



Digital Marketing Report

Impressions

How many ads were served:

216,524

Clicks

Times a user clicked on an ad

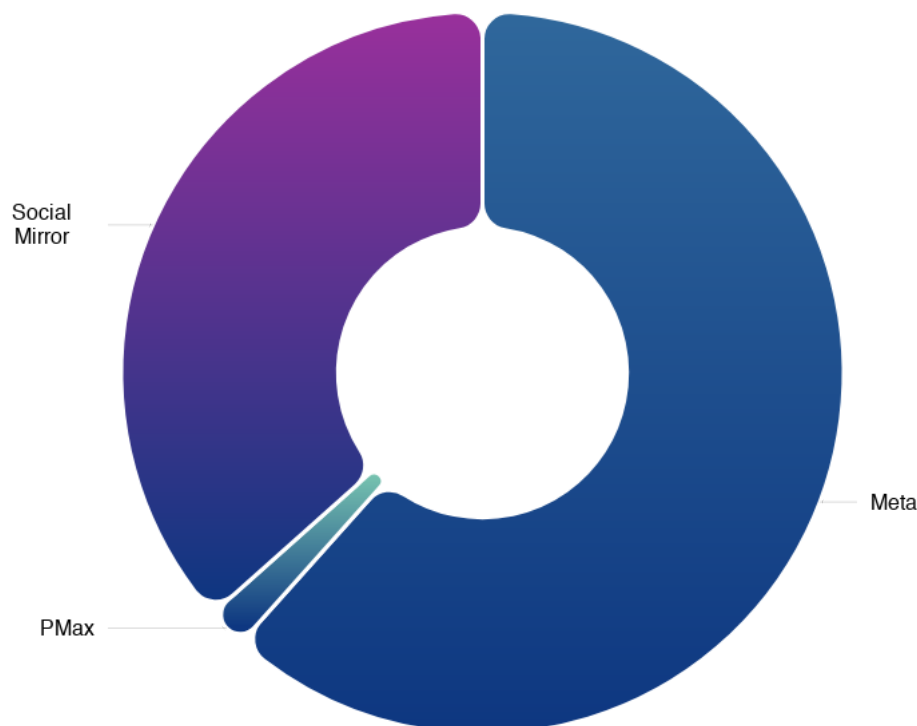
4,193

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

1.71%

Your Product Breakout by Impressions



Events

862

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

22.33%

$(\text{Events} / \text{Impressions}) \times 100$

Total Engagement Rate

1.76%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

24.49

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.



