



Digital Marketing Report

Impressions

How many ads were served:

99,037

Clicks

Times a user clicked on an ad

2,250

Click-Through Rate

(Clicks/Impressions) x 100

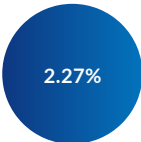
2.27%

Your Product Breakout by Impressions



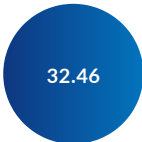
Meta

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
O.K. Lumber Co - Roofing Contractor/General Contractor/Builder Facebook/Instagram Premium	91,815	2,163	2.36%	33.65
O.K. Lumber Co - Facebook/Instagram Premium Retargeting	7,222	87	1.20%	17.21



Meta Click Conversions

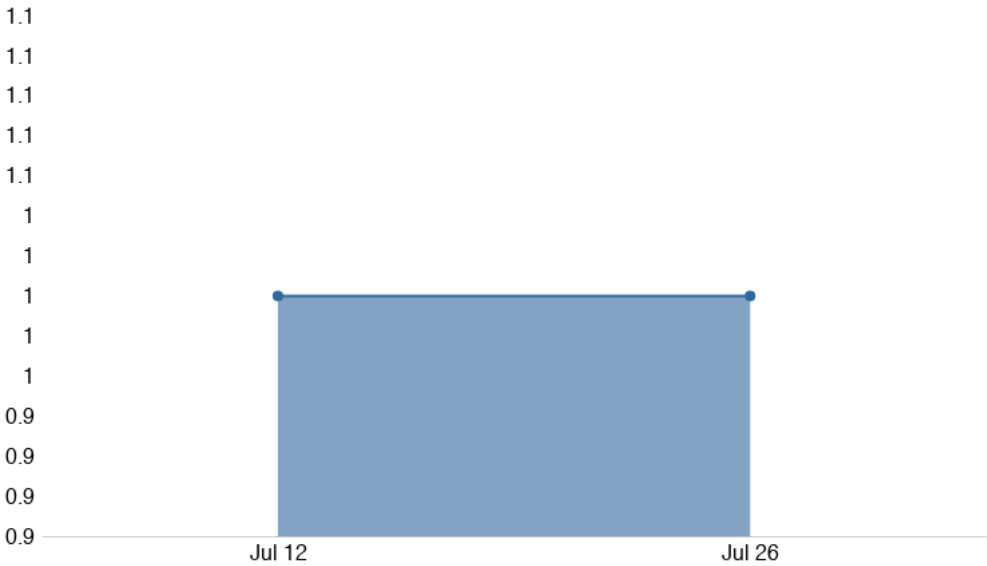


Times users clicked on an ad leading to your site and visited a page or completed an action

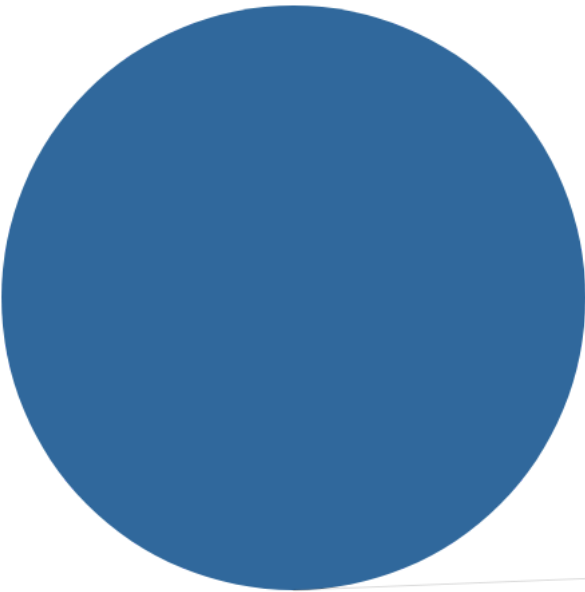
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
O.K. Lumber Co Email Sign Up Click Conversion	2

