

Digital Marketing Report

Impressions

How many ads were served:

343,281

Clicks

Times a user clicked on an ad

6,565

Click-Through Rate

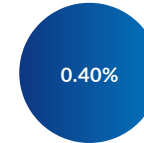
(Clicks/Impressions) x 100

1.91%

Your Product Breakout by Impressions

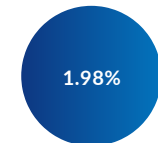


CTV Completion Rate



Percentage of users who watched the video from start to finish

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.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HomeFed - Escaya - Behavioral Mobile	74,259	284	0.38%	5.46
HomeFed - Escaya - AI Social Mirror	73,698	2,879	3.91%	55.81
HomeFed - Escaya - Behavioral Social Mirror	62,226	1,120	1.80%	25.71
HomeFed - Escaya - CP - AI Social Mirror	24,354	934	3.84%	54.79
HomeFed - Escaya - Retargeting Mobile	17,993	102	0.57%	8.10
HomeFed - Escaya - Retargeting Social Mirror	16,584	101	0.61%	8.70
HomeFed - Escaya - Retargeting Facebook/Instagram Premium	15,651	289	1.85%	26.38
HomeFed - Escaya - Geo-Fencing Mobile	13,898	107	0.77%	11.00
HomeFed - Escaya - Geo-Retargeting Mobile	13,177	89	0.68%	9.65
HomeFed - Escaya - Mobile Cross Platform Facebook/Instagram Premium	8,372	240	2.87%	40.95
HomeFed - Escaya - CP - Cross Platform Social Mirror	7,730	42	0.54%	7.76
HomeFed - Escaya - Geo-Fencing Social Mirror	6,027	9	0.15%	2.13
HomeFed - Escaya - Keyword Social Mirror	5,166	309	5.98%	85.45
HomeFed - Escaya - Geo-Retargeting Social Mirror	4,146	60	1.45%	20.67

Social Mirror Click Conversions

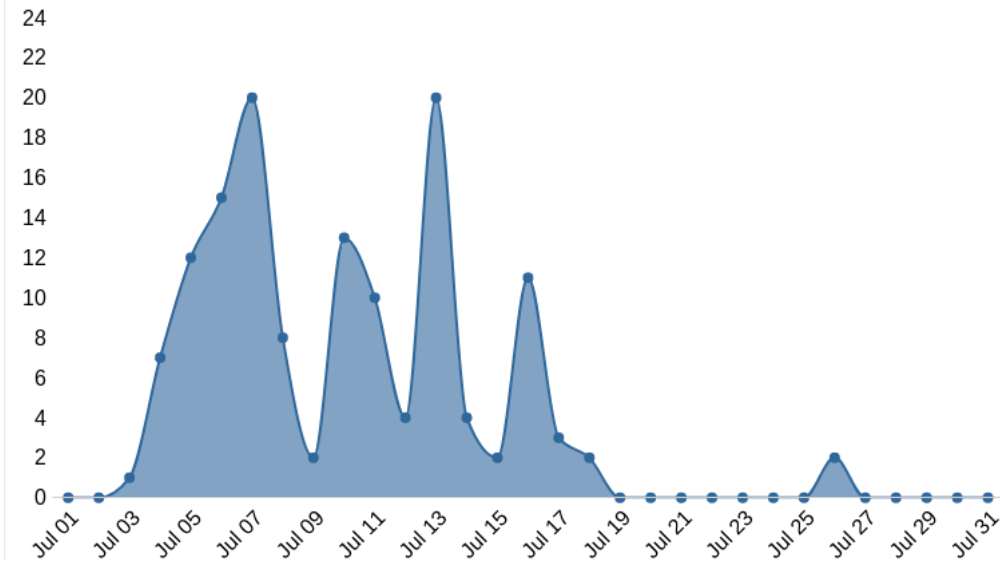


Times users clicked on an ad leading to your site and visited a page or completed an action

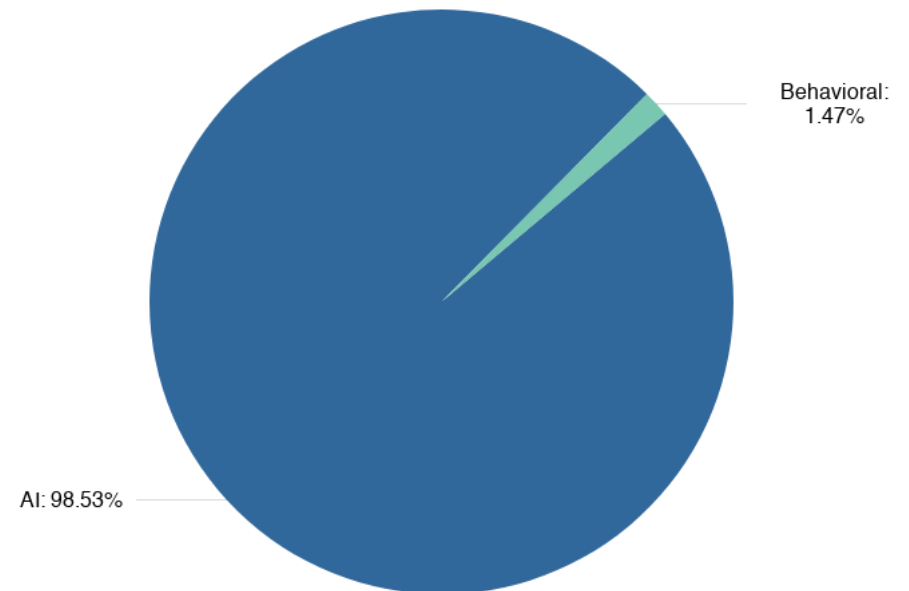
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
HomeFed - Escaya Amenities Page View	36
HomeFed - Escaya Find a Home Page View	25
HomeFed - Escaya Anden Residence 4x Page View	24
HomeFed - Escaya Anden Residence 2 Page View	17
HomeFed - Escaya Life at Escaya Page View	16
HomeFed - Escaya Anden Residence 4 Page View	15
HomeFed - Escaya Anden Residence 1 Page View	12
HomeFed - Escaya See What is New Button Click Conversion	12
HomeFed - Escaya Anden Residence 3x Page View	4

