

Digital Marketing Report

Impressions

How many ads were served:

134,166

Clicks

Times a user clicked on an ad

561

Click-Through Rate

(Clicks/Impressions) x 100

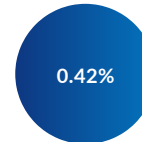
0.42%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

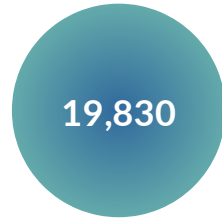
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Omega Mortgage - Redding - Reno Facebook/Instagram Premium	69,547	293	0.42%	6.02
Omega Mortgage - Redding - Facebook/Instagram Premium	64,619	268	0.41%	5.92

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%)
Omega Mortgage - Redding_Reno Carousel_9.15.25	69,547	293	0.42%	6.02
Omega Mortgage - Redding_Carousel_9.15.25	64,619	268	0.41%	5.92

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: 1364814465643755	Omega Mortgage - Redding_Reno Carousel_9.15.25	159
1: 1364809555644246	Omega Mortgage - Redding_Carousel_9.15.25	158
2: Zero Down	Omega Mortgage - Redding_Reno Carousel_9.15.25	87
Omega Mortgage Group	Omega Mortgage - Redding_Reno Carousel_9.15.25	44
3: Roll Debt	Omega Mortgage - Redding_Reno Carousel_9.15.25	33



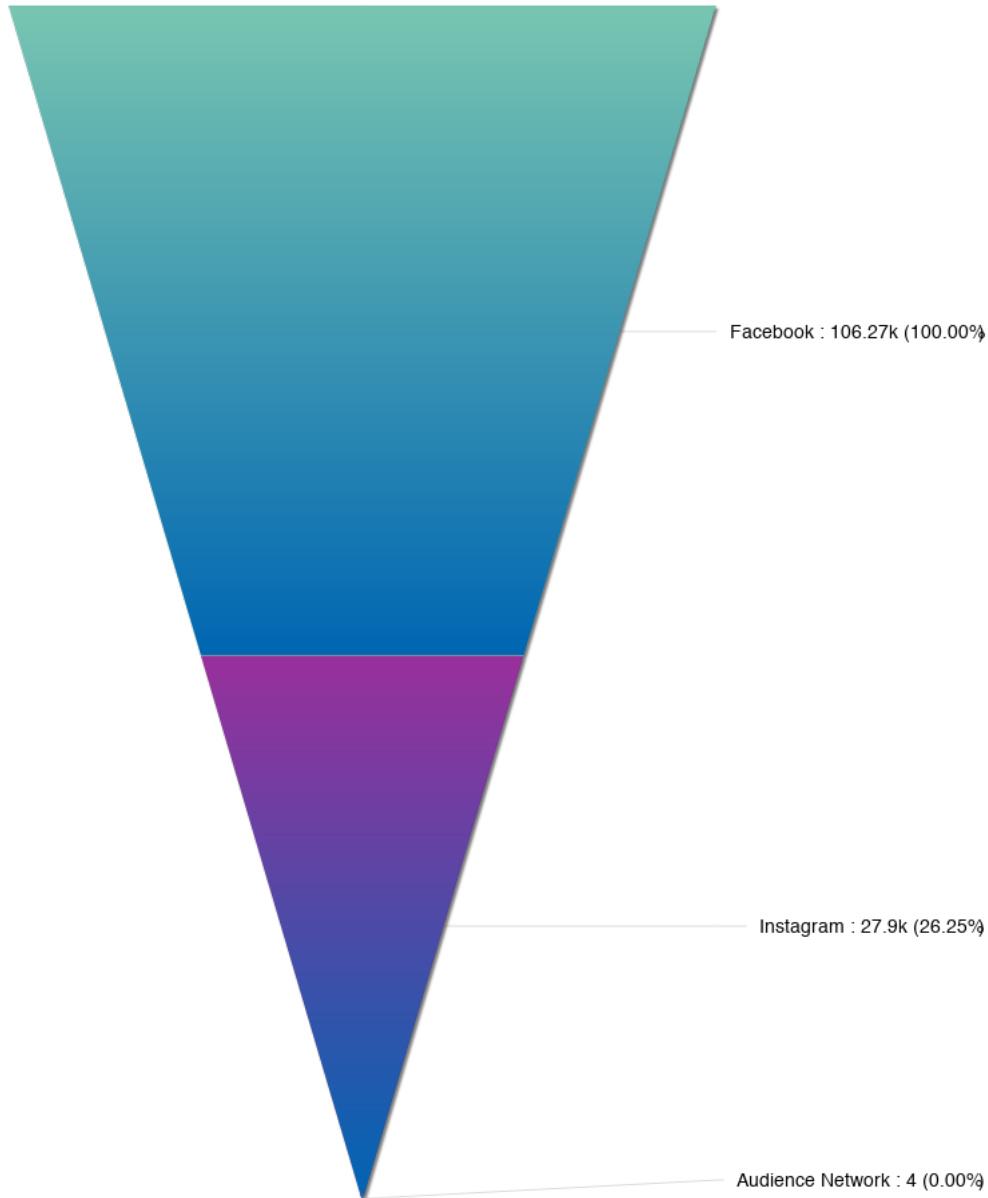
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	122,526	557	0.45%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,988	4	0.06%
Desktop	A personal computing device that remains stationary at one location.	4,551	0	0.00%
Unknown	---	101	0	0.00%

