

Digital Marketing Report

Impressions

How many ads were served:

45,040

Clicks

Times a user clicked on an ad

791

Click-Through Rate

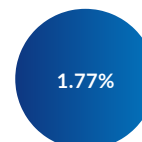
(Clicks/Impressions) x 100

1.76%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



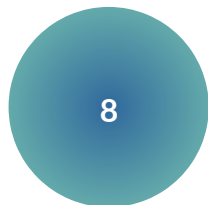
X the National Avg (.07%)

*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%)
Daiso - Multi Markets - Waco, TX_English Discount Shoppers Behavioral Social Mirror	22,990	65	0.28%	4.04
Daiso - Waco, TX_English - Facebook/Instagram Premium	13,421	563	4.19%	59.93
Daiso - Multi Markets - Waco, TX_English Keyword Social Mirror	4,697	30	0.64%	9.12
Daiso - Waco, TX_English - Facebook/Instagram Premium Retargeting	3,932	133	3.38%	48.32

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

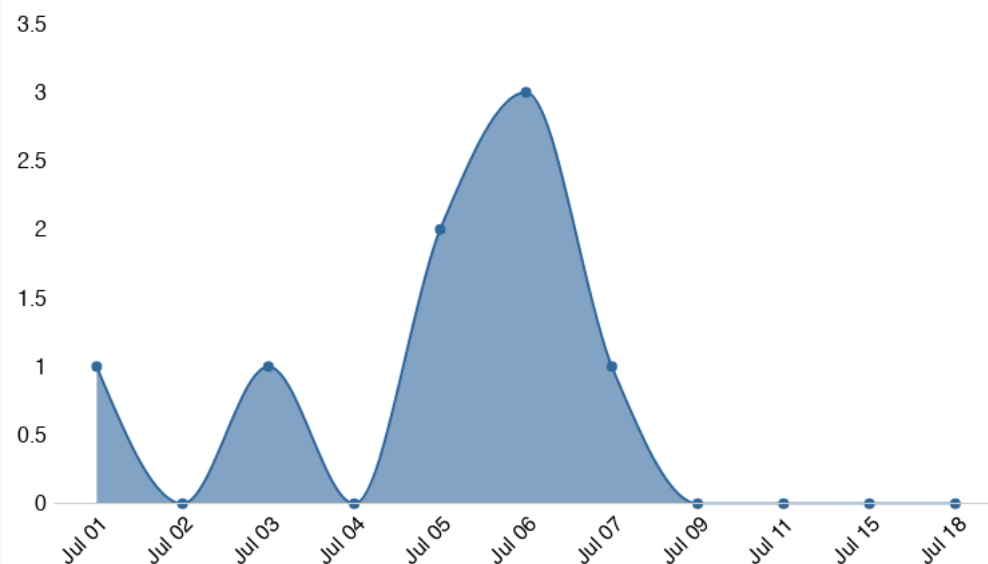
Conversion Name

Click Conversions ↓

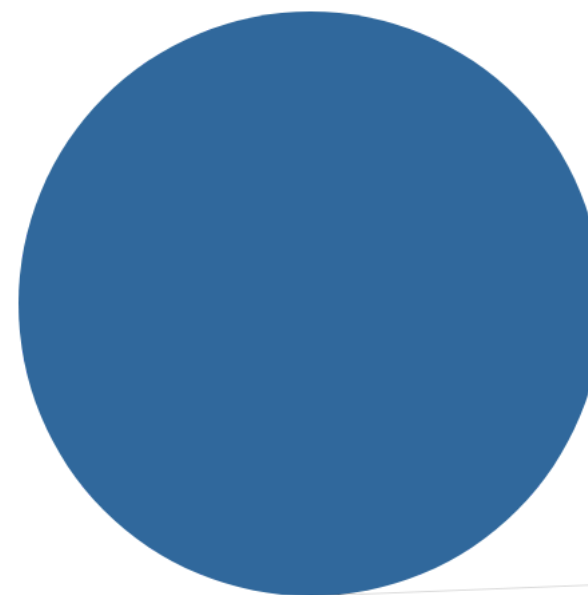
Daiso Store Locator Page View

8

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

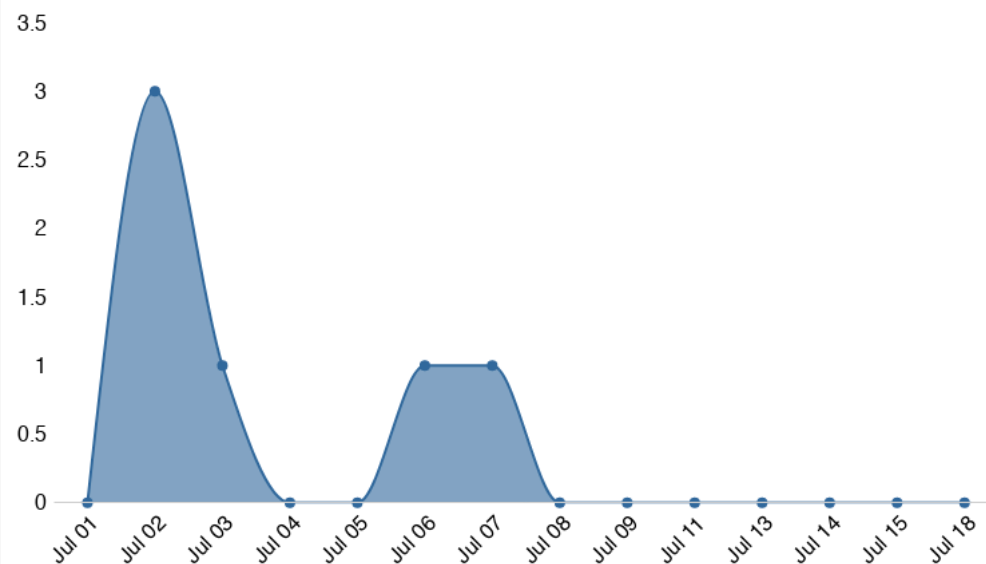
Conversion Name

View-Through Conversions ↓

Daiso Homepage Visits

6

Meta View-Through Conversions by Day



Meta Post Engagements

2,577

