

Digital Marketing Report

Impressions

How many ads were served:

50,423

Clicks

Times a user clicked on an ad

73

Click-Through Rate

(Clicks/Impressions) x 100

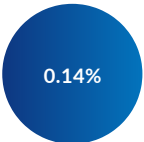
0.14%

Your Product Breakout by Impressions



Meta

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.

Spend Performance

Does not include management fee

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Artful Stitches - Crafts/Needlepoint Facebook/Instagram Premium	50,423	73	0.14%	2.07

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%)
Artful Stitches_10.9_15s Video	26,182	47	0.18%	2.56
Artful Stitches_10.9_30s Video	24,241	26	0.11%	1.53

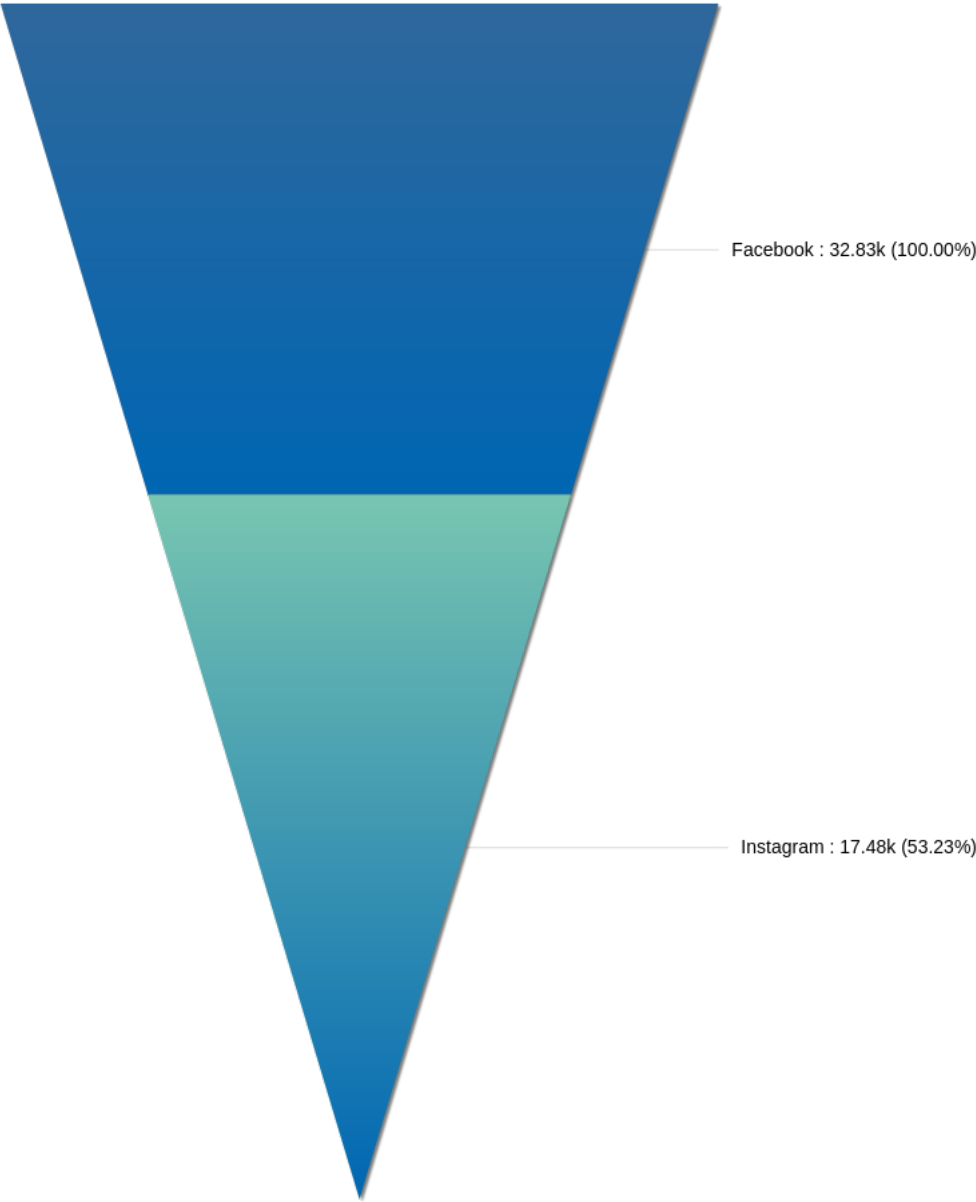
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	33,194	52	0.16%
Desktop	A personal computing device that remains stationary at one location.	15,454	15	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,613	3	0.19%
Unknown	---	162	3	1.85%

