



Digital Marketing Report

Impressions

How many ads were served:

67,285

Clicks

Times a user clicked on an ad

1,563

Click-Through Rate

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

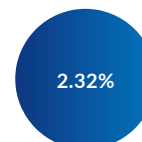
2.32%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



2.32%

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

X the National Average



33.19

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.

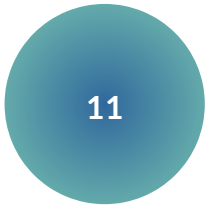


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cove Landscaping & Pool Center - Swimming Pool/Landscape Design Premium Facebook	61,286	1,387	2.26%	32.33
Cove Landscaping & Pool Center - Retargeting Premium Facebook	5,999	176	2.93%	41.91



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

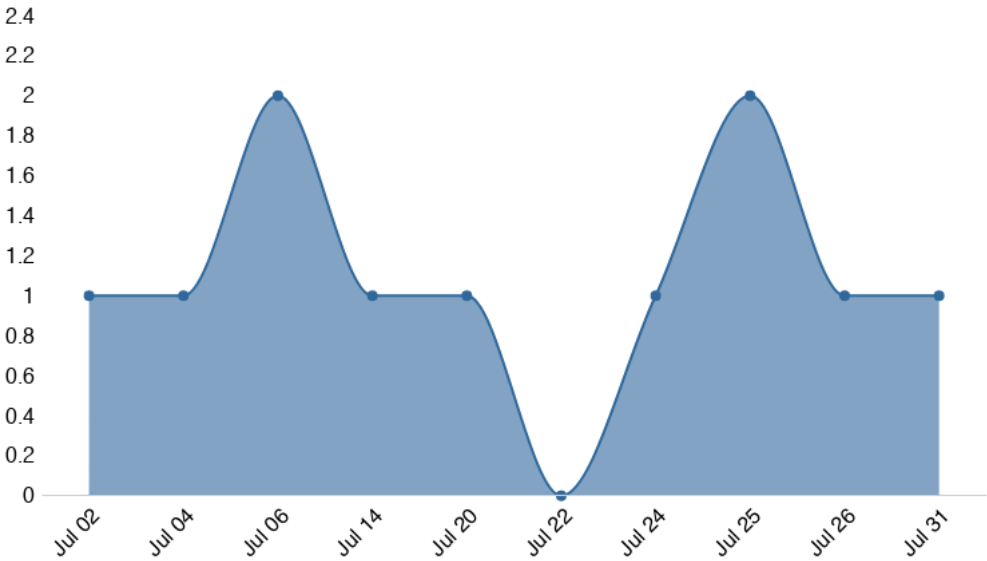
Conversion Name

Click Conversions ↓

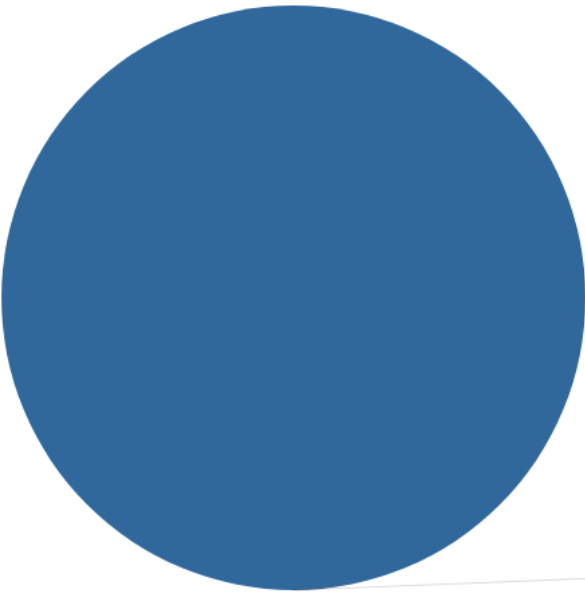
Cove Landscaping & Pool Center Pools Page View

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Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%



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%)
Cove Landscaping & Pool Center_6.22.26_Carousel	67,285	1,563	2.32%	33.19

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Cove Landscaping & Pool Center	Cove Landscaping & Pool Center_6.22.26_Carousel	963
Cove Landscape and Pool Center	Cove Landscaping & Pool Center_6.22.26_Carousel	247
2: Cove Landscaping & Pool Center	Cove Landscaping & Pool Center_6.22.26_Carousel	220
6: Cove Landscaping & Pool Center	Cove Landscaping & Pool Center_6.22.26_Carousel	4
3: Cove Landscaping & Pool Center	Cove Landscaping & Pool Center_6.22.26_Carousel	2



