

Digital Marketing Report

Impressions

How many ads were served:

14,142

Clicks

Times a user clicked on an ad

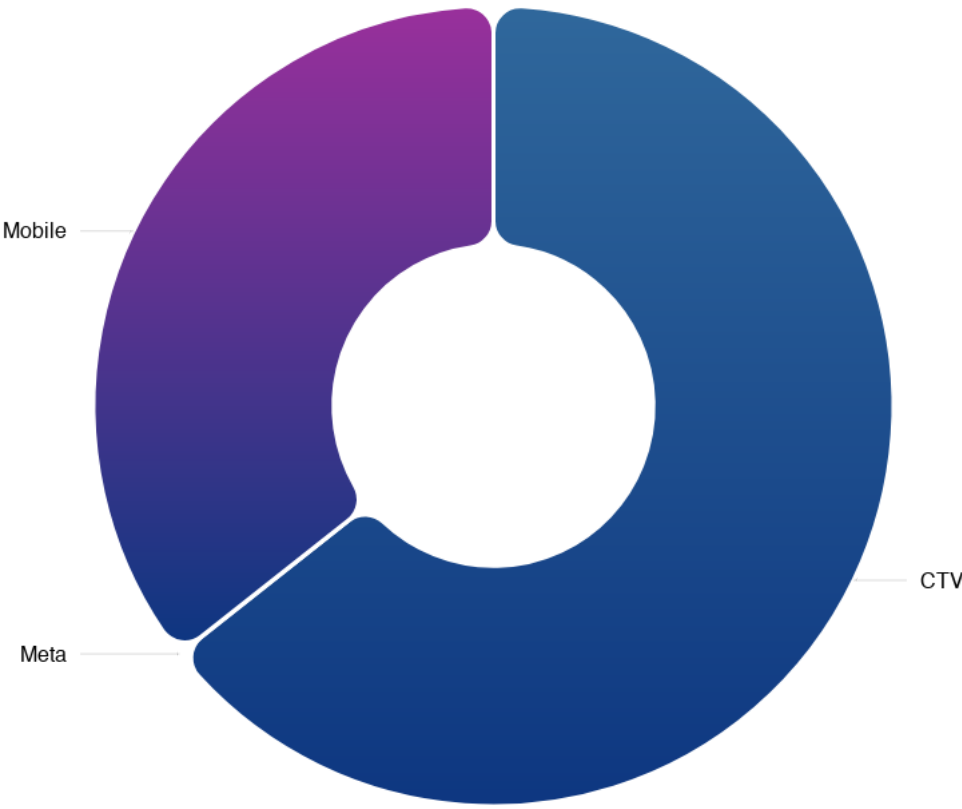
48

Click-Through Rate

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

0.95%

Your Product Breakout by Impressions



CTV Completion Rate

98.83%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.95%

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

X the National Average

13.60

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.

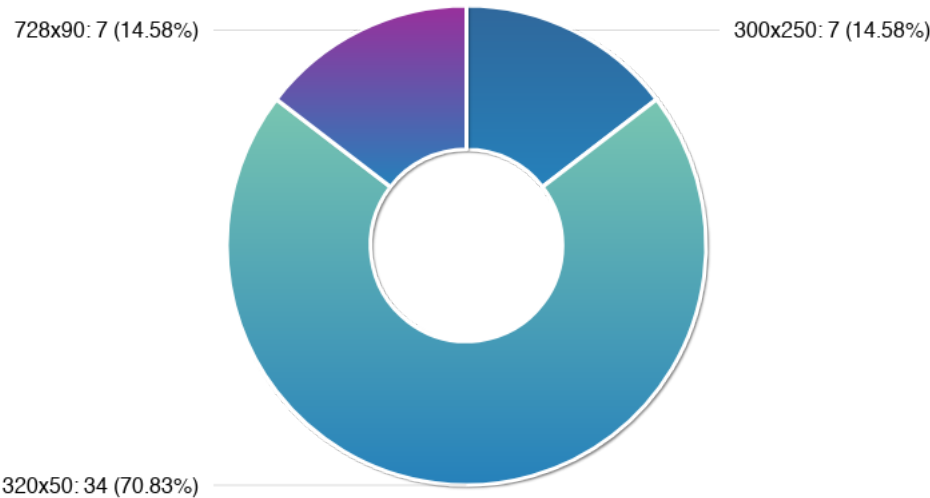
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Page County Fair - 21+/Family Activities/Outdoor Recreation Behavioral CTV	4,783	2	0.04%	0.60
Page County Fair - AI CTV	4,271	1	0.02%	0.33
Page County Fair - Augusta County Fair Geo-Retargeting Event Mobile	2,704	19	0.70%	10.04
Page County Fair - Augusta County Fair Geo-Fencing Event Mobile	2,332	29	1.24%	17.77
Page County Fair - Retargeting CTV	47	0	0.00%	0.00
Page County Fair - 21+/Concerts and Live Events/Parents Facebook/Instagram Premium	3	0	0.00%	0.00
Page County Fair - Madison County Fair Geo-Fencing Event Mobile	2	0	0.00%	0.00

