

Digital Marketing Report

Impressions

How many ads were served:

55,699

Clicks

Times a user clicked on an ad

674

Click-Through Rate

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

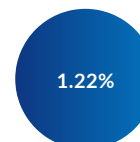
1.21%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



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

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%)
Visiting Nurses - Charity and Causes/Nonprofit Facebook/Instagram Premium	50,809	553	1.09%	15.55
Visiting Nurses - Retargeting Facebook/Instagram Premium	4,890	121	2.47%	35.35

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

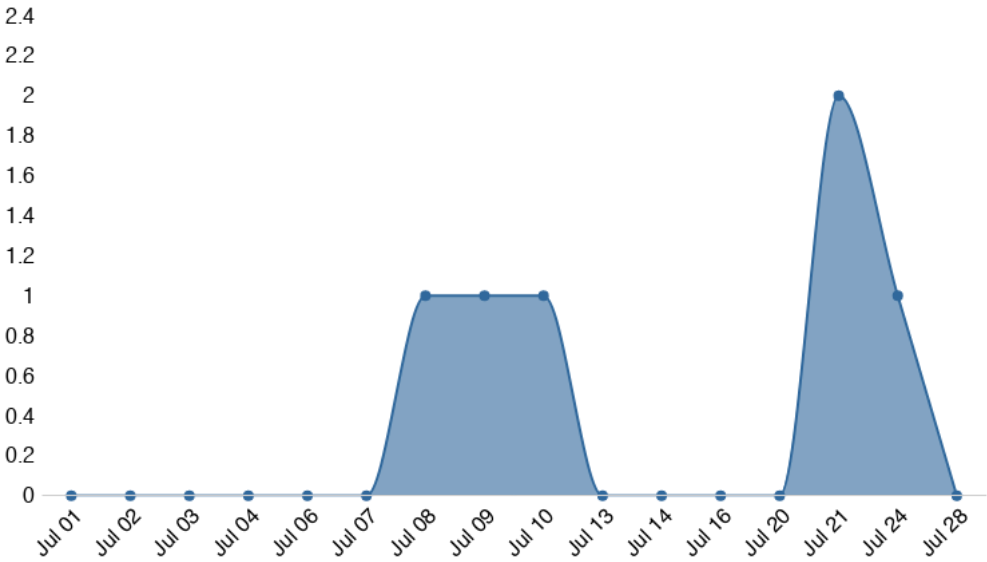
Meta View-Through Conversion Performance

Conversion Name

View-Through Conversions ↓

Visiting Nurses Association Homepage Visits	6
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Meta View-Through Conversions by Day



Meta Post Engagements

9,000

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

Meta Post Reactions

40

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

Meta Post Shares

1

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Visiting Nurses_That's Why Campaign - Megan OT V2.3.mp4	44,755	500	1.12%	15.96
Visiting Nurses_That's Why Campaign - Megan OT.mp4	8,293	141	1.70%	24.29
Visiting Nurses_That's Why Campaign - Medow COTA.mp4	2,651	33	1.24%	17.78