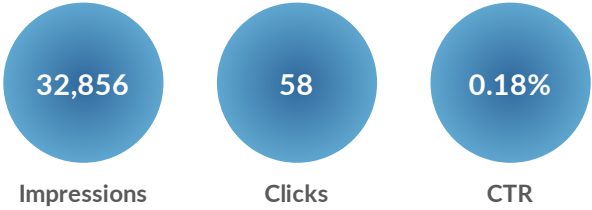
Social Placement Performance

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.	25,331	52	0.21%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	12,279	7	0.06%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	5,592	3	0.05%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	5,132	8	0.16%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,800	3	0.17%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	107	0	0.00%
Instagram Search	Your ads appear next to relevant Instagram search results.	66	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	65	0	0.00%
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.	25	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	24	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



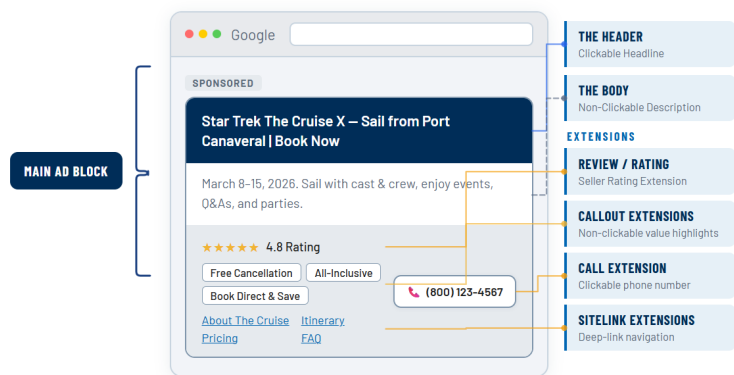
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

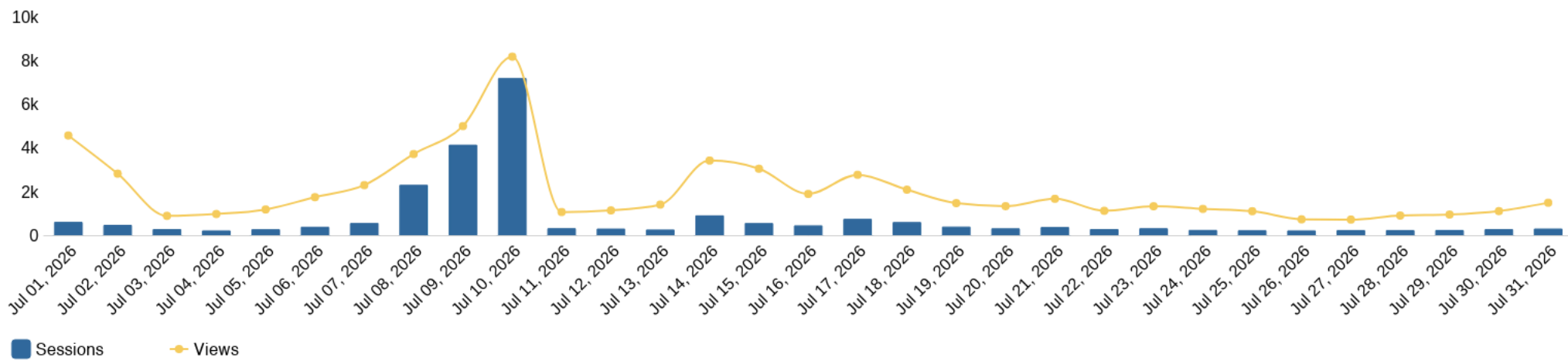
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

