



Digital Marketing Report

Impressions

How many ads were served:

19,717

Clicks

Times a user clicked on an ad

316

Click-Through Rate

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

1.60%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.62%

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

X the National Average

22.90

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%)
Trius Federal Credit Union - Branding Facebook	9,638	132	1.37%	19.57
Trius Federal Credit Union - Auto Facebook	7,058	105	1.49%	21.25
Trius Federal Credit Union - Auto Premium Facebook	1,642	55	3.35%	47.85
Trius Federal Credit Union - Branding Premium Facebook	1,379	24	1.74%	24.86



Meta View-Through Conversions

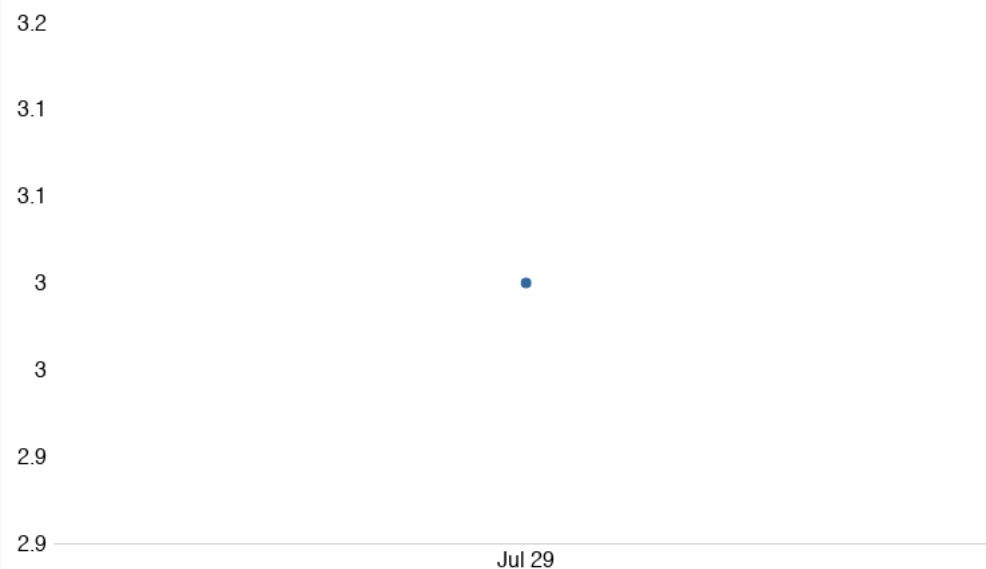


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

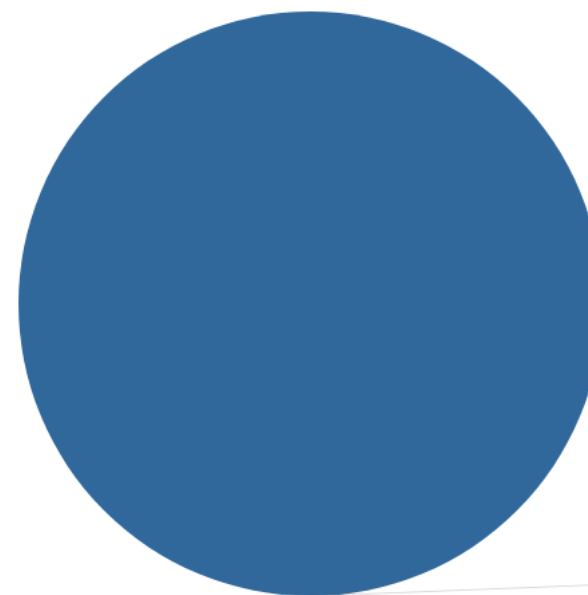
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Trius Branch Location Page View	2
Trius Contact Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%



Meta Post Engagements



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

Meta Post Reactions



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

Meta Post Shares



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%)
Trius Federal Credit Union_Branding	9,638	132	1.37%	19.57
Trius Federal Credit Union_Auto	7,058	105	1.49%	21.25
Trius Federal Credit Union_#Julr2026AutoLoanPromoAd1	1,642	55	3.35%	47.85
Trius Federal Credit Union_#Jul2026BrandAd1	1,379	24	1.74%	24.86



