

Digital Marketing Report

Impressions

How many ads were served:

37,960

Clicks

Times a user clicked on an ad

535

Click-Through Rate

(Clicks/Impressions) x 100

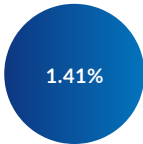
1.41%

Your Product Breakout by Impressions



Meta

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%)
Classic Furniture - Furniture/Home Improvement/New House Facebook/Instagram Premium	34,106	446	1.31%	18.68
Classic Furniture - Retargeting Facebook/Instagram Premium	3,854	89	2.31%	32.99

Meta Click Conversions

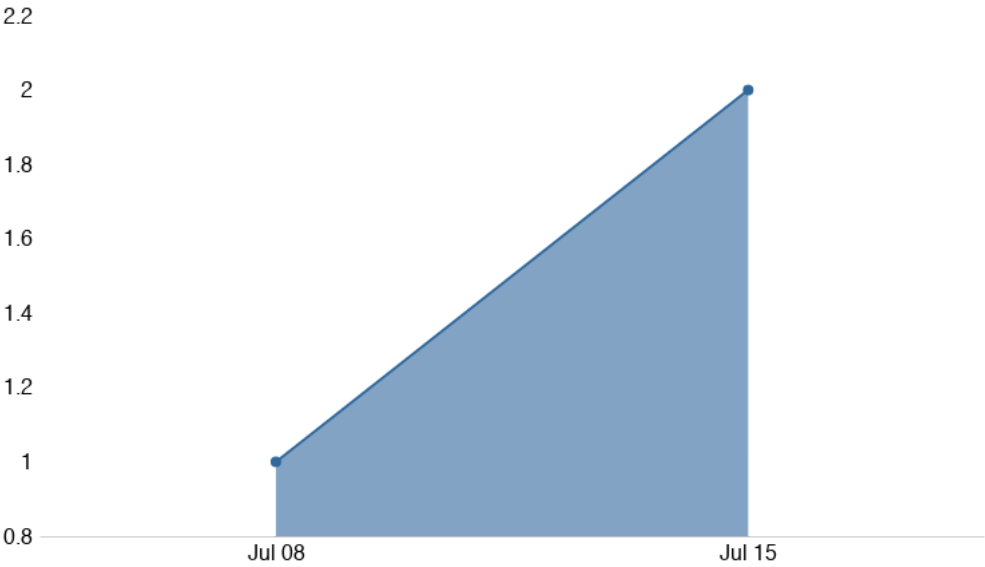


Times users clicked on an ad leading to your site and visited a page or completed an action

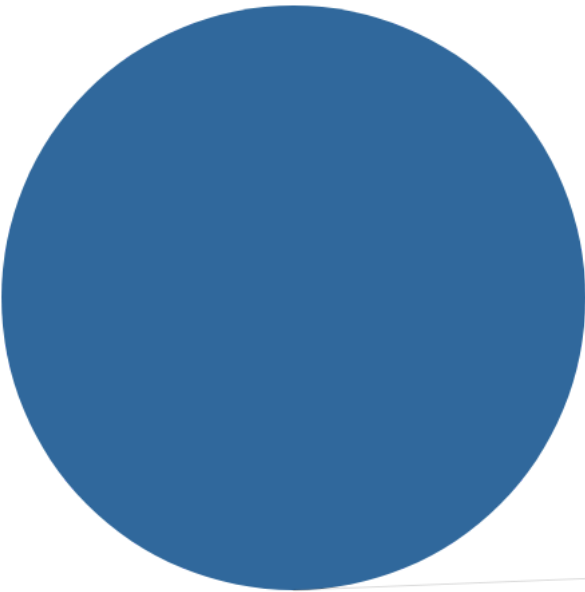
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Classic Furniture Classic Furniture Store Page	2
Classic Furniture Furniture Customization Page	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

