

Digital Marketing Report

Impressions

How many ads were served:

44,984

Clicks

Times a user clicked on an ad

530

Click-Through Rate

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

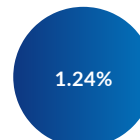
1.18%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

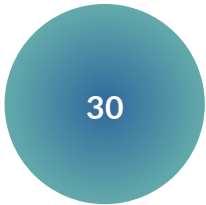
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Brookside Homes - Stroudsburg - Construction/ Facebook Premium	35,711	322	0.90%	12.88
Brookside Homes - Stroudsburg - Retargeting Facebook Premium	9,273	208	2.24%	32.04

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

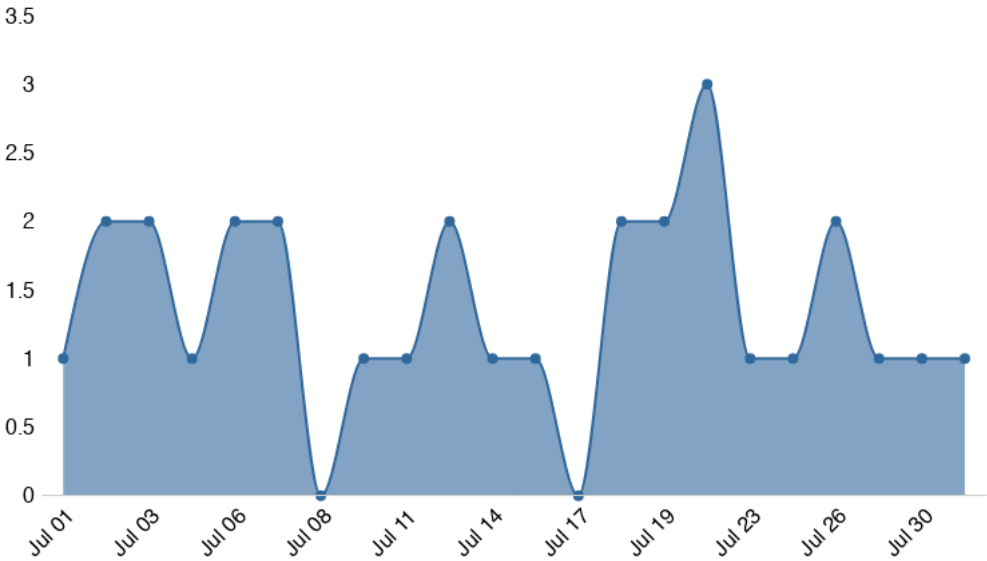
Conversion Name

[View-Through Conversions](#) ↓

Brookside Homes - Stroudsburg Homepage Visits

30

Meta View-Through Conversions by Day



Meta Post Engagements

A teal-colored circle containing the number 1,403.

1,403

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

A teal-colored circle containing the number 7.

7

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

Meta Post Shares

A teal-colored circle containing the number 2.

2

The total number of people who shared your ad, giving your campaign free impressions



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Brookside Homes - Stroudsburg_2.3_Carousel	44,984	530	1.18%	16.83

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	Brookside Homes - Stroudsburg_2.3_Carousel	138
Brookside Homes	Brookside Homes - Stroudsburg_2.3_Carousel	102
2:	Brookside Homes - Stroudsburg_2.3_Carousel	70
3:	Brookside Homes - Stroudsburg_2.3_Carousel	38

