

Digital Marketing Report

Impressions

How many ads were served:

62,777

Clicks

Times a user clicked on an ad

2,108

Click-Through Rate

(Clicks/Impressions) x 100

3.36%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

3.38%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

47.97

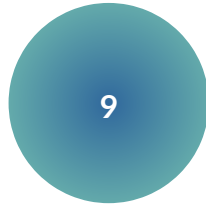
X the National Avg (.07%)

*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%)
Bella Terra Landscaping - Home Improvement/Gardening Facebook/Instagram Premium	58,860	1,984	3.37%	48.15
Bella Terra Landscaping - Retargeting Facebook/Instagram Premium	3,917	124	3.17%	45.22

Meta Click Conversions

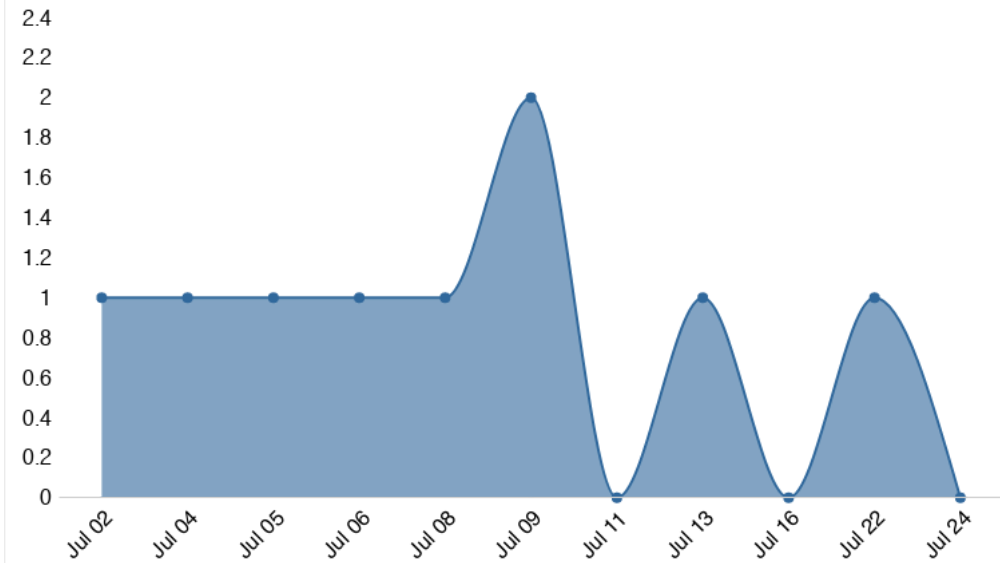


Times users clicked on an ad leading to your site and visited a page or completed an action

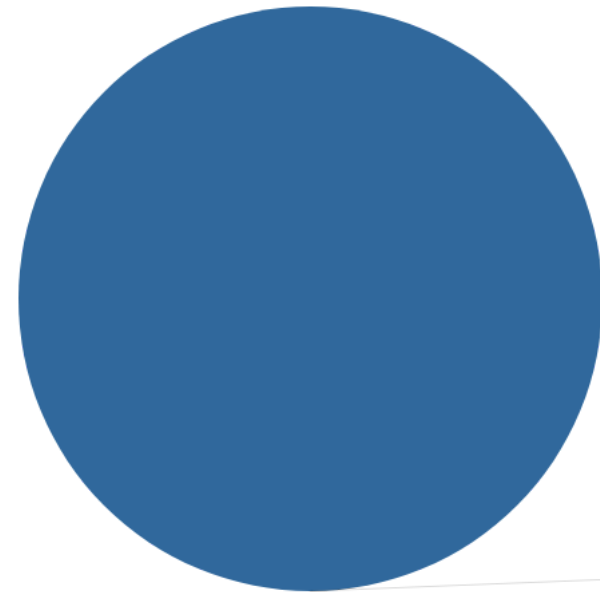
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Bella Terra Landscaping About Page View	2
Bella Terra Landscaping Contact Page View	2
Bella Terra Landscaping Design Page View	2
Bella Terra Landscaping Horticultural Page View	1
Bella Terra Landscaping Installation Page View	1
Bella Terra Landscaping Maintenance Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