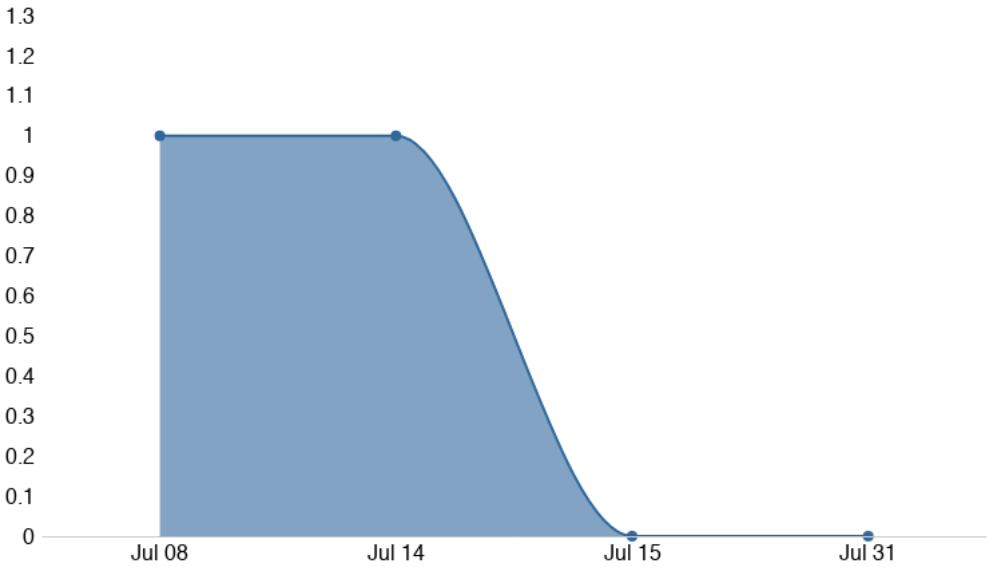


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

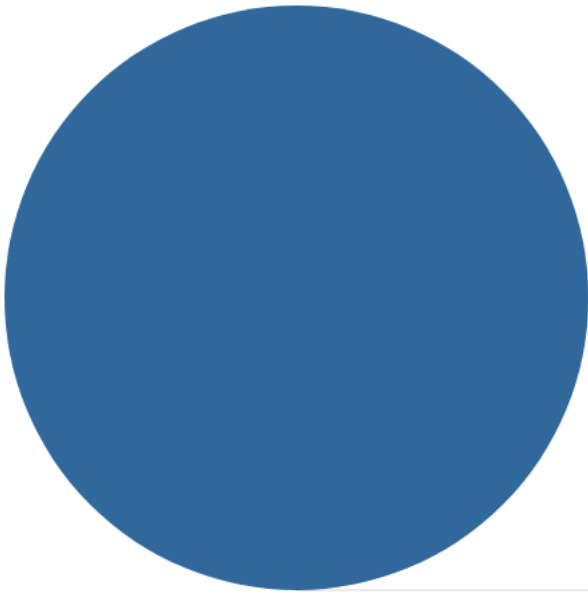
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Classic Furniture Furniture Customization Page	1
Classic Furniture Homepage Visits	1

Meta View-Through Conversions by Day

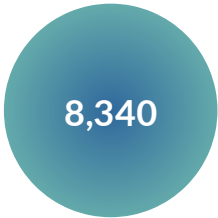


Top Meta View-Through Conversions by Strategy



Retargeting:
100%

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Classic Furniture_4.7_Video	37,960	535	1.41%	20.13