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	18,626	300	1.61%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,034	14	1.35%
Unknown	---	55	2	3.64%
Desktop	A personal computing device that remains stationary at one location.	2	0	0.00%

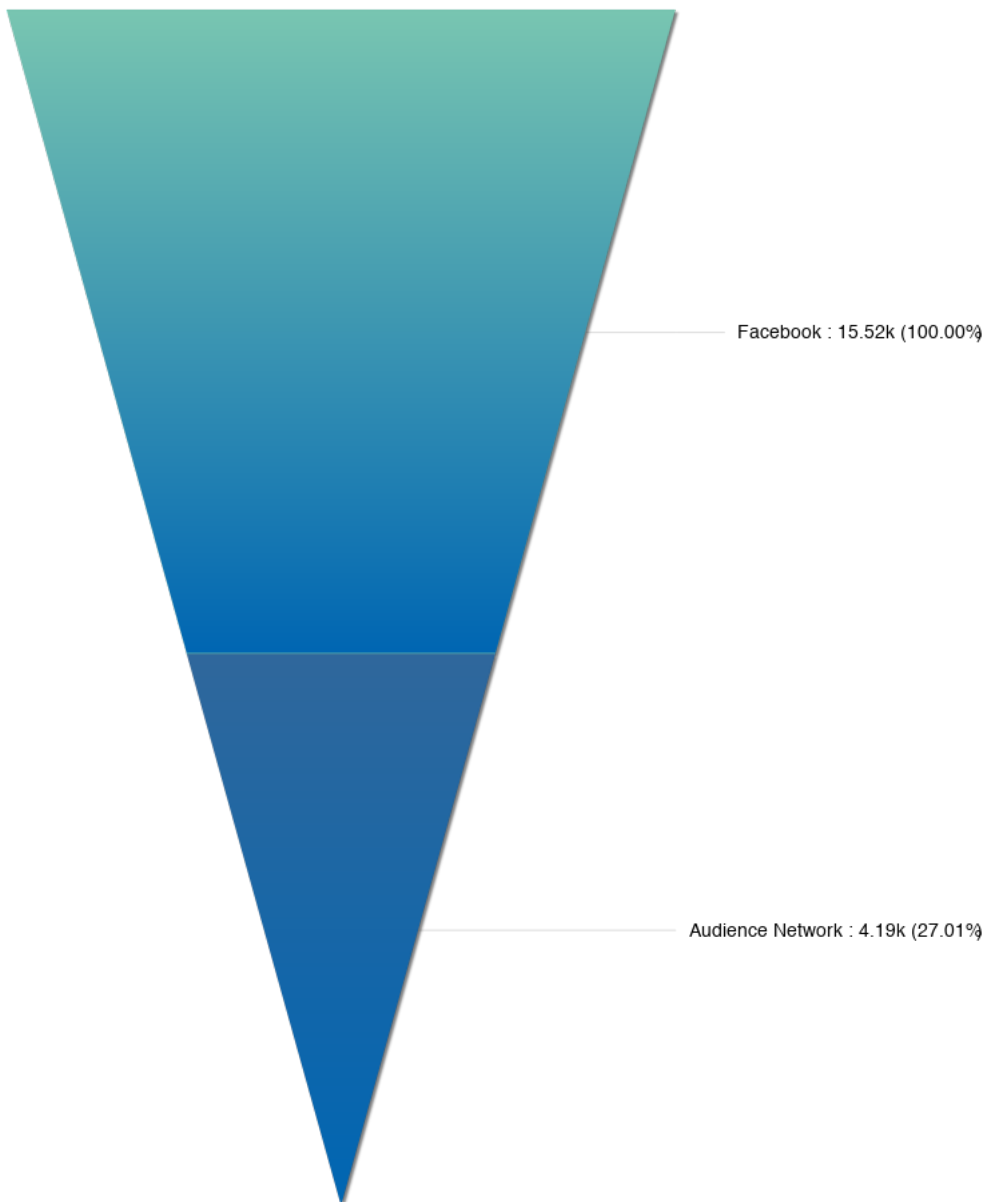


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	10,483	176	1.68%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	4,193	16	0.38%
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.	3,740	112	2.99%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	629	3	0.48%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	367	2	0.55%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	211	3	1.42%
Facebook Stories	Your ads appear in people's Stories on Facebook.	92	4	4.35%
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.	2	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.