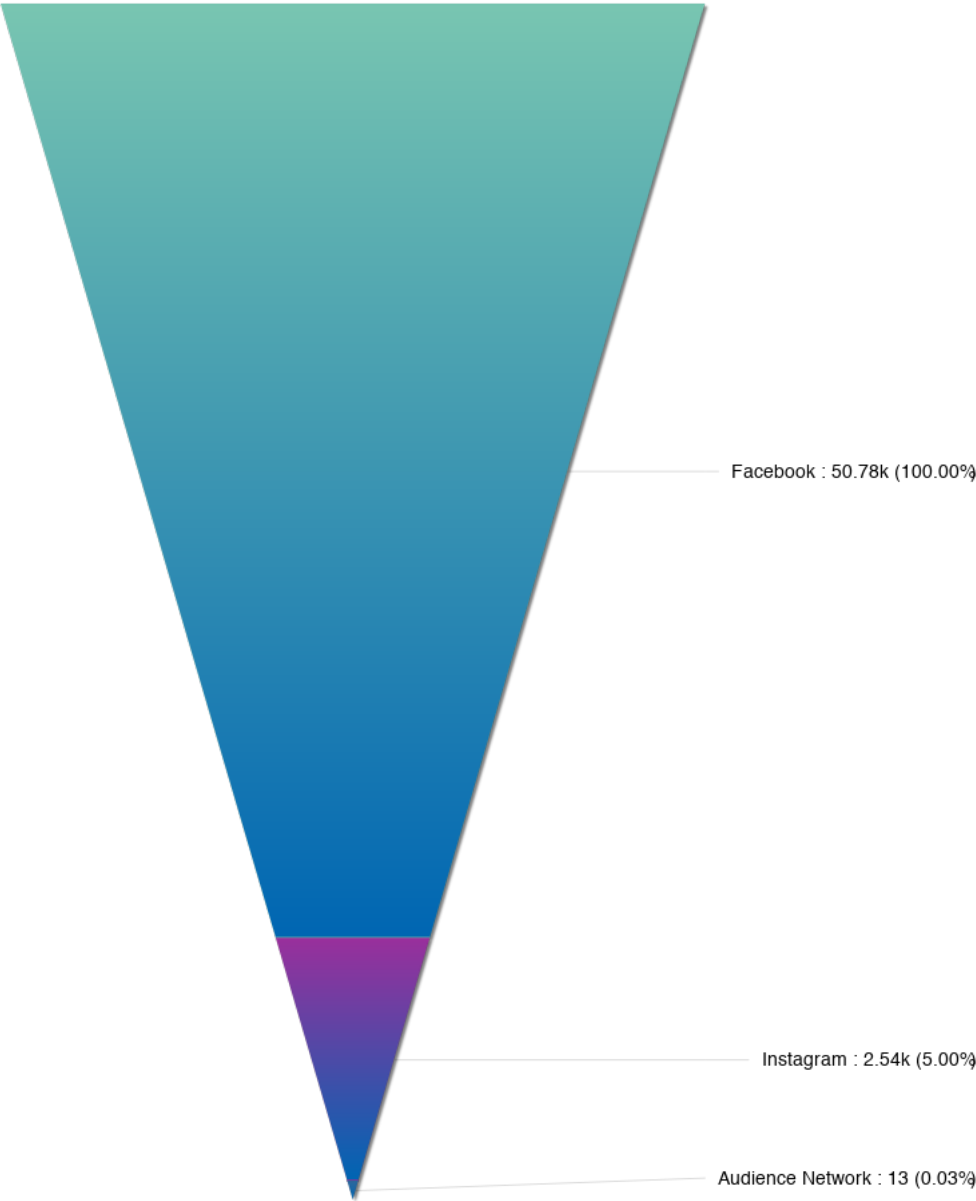
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	51,844	644	1.24%
Desktop	A personal computing device that remains stationary at one location.	2,216	5	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,419	23	1.62%
Unknown	---	220	2	0.91%

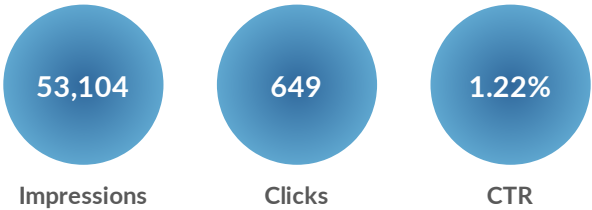
Social Placement Performance

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.	27,816	301	1.08%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	20,427	154	0.75%
Facebook Notification	Your ads appear within a user's notifications feed.	2,323	128	5.51%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,279	47	2.06%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	973	3	0.31%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	857	1	0.12%
Instagram Stories	Your ads appear in people's Stories on Instagram.	707	20	2.83%
Facebook Stories	Your ads appear in people's Stories on Facebook.	159	19	11.95%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	100	0	0.00%
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.	45	1	2.22%

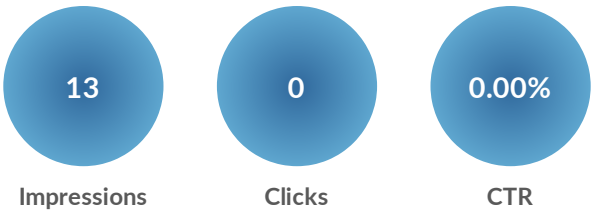
Social Placement Performance by Impressions



