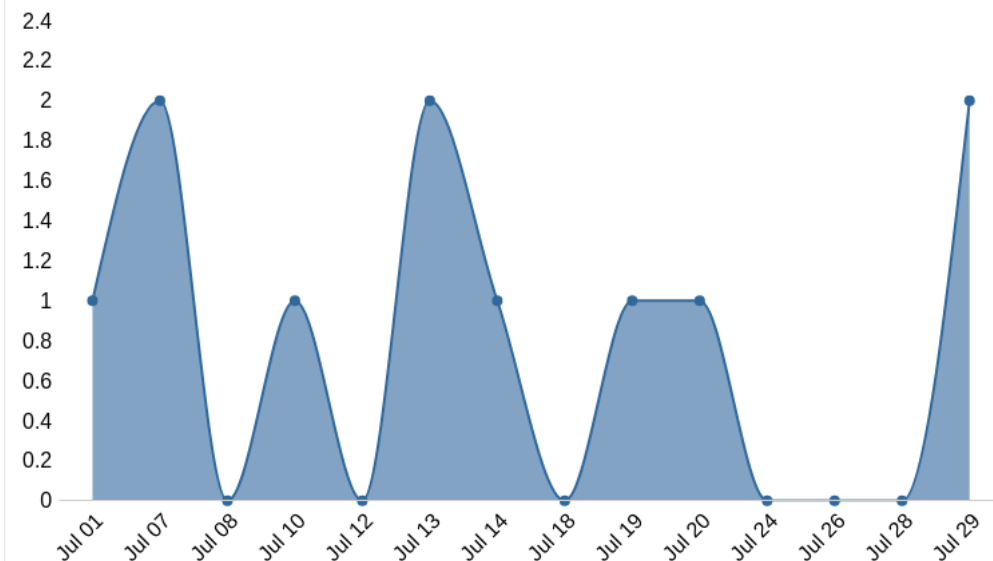


Times users clicked on an ad leading to your site and visited a page or completed an action

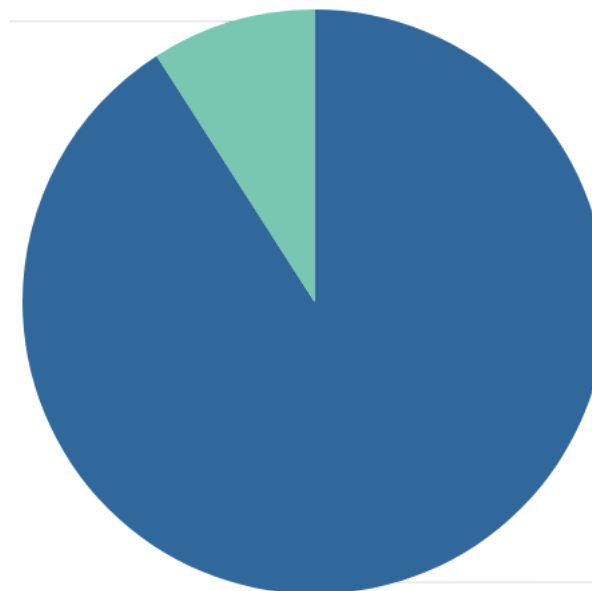
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Energize Hot Yoga First Timers Page View	4
Energize Hot Yoga Buy Now Click Conversion	3
Energize Hot Yoga Contact Page View	2
Energize Hot Yoga Click to Call Conversion	1
Energize Hot Yoga Rates Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
9.09%

