

Digital Marketing Report

Impressions

How many ads were served:

298,054

Clicks

Times a user clicked on an ad

6,461

Click-Through Rate

(Clicks/Impressions) x 100

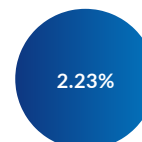
2.17%

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%)
HomeFed - SweetBay - Meta - Behavioral Facebook/Instagram Premium	130,239	1,124	0.86%	12.33
HomeFed - SweetBay - Meta - Retargeting Facebook/Instagram Premium	117,313	4,342	3.70%	52.87
HomeFed - SweetBay (Lead Generation Campaign) - 128255 - Behavioral Facebook/Instagram Premium	50,051	987	1.97%	28.17
HomeFed - SweetBay (Lead Generation Campaign) - 128255 - Retargeting Facebook/Instagram Premium	451	8	1.77%	25.34

Meta Click Conversions



319

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

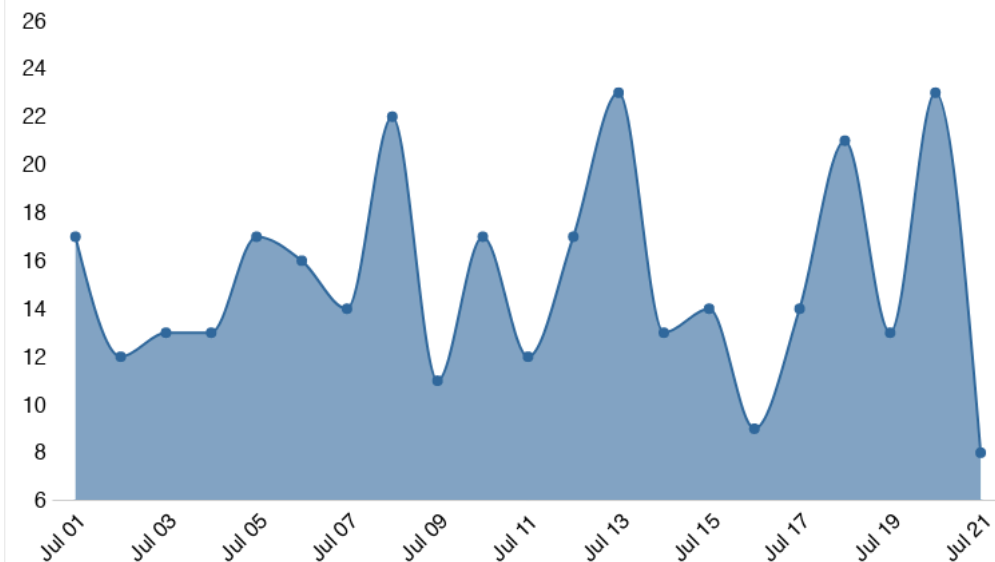
Meta Click Conversion Performance

Conversion Name

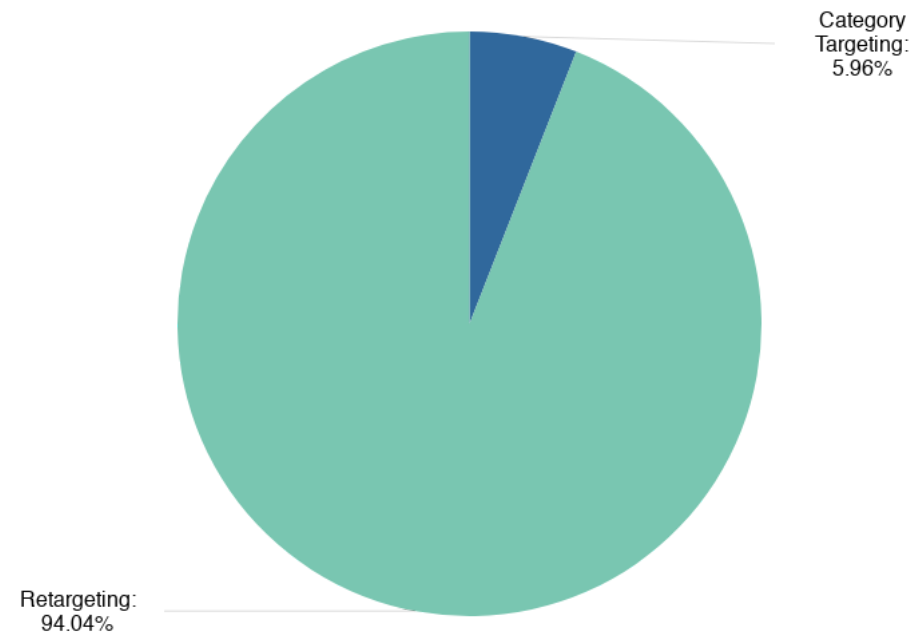
Click Conversions ↓

HomeFed - SweetBay Tour Page View	306
HomeFed - SweetBay Homes Page View	11
HomeFed - SweetBay Indigo Lakes Page View	1
HomeFed - SweetBay News Events Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