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

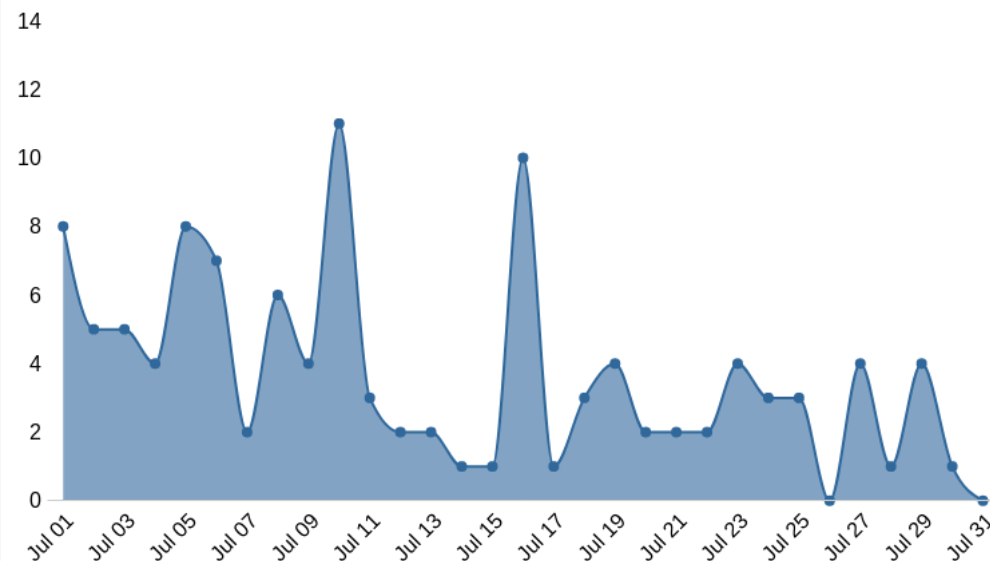
113

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

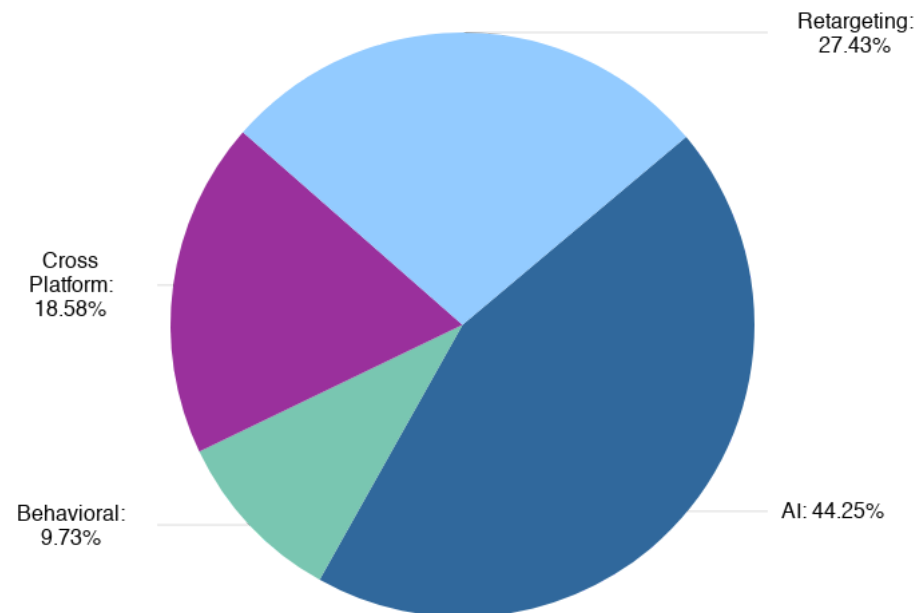
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
HomeFed - Escaya Homepage Visits	87
HomeFed - Escaya Anden Residence 1 Page View	7
HomeFed - Escaya Amenities Page View	5
HomeFed - Escaya Anden Residence 3x Page View	4
HomeFed - Escaya Anden Residence 2 Page View	3
HomeFed - Escaya Anden Residence 4 Page View	3
HomeFed - Escaya See What is New Button Click Conversion	2
HomeFed - Escaya Anden Residence 4x Page View	1
HomeFed - Escaya Find a Home Page View	1

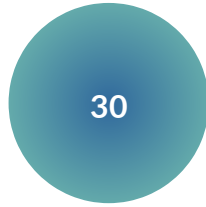
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

