

Digital Marketing Report

Impressions

How many ads were served:

109,890

Clicks

Times a user clicked on an ad

494

Click-Through Rate

(Clicks/Impressions) x 100

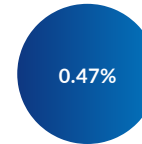
0.45%

Your Product Breakout by Impressions



Meta

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%)
Myers Furniture & Appliances - Age 25+ AND Furniture/Living Room Facebook/Instagram Premium	98,494	155	0.16%	2.25
Myers Furniture & Appliances - Retargeting Facebook/Instagram Premium	11,396	339	2.97%	42.50

Meta Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

Meta Click Conversion Performance

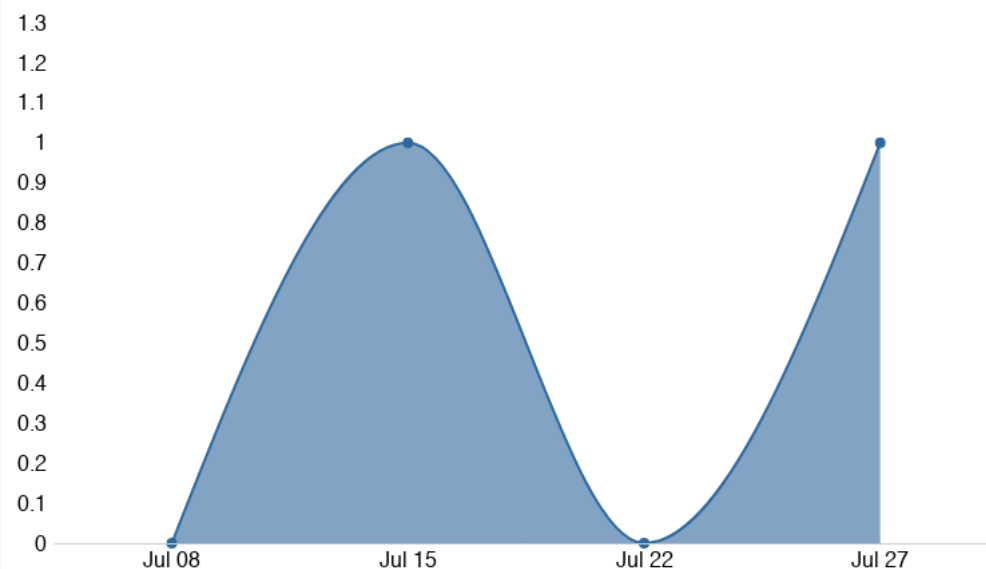
Conversion Name

[Click Conversions](#) ↓

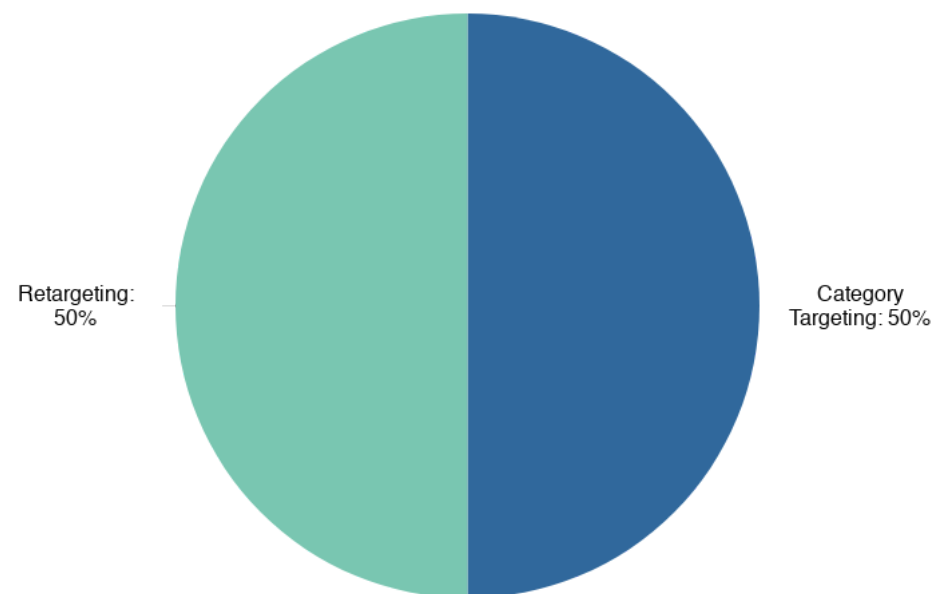
Myers Furniture & Appliances Living Room Furniture