Category
Targeting:
90.91%

Meta View-Through Conversions

33

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

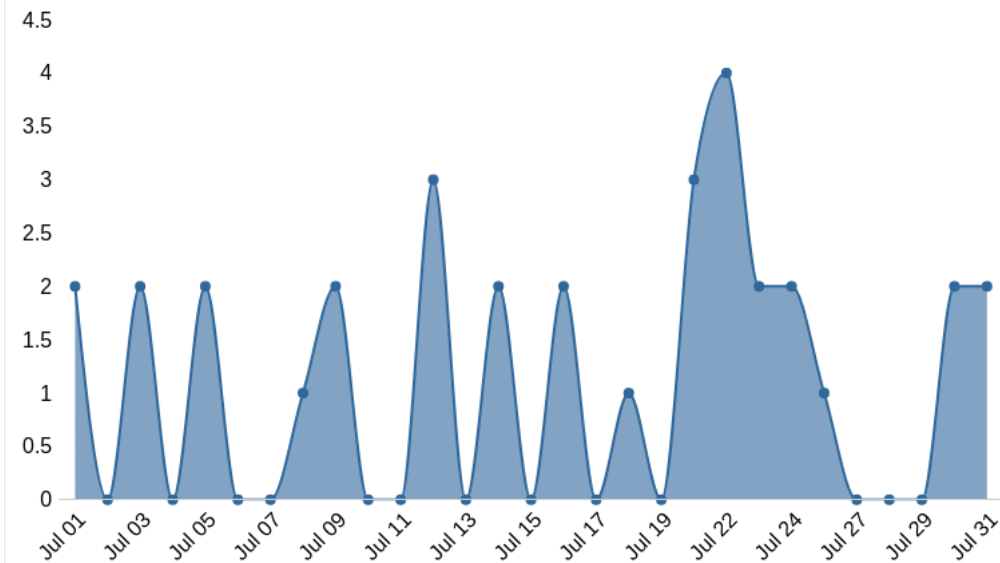
Meta View-Through Conversion Performance

Conversion Name

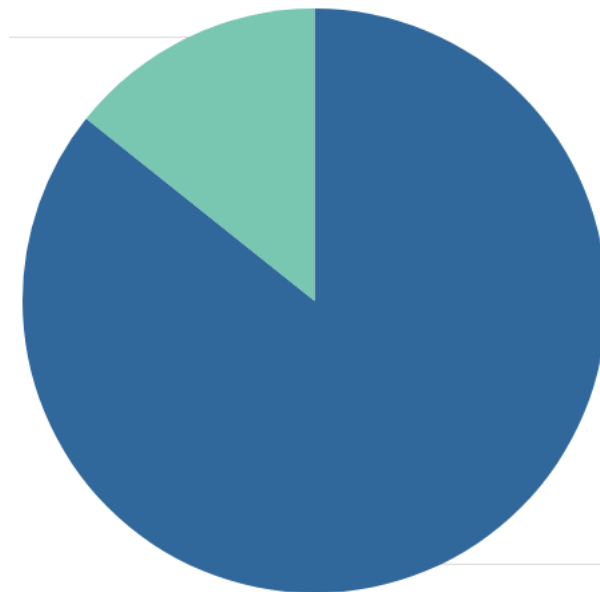
View-Through Conversions ↓

Energize Hot Yoga Homepage Visits	13
Energy Hot Yoga Homepage Visits	13
Energize Hot Yoga First Timers Page View	4
Energize Hot Yoga Rates Page View	2
Energize Hot Yoga Contact Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

Retargeting:
14.29%Category
Targeting:
85.71%

Meta Post Engagements

20,132

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

53

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

TikTok Likes

19

The number of likes your video creative received

TikTok Comments

1

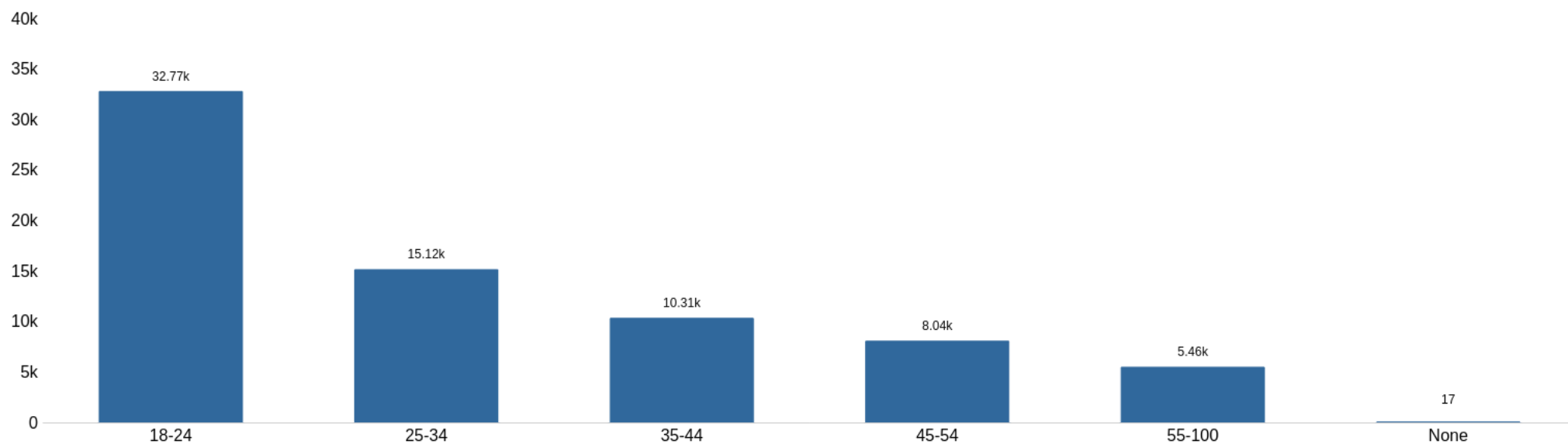
The number of comments your video creative received

