

Digital Marketing Report

Impressions

How many ads were served:

164,915

Clicks

Times a user clicked on an ad

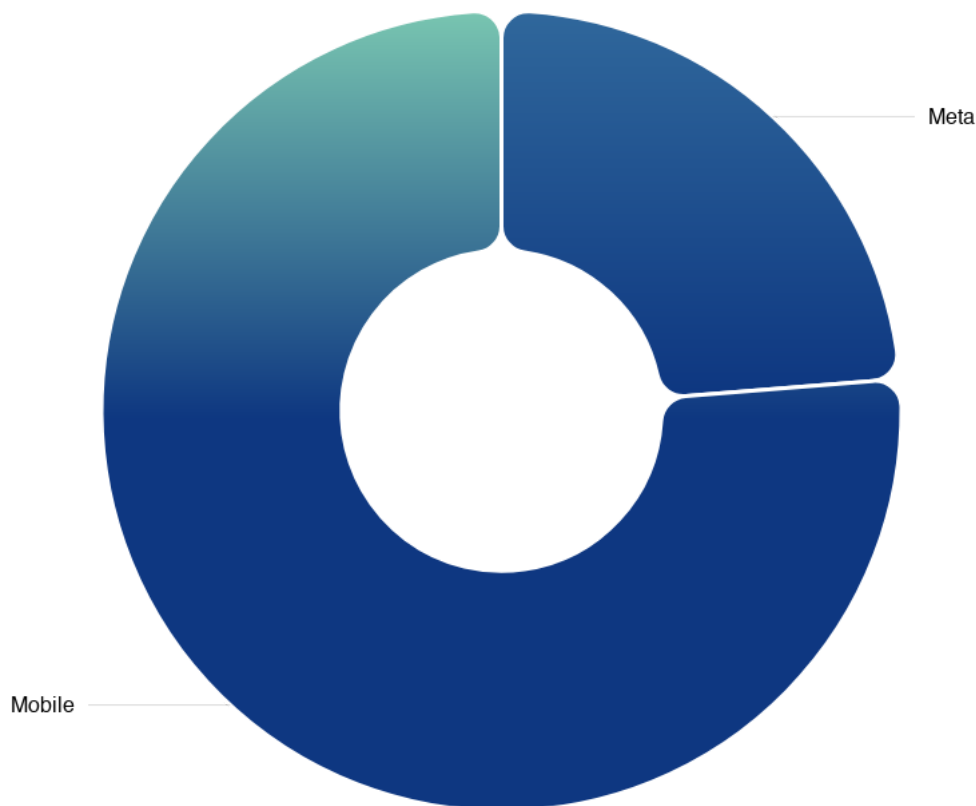
1,588

Click-Through Rate

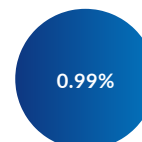
(Clicks/Impressions) x 100

0.96%

Your Product Breakout by Impressions



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%)
Belmont Park Mobile Conquesting - Behavioral Mobile Conquesting	64,006	261	0.41%	5.83
Belmont Park Mobile Conquesting - Geo-Retargeting Lookalike Mobile	38,602	156	0.40%	5.77
Belmont Park - Retargeting Facebook/Instagram Premium	21,065	530	2.52%	35.94
Belmont Park - Cross Platform Facebook/Instagram Premium	18,061	453	2.51%	35.83
Belmont Park Mobile Conquesting - Geo-Fencing Mobile	13,966	145	1.04%	14.83
Belmont Park Mobile Conquesting - Geo-Retargeting Mobile	9,215	43	0.47%	6.67