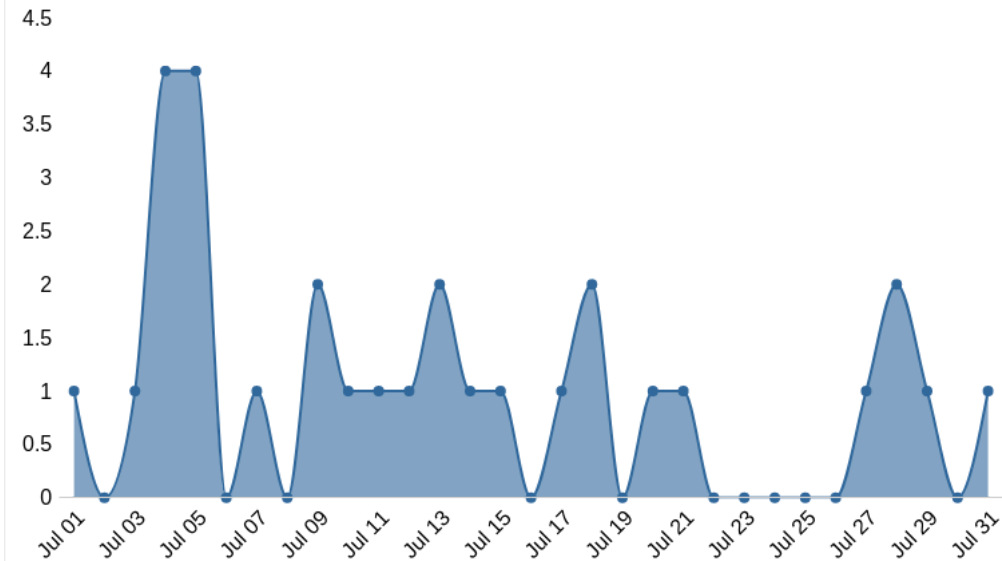


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

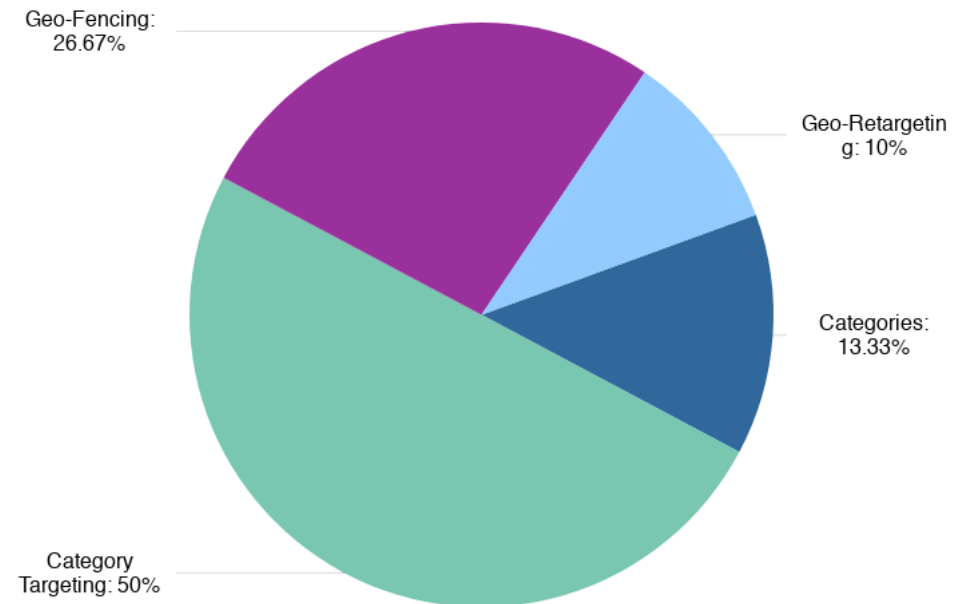
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
HomeFed - Escaya Homepage Visits	30

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Click Conversions

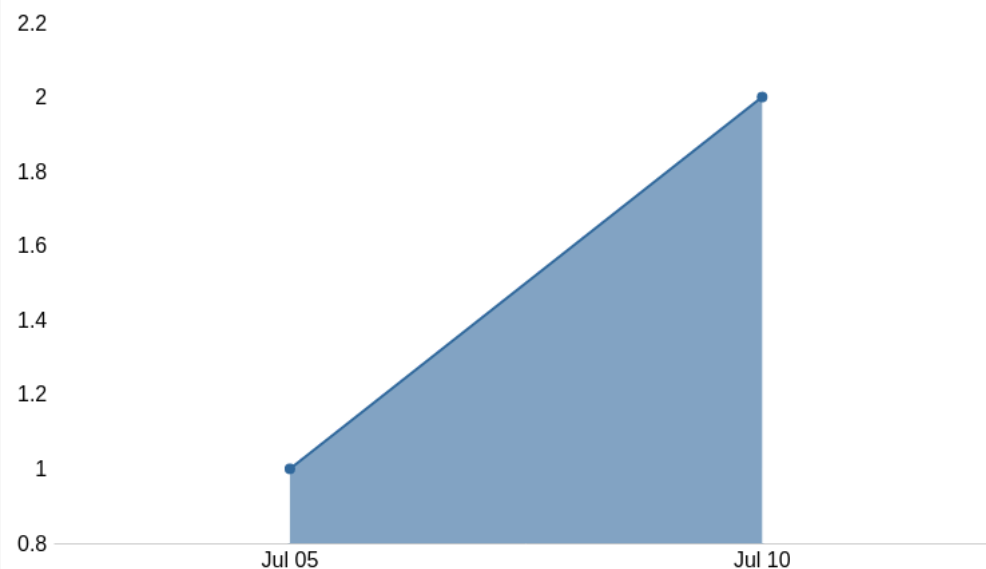


Times users clicked on an ad leading to your site and visited a page or completed an action