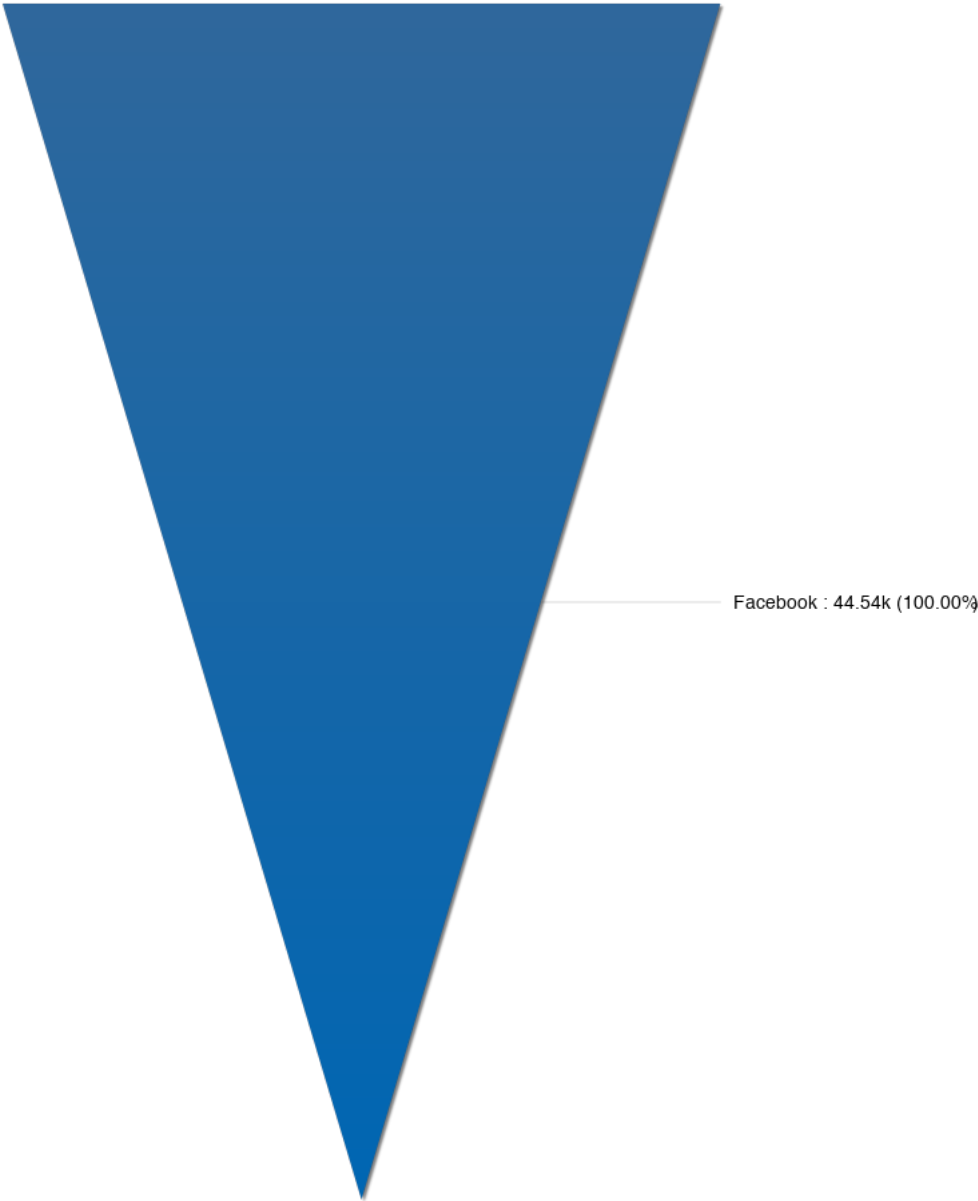
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,573	480	1.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,389	37	1.55%
Desktop	A personal computing device that remains stationary at one location.	622	1	0.16%
Unknown	---	400	12	3.00%

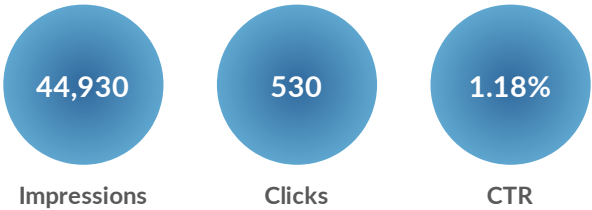
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	21,923	29	0.13%
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.	11,624	378	3.25%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	9,986	64	0.64%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	786	10	1.27%
Facebook Notification	Your ads appear within a user's notifications feed.	379	36	9.50%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	143	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	73	9	12.33%
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.	54	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	16	4	25.00%

Social Placement Performance by Impressions



Facebook News Feed 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



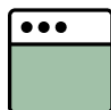
Live Chat



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.