Meta Click Conversions

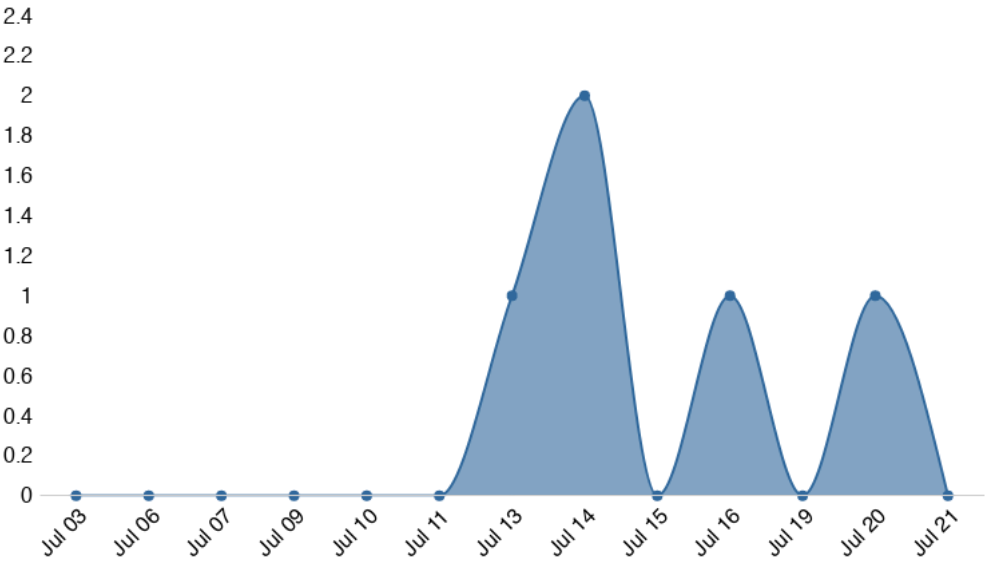


Times users clicked on an ad leading to your site and visited a page or completed an action

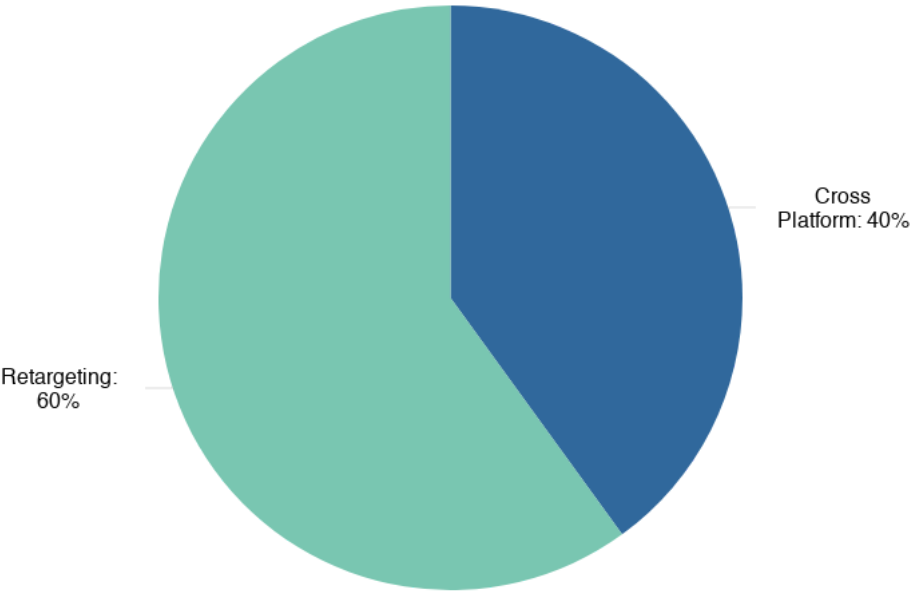
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Belmont Park Park Promotions Page View	3
Belmont Park Amusement Parks Page View	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