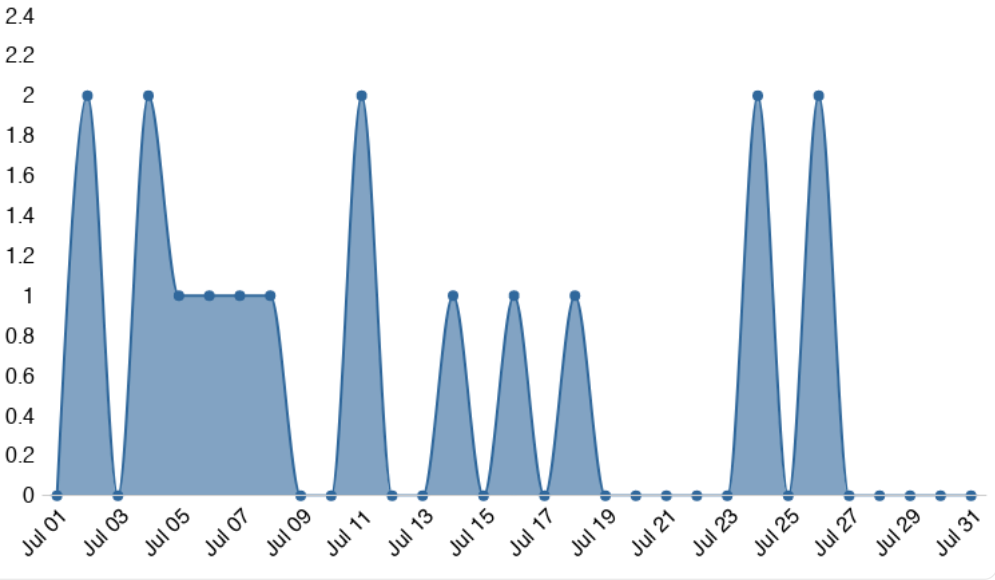


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

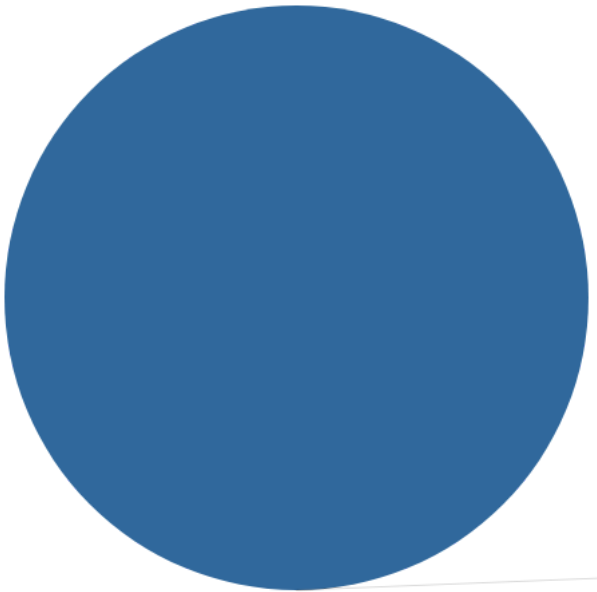
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Bella Terra Landscaping Homepage Visits	13
Bella Terra Landscaping About Page View	2
Bella Terra Landscaping Design Page View	1
Bella Terra Landscaping Services Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

13,877

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

Meta Post Reactions

78

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Bella Terra Landscaping_Bella Terra Planters Vertical.mp4	36,205	1,351	3.73%	53.31
Bella Terra Landscaping_Bella Terra Summer 2026 rev2.mp4	21,410	631	2.95%	42.10
Bella Terra Landscaping_Collections	1,951	69	3.54%	50.52
Bella Terra Landscaping_Bella Terra Planters Square.mp4	3,211	57	1.78%	25.36