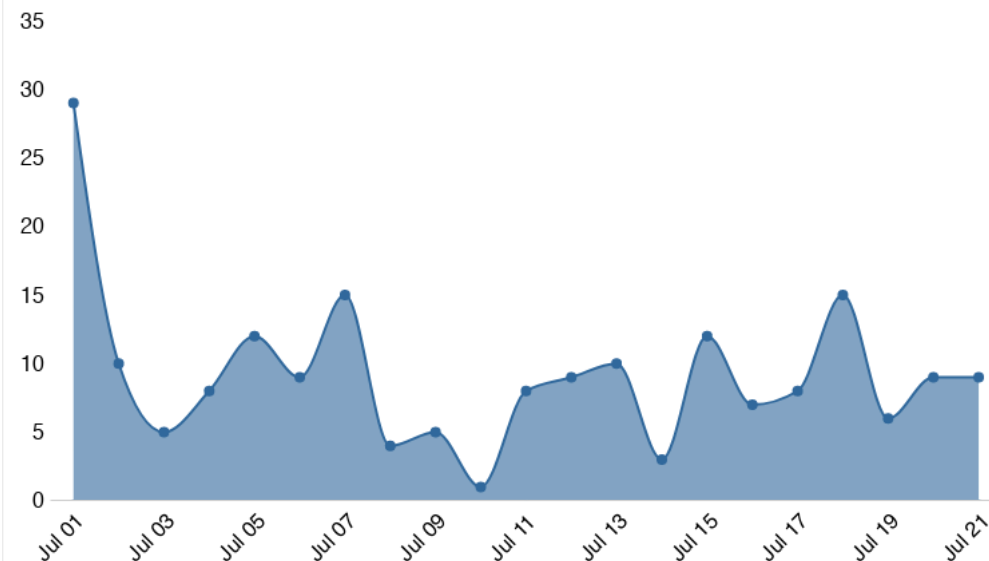


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

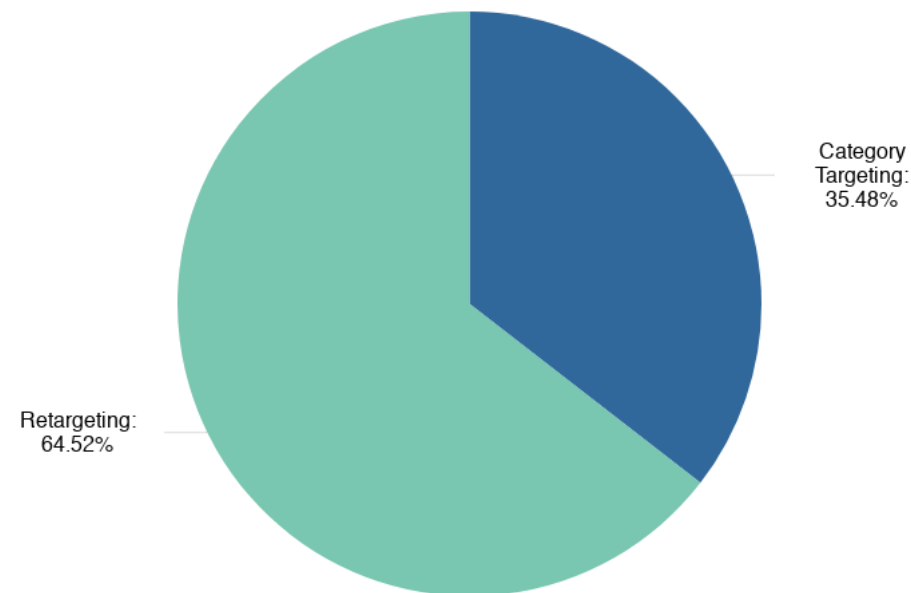
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
HomeFed - SweetBay Homepage Visits	163
HomeFed - SweetBay Tour Page View	16
HomeFed - SweetBay Homes Page View	10
HomeFed - SweetBay Indigo Lakes Page View	3
HomeFed - SweetBay News Events Page View	1
HomeFed - SweetBay Town Center Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Social Lead Performance