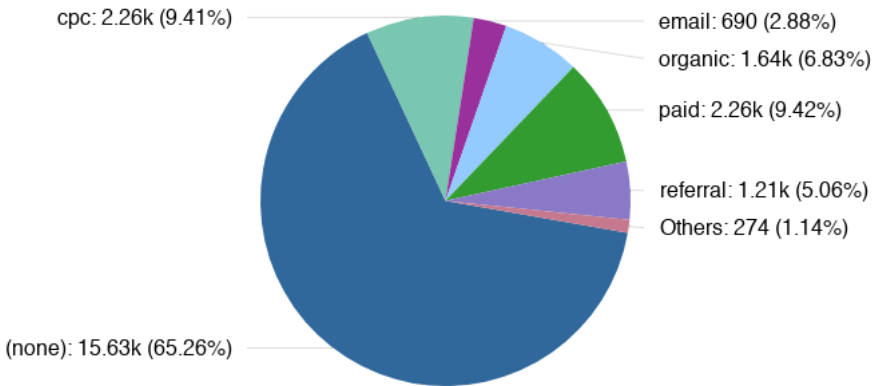
Google Analytics 4 Performance by Day



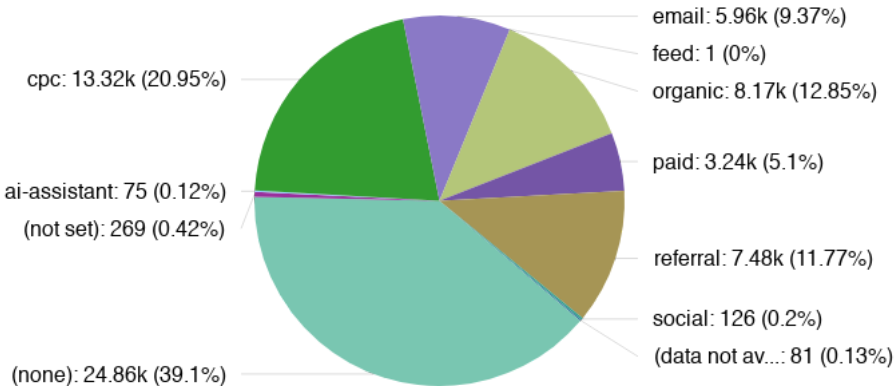
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	23,958	63,572	181:54:44	2.65	26.48%
Artful Stitches	23,958	63,572	181:54:44	2.65	26.48%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

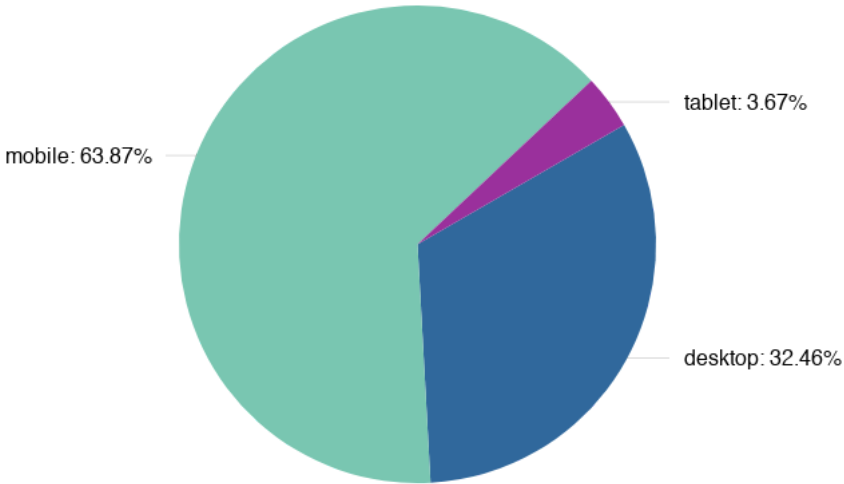


Grid contains more rows, but they have been clipped.