Performance Max Cost

Amount spent on the campaign

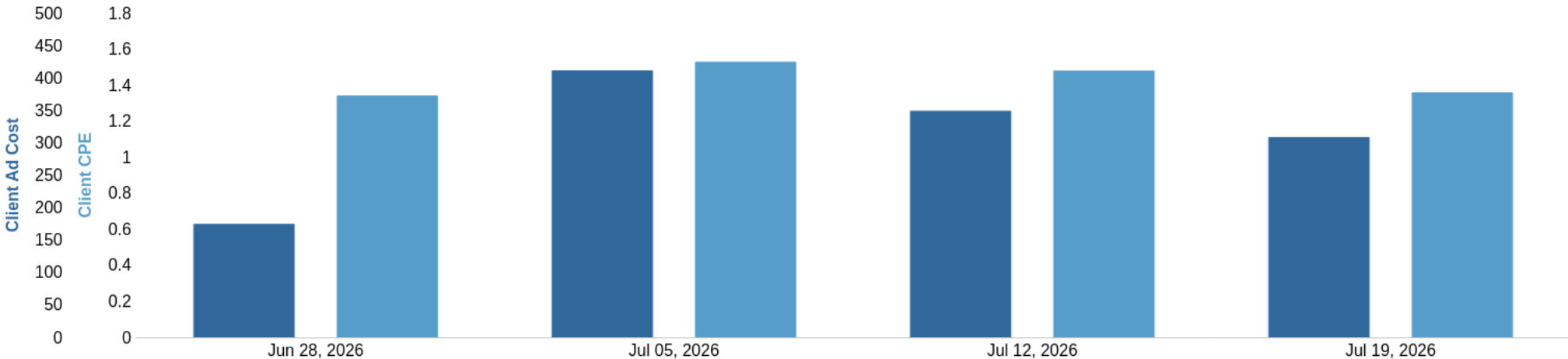
1,241.60

Performance Max Cost-Per-Event

Cost/Events

1.44

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Meadowbrook Apartments - Lawrence - Facebook/Instagram Premium	92,305	2,087	2.26%	32.30
Meadowbrook Apartments - Lawrence - Apartments/Condos/Rentals/Young Professionals Social Mirror	72,750	593	0.82%	11.64
Meadowbrook Apartments - Lawrence - Facebook/Instagram Premium Retargeting	41,132	815	1.98%	28.31
Meadowbrook Apartments - Lawrence - Retargeting Social Mirror	4,647	100	2.15%	30.74
Meadowbrook Apartments - Lawrence - Apartments/Residential Properties/Retargeting Performance Max	3,860	548	14.20%	202.81
Meadowbrook Apartments - Lawrence - Keyword Social Mirror	1,830	50	2.73%	39.03



Social Mirror View-through Conversions

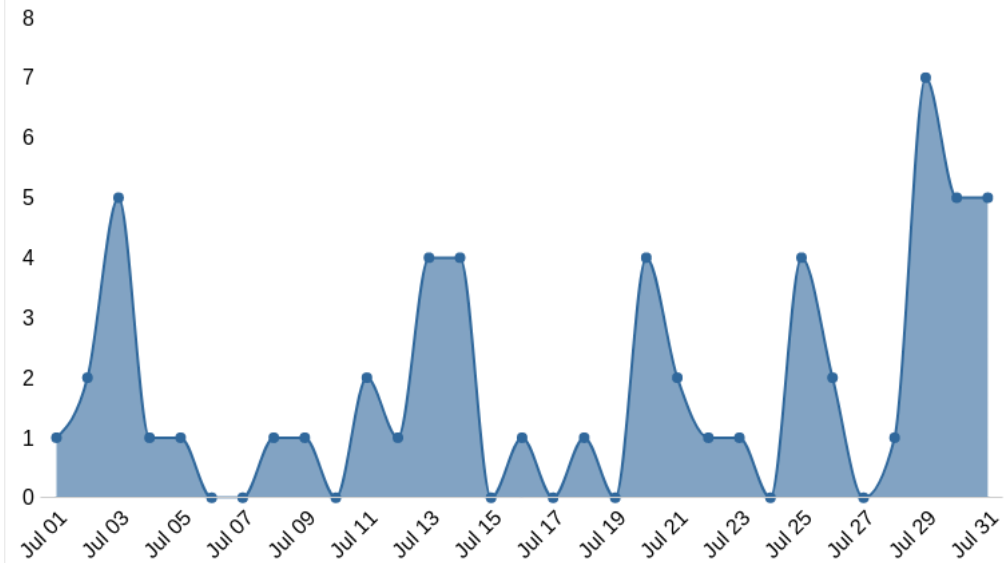
57

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

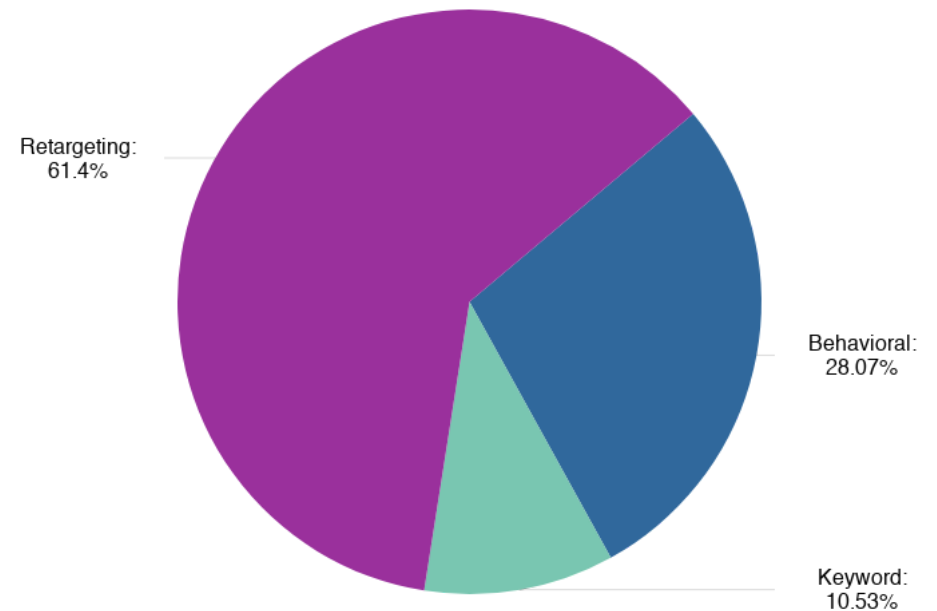
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Meadowbrook Apartments Homepage Visits	36
Meadowbrook Apartments Floor Plans Page View	21