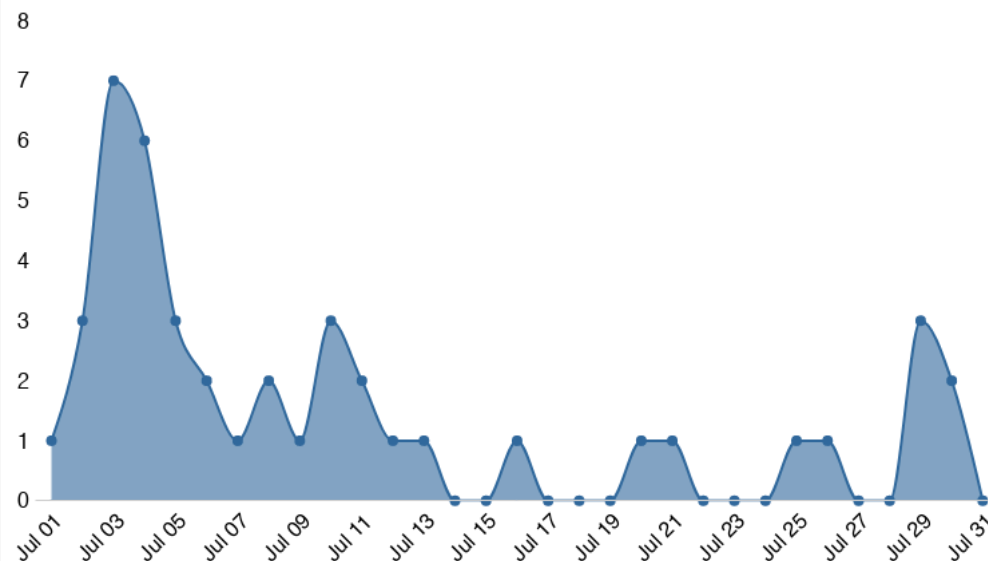


Times users clicked on an ad and completed the lead form

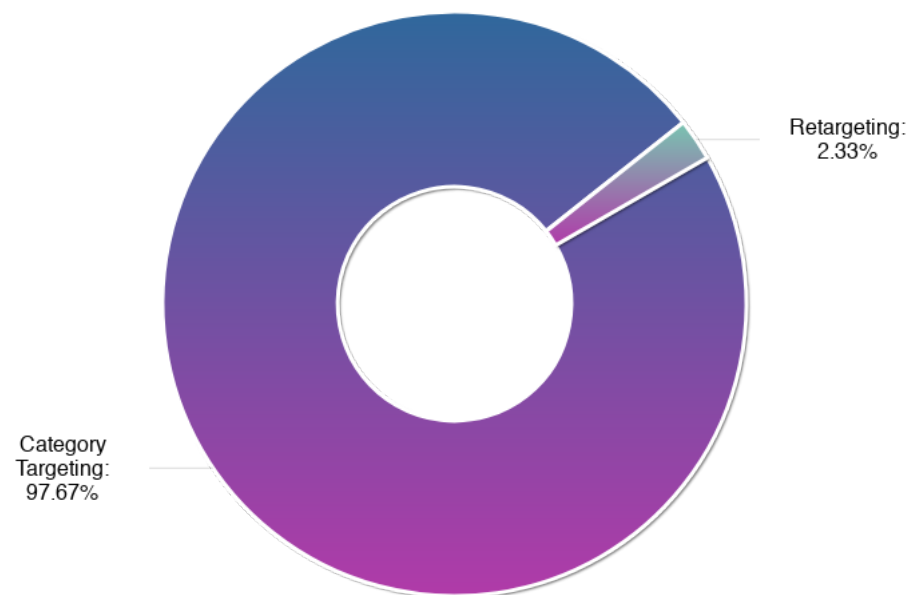
Social Lead Performance by Creative

Ad	On-Facebook Leads ↓
HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	25
HomeFed - SweetBay (Lead Generation Campaign)_7.8_Fresh Air	7
HomeFed - SweetBay (Lead Generation Campaign)_3.27_SweetBaySunsetsIncluded_15sec.mp4	4
HomeFed - SweetBay (Lead Generation Campaign)_3.27_SweetBaySunsetsIncluded_30sec.mp4	4
HomeFed - SweetBay (Lead Generation Campaign)_7.8_SweetBayFreshAirIncluded_30.mp4	3

Social Leads Performance by Day



Social Lead Performance by Strategy



Meta Post Engagements

65,849

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

Meta Post Comments

13

The total number of comments your ads received

Meta Post Reactions

149

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

Meta Post Shares

17

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

Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
HomeFed - SweetBay_Fresh Air Collection 15	76,489	2,707	3.54%	50.56
HomeFed - SweetBay_Fresh Air Collection 30	33,772	1,204	3.57%	50.93
HomeFed - SweetBay_4.1_Everything you need	45,214	1,063	2.35%	33.59
HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	36,597	655	1.79%	25.57
HomeFed - SweetBay_4.1_Every corner of SweetBay	7,949	389	4.89%	69.91
HomeFed - SweetBay (Lead Generation Campaign)_3.27_SweetBaySunsetsIncluded_15sec.mp4	5,676	144	2.54%	36.24
HomeFed - SweetBay_Sunsets Collection 30s	58,189	77	0.13%	1.89
HomeFed - SweetBay (Lead Generation Campaign)_7.8_Fresh Air	3,465	77	2.22%	31.75

Grid contains more rows, but they have been clipped.

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Find Your Place at SweetBay 🌅🏡	HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	219
5: Find Your Place at SweetBay 🌅🏡	HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	94
2: Find Your Place at SweetBay 🌅🏡	HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	88
6: Find Your Place at SweetBay 🌅🏡	HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	59
3: Find Your Place at SweetBay 🌅🏡	HomeFed - SweetBay (Lead Generation Campaign)_3.27 Sunset_Carousel	30



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	284,230	6,101	2.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,557	259	2.71%
Unknown	---	3,786	96	2.54%
Desktop	A personal computing device that remains stationary at one location.	481	5	1.04%

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.	165,714	4,379	2.64%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	40,292	90	0.22%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	25,277	284	1.12%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	24,809	328	1.32%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,334	303	1.57%
Facebook Stories	Your ads appear in people's Stories on Facebook.	5,981	515	8.61%
Instagram Stories	Your ads appear in people's Stories on Instagram.	5,270	77	1.46%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	2,368	47	1.98%
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.	1,920	37	1.93%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,790	124	6.93%