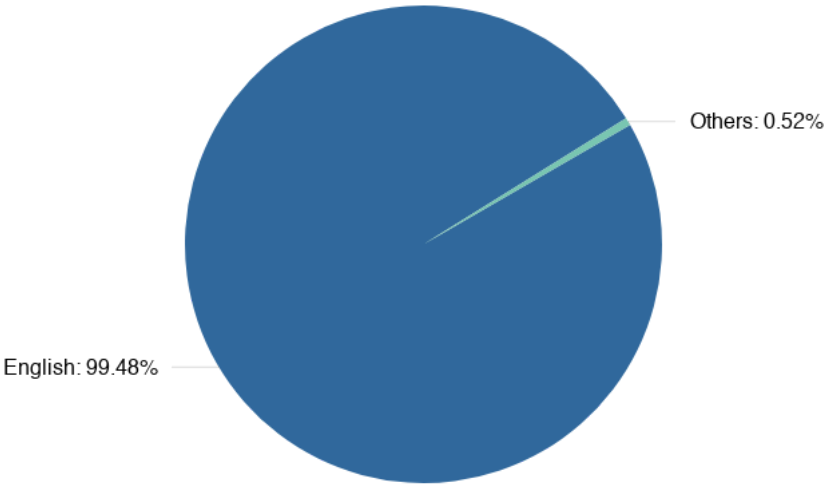
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	200,432
page_view	63,572
user_engagement	41,408
session_start	23,861
view_item	21,484
first_visit	20,374
scroll	9,291
search	5,298
view_search_results	5,259
form_start	4,242
form_submit	1,791
add_to_cart	1,784
ads_conversion_Shopping_Cart_1	1,140

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	23,965	63,572	6,352	26.51%	181:54:44
Chrome	15,149	23,771	2,153	14.21%	44:25:32
Safari	8,323	37,236	3,940	47.34%	125:36:34
Android Webview	246	944	89	36.18%	05:18:19
Safari (in-app)	90	282	54	60.00%	00:56:29
Edge	87	834	69	79.31%	03:57:26

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	40,301
/collections/canvases-1	14,414
/search	4,772
/	3,001
/collections/trunkshow	917
/collections/needle-minders	718
/collections/threads	709
/cart	665
/collections/summer-1	539
/collections/spring-1	438
/collections/all	431

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		31,316	63,572	8,696	27.77%	181:54:49
Singapore	(not set)	7,255	7,153	290	4.00%	00:57:56
Hong Kong	(not set)	837	657	138	16.49%	00:09:25
Ashburn	Virginia	425	1,977	171	40.24%	07:39:05
Frankfurt am Main	Hessen	392	284	46	11.73%	00:04:16
Dallas	Texas	376	1,409	189	50.27%	04:27:20
Atlanta	Georgia	299	1,693	184	61.54%	05:35:26
(not set)	(not set)	278	1,930	170	61.15%	07:49:23
New York	New York	263	1,658	137	52.09%	07:17:53
Suginami City	Tokyo	257	211	44	17.12%	00:02:55
Banguntapan	Special Region of Yogyakarta	245	207	57	23.27%	00:02:27
(not set)	California	231	269	44	19.05%	00:23:20
Chicago	Illinois	203	705	100	49.26%	02:19:11
(not set)	Virginia	178	881	107	60.11%	03:41:23
(not set)	(not set)	178	143	28	15.73%	00:02:05
Ho Chi Minh City	Ho Chi Minh	163	78	28	17.18%	00:01:01

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.