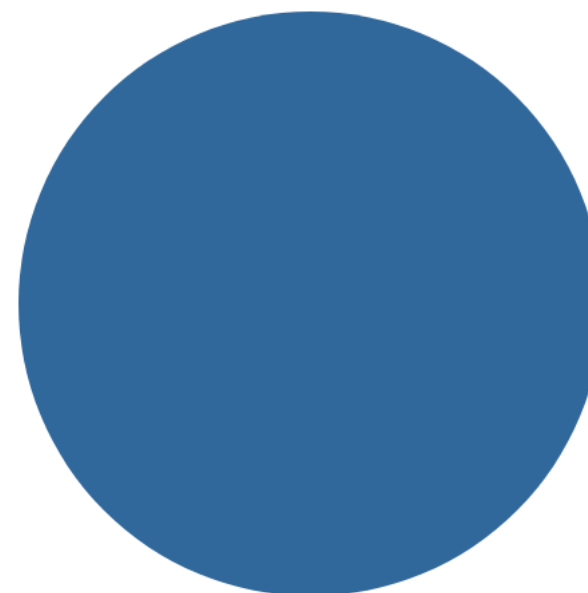
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
HomeFed - Escaya Anden Residence 2 Page View	2
HomeFed - Escaya Anden Residence 4 Page View	1

Meta Click Conversions by Day

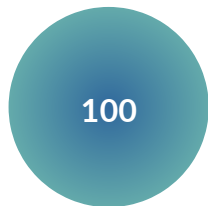


Top Meta Click Conversions by Strategy



Retargeting:
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

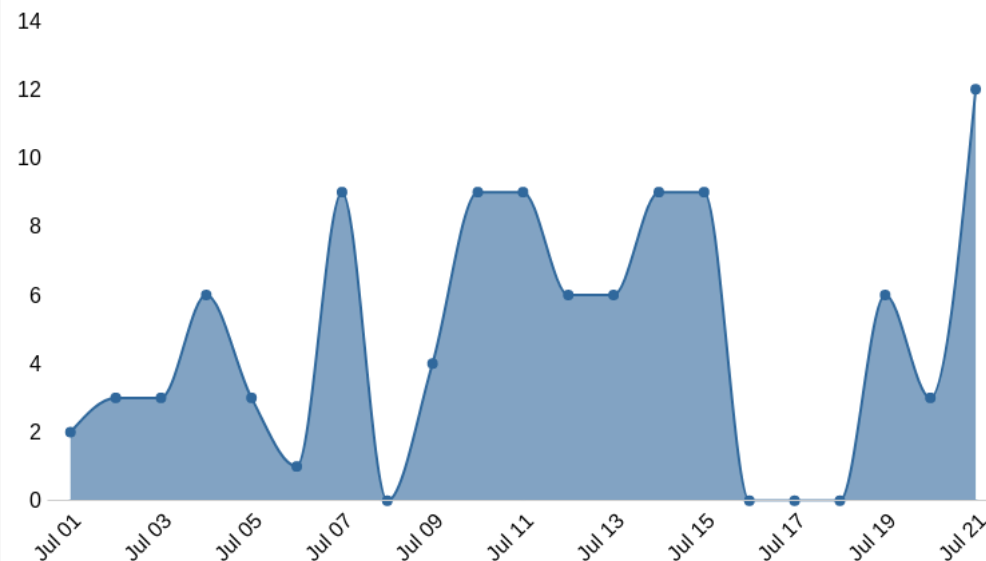
Conversion Name

View-Through Conversions ↓

HomeFed - Escaya Homepage Visits

100

Meta View-Through Conversions by Day



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 Post Shares



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

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

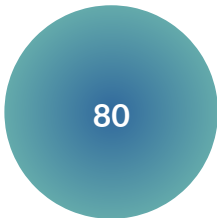
Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

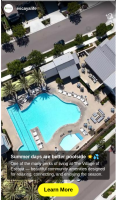
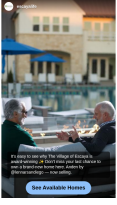
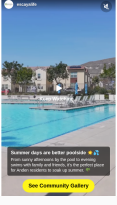
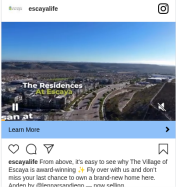


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
The Village of Escaya	1113 1st Avenue	Chula Vista	CA	91911	20

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	36,699	1,901	5.18%	74.00
	HomeFed - Escaya_Social Mirror_Story_7.10_Life happens	48,999	1,470	3.00%	42.86
	HomeFed - Escaya_Social Mirror_Story_6.2_It's easy	25,373	1,357	5.35%	76.40
	HomeFed - Escaya_Social Mirror_Story_6.2_Summer days	10,754	396	3.68%	52.61
Thumbnail not available	HomeFed - Escaya_Social Mirror_IG_6.2_Spacious and stylish	23,785	91	0.38%	5.47
	HomeFed - Escaya_Social Mirror_IG_6.2_From above	22,809	90	0.39%	5.64

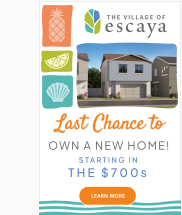
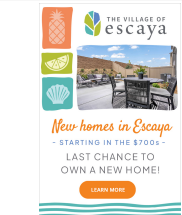
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
HomeFed - Escaya_Social Mirror_IG_6.2_Spacious and stylish	Variant: V_00010	Video	Click to View	1.79%	2.92%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00003	Story	Click to View	1.64%	5.11%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00009	Story	Click to View	1.60%	6.74%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00006	Story	Click to View	1.52%	4.90%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00010	Story	Click to View	1.48%	5.49%
HomeFed - Escaya_Social Mirror_Story_7.10_Life happens	Variant: V_00013	Story	Click to View	1.48%	4.56%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00008	Story	Click to View	1.48%	4.27%
HomeFed - Escaya_Social Mirror_Story_6.2_One of the many perks	Variant: V_00002	Story	Click to View	1.47%	5.42%
HomeFed - Escaya_Social Mirror_Story_7.10_Life happens	Variant: Original	Story	Click to View	1.46%	4.04%
HomeFed - Escaya_Social Mirror_Story_7.10_Life happens	Variant: V_00007	Story	Click to View	1.46%	4.05%

