



Digital Marketing Report

Impressions

How many ads were served:

195,641

Clicks

Times a user clicked on an ad

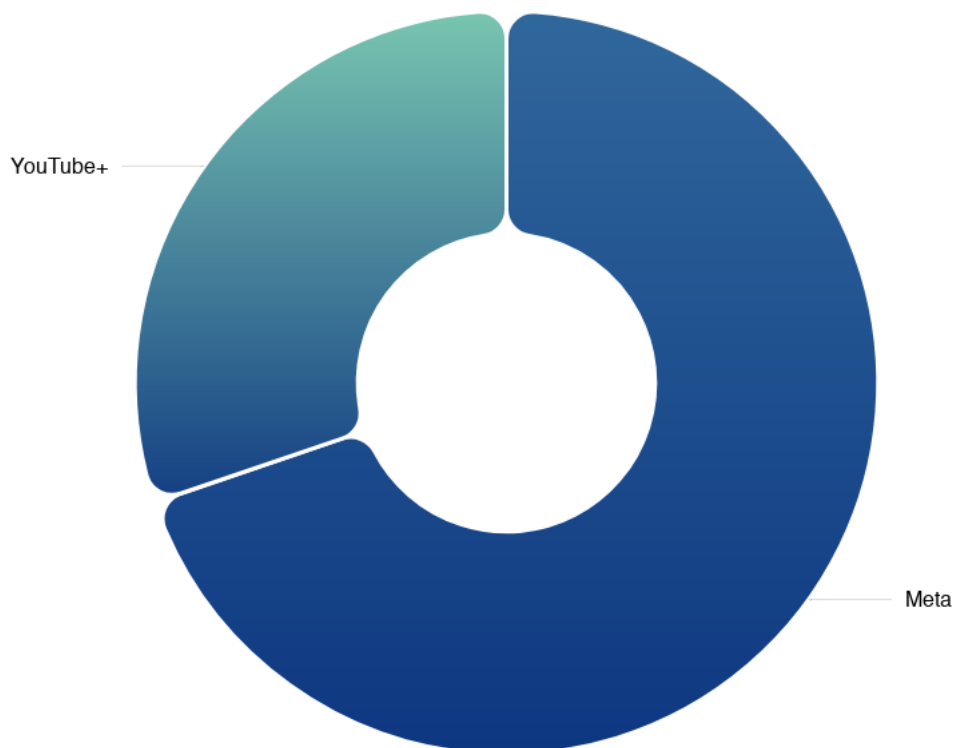
4,115

Click-Through Rate

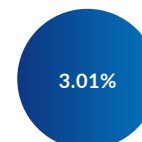
(Clicks/Impressions) x 100

3.01%

Your Product Breakout by Impressions



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%)
North Sunflower Medical Center - Facebook Premium	136,547	4,104	3.01%	42.94
North Sunflower Medical Center - Healthcare Education YouTube+	59,094	11	0.02%	0.27



Meta Post Engagements

48,200

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

Meta Post Comments

7

The total number of comments your ads received

Meta Post Reactions

107

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

Meta Post Shares

29

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



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Expert Pediatric Care In The Greenwood Area	59,093	11	97.50%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Expert Pediatric Care In The Greenwood Area	98.45%	97.98%	97.70%	97.50%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sunflower Medical Equipment Robert NEW	8,815	1,828	20.74%	296.25
NSMC_Swingbed#2_30_Feb26	23,866	1,035	4.34%	61.95
NSMC_Swingbed#1_30_Feb26 - April	13,746	655	4.77%	68.07
NSMC_CardiacRehab_30_April26	45,231	276	0.61%	8.72
SGMC_Huddleston_May25	42,306	217	0.51%	7.33
SGP_July26_30	1,227	63	5.13%	73.35
SGP_JAN25_30	1,356	30	2.21%	31.61

Meta Video Plays



115,673

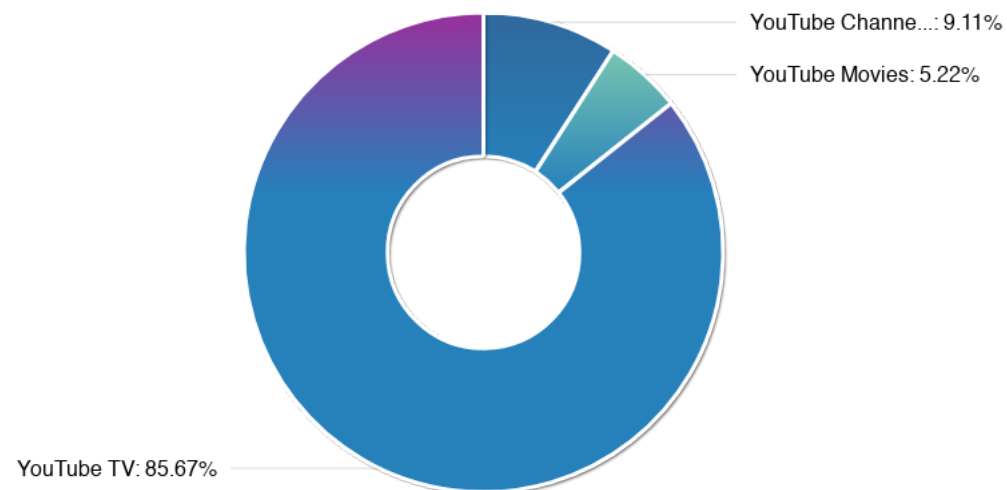
The total number of times your video starts to play

