



Digital Marketing Report

Impressions

How many ads were served:

51,366

Clicks

Times a user clicked on an ad

1,987

Click-Through Rate

(Clicks/Impressions) x 100

3.87%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

3.89%

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

X the National Average

55.26

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%)
Crozet Artisan Depot - Charlottesville 35+/Visual Arts/Gift Shop Facebook/Instagram Premium	24,531	1,044	4.26%	60.80
Crozet Artisan Depot - Staunton 35+/Visual Arts/Gift Shop Facebook/Instagram Premium	15,712	513	3.27%	46.64
Crozet Artisan Depot - Fredericksburg 35+/Visual Arts/Gift Shop Facebook/Instagram Premium	11,123	430	3.87%	55.23



Meta Click Conversions

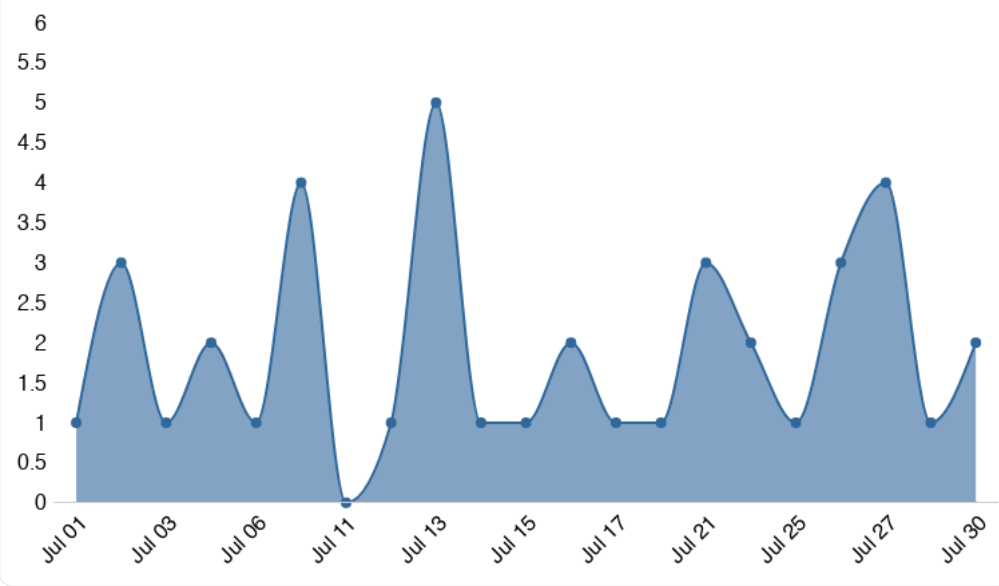


Times users clicked on an ad leading to your site and visited a page or completed an action

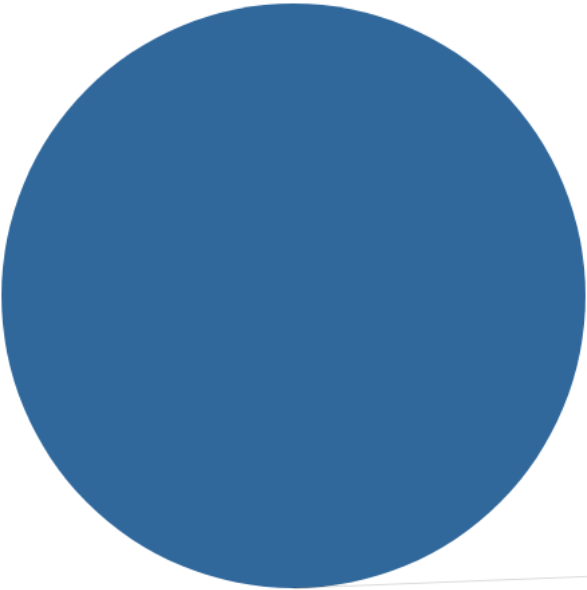
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Crozet Artisan Depot About Page View	20
Crozet Artisan Depot Guest Artists Page View	17
Crozet Artisan Depot Contact Page View	3