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.	97,957	69	0.07%
Instagram Stories	Your ads appear in people's Stories on Instagram.	24,006	420	1.75%
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.	7,493	43	0.57%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,841	28	0.99%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,048	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	817	1	0.12%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	4	0	0.00%

Social Placement Performance by Impressions



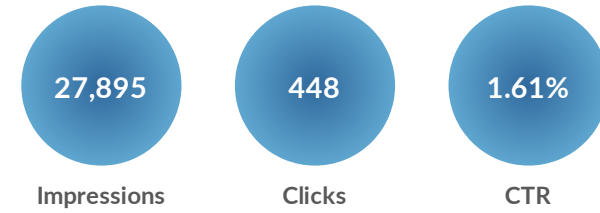
Facebook News Feed Performance

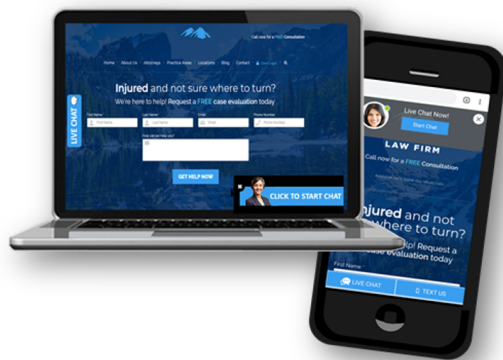


Audience Network Performance



Instagram Performance





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.

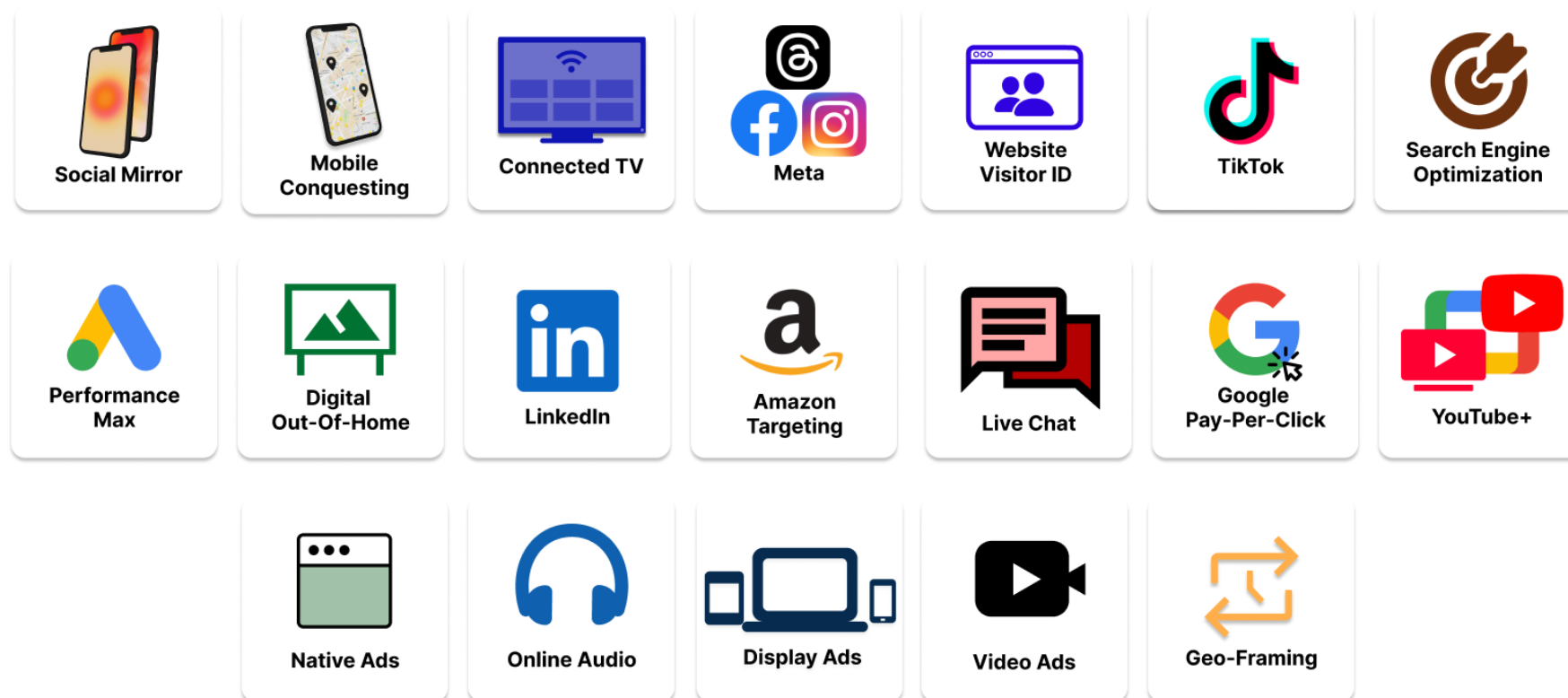
What are the different Lead types?

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*.



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