**Device Performance**

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	123,466	3,932	3.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	58,212	11	0.02%
Desktop	A personal computing device that remains stationary at one location.	9,891	12	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,913	153	3.91%
Unknown	---	158	7	4.43%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	936	0	0.00%
GLIV	368	0	0.00%
Pop The Balloon	333	0	0.00%
Druski	198	0	0.00%
AWE	186	0	0.00%
Midwest Safety	159	0	0.00%
Kai Cenat Live	135	0	0.00%
Fox News	103	0	0.00%
ABC News	100	0	0.00%
Don Lemon	71	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	17,108
(YouTube TV) CNN	1,545
(YouTube TV) MS NOW	1,381
(YouTube TV) ESPN	861
(YouTube TV) Hallmark TV	856
(YouTube TV) FOX Business	681
(YouTube TV) TV Land	632
(YouTube TV) CNBC	608
(YouTube TV) Game Show Network	559
(YouTube TV) Investigation Discovery	530

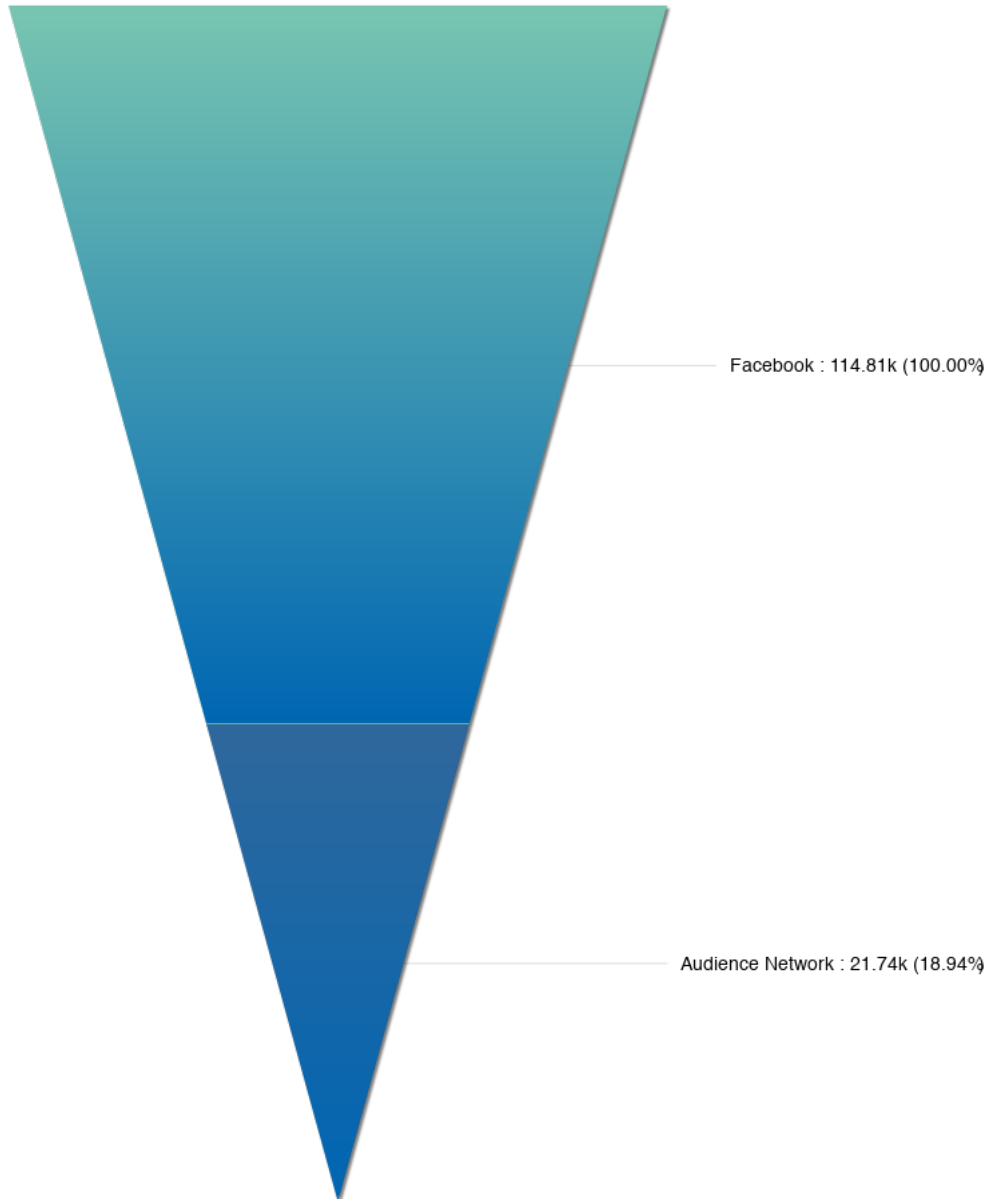


Social Placement Performance

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.	114,443	3,141	2.74%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	21,740	938	4.31%
Facebook Stories	Your ads appear in people's Stories on Facebook.	363	25	6.89%
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	0	0.00%



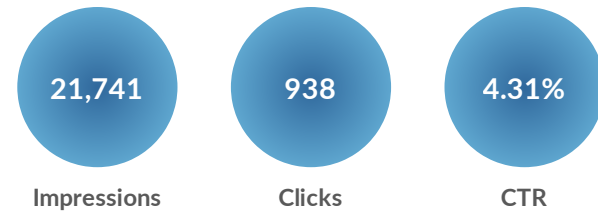
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



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.