Social Mirror View-through Conversions by Day



Top Social Mirror View-through 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

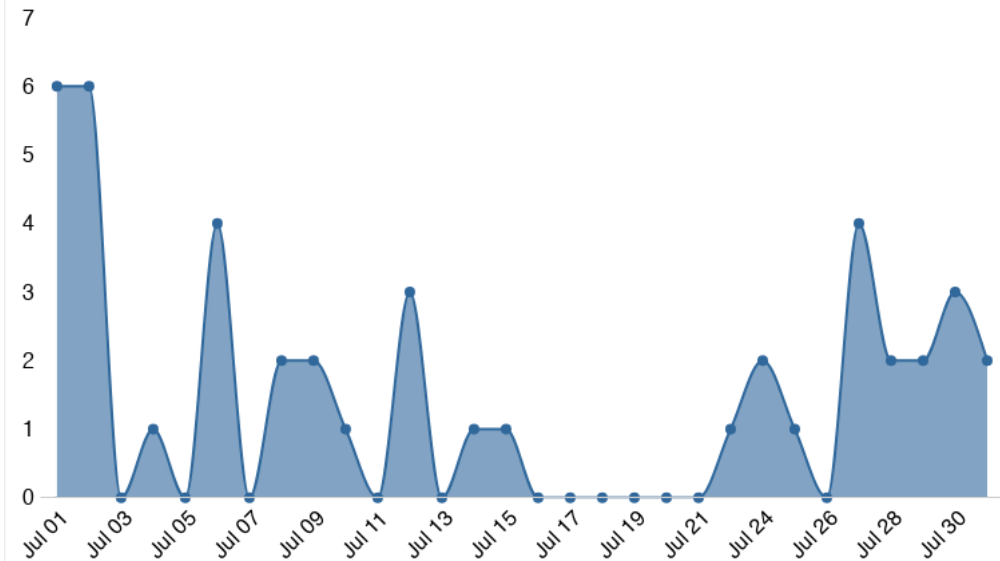
Conversion Name

[View-Through Conversions](#) ↓

Meadowbrook Apartments Homepage Visits

44

Meta View-Through Conversions by Day





Meta Post Engagements

9,263

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

68

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

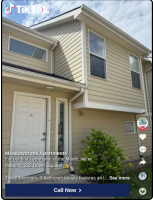
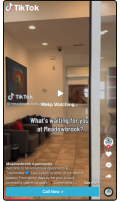
Meta Post Shares

5

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%)
	Meadowbrook Apartments_Social Mirror_202 Dover Square	29,426	564	1.92%	27.38
	Meadowbrook Apartments_Social Mirror_Our 2-Bed, 2-Bath apartments	6,238	81	1.30%	18.55
	Meadowbrook Apartments_Social Mirror_Welcome to Meadowbrook Apartments & Townhomes	28,369	42	0.15%	2.11
	Meadowbrook Apartments_Social Mirror_Got a furry friend?	6,941	32	0.46%	6.59
	Meadowbrook Apartments_Social Mirror_It's so easy to fall in love with Meadowbrook	8,253	24	0.29%	4.15



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	112,750	2,401	2.13%	30.42
Meadowbrook Apartments - Lawrence_6.29.26_Meadowbrook Amenities Video 1.mp4	14,895	324	2.18%	31.07
Meadowbrook Apartments - Lawrence_7.24.26_Near KU Video.mp4	4,640	123	2.65%	37.87
Meadowbrook Apartments - Lawrence_7.1.26_Townhome Balcony Pool View.jpg	1,152	54	4.69%	66.96