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

Meta Post Reactions

56

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

Meta Post Shares

16

The total number of people who shared your ad, giving your campaign free impressions

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Daiso_Social Mirror_Waco, TX_English_DOOH_4 Hobby's	6,429	27	0.42%	6.00
	Daiso_Social Mirror_Waco, TX_English_DOOH_Summer Essentials	5,718	24	0.42%	6.00
	Daiso_6.1.26_Social Mirror_Waco, TX_English_DOOH_Waco Design2_1080x1350.jpg	5,657	17	0.30%	4.29
	Daiso_Social Mirror_Waco, TX_English_DOOH_Waco Design1_1080x1920.jpg UPDATED	2,391	13	0.54%	7.77
	Daiso_Social Mirror_Waco, TX_English_DOOH_4 Hobby's UPDATED	2,512	5	0.20%	2.84
	Daiso_Social Mirror_Waco, TX_English_DOOH_Summer Essentials UPDATED	2,434	5	0.21%	2.93

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Daiso - Multi Markets_6.1.26_Waco TX_DOOH_Waco Design2_1080x1920.jpg	11,590	495	4.27%	61.01
Daiso - Multi Markets_Waco TX_4 Hobby's to do from Daiso instead of Doom scrolling.mp4	3,177	116	3.65%	52.16
Daiso - Multi Markets_Waco TX_jessie summer essentials.mov	2,366	79	3.34%	47.70
Daiso - Multi Markets_Waco TX_DOOH_Waco Design1_1080x1350.jpg	220	6	2.73%	38.96