Meta Click Conversions by Day



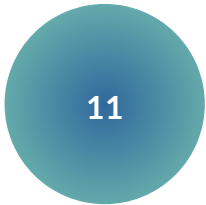
Top Meta Click Conversions by Strategy



Category Targeting: 100%



Meta View-Through Conversions

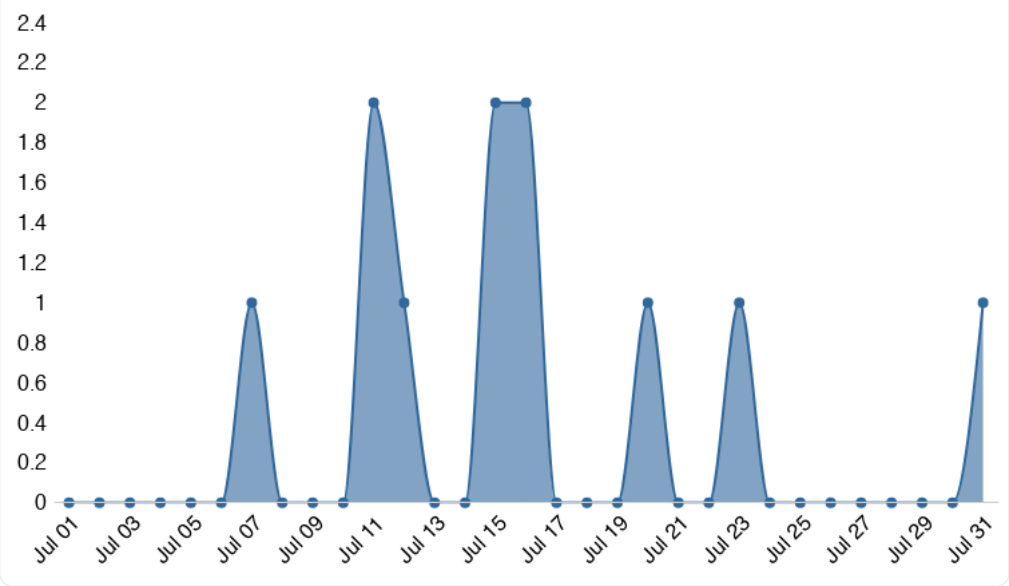


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

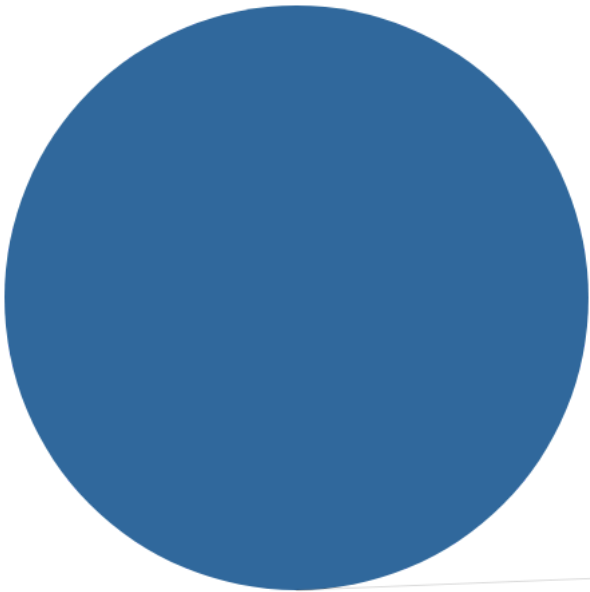
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Crozet Artisan Depot Homepage Visits	8
Crozet Artisan Depot Guest Artists Page View	2
Crozet Artisan Depot About Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%



Meta Post Engagements

16,432

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

Meta Post Comments

6

The total number of comments your ads received

Meta Post Reactions

154

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

Meta Post Shares

24

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%)
Crozet Artisan Depot_Charlottesville Video	24,531	1,044	4.26%	60.80
Crozet Artisan Depot_Staunton Video	15,712	513	3.26%	46.64
Crozet Artisan Depot_Fredericksburg Video	11,123	430	3.87%	55.23