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Your Own Front Door	Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	390
Meadowbrook Apartments	Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	116
2: Room to Live	Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	101
6: Your Pool-View Balcony	Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	30
3: Two Bedroom Suites Upstairs	Meadowbrook Apartments - Lawrence_7.1.26_Meadowbrook Carousel	18



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	158,165	3,453	2.18%
Desktop	A personal computing device that remains stationary at one location.	47,264	78	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,943	98	1.41%
Unknown	---	291	16	5.50%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	7,820	0	0.00%
ebay.com	3,868	0	0.00%
Pinterest	3,275	27	0.82%
msn.com	3,253	0	0.00%
pinterest.com	1,687	0	0.00%
foxnews.com	1,645	22	1.34%
ljworld.com	1,535	4	0.26%
kansascity.com	1,172	42	3.58%
imdb.com	1,086	4	0.37%
WIBW 13 Weather app	869	1	0.12%
IMDb: Your guide to movies, TV shows, celebrities	778	0	0.00%
travelmag.com	557	15	2.69%
apnews.com	518	9	1.74%
heatherhandmade.com	501	0	0.00%
avclub.com	491	0	0.00%
realtor.com	486	16	3.29%
usatoday.com	447	2	0.45%
Storm Team 12	438	0	0.00%
FOX4 News Kansas City	437	1	0.23%
huffpost.com	420	3	0.71%

