



# Digital Marketing Report

## Impressions

How many ads were served:

99,833

## Clicks

Times a user clicked on an ad

2,738

## Click-Through Rate

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

2.74%

## Your Product Breakout by Impressions



## Total Engagement Rate

2.79%

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

## X the National Average

39.18

X the National Avg (.07%)

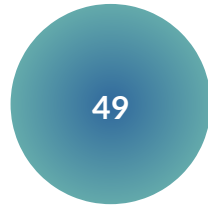


Line Item Performance

| Line Item Name                                                         | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Scandia - Parents/Entertainment/Theme Parks Facebook/Instagram Premium | 93,857        | 2,522  | 2.69% | 38.39                     |
| Scandia - Retargeting Facebook/Instagram Premium                       | 5,976         | 216    | 3.61% | 51.64                     |



## 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

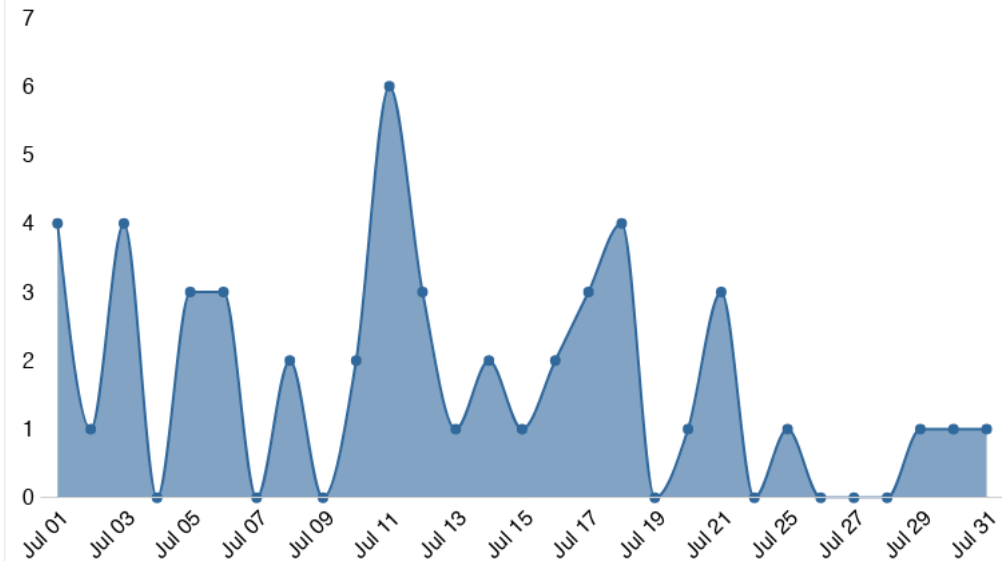
Conversion Name

[View-Through Conversions](#) ↓

Scandia Homepage Visits

49

## Meta View-Through Conversions by Day





### Meta Post Engagements

24,680

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

### Meta Post Reactions

89

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

### Meta Post Shares

30

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%) |
|------------------------------------------------|-------------|----------|-------|---------------------------|
| Scandia_Early Bird 1080                        | 77,229      | 2,027    | 2.62% | 37.50                     |
| Scandia_6.4_ June 2026 Night Owl 1080x1350.mp4 | 22,604      | 711      | 3.15% | 44.94                     |

Meta Carousel Card Performance

| Card Name                 | Ad                      | Count ↓ |
|---------------------------|-------------------------|---------|
| 1: 10AM - NOON DAILY      | Scandia_Early Bird 1080 | 3       |
| 2: 10am - Noon Daily      | Scandia_Early Bird 1080 | 2       |
| Scandia Family Fun Center | Scandia_Early Bird 1080 | 1       |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 98,010        | 2,689  | 2.74% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 1,414         | 40     | 2.83% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 216           | 5      | 2.31% |
| Unknown     | ---                                                                                         | 193           | 4      | 2.07% |

