

Digital Marketing Report

Impressions

How many ads were served:

60,067

Clicks

Times a user clicked on an ad

800

Click-Through Rate

(Clicks/Impressions) x 100

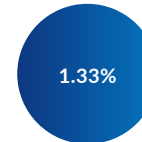
1.33%

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%)
Shasta Farm & Equipment - Agriculture/Farm/Livestock Facebook Premium	36,704	588	1.60%	22.89
Shasta Farm & Equipment - Site Retargeting Facebook Premium	23,363	212	0.91%	12.96

Meta Post Engagements

3,444

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

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

58

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

Meta Post Shares

1

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%)
Shasta Farms_April 2026 Carousel	60,067	800	1.33%	19.03

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Hay	Shasta Farms_April 2026 Carousel	172
Shasta Farm & Equipment Inc.	Shasta Farms_April 2026 Carousel	156
2: Feed & Grain	Shasta Farms_April 2026 Carousel	17
3: Fencing	Shasta Farms_April 2026 Carousel	4
5: Come Visit!	Shasta Farms_April 2026 Carousel	1



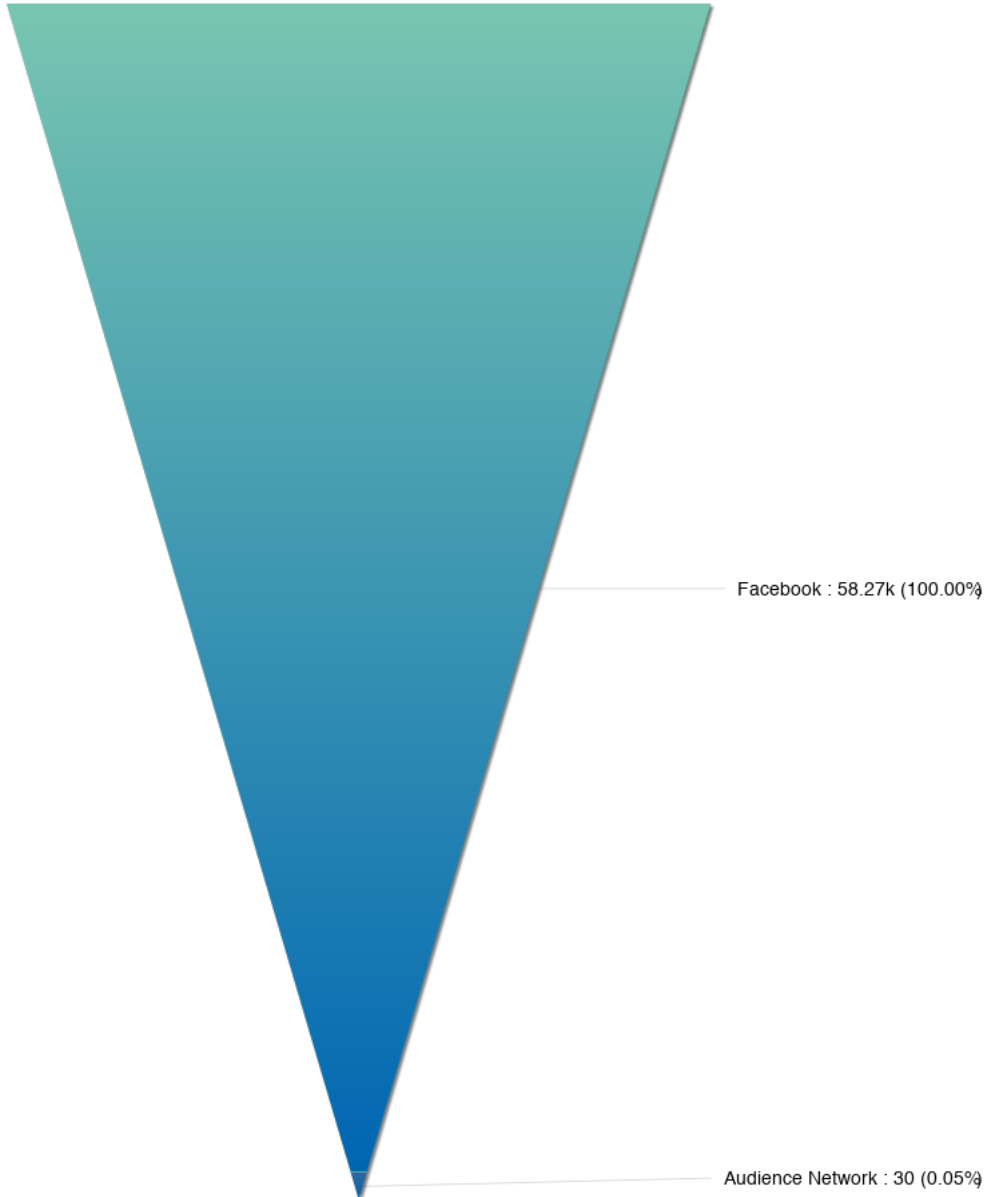
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	56,705	767	1.35%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,740	28	1.02%
Desktop	A personal computing device that remains stationary at one location.	452	2	0.44%
Unknown	---	170	3	1.76%