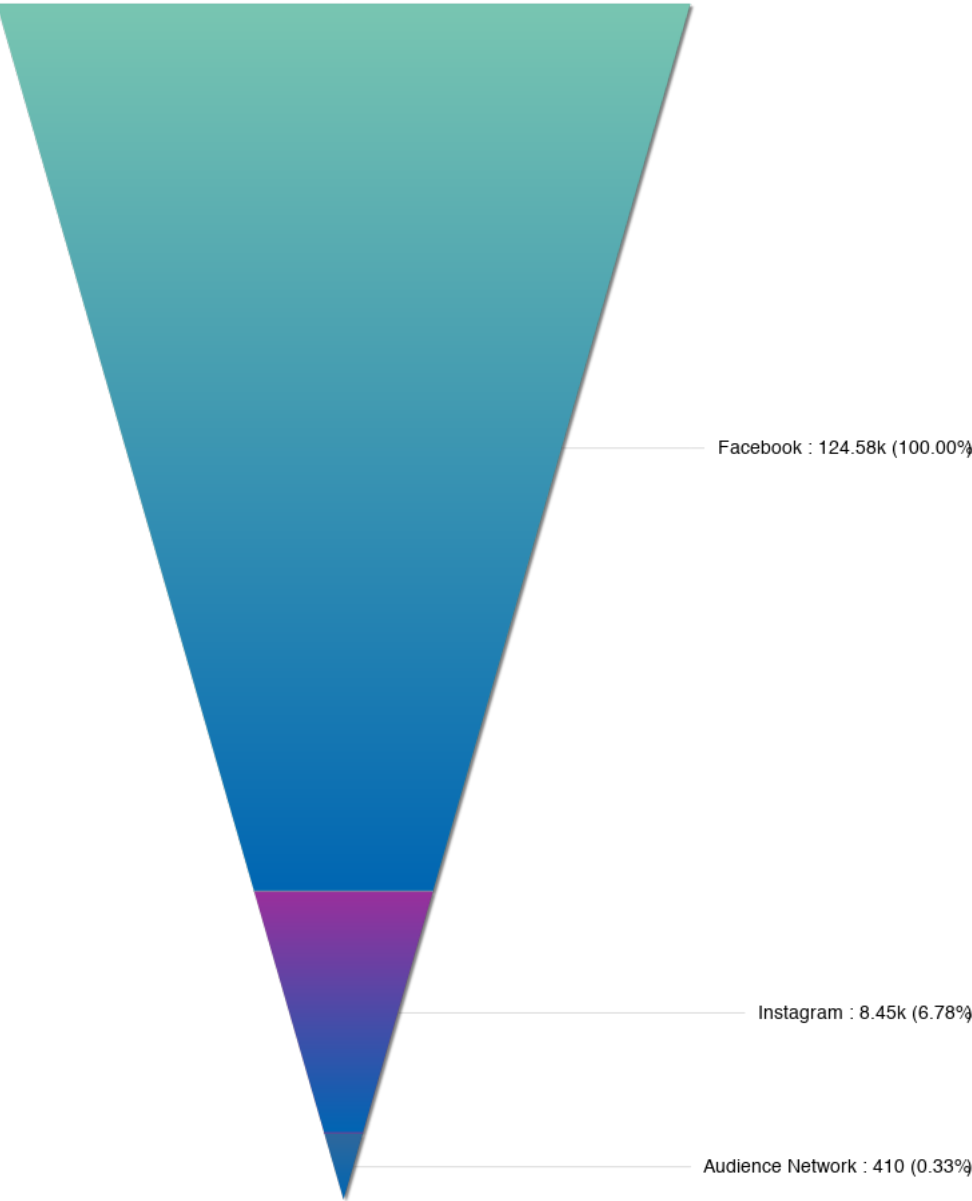


Social Placement Performance

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.	58,676	144	0.25%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	42,453	1,672	3.94%
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.	17,626	785	4.45%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	4,600	146	3.17%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,996	16	0.40%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,405	76	2.23%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,619	35	2.16%
Instagram Stories	Your ads appear in people's Stories on Instagram.	441	4	0.91%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	297	8	2.69%
Facebook Stories	Your ads appear in people's Stories on Facebook.	206	11	5.34%



Social Placement Performance by Impressions



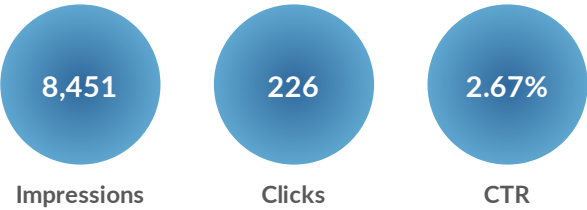
Facebook News Feed Performance



Audience Network Performance



Instagram Performance





Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Meadowbrook Apartments - Lawrence - Apartments/Residential Properties/Retargeting Performance Max	1 bedroom apartments Lawrence KS,2 bed 2 bath apartments Lawrence,2 bedroom apartments Lawrence KS,3 bedroom apartments Lawrence KS,3 bedroom townhomes Lawrence KS,affordable apartments Lawrence KS,apartment complexes Lawrence KS,apartment leasing Lawrence KS,apartment tours Lawrence KS,apartments for rent near me,apartments in Lawrence KS,apartments near Baldwin City KS,apartments near downtown Lawrence,apartments near Eudora KS,apartments near KU campus,apartments near KU for rent,apartments near Lecompton KS,apartments near me for rent,apartments near Tonganoxie KS,apartments near University of Kansas,apartments on Lawrence transit line,apartments with fitness center Lawrence,apartments with parking Lawrence KS,apartments with pool Lawrence KS,apartments with washer and dryer Lawrence,available apartments Lawrence KS,best apartments in Lawrence KS,cat friendly apartments Lawrence KS,cheap apartments Lawrence KS,dog friendly apartments Lawrence KS,family apartments Lawrence KS,furnished apartments Lawrence KS,graduate student housing Lawrence,KU student apartments,Lawrence KS apartments for rent,luxury apartments Lawrence KS,Meadowbrook Apartments Lawrence,move in specials Lawrence KS apartments,new apartments Lawrence	1,241.60	1.44	3,860	862	22.33%

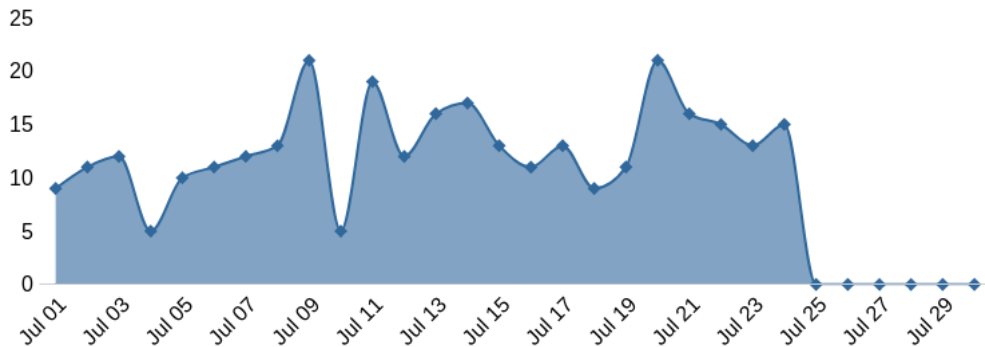


Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Meadowbrook Apartments - Lawrence Floor Plans Page View	290