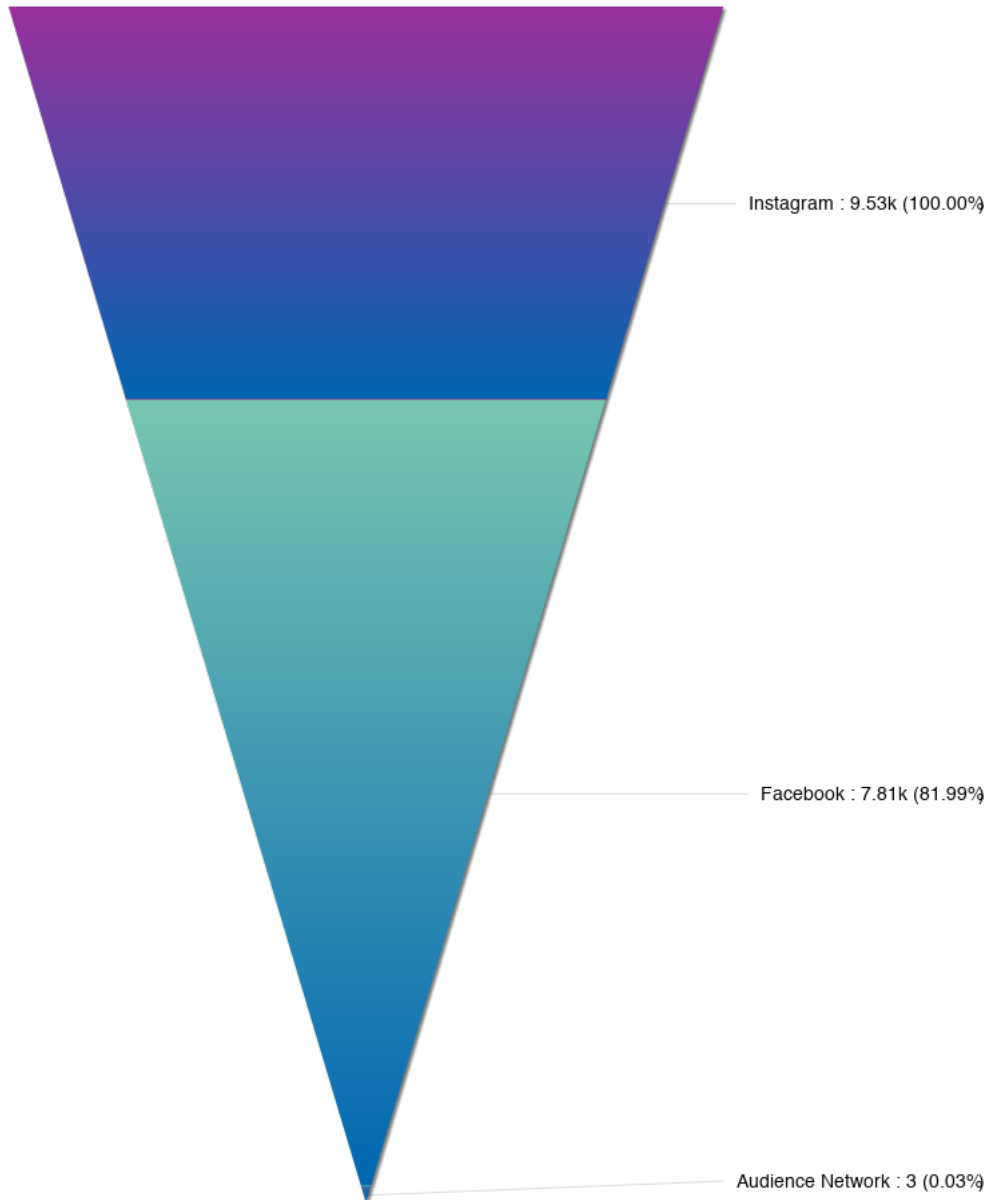
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,277	761	1.89%
Desktop	A personal computing device that remains stationary at one location.	2,524	9	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,206	20	0.91%
Unknown	---	33	1	3.03%

