

Digital Marketing Report

Impressions

How many ads were served:

78,842

Clicks

Times a user clicked on an ad

1,763

Click-Through Rate

(Clicks/Impressions) x 100

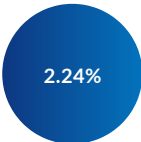
2.24%

Your Product Breakout by Impressions



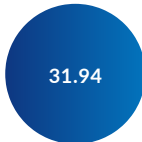
Meta

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%)
Sonoma County Human Services (Foster Care) - Facebook/Instagram Premium	78,842	1,763	2.24%	31.94

Meta View-Through Conversions

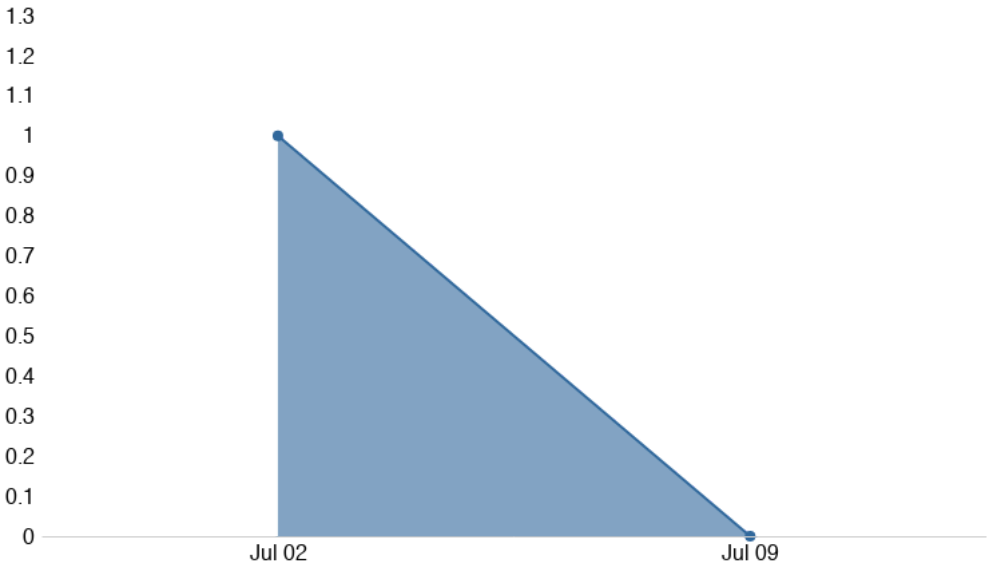


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

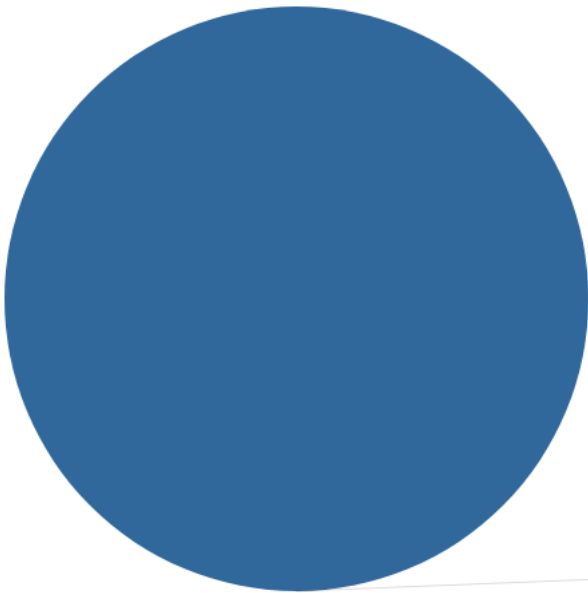
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
SCHS Become a Foster Parent Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



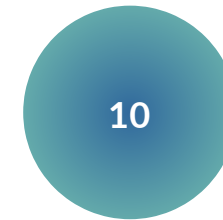
Category Targeting: 100%

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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
SCHS_6.11_Foster Care June Bilingual ad	74,739	1,659	2.22%	31.71
SCHS_6.11_Foster Care June General Ad	2,271	63	2.77%	39.63
SCHS_7.15_Foster Care August event ad	1,544	36	2.33%	33.31
SCHS_6.17_Foster Care July event ad	288	5	1.74%	24.80