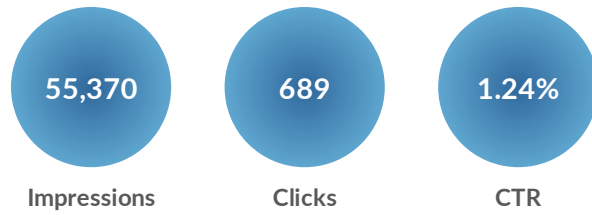
Facebook News Feed Performance



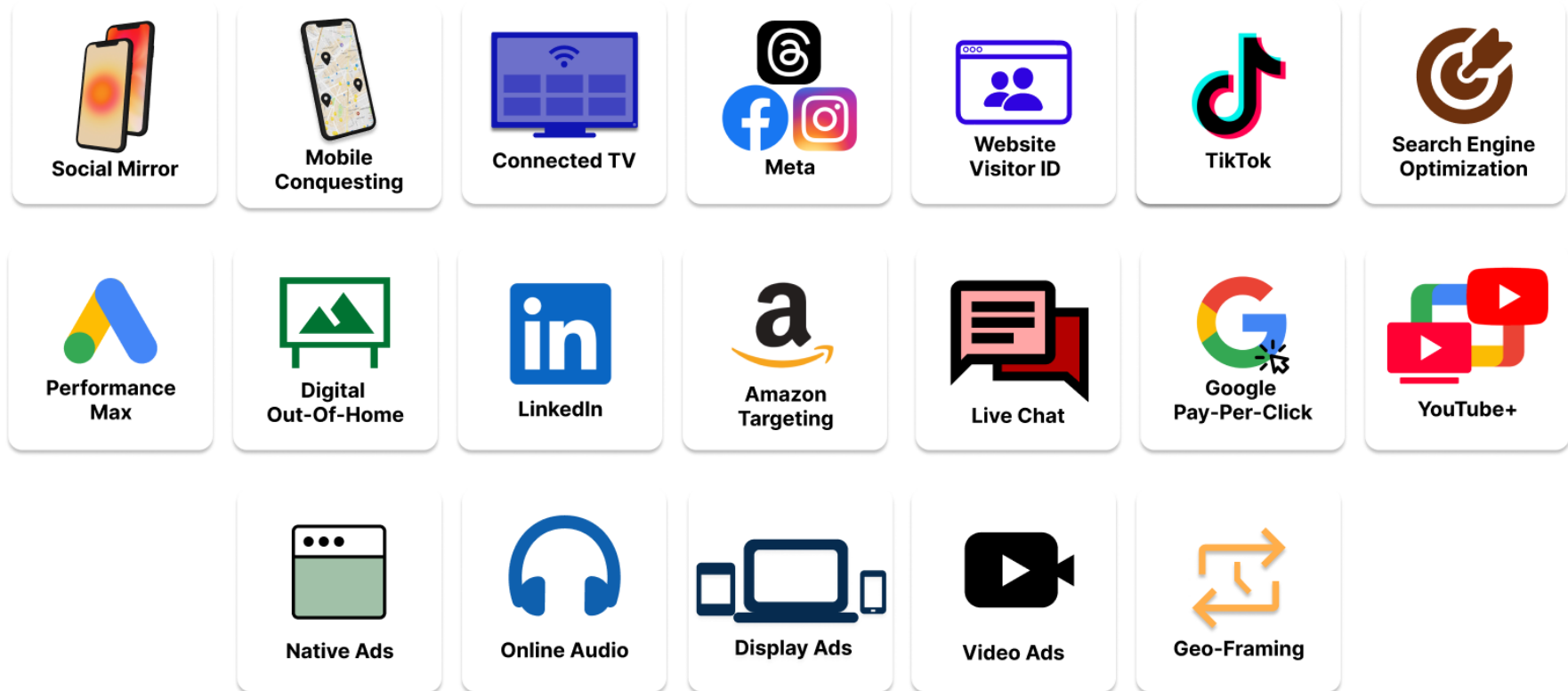
Audience Network Performance



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.