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	pagevalleyfair_2026_320x50.png	4,410	34	0.77%	11.01
	pagevalleyfair_2026_728x90.png	335	7	2.09%	29.85
	pagevalleyfair_2026_300x250.png	289	7	2.42%	34.60
	pagevalleyfair_2026_320x480.png	4	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Page County Fair_PVF0726NEW30 Page Valley Fair.mp4	3,331	99.00%
	Page County Fair_PVF0726NEW15 Page Valley Fair.mp4	5,770	98.73%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Page County Fair - Retargeting CTV	100.00%	97.87%	100.00%	100.00%
Page County Fair - AI CTV	100.00%	99.46%	99.20%	98.96%
Page County Fair - 21+/-Family Activities/Outdoor Recreation Behavioral CTV	100.00%	99.33%	98.74%	98.70%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Page County Fair_15s Video	3	0	0.00%	0.00

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	277 Expo Rd	Fishersville	VA	22939			2,332	29	1.24%
	1015 Fairground Rd	Madison	VA	22727			2	0	0.00%

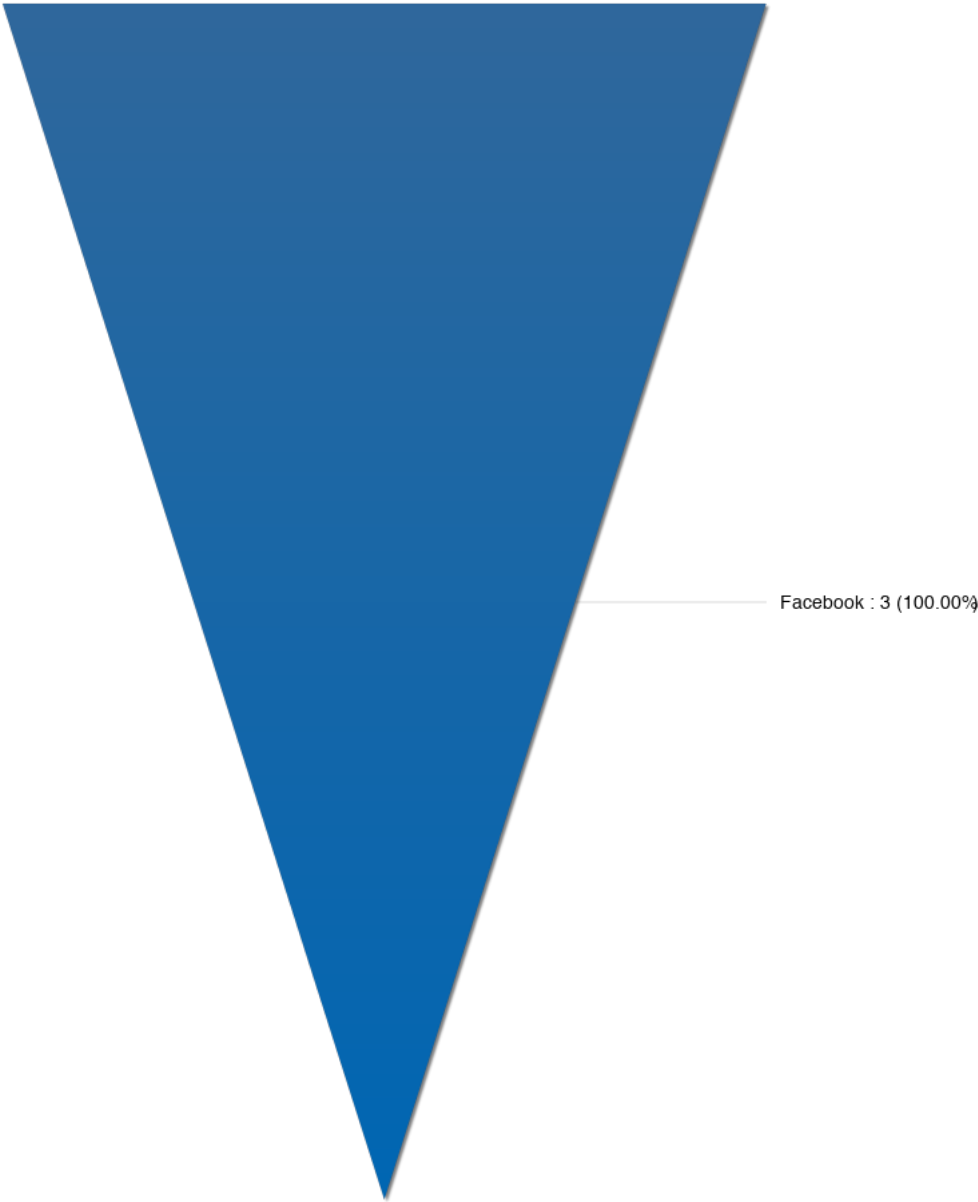
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,570	2	0.03%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	2,531	1	0.04%
Mobile	A portable electronic device that can connect to the internet.	2	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	1	0	0.00%

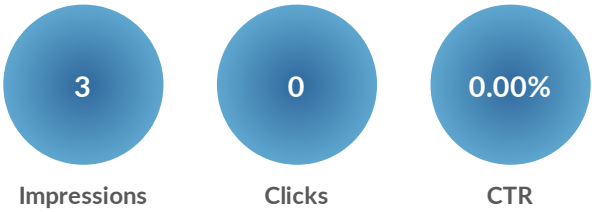
Social Placement Performance

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.	3	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed 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.