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.	22,767	109	0.48%
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.	19,894	388	1.95%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	13,300	150	1.13%
Facebook Notification	Your ads appear within a user's notifications feed.	1,709	111	6.50%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,298	20	1.54%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	895	11	1.23%
Facebook Stories	Your ads appear in people's Stories on Facebook.	113	8	7.08%
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.	47	1	2.13%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	30	2	6.67%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	14	0	0.00%

Social Placement Performance by Impressions



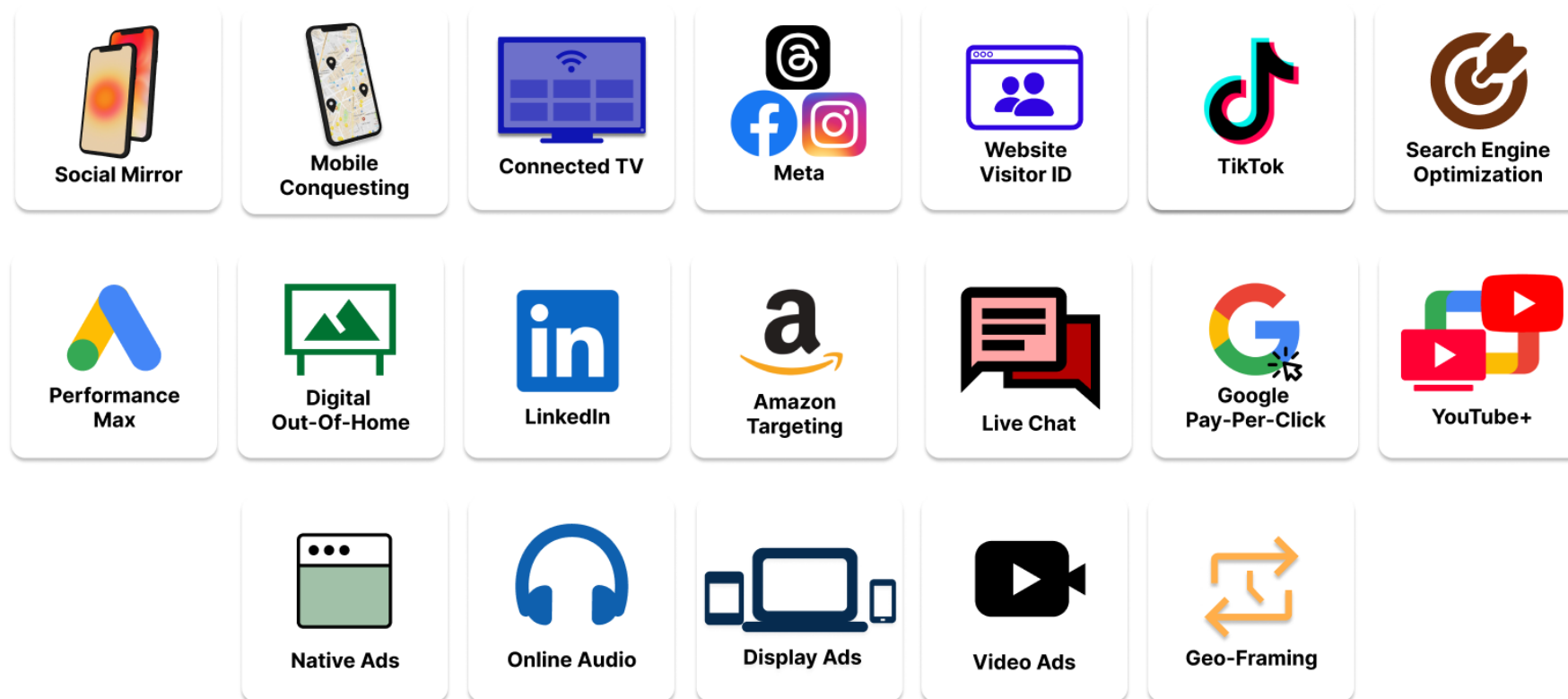
Facebook News Feed Performance



Audience Network Performance



All available products in our *toolbox*.



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