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.	6,247	351	5.62%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,143	156	3.03%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,631	118	3.25%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	941	12	1.28%
Instagram Stories	Your ads appear in people's Stories on Instagram.	718	28	3.90%
Facebook Stories	Your ads appear in people's Stories on Facebook.	461	28	6.07%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	161	3	1.86%
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.	11	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	3	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



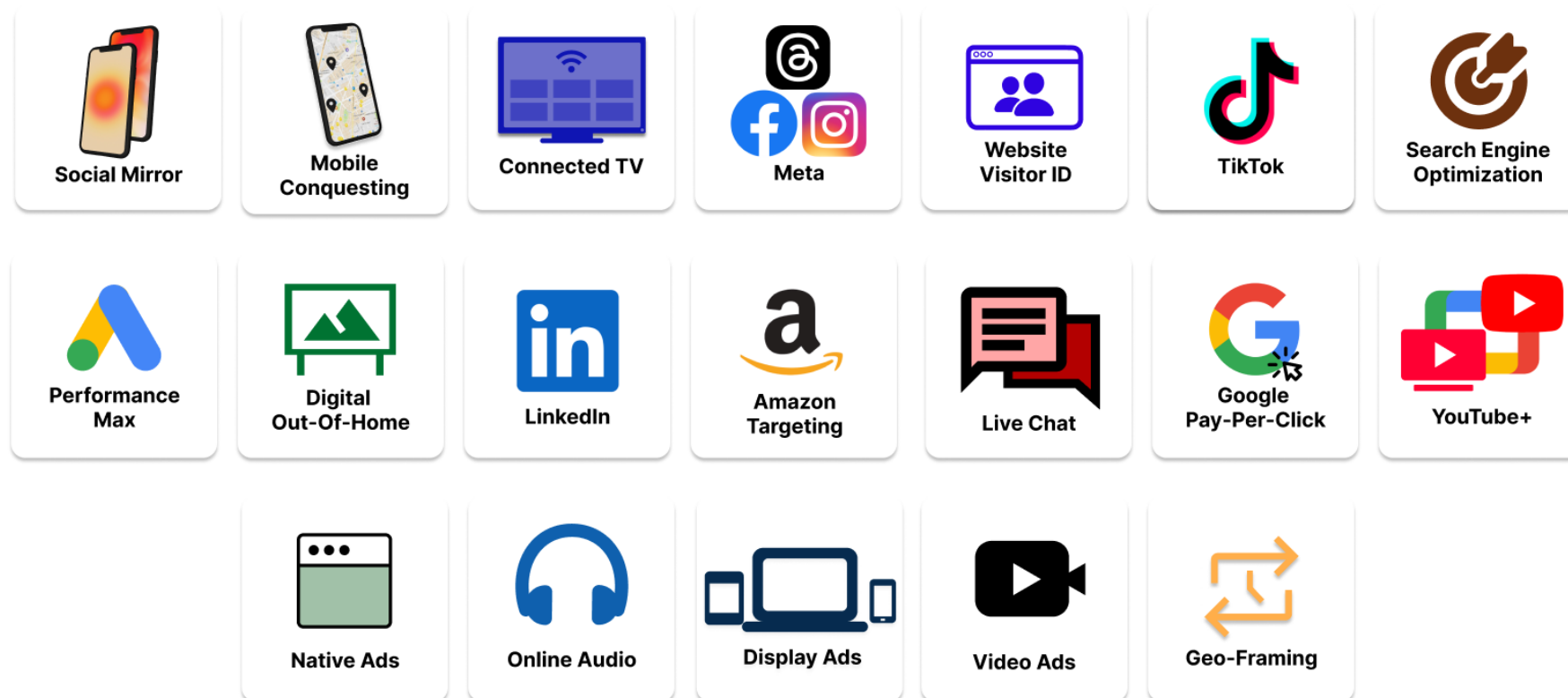
Audience Network Performance



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.