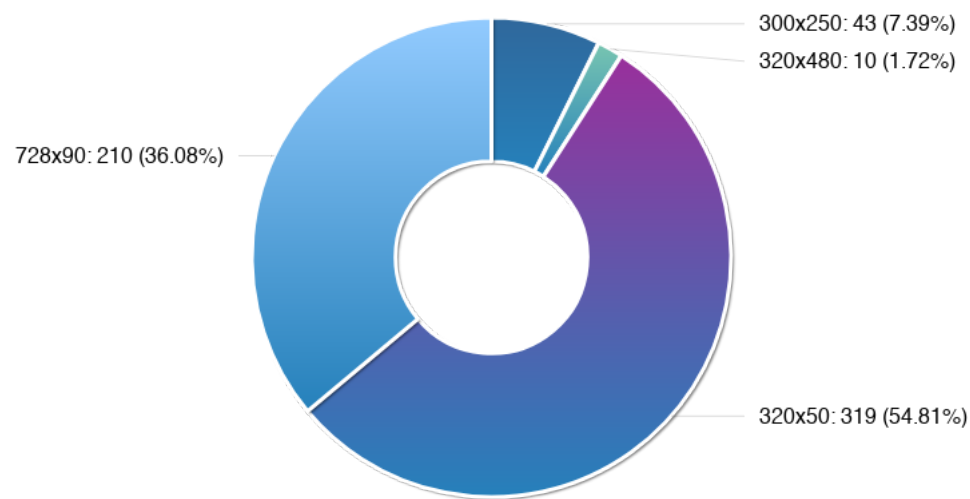
Social Mirror Ad Screenshots

	HomeFed - Escaya_Social Mirror_IG_7.9_Step into comfort	HomeFed - Escaya_Social Mirror_Story_7.10_Life happens
Screenshot Urls		

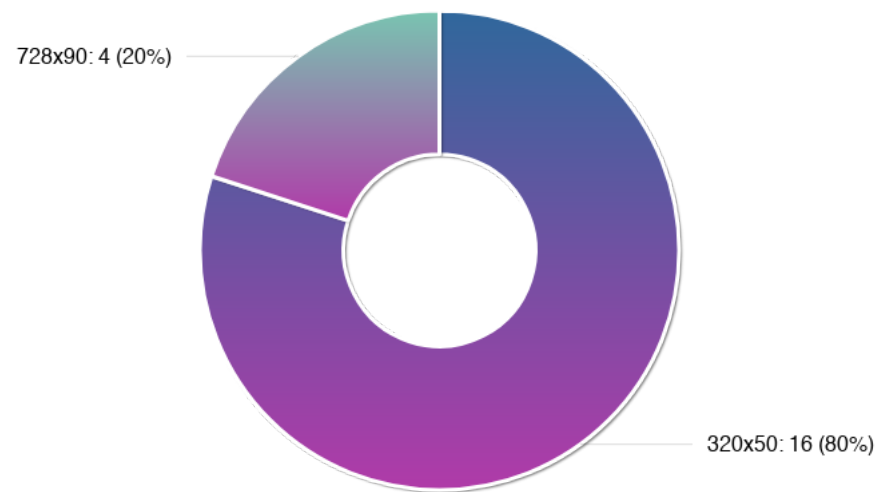
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	320x50-escaya-gif_summer.gif	76,956	319	0.41%	5.92
	728x90-escaya-gif_summer.gif	38,258	210	0.55%	7.84
	300x250-Escaya-Gif_summer.gif	3,701	43	1.16%	16.60
	escaya-640-summer (1).jpg	225	7	3.11%	44.44
	320x480-escaya-summer.jpg	187	3	1.60%	22.92

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
HomeFed - Escaya_4.7_Nothing better	11,945	219	1.83%	26.19
HomeFed - Escaya_4.7_From Above	5,803	185	3.19%	45.54
HomeFed - Escaya_6.2_1080-escaya-summer.jpg	6,275	125	1.99%	28.46

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Discover Escaya	HomeFed - Escaya_4.7_Nothing better	99
2: Discover Escaya	HomeFed - Escaya_4.7_Nothing better	61
Escaya	HomeFed - Escaya_4.7_Nothing better	9
3: Discover Escaya	HomeFed - Escaya_4.7_Nothing better	8
4: Discover Escaya	HomeFed - Escaya_4.7_Nothing better	5