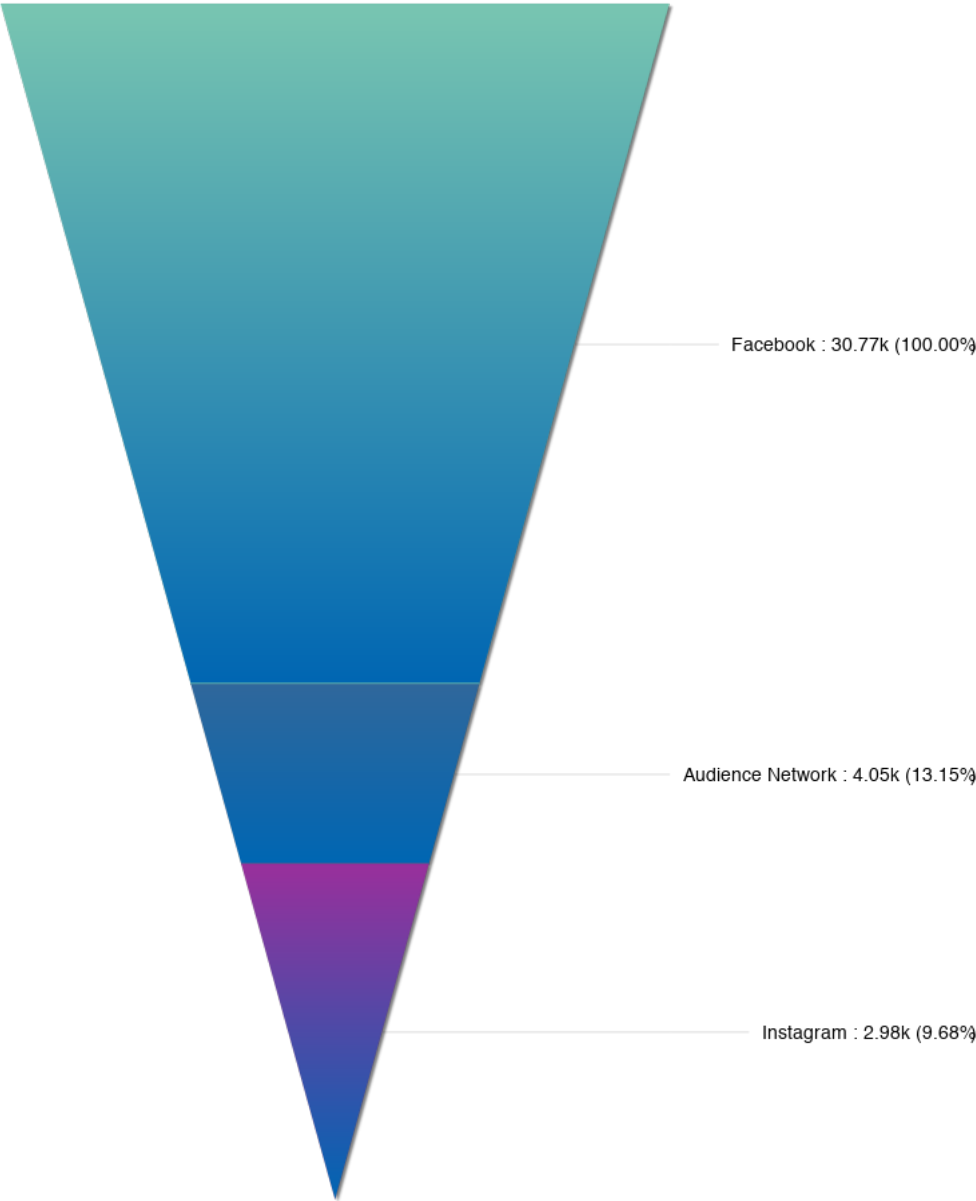
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	36,148	512	1.42%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,301	18	1.38%
Desktop	A personal computing device that remains stationary at one location.	296	1	0.34%
Unknown	---	215	4	1.86%

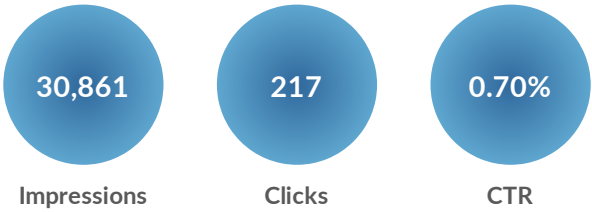
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	9,391	7	0.07%
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.	8,153	36	0.44%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	6,797	129	1.90%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	5,830	44	0.75%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,586	104	4.02%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,420	95	3.93%
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).	1,460	119	8.15%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	591	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	321	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	237	0	0.00%

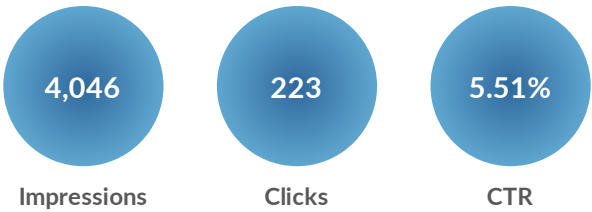
Social Placement Performance by Impressions