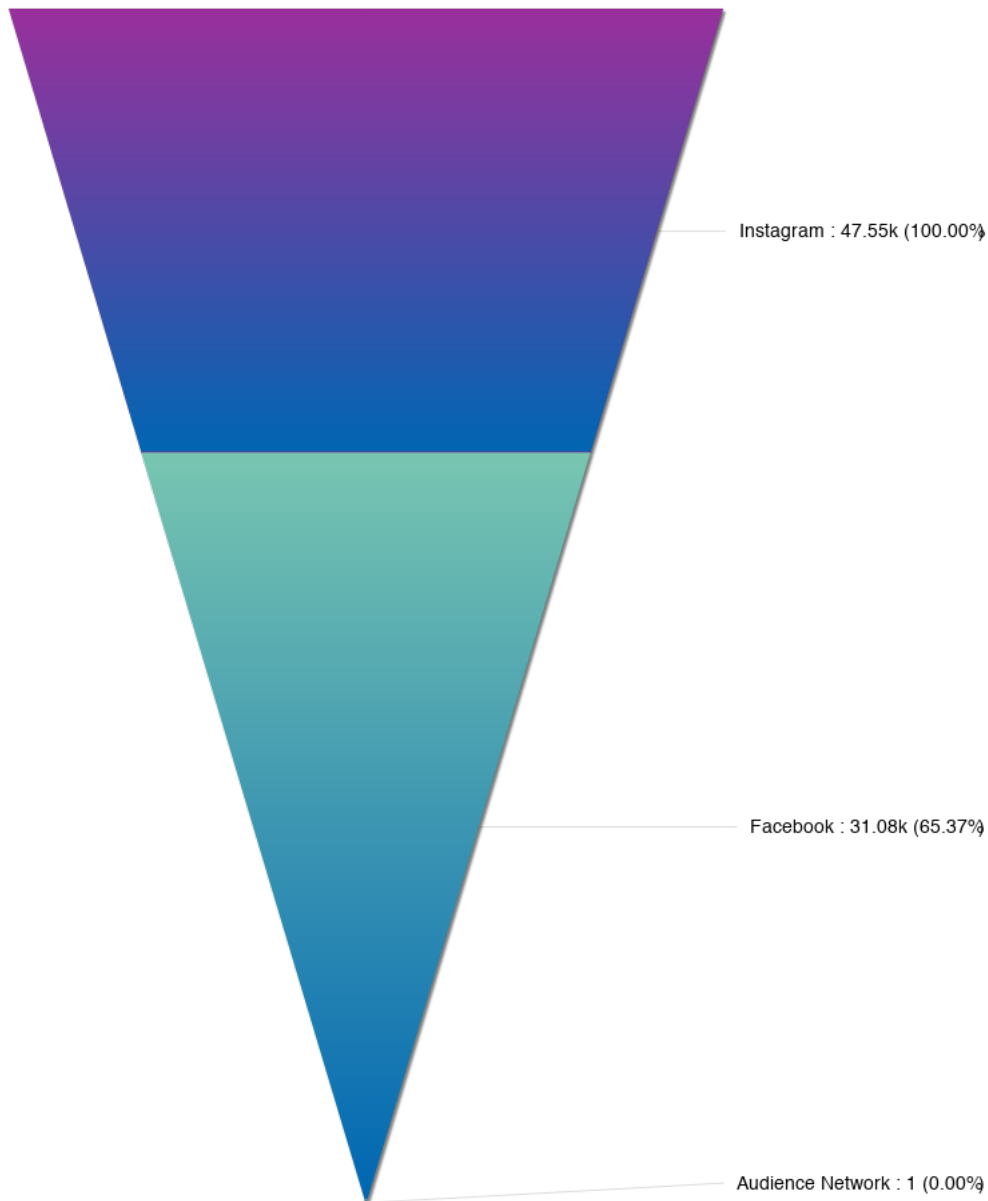
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	78,149	1,742	2.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	574	16	2.79%
Unknown	---	116	5	4.31%
Desktop	A personal computing device that remains stationary at one location.	3	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	47,234	1,278	2.71%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	24,102	221	0.92%
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.	5,561	220	3.96%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,352	28	2.07%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	244	3	1.23%
Facebook Notification	Your ads appear within a user's notifications feed.	144	7	4.86%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	71	2	2.82%
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.	38	2	5.26%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	37	1	2.70%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	31	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