2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

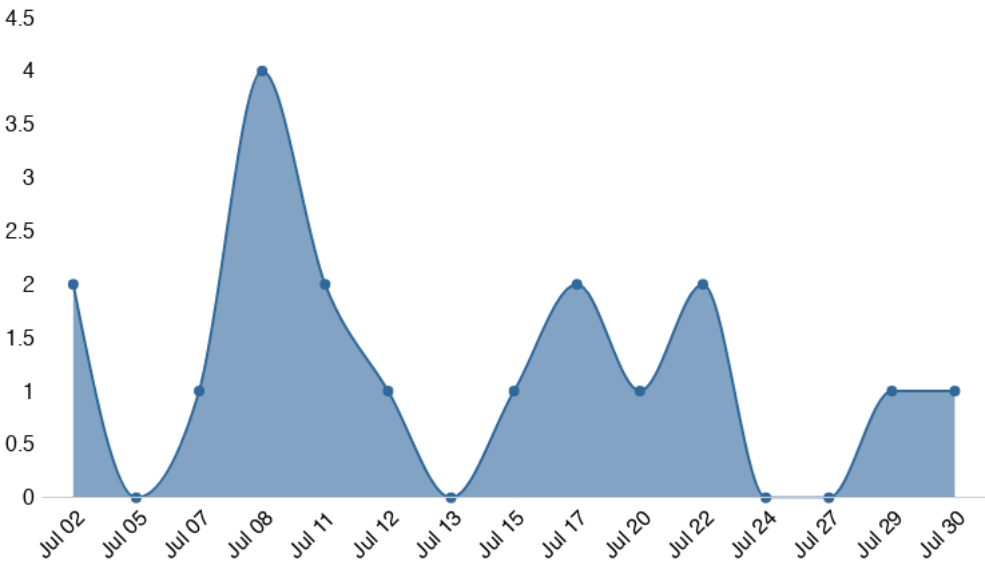


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

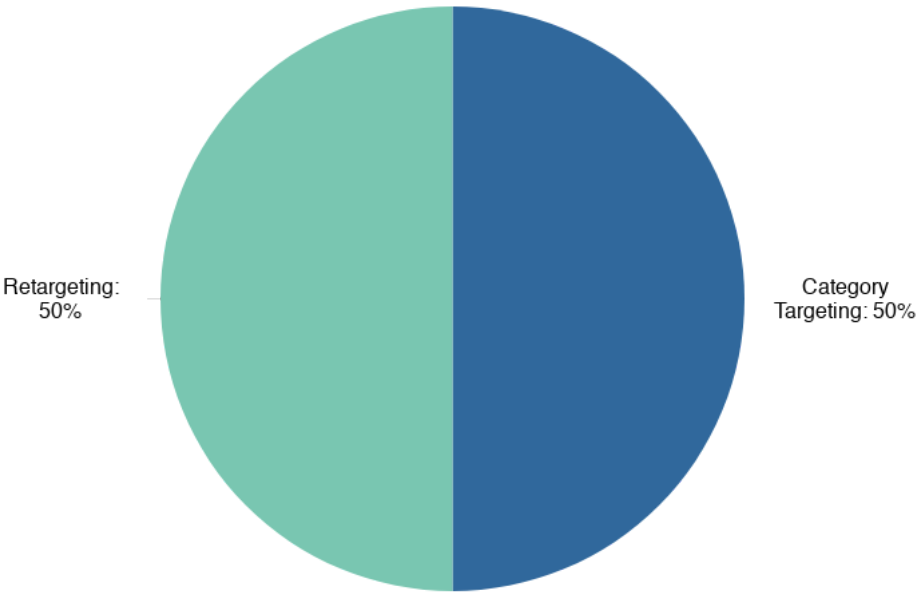
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Myers Furniture & Appliances Homepage Visits	16
Myers Furniture & Appliances Bedroom Furniture	1
Myers Furniture & Appliances Living Room Furniture	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

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%)
Myers Furniture & Appliances_7.1_Carousel	48,066	254	0.53%	7.55
Myers Furniture & Appliances_6.8_Carousel	61,824	240	0.39%	5.55

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	Myers Furniture & Appliances_6.8_Carousel	156
Myers Furniture & Appliances	Myers Furniture & Appliances_6.8_Carousel	139
2:	Myers Furniture & Appliances_6.8_Carousel	22
5:	Myers Furniture & Appliances_7.1_Carousel	10
3:	Myers Furniture & Appliances_6.8_Carousel	9



