

228,628	3,786	1.66%	23.66	1.66%
IMPRESSIONS	CLICKS	CTR	X THE NATIONAL AVG (.07%)	TOTAL ENGAGEMENT RATE



Impressions: How many ads were served

Clicks: How many times a user clicked on an ad

CTR: "Click-through Rate" which is $(\text{Clicks} / \text{Impressions}) \times 100$

X THE NATIONAL AVG: Number of times greater than the .07% National Average CTR

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

(A View-through is how many people saw an ad, did NOT click, but came to your site and visited a page or completed an action)

**Note: Total Engagement Rate does not include Mobile Conquesting View-throughs. For Meta and TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking. If total engagement rate equals your CTR, there were no view-throughs reported.*

Line Item Performance

Strategy Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
University of Alabama Supply Store - Supe Store - #alabamafootball/#bamarush/College Students TikTok	106,548	2,279	2.14%	30.56
University of Alabama Supply Store - Supe Store - Facebook/Instagram Premium	81,979	1,106	1.35%	19.27
University of Alabama Supply Store - Supe Store - Facebook/Instagram Premium Retargeting	40,101	401	1.00%	14.29
Total	228,628	3,786	1.66%	23.66

All Available Products in Our Toolbox:





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR
University of Alabama Supply Store - Supe Store_7.15.26_Lululemon Event	19,210	426	2.22%
University of Alabama Supply Store - Supe Store_6.11.26_Father's Day 1080	31,693	419	1.32%
University of Alabama Supply Store - Supe Store_4.23.26_Graduation/Alumni	32,786	392	1.20%
University of Alabama Supply Store - Supe Store_6.10.26_Father's Day	25,230	159	0.63%
University of Alabama Supply Store - Supe Store_Cornerstore-Video	13,161	111	0.84%

Meta Carousel Card Performance

Card Name	Count ↓
unknown	654
1: \$49.99 lululemon	152
Supe Store	139
1: Graduation Gear 2026	86
3: \$49.99 lululemon	53

Meta Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	60,456	594	0.98%
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.	46,086	626	1.36%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	6,316	16	0.25%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	3,322	71	2.14%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,640	130	4.92%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,667	6	0.36%
Instagram Stories	Your ads appear in people's Stories on Instagram.	964	18	1.87%
Facebook Stories	Your ads appear in people's Stories on Facebook.	595	45	7.56%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	34	1	2.94%

Meta News Feed Performance



Audience Network Performance



Instagram Performance



Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



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

Meta Post Shares



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



TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR
University of Alabama Supply Store - Supe Store_Cornerstore-video	64,363	1,737	2.70%
University of Alabama Supply Store - Supe Store_4.23.26_UA Favorites	24,271	218	0.90%
University of Alabama Supply Store - Supe Store_Luluwalkthru	12,710	121	0.95%
University of Alabama Supply Store - Supe Store_3.23.26_Basketball	5,204	203	3.90%

TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

TikTok Profile Visits



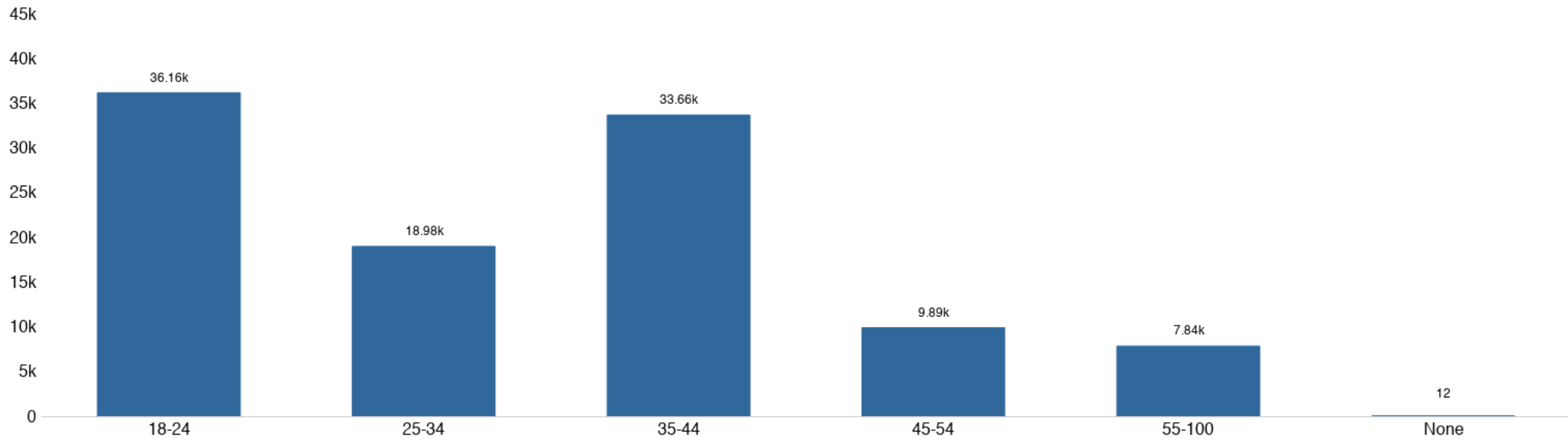
The number of profile visits the ad drove

TikTok Shares

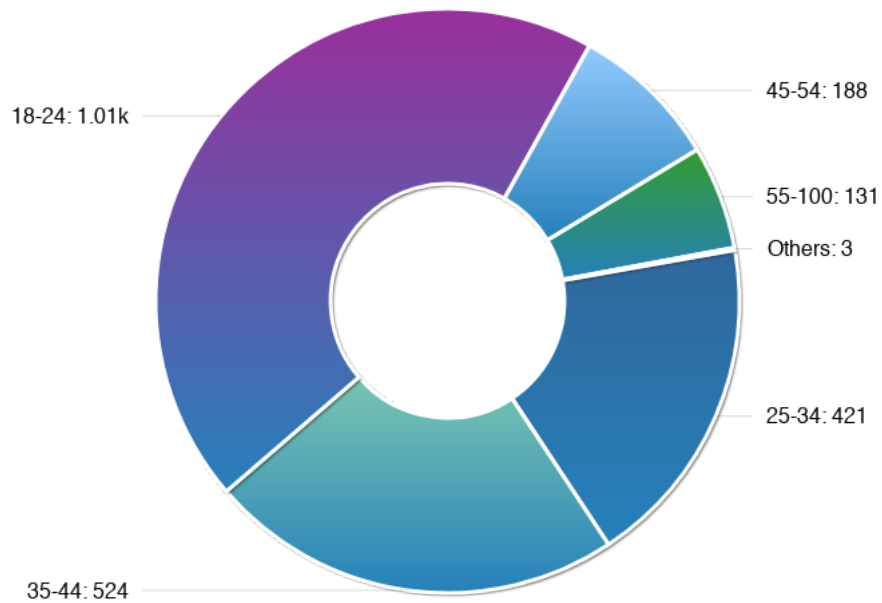


The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



"None" refers to any data that could not be attributed to a specific demo.

Desktop Device Performance



Mobile Device Performance



Tablet Device Performance



Media Players Device Performance



Other Device Performance