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	46,006	1,814	3.94%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,271	128	3.00%
Desktop	A personal computing device that remains stationary at one location.	591	23	3.89%
Unknown	---	498	22	4.42%

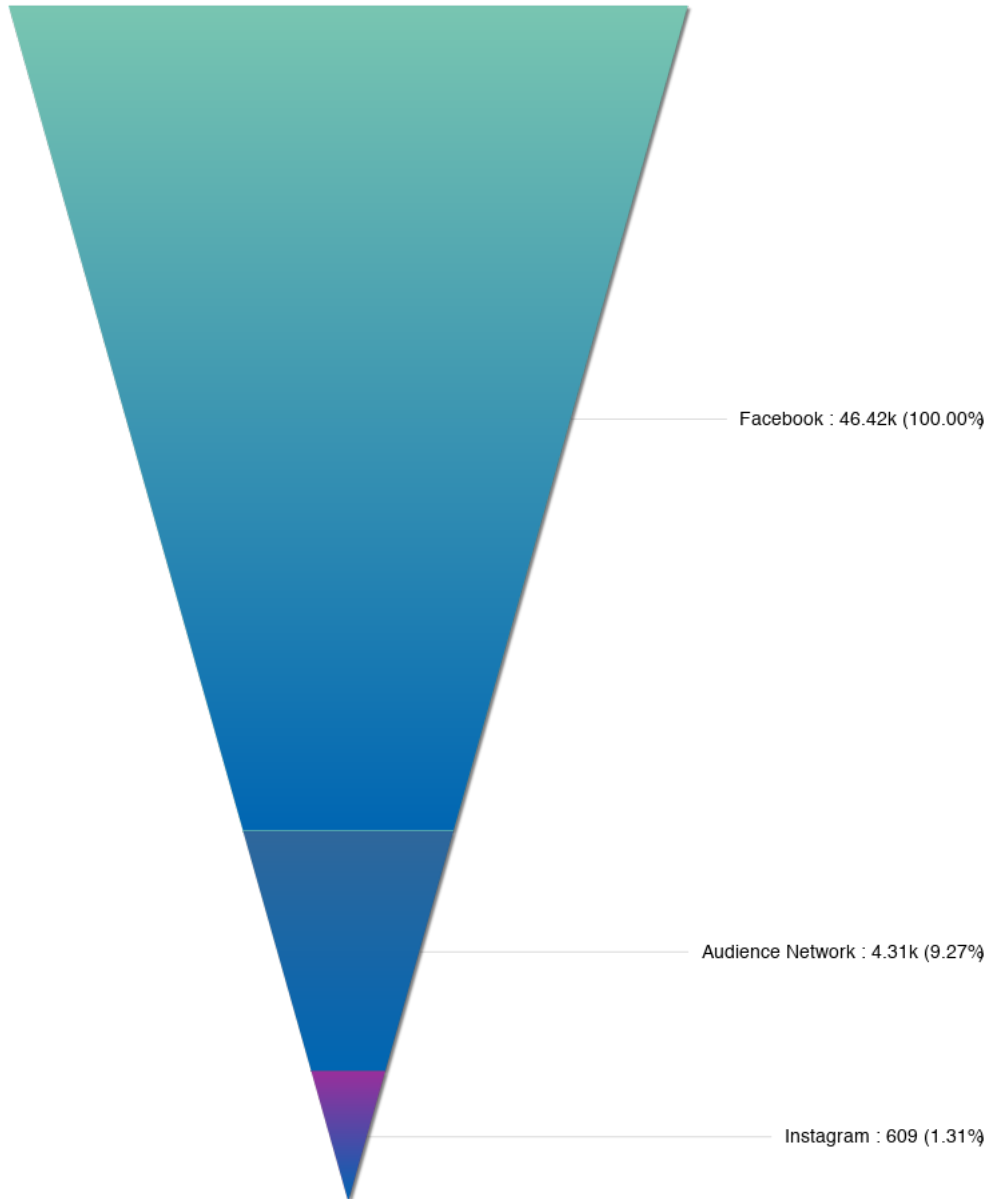


Social Placement Performance

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.	35,969	1,704	4.74%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	5,893	76	1.29%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,642	44	1.21%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2,689	73	2.71%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,742	50	2.87%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	663	9	1.36%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	381	13	3.41%
Instagram Stories	Your ads appear in people's Stories on Instagram.	126	5	3.97%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	102	5	4.90%
Facebook Stories	Your ads appear in people's Stories on Facebook.	89	7	7.87%