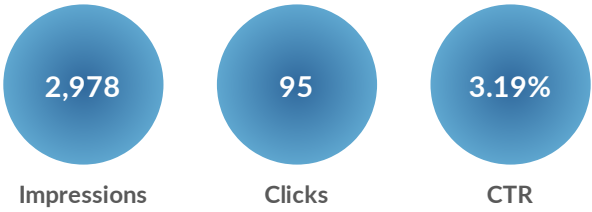
Facebook News Feed Performance



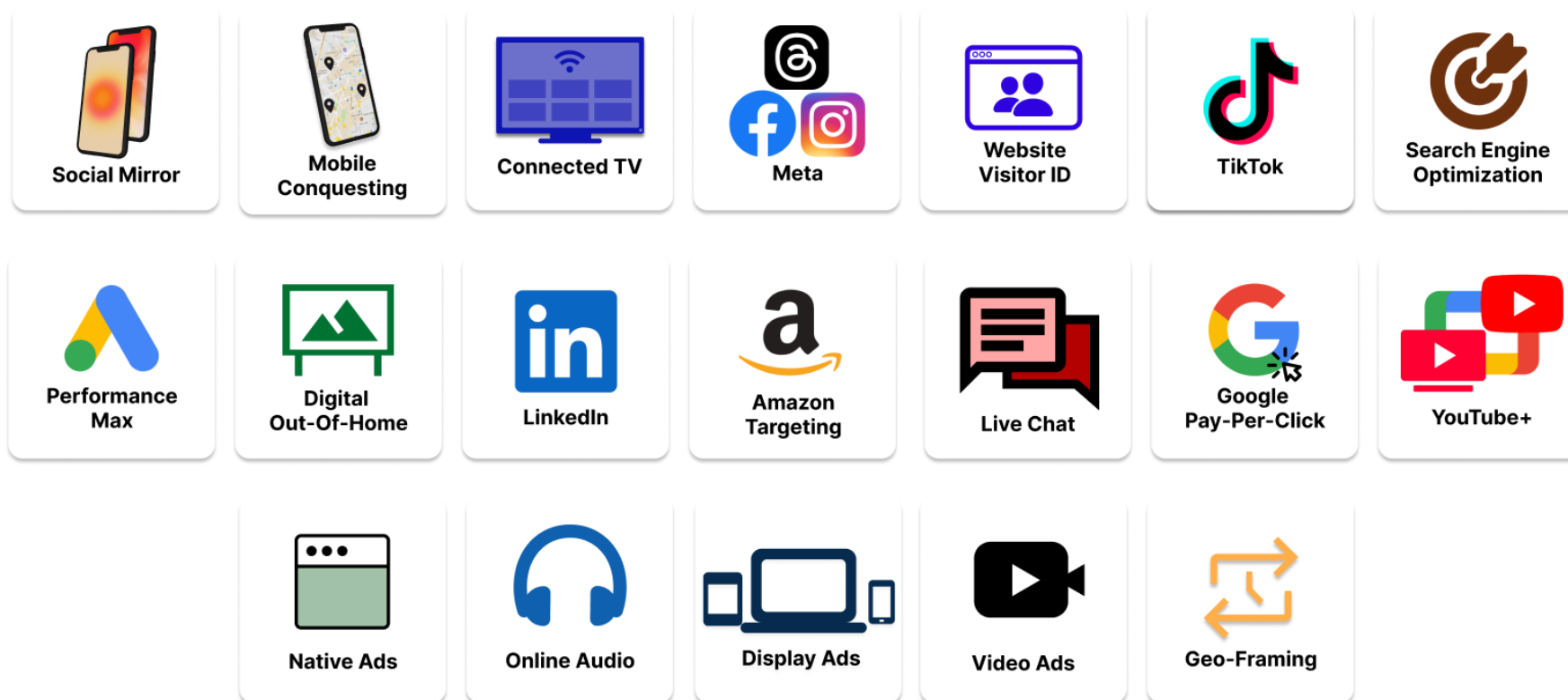
Audience Network Performance



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.