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Terra Nova Plaza	394 E H St	Chula Vista	CA	91910			6,902	57	0.83%
Otay Ranch High School	1250 Olympic Pkwy	Chula Vista	CA	91913			2,363	22	0.93%
Westfield UTC	4545 La Jolla Village Dr	San Diego	CA	92122			1,171	10	0.85%
University of San Diego (USD)	5998 Alcalá Park	San Diego	CA	92110			805	3	0.37%
Santee Sportsplex	9951 Riverwalk Dr	Santee	CA	92071			419	0	0.00%
IB Sports Park	425 Imperial Beach Blvd	Imperial Beach	CA	91932			413	6	1.45%
Montgomery-Waller Park	3020 Coronado Ave	San Diego	CA	92154			412	1	0.24%
Avalon at Del Sur Leasing Office	17135 W. Bernardo Dr	San Diego	CA	92127			338	0	0.00%
H Street Trolley Station	745 H St	Chula Vista	CA	91910			198	1	0.51%
Scripps Mercy Hospital Chula Vista	435 H St	Chula Vista	CA	91910			164	1	0.61%
Rohr Park	4548 Sweetwater Rd	Bonita	CA	91902			90	0	0.00%
Citrus Bay	516 C St #101	Chula Vista	CA	91910			75	0	0.00%
Target on Eastlake Pkwy	910 Eastlake Pkwy	Chula Vista	CA	91914			59	0	0.00%
Sesame Place San Diego	2052 Entertainment Cir	Chula Vista	CA	91911			54	3	5.56%
The Village of Montecito	1645 Santa Alexia Ave	Chula Vista	CA	91913			47	0	0.00%
Eastlake Shopping Center (Eastlake Village)	2244 Otay Lakes Rd	Chula Vista	CA	91915			43	1	2.33%
Ford Chula Vista	560 Auto Park Dr	Chula Vista	CA	91911			43	0	0.00%
San Ysidro Border Outlet Mall	4463 Camino De La Plaza	San Ysidro	CA	92173			38	0	0.00%
Aquatica Parking Area	2040 Otay Valley Rd	Chula Vista	CA	91911			37	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92154	22,603	678	3.00%	42.85
91911	20,440	619	3.03%	43.26
92071	16,735	473	2.83%	40.38
92020	16,106	465	2.89%	41.24
92111	13,302	190	1.43%	20.41
91913	10,778	189	1.75%	25.05
92110	8,782	179	2.04%	29.12
92123	8,740	185	2.12%	30.24
91950	8,641	375	4.34%	62.00
92108	8,298	265	3.19%	45.62
91942	7,274	172	2.36%	33.78
92120	7,018	216	3.08%	43.97
91977	6,075	162	2.67%	38.10
92139	6,072	149	2.45%	35.06
92019	5,999	182	3.03%	43.34
91915	5,587	140	2.51%	35.80
91901	4,812	152	3.16%	45.13
91932	3,897	183	4.70%	67.08
91945	3,706	192	5.18%	74.01
91941	3,274	63	1.92%	27.49

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	165,270	5,412	3.27%
Desktop	A personal computing device that remains stationary at one location.	50,851	524	1.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	7,533	38	0.50%
Unknown	---	300	9	3.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
OfferUp: Buy. Sell. Letgo.	41,432	4,276	10.32%
foxnews.com	9,062	59	0.65%
dailymail.com	4,545	8	0.18%
tmz.com	4,491	24	0.53%
OfferUp - Buy. Sell. Letgo.	3,362	13	0.39%
huffpost.com	3,336	5	0.15%
apnews.com	3,304	6	0.18%
brezzamistica.info	3,221	1	0.03%
nypost.com	3,093	28	0.91%
theguardian.com	2,322	17	0.73%
buzzfeed.com	1,864	7	0.38%
msn.com	1,602	1	0.06%
gizmodo.com	1,343	1	0.07%
tumblr.com	1,204	0	0.00%
reuters.com	898	7	0.78%
espn.com	845	0	0.00%
lawandcrime.com	823	3	0.36%
sdlookup.com	806	4	0.50%
BuzzFeed - Quiz, Trivia & News	800	7	0.88%
nytimes.com	788	1	0.13%

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.	16,709	327	1.96%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,393	103	3.04%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,542	15	0.97%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	799	31	3.88%
Facebook Stories	Your ads appear in people's Stories on Facebook.	547	34	6.22%
Instagram Stories	Your ads appear in people's Stories on Instagram.	405	8	1.98%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	291	7	2.41%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	152	4	2.63%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	96	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.	73	0	0.00%

Facebook News Feed Performance



Audience Network Performance



Instagram Performance



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.

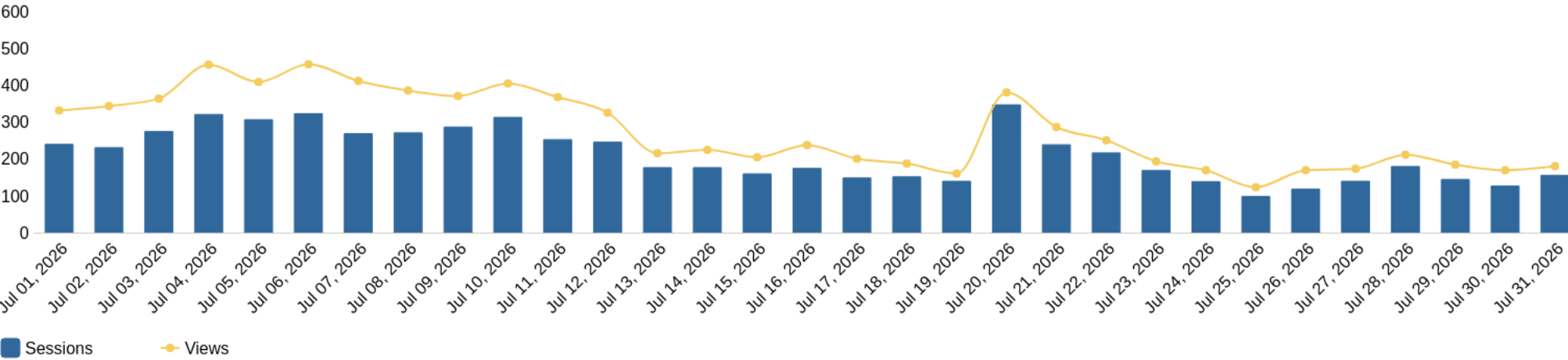
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