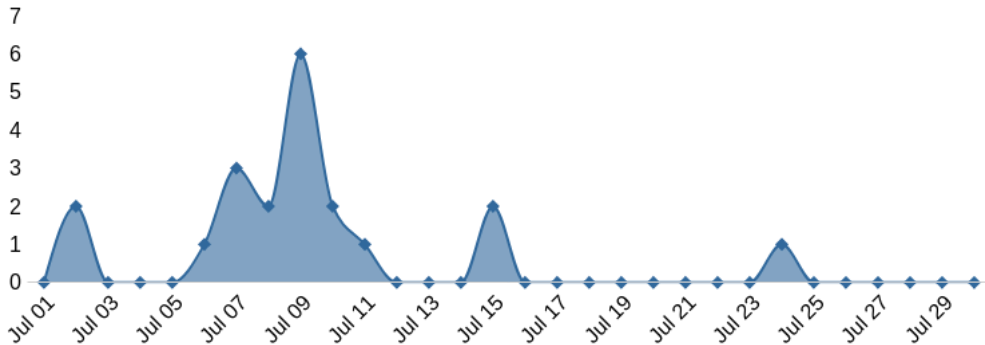


Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

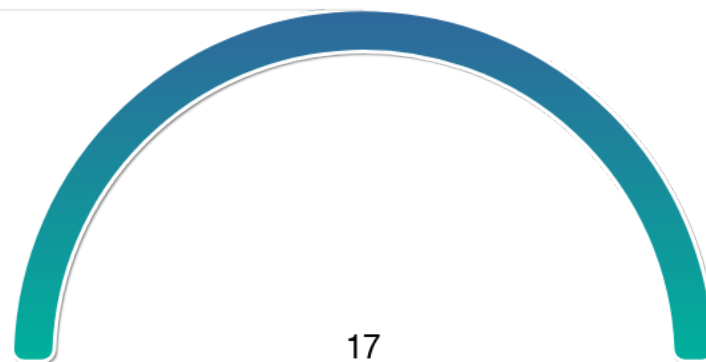


Performance Max View-through Conversion Performance

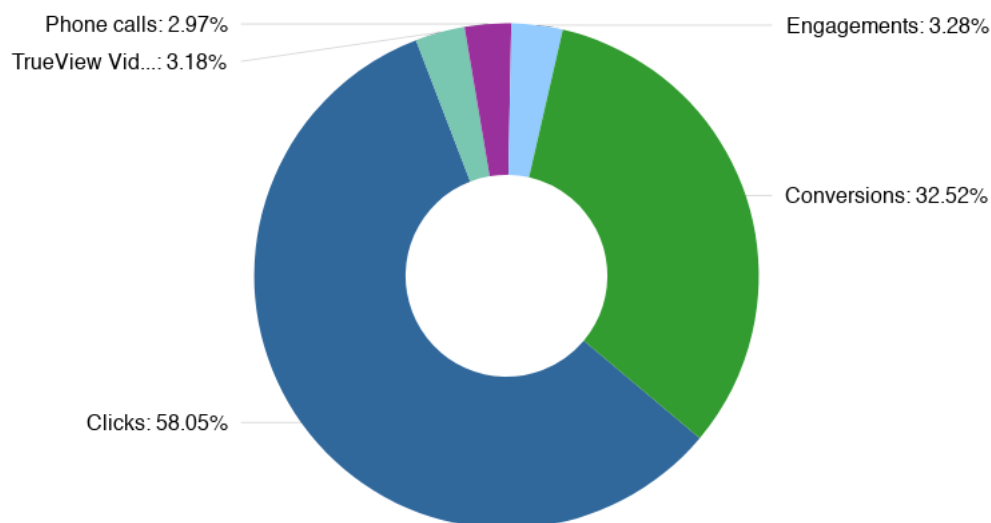
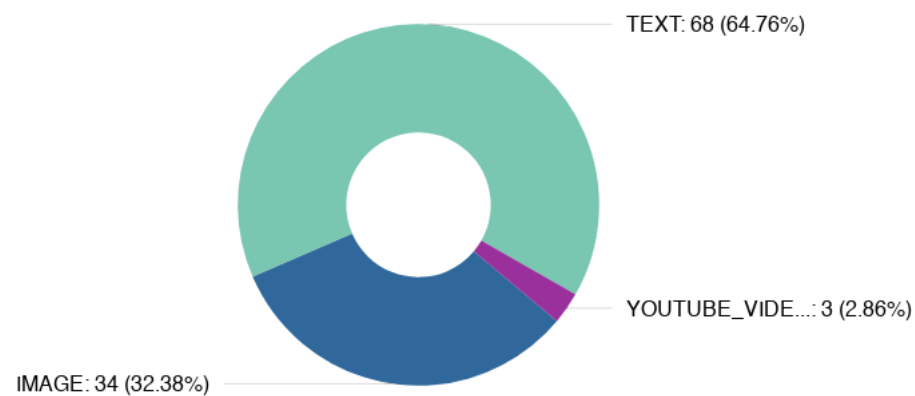
Conversion Action Name	View-through Conversions ↓
Meadowbrook Apartments - Lawrence Floor Plans Page View	18