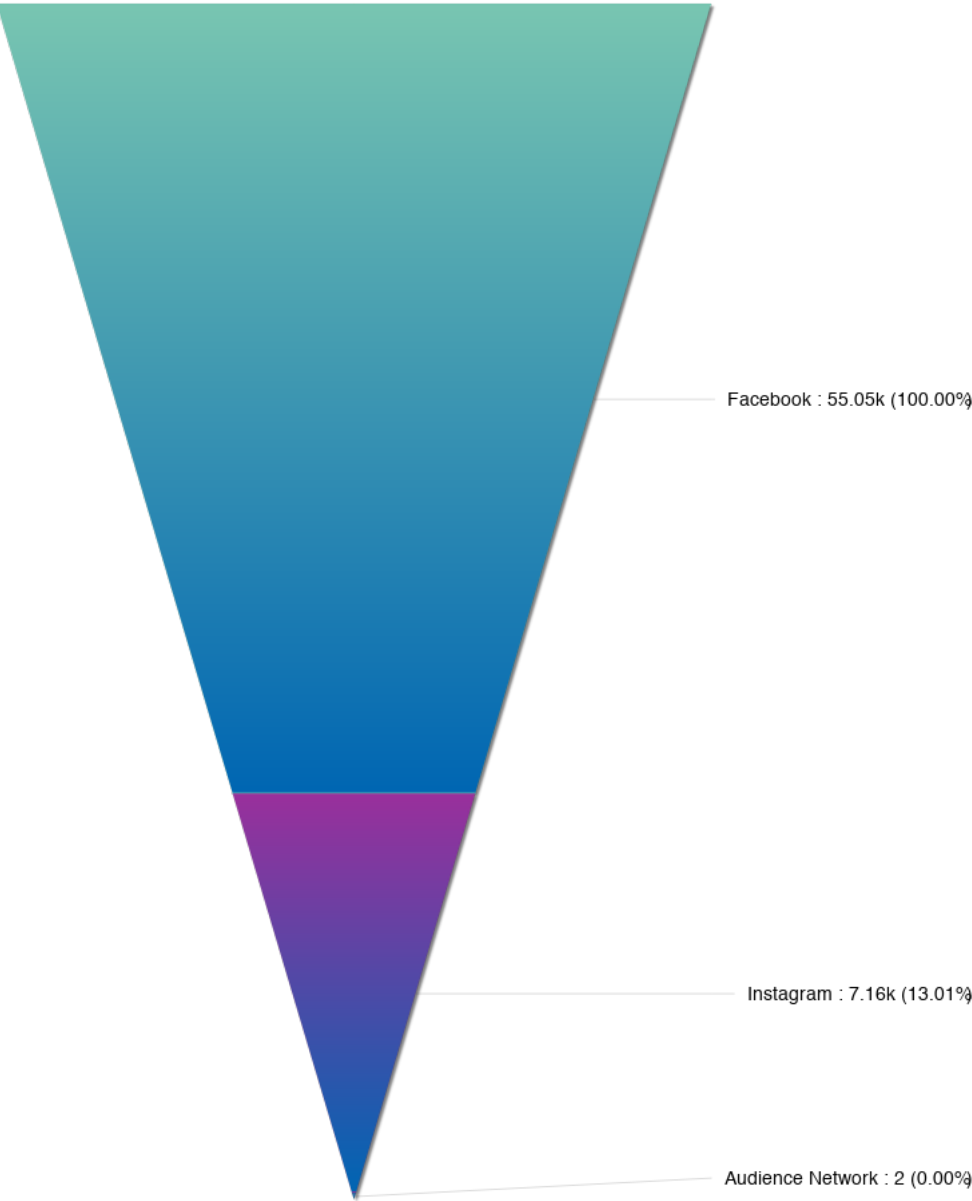
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	59,513	1,989	3.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,736	88	3.22%
Unknown	---	500	25	5.00%
Desktop	A personal computing device that remains stationary at one location.	28	6	21.43%

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.	25,238	1,267	5.02%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	18,511	200	1.08%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	9,803	255	2.60%
Instagram Stories	Your ads appear in people's Stories on Instagram.	4,246	194	4.57%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,747	75	4.29%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,169	28	2.40%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,070	42	3.93%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	429	29	6.76%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	295	2	0.68%
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.	138	3	2.17%