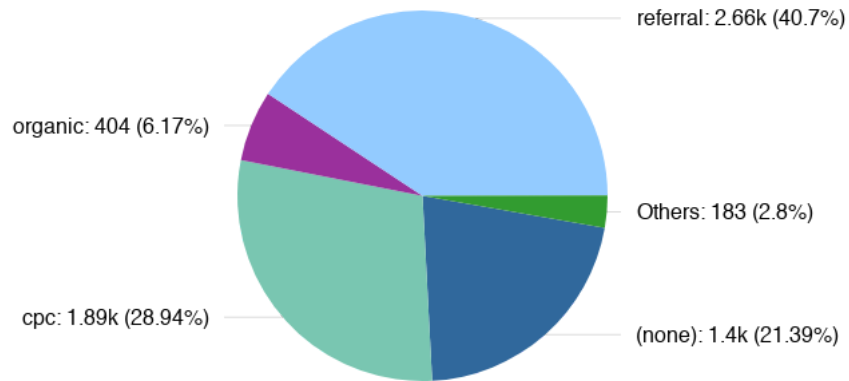
Google Analytics 4 Performance by Day



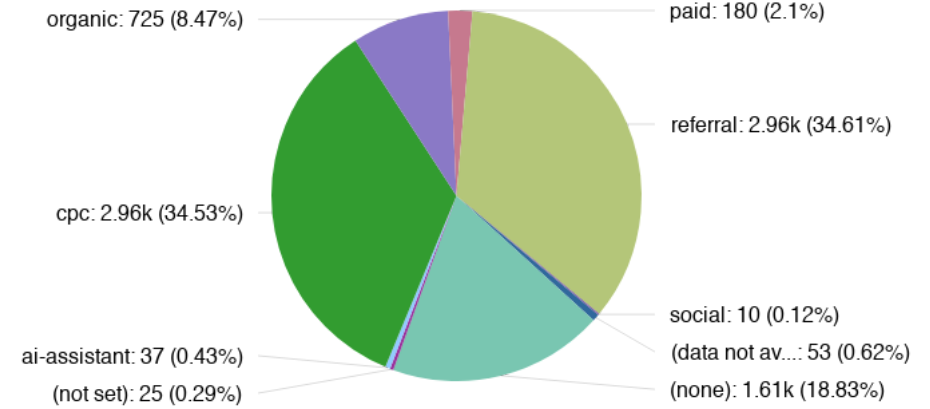
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	6,543	8,563	34:53:32	1.31	28.09%
Escaya Life	6,543	8,563	34:53:32	1.31	28.09%

Google Analytics 4 Sessions by Medium



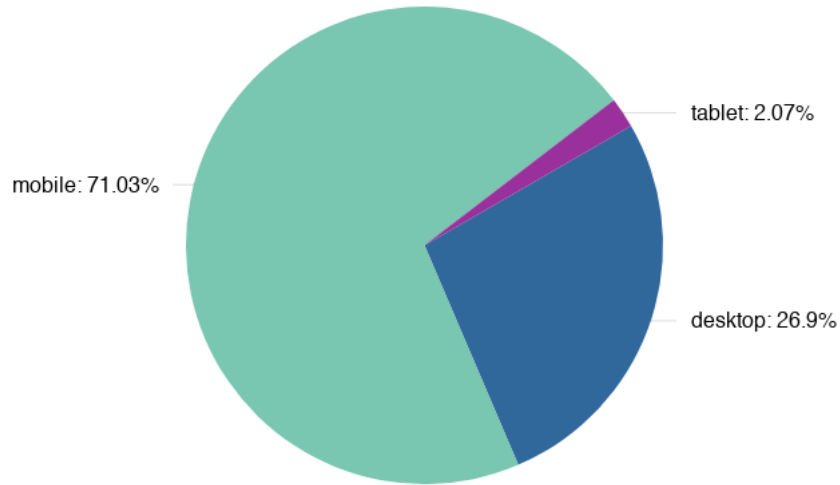
Google Analytics 4 Page Views by Medium



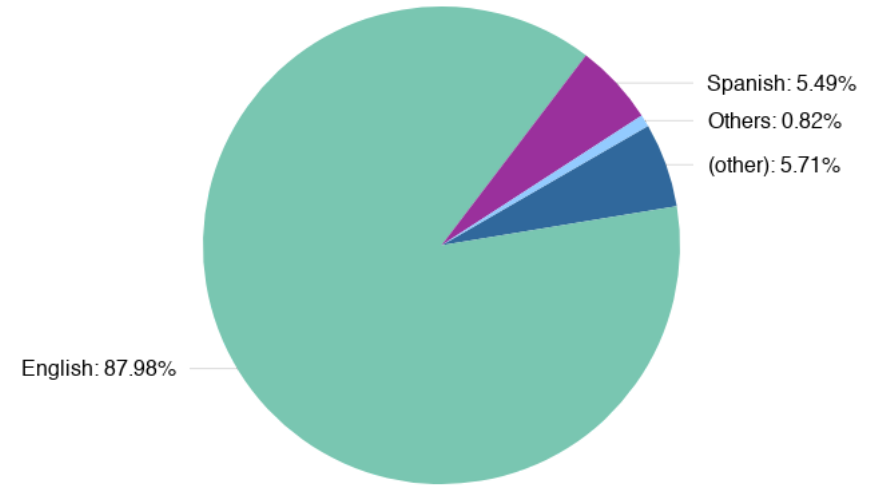
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	25,403
page_view	8,563
session_start	6,545
first_visit	5,798
user_engagement	3,180
scroll	1,279
form_start	20
click	15
form_submit	3