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	66,127	1,532	2.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	941	26	2.76%
Unknown	---	212	5	2.36%
Desktop	A personal computing device that remains stationary at one location.	5	0	0.00%

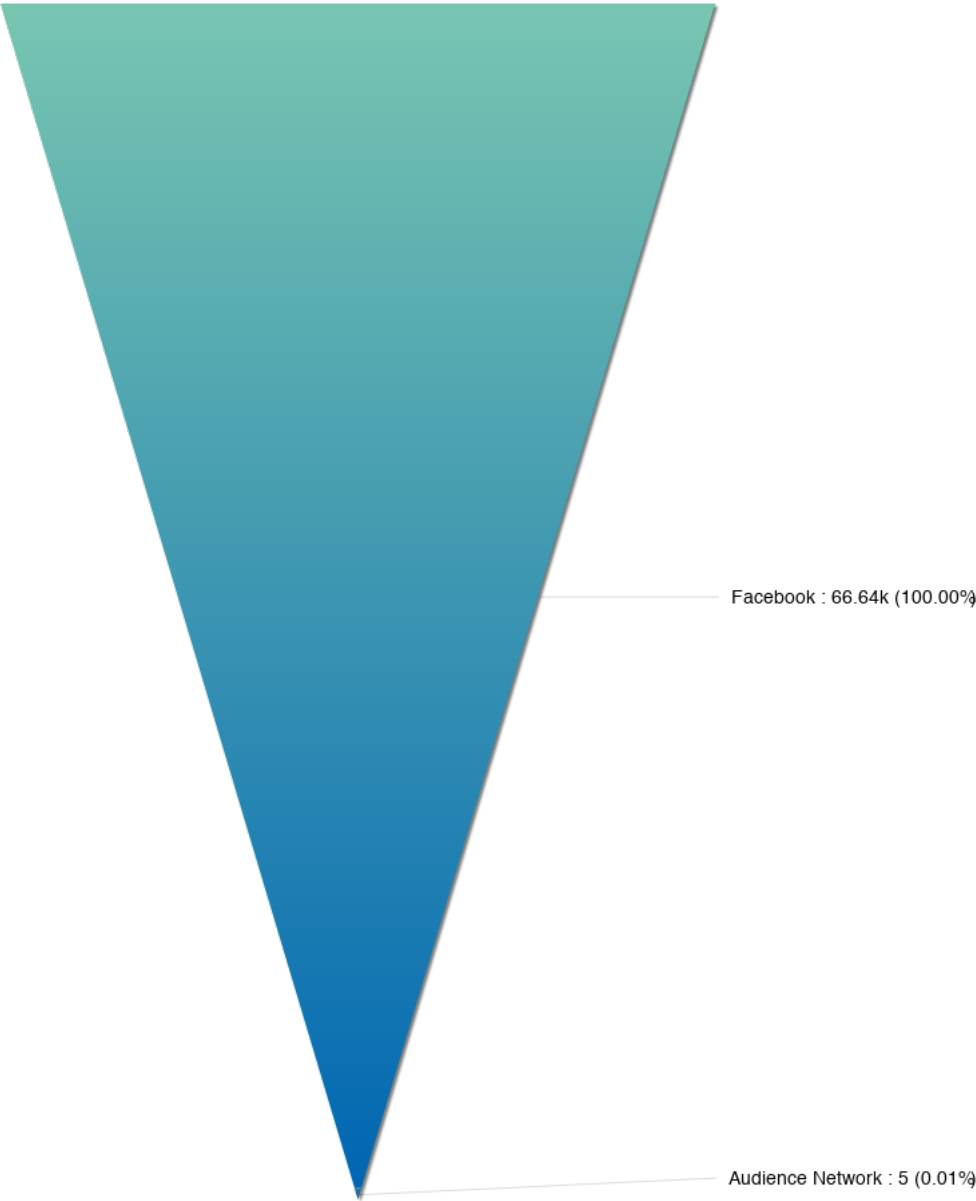


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
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.	48,850	1,292	2.64%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	15,127	220	1.45%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,188	10	0.84%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	941	14	1.49%
Facebook Notification	Your ads appear within a user's notifications feed.	547	23	4.20%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	406	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	124	2	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.	83	1	1.20%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	14	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	5	1	20.00%



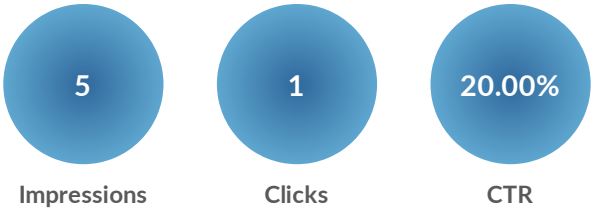
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.