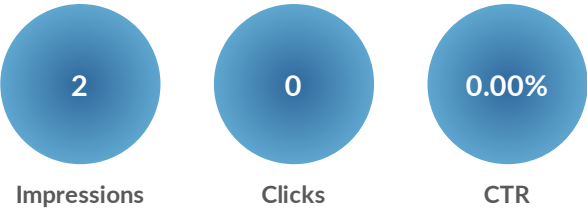
Social Placement Performance by Impressions



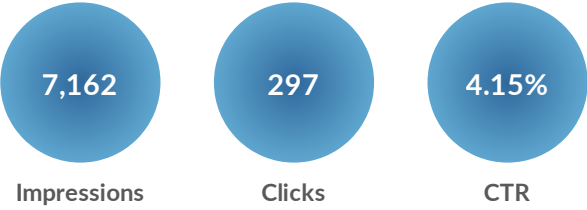
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



10

CHATS

3

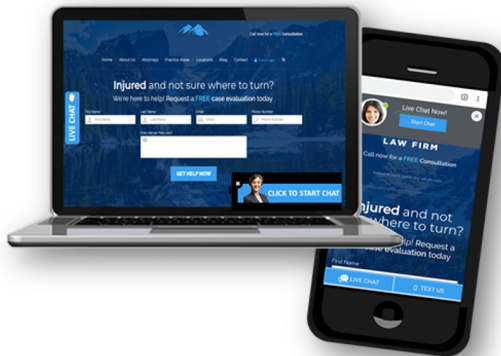
LEADS

2

BILLABLE LEADS

20.00%

CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

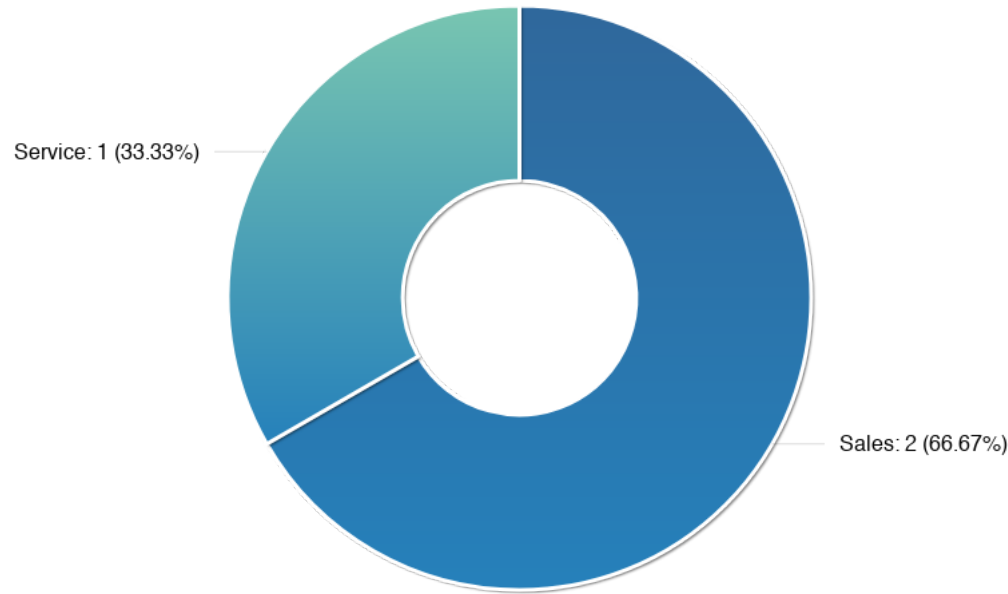
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							2	2	3
Jul 14, 2026	Bella Terra Landscaping	79858755	Service	Wendy Rose	4342826497	wendy@autumntrailsvet.com	0	0	1
Jul 14, 2026	Bella Terra Landscaping	79866242	Sales	David Costanza	7034637140	david.p.costanza@gmail.com	1	1	1
Jul 24, 2026	Bella Terra Landscaping	80018948	Sales	David Hendon	4342423283		1	1	1

Lead Type Performance



What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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.