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	6,548	8,563	1,840	28.10%	34:53:32
Chrome	3,056	3,923	776	25.39%	18:17:28
Safari	2,316	3,271	858	37.05%	11:54:16
Android Webview	607	675	69	11.37%	01:31:53
Edge	198	269	57	28.79%	01:36:54
Firefox	154	181	24	15.58%	00:40:21

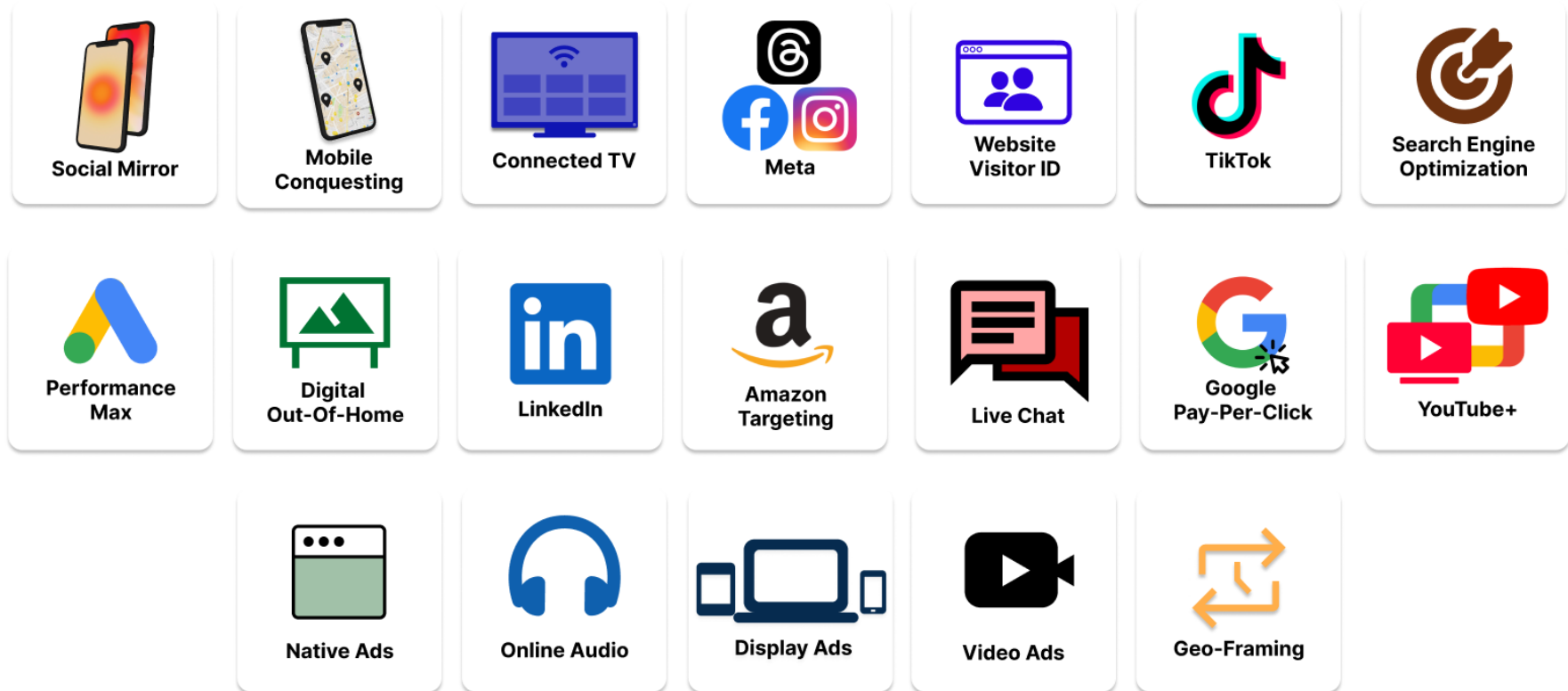
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	3,225
/	1,654
/anden-residence-1/	292
/find-a-home/	256
/amenities/	184
/anden-residence-2/	144
/anden-residence-3/	144
/anden-residence-4/	130
/anden-residence-4x/	108
/life-at-escaya/	66
/contact-us/	64

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		6,626	8,563	1,910	28.83%	34:53:32
San Diego	California	1,036	1,589	467	45.08%	09:54:23
Chula Vista	California	598	838	221	36.96%	04:42:33
(not set)	(not set)	556	557	2	0.36%	00:00:41
Los Angeles	California	550	896	303	55.09%	04:23:13
(not set)	New York	375	375	2	0.53%	00:01:15
Las Vegas Valley	Nevada	190	193	2	1.05%	00:02:57
Tijuana	Baja California	165	254	59	35.76%	00:58:45
(not set)	California	152	196	52	34.21%	00:46:04
Helsinki	Uusimaa	134	136	1	0.75%	00:00:07
(not set)	(not set)	131	131	0	0.00%	00:00:00
New York	New York	130	141	13	10.00%	00:07:27
(not set)	(not set)	123	128	4	3.25%	00:05:59
El Cajon	California	119	181	71	59.66%	01:40:38
Ashburn	Virginia	100	100	3	3.00%	00:01:49
Seattle	Washington	81	135	47	58.02%	00:41:53

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.