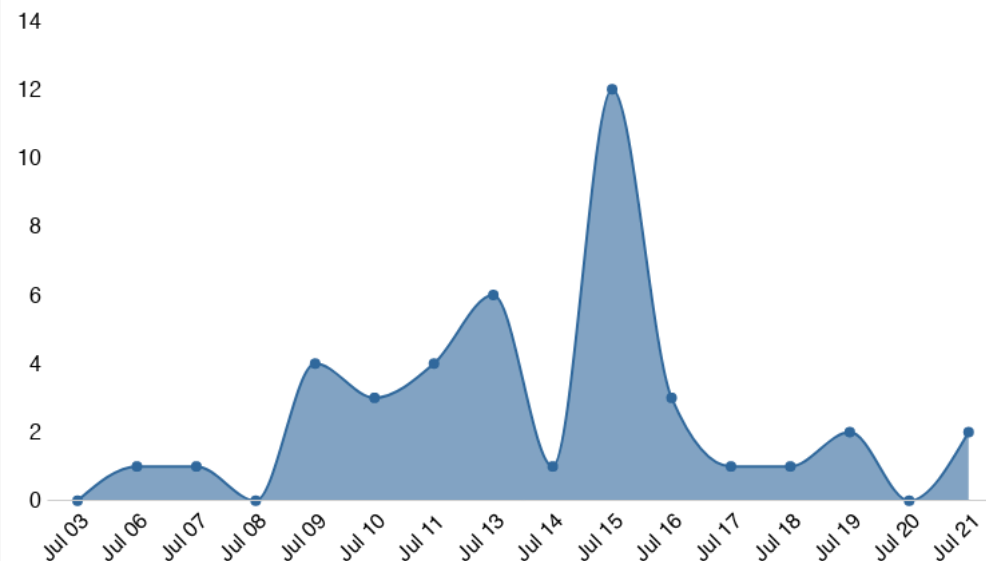


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

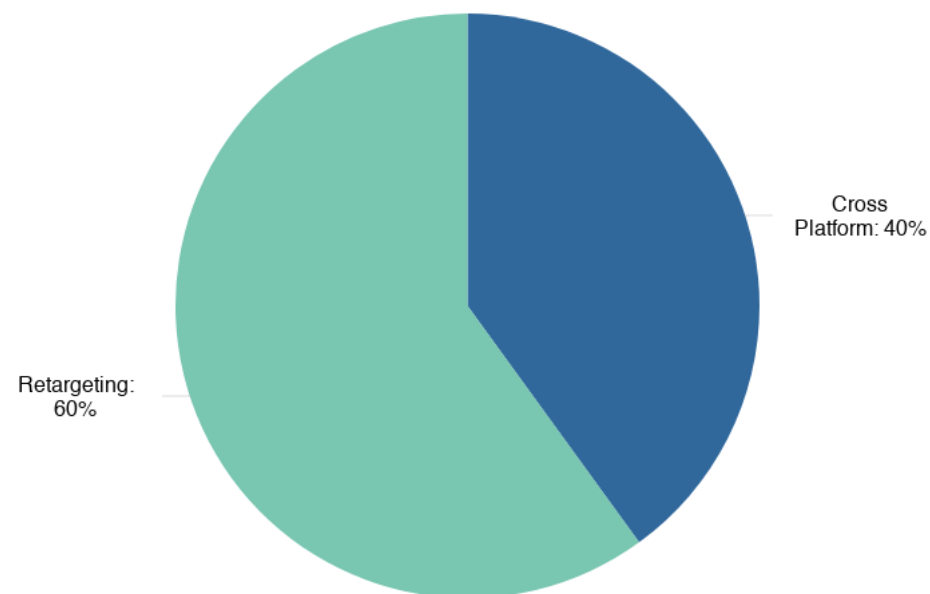
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Belmont Park Homepage Visits	21
Belmont Park Tickets Reservations Page View	8
Belmont Park Park Promotions Page View	6
Belmont Park Amusement Parks Page View	3
Belmont Park Cannonball Page View	3

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

4,584

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

31

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

Meta Post Shares

6

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)

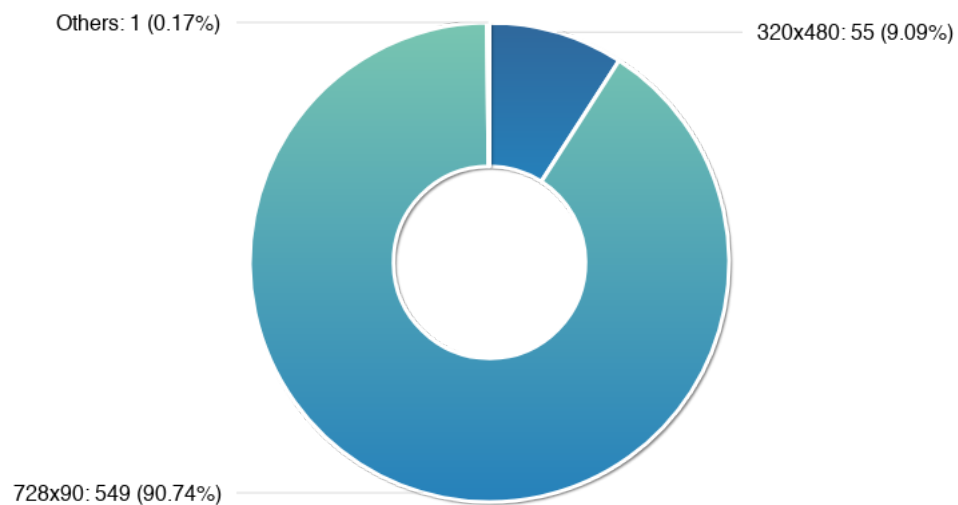
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Belmont Park - custom	3146 Mission BLVD	San Diego	CA	92109	18
Belmont Park	3146 Mission BLVD	San Diego	CA	92109	6