**Performance Max Other Google Conversions** - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%



"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type**Creative Type by Quantity**



Performance Max Top 5 Extension Performance

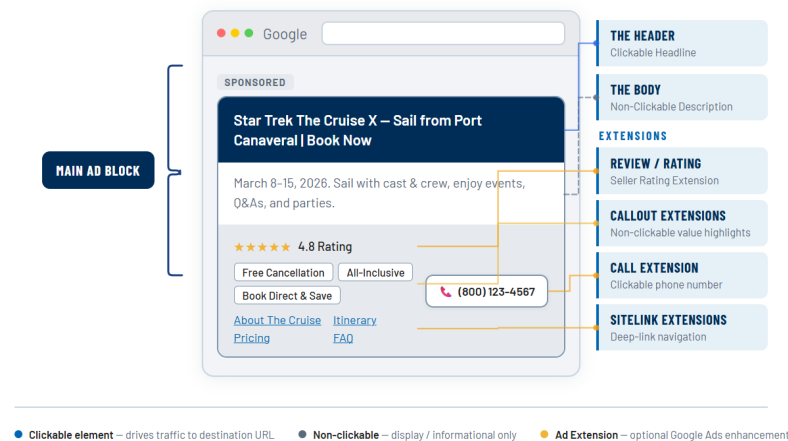
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	On the KU Bus Route	494	179	36.30%	234.43	1.31
CALL	785-842-4200	813	253	31.10%	337.62	1.34
SITELINK	On the KU bus route, Questions? Call Today!, Contact Us	1,253	352	28.08%	458.59	1.30
CALLOUT	In-Unit Laundry	804	214	26.62%	304.15	1.42
SITELINK	Studios, 1-3 bed & townhomes, Over 40 layouts near KU, View Floor Plans	1,751	441	25.20%	629.40	1.43

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

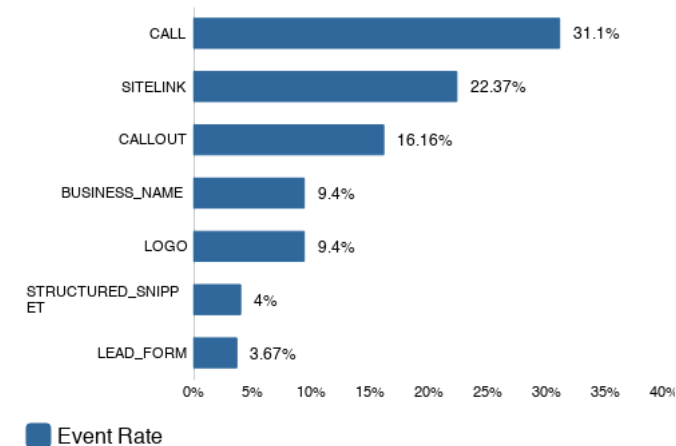
105

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.



Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	3
Jul 02, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 03, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 05, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 06, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	2
Jul 07, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 10, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 12, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 13, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 17, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	7
Jul 20, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 21, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	2
Jul 22, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	1
Jul 23, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	2
Jul 24, 2026	Meadowbrook Apartments - Lawrence	785-842-4200	3

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

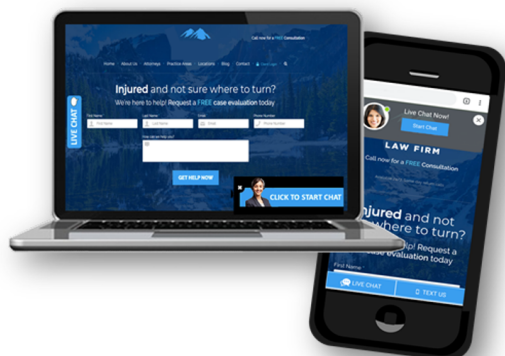


278
CHATS

106
LEADS

77
BILLABLE LEADS

27.70%
CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



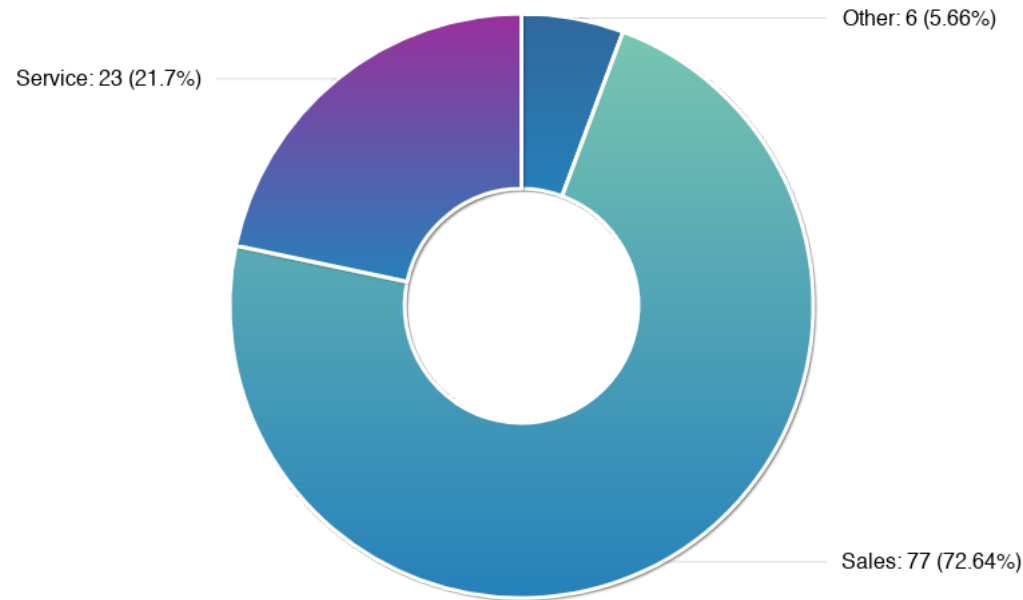
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Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							47	44	106
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79666382	Sales	Han		nottinghillhan@gmail.com	0	0	1
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79670959	Sales	Cruise Trumbley	4024325336	ctrumbley21@gmail.com	0	0	1
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79674220	Sales	D'Yahna Baker	4155716738	dyahnavbaker1@gmail.com	0	0	1
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79677504	Sales	Lili Wei	2705982938	lili.wei@ku.edu	1	1	1
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79677812	Service	Lili Wei	2705982938		1	1	1
Jul 01, 2026	Meadowbrook Apartments - Lawrence	79681268	Sales	Brianna Kinkaid	3093375380	briannakinkaid@gmail.com	0	0	1
Jul 02, 2026	Meadowbrook Apartments - Lawrence	79681621	Sales	Violet Miller	6574498944	prosketch777@gmail.com	0	0	1
Jul 02, 2026	Meadowbrook Apartments - Lawrence	79681885	Sales	kazingivu somwe	8163355404	somwekazingivu@gmail.com	0	0	1
Jul 02, 2026	Meadowbrook Apartments - Lawrence	79683036	Other	NA	5056704196		0	0	1



Lead Type Performance



What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



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



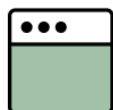
Live Chat



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.