TikTok Profile Visits

574

The number of profile visits the ad drove

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Energize Hot Yoga_7.6_July Specials	27,689	6	98.06%	0.04
Energize Hot Yoga_7.1_July Specials at Energize	5,771	1	98.04%	0.04
Energize Hot Yoga_6.1_June Special	290	0	98.62%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Energize Hot Yoga_6.1_June Special	99.66%	99.66%	98.62%	98.62%
Energize Hot Yoga_7.1_July Specials at Energize	99.17%	98.65%	98.28%	98.04%
Energize Hot Yoga_7.6_July Specials	99.04%	98.50%	98.23%	98.06%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Energize Hot Yoga_7.6_Energize July 2026 Rev	60,477	1,361	2.25%	32.15
Energize Hot Yoga_7.1_Energize July 2026.mp4	9,983	164	1.64%	23.47
Energize Hot Yoga_6.1_Energize June 2026	227	8	3.52%	50.35



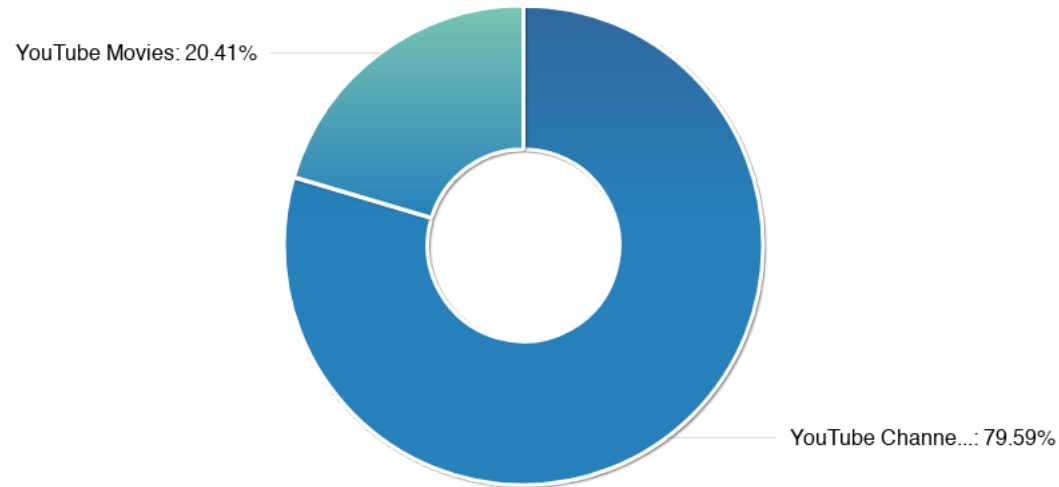
TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Energize Hot Yoga_7.7_Energize July 2026 Vertical rev	59,900	489	0.82%	11.66
Energize Hot Yoga_7.1_Energize July 2026 Vertical.mp4	11,458	90	0.79%	11.22
Energize Hot Yoga_6.1_Energize June 2026 Vertical V2.mp4	345	1	0.29%	4.14

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	131,512	1,998	1.52%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	33,442	7	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,908	115	1.05%
Desktop	A personal computing device that remains stationary at one location.	148	0	0.00%
Unknown	---	125	0	0.00%