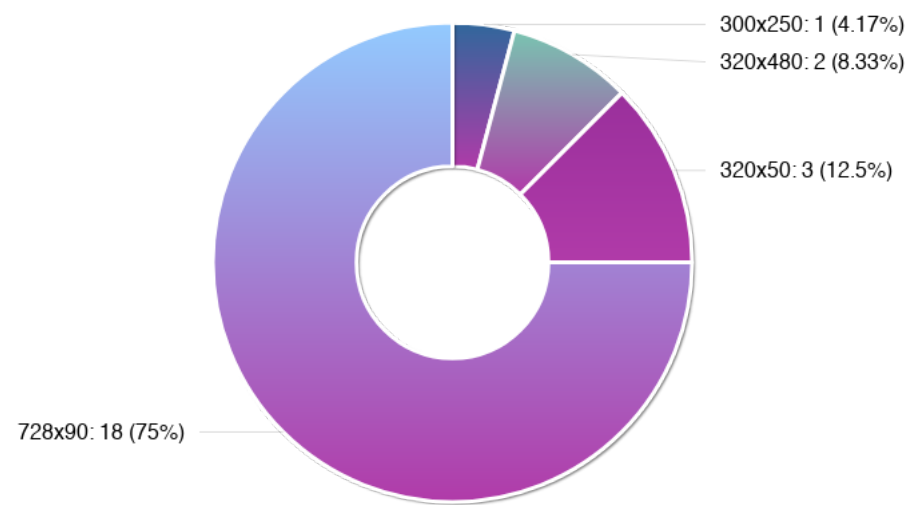
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	wristband-belmont-728.gif	123,552	549	0.44%	6.35
	wristband-belmont-640.jpg	1,104	27	2.45%	34.94
	wristband-belmont-320x480.png	1,047	28	2.67%	38.20
	Belmont Park JUNE 30 sec.mov	55	1	1.82%	25.97
	640-belmont-season-101 pass.jpg	32	0	0.00%	0.00
	belmont-300x250-season-101 pass.gif	0	0	-	0.00
	belmont-320-season-101 pass.gif	0	0	-	0.00

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%)
Belmont Park JUNE 15 sec.mov	18,722	528	2.82%	40.29
Belmont Park JUNE 30 sec.mov	8,093	250	3.09%	44.13
1080-wristbands	12,083	201	1.66%	23.76
1080-belmont-season-101 pass.jpg	228	4	1.75%	25.06

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Balboa Park	2001 Pan American Plaza	San Diego	CA	92101			12,973	135	1.04%
SeaWorld SD	500 Sea World Dr.	San Diego	CA	92109			784	5	0.64%
San Diego County Fair	2260 Jimmy Durante Blvd	Del Mar	CA	92014			97	3	3.09%
Gaslamp Quarter	614 5th Ave	San Diego	CA	92101			37	2	5.41%
San Diego Convention Center	111 W Harbor Dr	San Diego	CA	92101			34	0	0.00%
San Diego Zoo	2920 Zoo Dr	San Diego	CA	92101			22	0	0.00%
Petco Park	100 Park Blvd	San Diego	CA	92101			9	0	0.00%
LEGOLAND California Resort	One LEGOLAND Drive	Carlsbad	CA	92008			5	0	0.00%
Seaport Village	849 W Harbor Dr	San Diego	CA	92101			3	0	0.00%
La Jolla Cove	1100 Coast Blvd	La Jolla	CA	92037			1	0	0.00%
Dave & Busters	2931 Camino Del Rio N	San Diego	CA	92108			1	0	0.00%



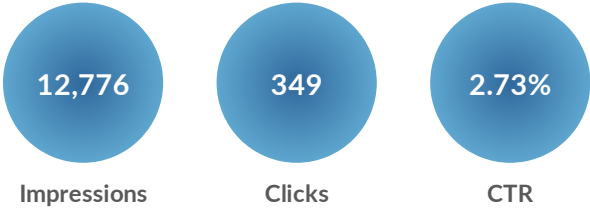
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	38,282	974	2.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	788	8	1.02%
Unknown	---	47	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	9	1	11.11%

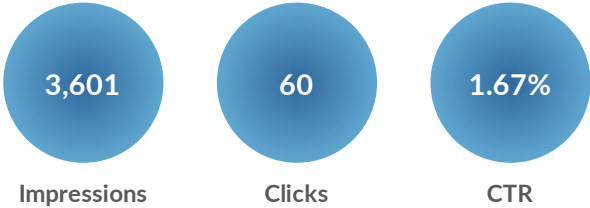
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	16,763	469	2.80%
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.	5,486	204	3.72%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,376	89	1.66%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,109	68	1.65%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,417	38	1.11%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,618	62	2.37%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	471	13	2.76%
Facebook Notification	Your ads appear within a user's notifications feed.	326	9	2.76%
Facebook Stories	Your ads appear in people's Stories on Facebook.	187	6	3.21%
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).	184	22	11.96%

Facebook News Feed Performance



Audience Network Performance



Instagram Performance



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.