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

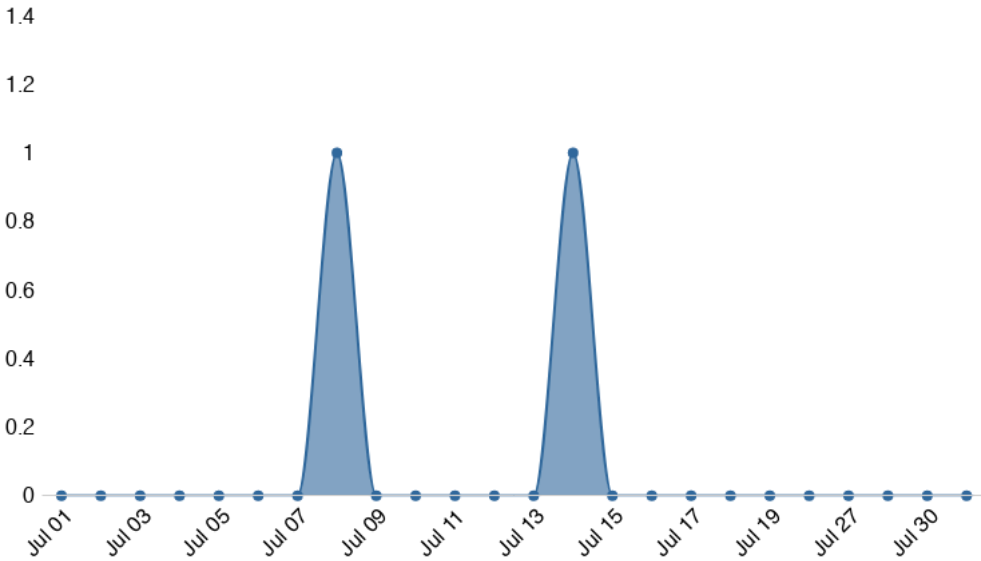
Conversion Name

View-Through Conversions ↓

O.K. Lumber Co Homepage Visits

2

Meta View-Through Conversions by Day





Meta Post Engagements

16,190

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

18

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%)
O.K. Lumber Co_4.1_trex-trn-lin-im-cl-ja-rn-bc-decking-2024	37,096	2,070	5.58%	79.72
O.K. Lumber Co_4.1_OK_Video_BayAreaDigitalSolutions(1)	41,861	100	0.24%	3.41
O.K. Lumber Co_4.1_OK Lumber Matt Johnson V3	19,705	71	0.36%	5.15
O.K. Lumber Co_4.1_Jan Horizontal 2026	375	9	2.40%	34.29



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	95,408	2,180	2.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,798	67	2.39%
Desktop	A personal computing device that remains stationary at one location.	696	1	0.14%
Unknown	---	135	2	1.48%