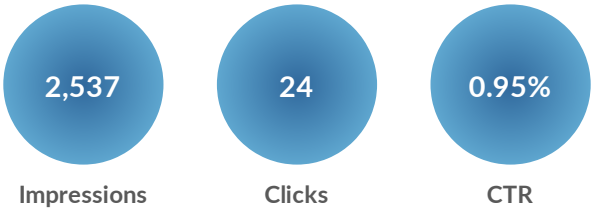
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



30

CHATS

10

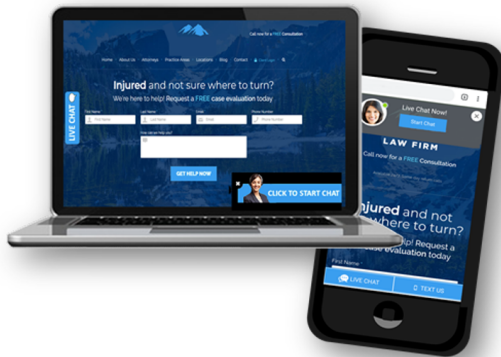
LEADS

5

BILLABLE LEADS

16.67%

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

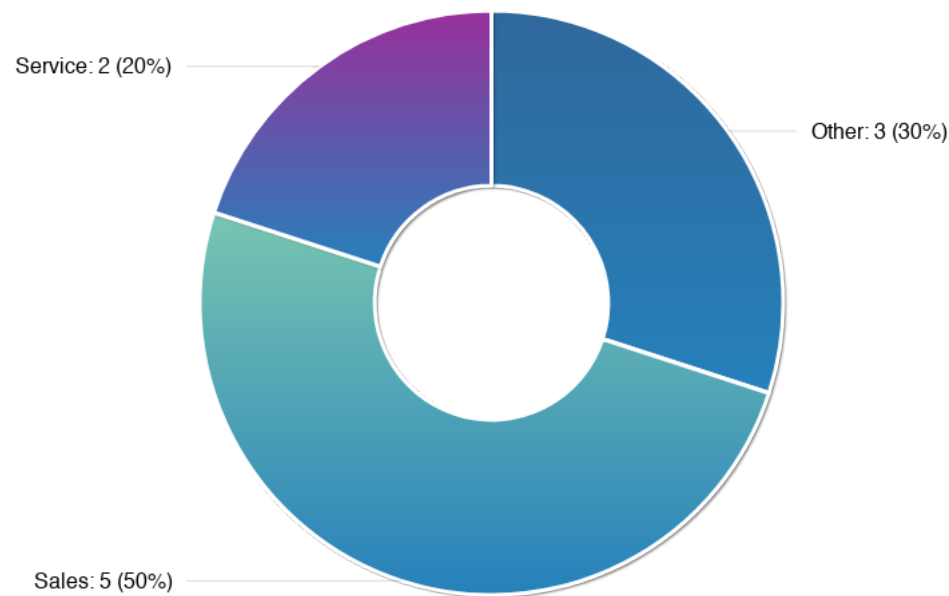
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

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

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							3	3	10
Jul 03, 2026	Visiting Nurses	79708048	Sales	Jane Serene	7858221831	jserene2@gmail.com	1	1	1
Jul 15, 2026	Visiting Nurses	79882660	Other	Sara	7858561125		0	0	1
Jul 17, 2026	Visiting Nurses	79913183	Other	Udrey Kamb-Studdard	7859792409	audkamb@ku.edu	0	0	1
Jul 18, 2026	Visiting Nurses	79918963	Sales	Sarah Nessel	9139084114	sarahnessel11@gmail.com	0	0	1
Jul 18, 2026	Visiting Nurses	79924920	Sales	Cherrie Lindsey	7852022063	lomdseyc1813@gmail.com	0	0	1
Jul 20, 2026	Visiting Nurses	79945016	Sales	Morgan Robertson	7855501735	morganlrobertson@gmail.com	0	0	1
Jul 22, 2026	Visiting Nurses	79990219	Service	Cherrie Lindsey	7852022063		1	1	1
Jul 24, 2026	Visiting Nurses	80009547	Other	Pat	7865494689		0	0	1
Jul 24, 2026	Visiting Nurses	80019374	Sales	Christina Holt	7854245431	christina_m_holt@yahoo.com	1	1	1
Jul 26, 2026	Visiting Nurses	80046120	Service	Nancy Rudzek	3032631600		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.