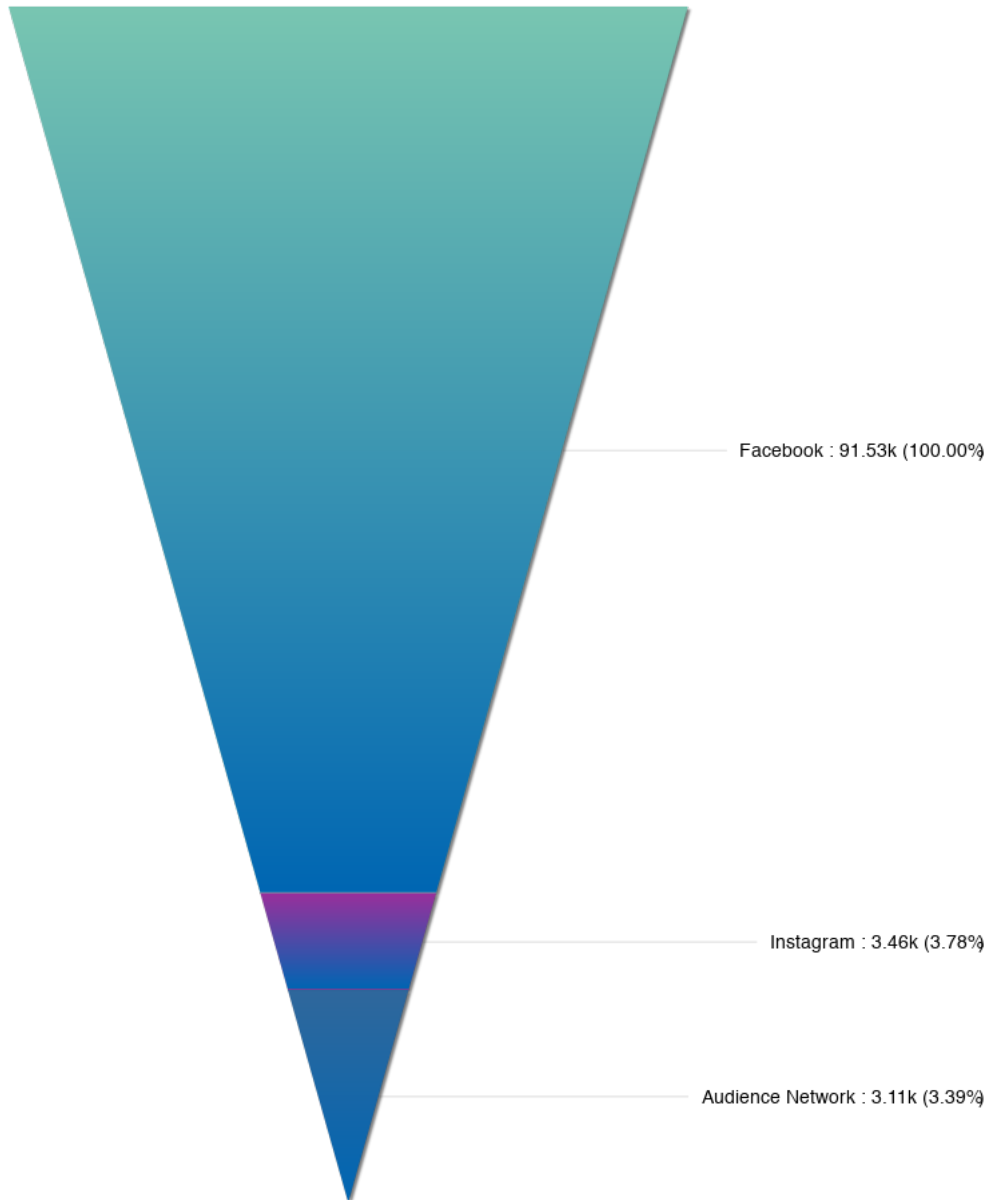


## Social Placement Performance

| 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. | 56,738        | 1,853  | 3.27% |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 33,705        | 481    | 1.43% |
| Audience Network (Rewarded Videos)                  | Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).                                                                                                                              | 1,836         | 148    | 8.06% |
| Instagram Feed                                      | Your ads appear in the mobile app and on desktop and mobile web.                                                                                                                                                                               | 1,795         | 48     | 2.67% |
| Facebook Notification                               | Your ads appear within a user's notifications feed.                                                                                                                                                                                            | 1,494         | 60     | 4.02% |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 1,269         | 74     | 5.83% |
| Instagram Stories                                   | Your ads appear in people's Stories on Instagram.                                                                                                                                                                                              | 993           | 29     | 2.92% |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 817           | 21     | 2.57% |
| Instagram Reels                                     | Your ads appear in the Reels tab on Instagram.                                                                                                                                                                                                 | 675           | 17     | 2.52% |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 260           | 2      | 0.77% |



## Social Placement Performance by Impressions



### Facebook News Feed Performance



### Audience Network Performance



### Instagram Performance