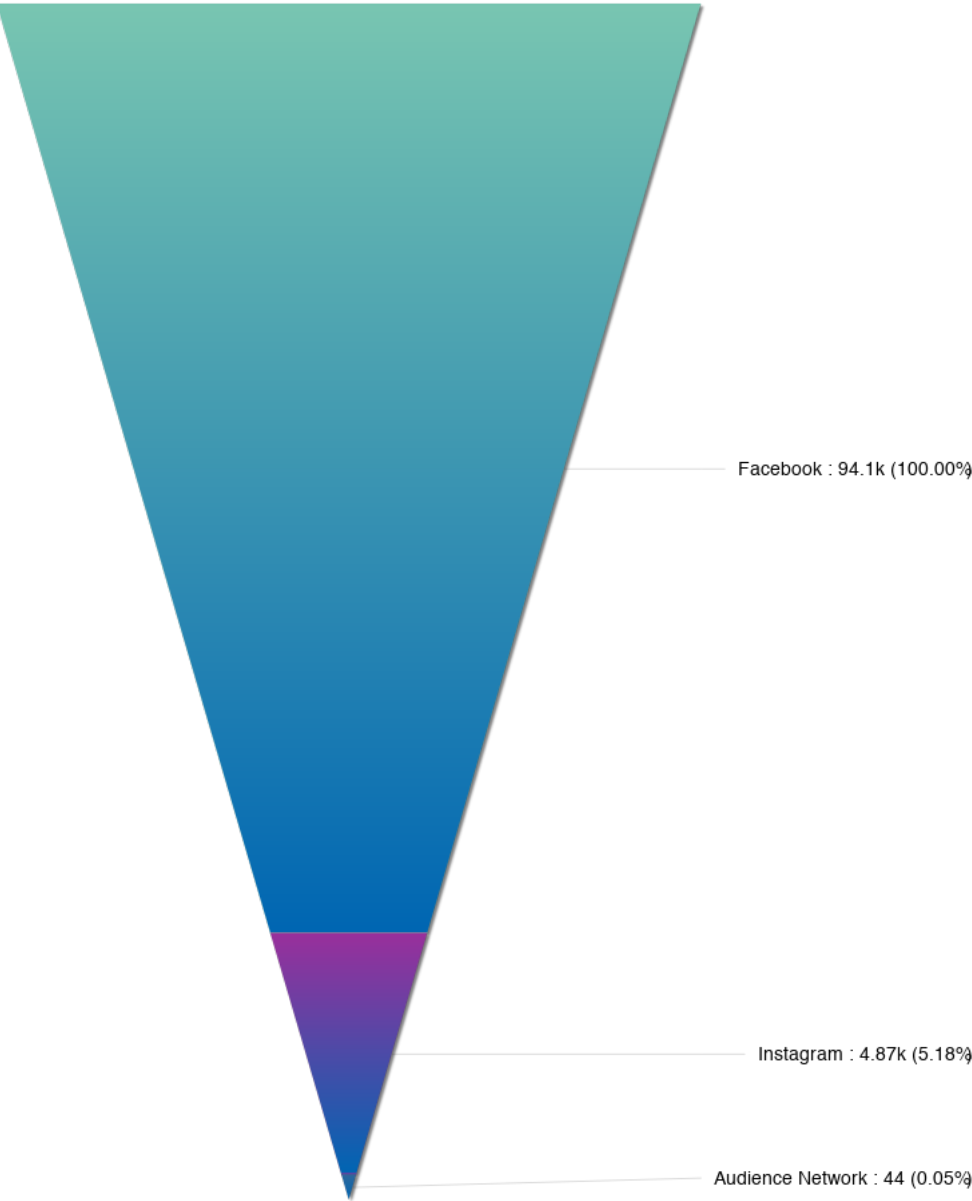


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	47,571	300	0.63%
Facebook Stories	Your ads appear in people's Stories on Facebook.	19,830	1,620	8.17%
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.	13,152	71	0.54%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	12,766	14	0.11%
Instagram Stories	Your ads appear in people's Stories on Instagram.	4,319	221	5.12%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	632	16	2.53%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	376	1	0.27%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	178	5	2.81%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	146	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	40	2	5.00%



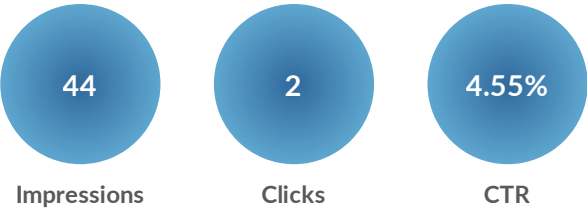
Social Placement Performance by Impressions



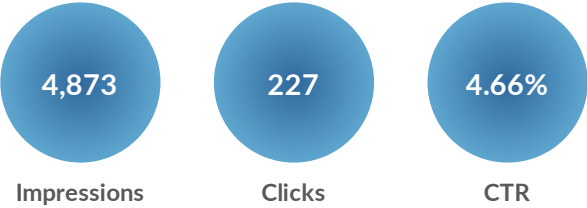
Facebook News Feed Performance



Audience Network Performance

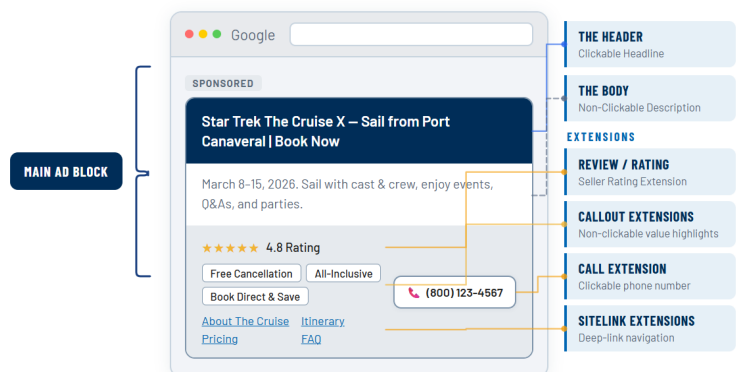


Instagram Performance



"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, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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

Location Extensions are not currently available to be shown.

"Phone calls" are 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.