Social Placement Performance by Impressions



Facebook News Feed Performance



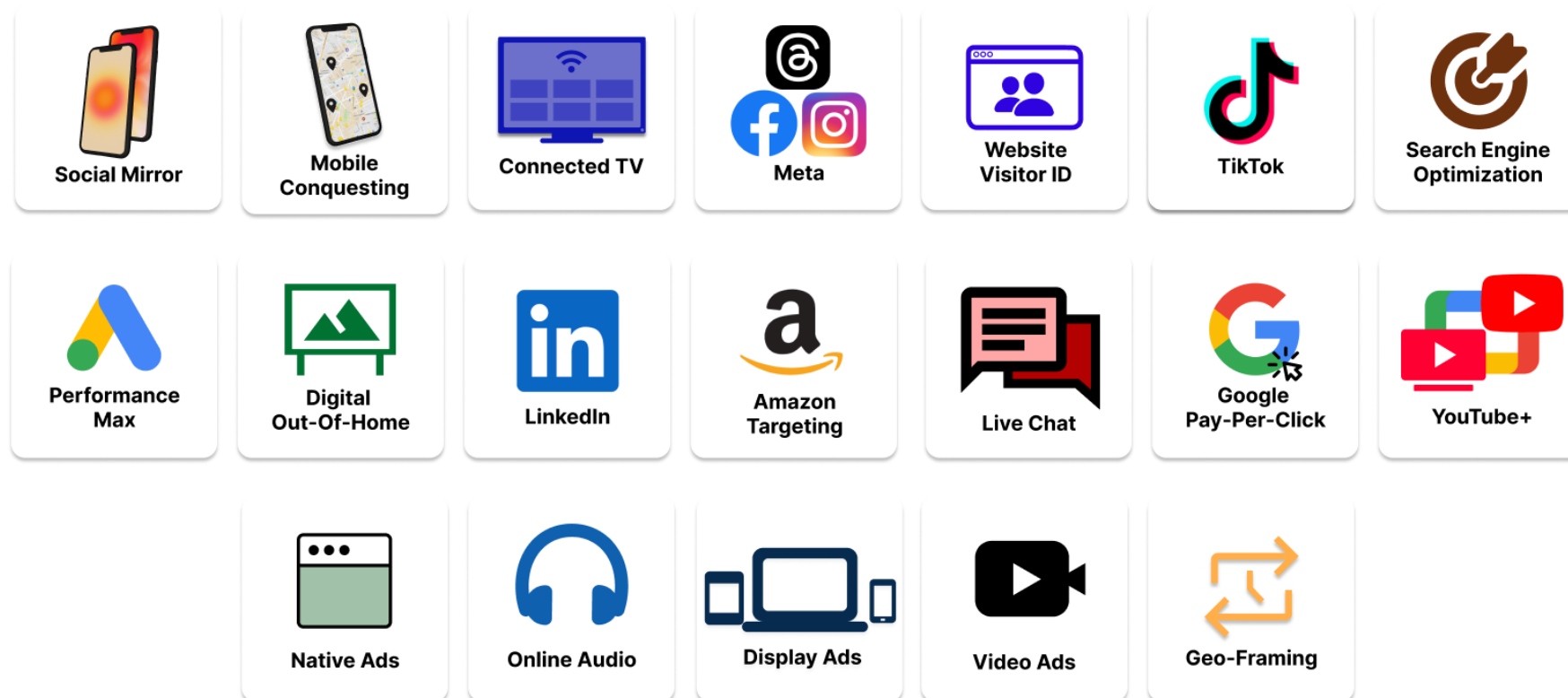
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



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