YouTube+ Placement Performance



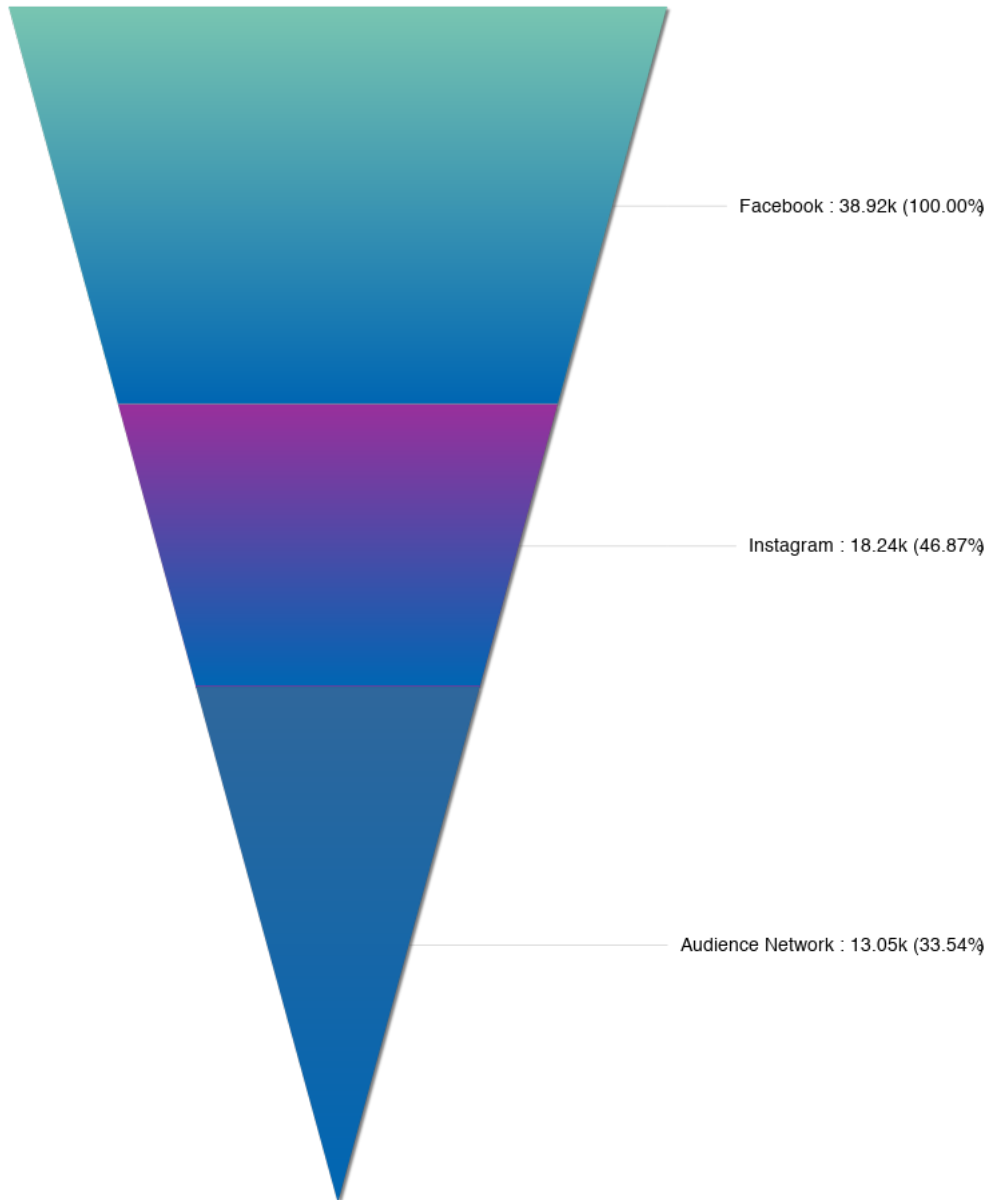
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	221	0	0.00%
Noticias Telemundo	219	0	0.00%
MeidasTouch	124	0	0.00%
ABC7 News Bay Area	117	0	0.00%
48 Hours	99	0	0.00%
Joe Bart Games	88	0	0.00%
Joe Bartolozzi	87	0	0.00%
ABC News	67	0	0.00%
Cuando Los Ángeles Caen	62	1	1.61%
HISTORY	60	0	0.00%

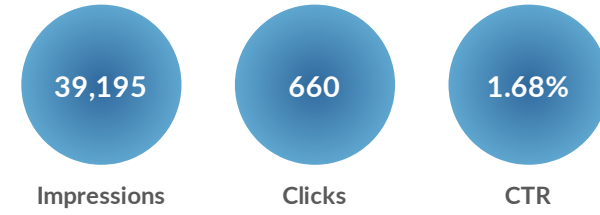
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,936	235	1.18%
Instagram Stories	Your ads appear in people's Stories on Instagram.	14,732	251	1.70%
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.	10,866	264	2.43%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	8,563	305	3.56%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	5,989	86	1.44%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	4,490	249	5.55%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,788	28	1.57%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,720	40	2.33%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1,617	55	3.40%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	481	9	1.87%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