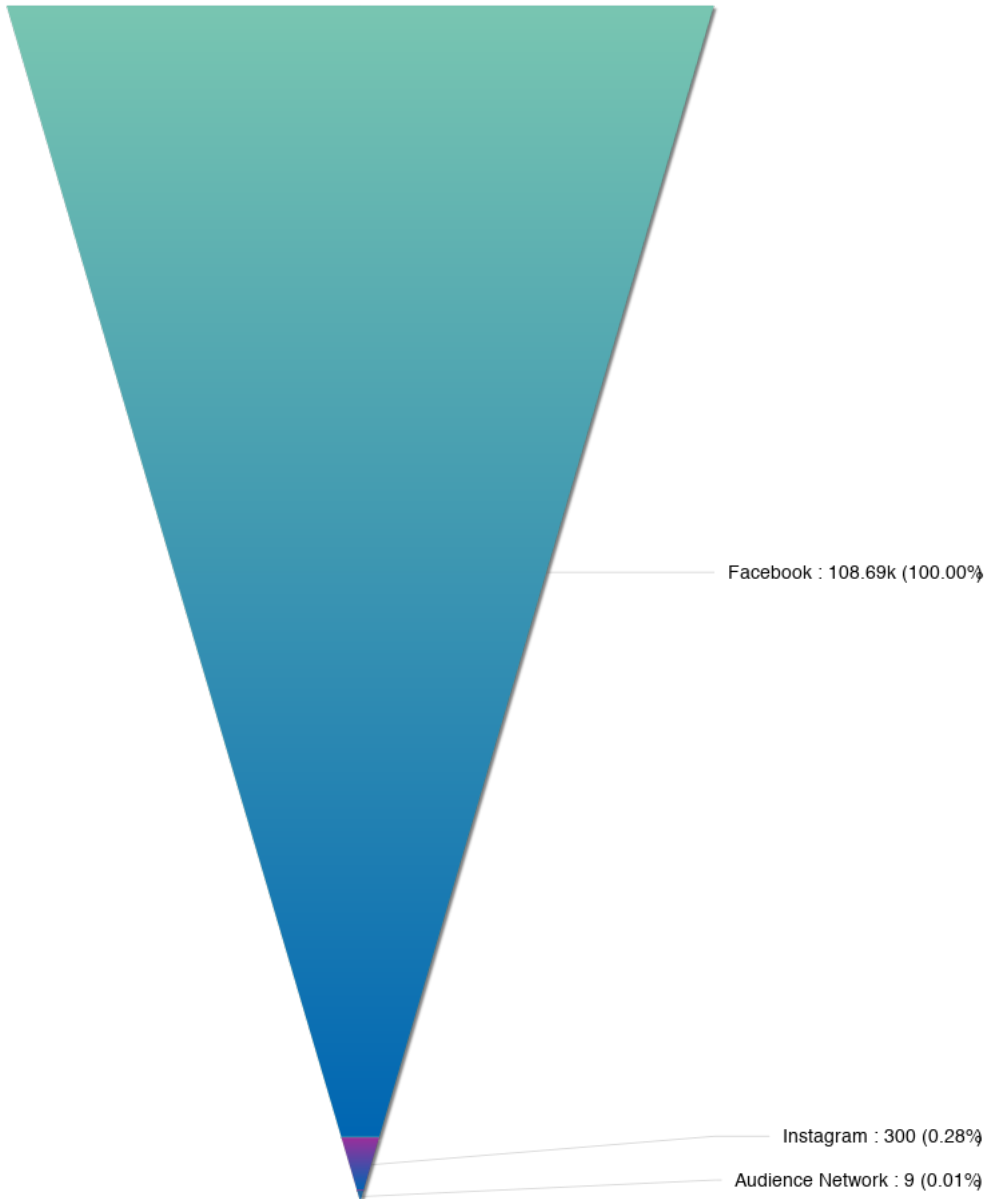
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	104,105	470	0.45%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,989	18	0.45%
Desktop	A personal computing device that remains stationary at one location.	1,201	3	0.25%
Unknown	---	595	3	0.50%

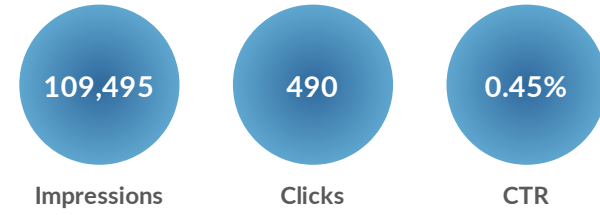
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	70,148	75	0.11%
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.	23,939	255	1.07%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	10,741	56	0.52%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,552	17	0.48%
Facebook Notification	Your ads appear within a user's notifications feed.	789	64	8.11%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	215	5	2.33%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	145	3	2.07%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	140	1	0.71%
Facebook Stories	Your ads appear in people's Stories on Facebook.	95	15	15.79%
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.	73	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



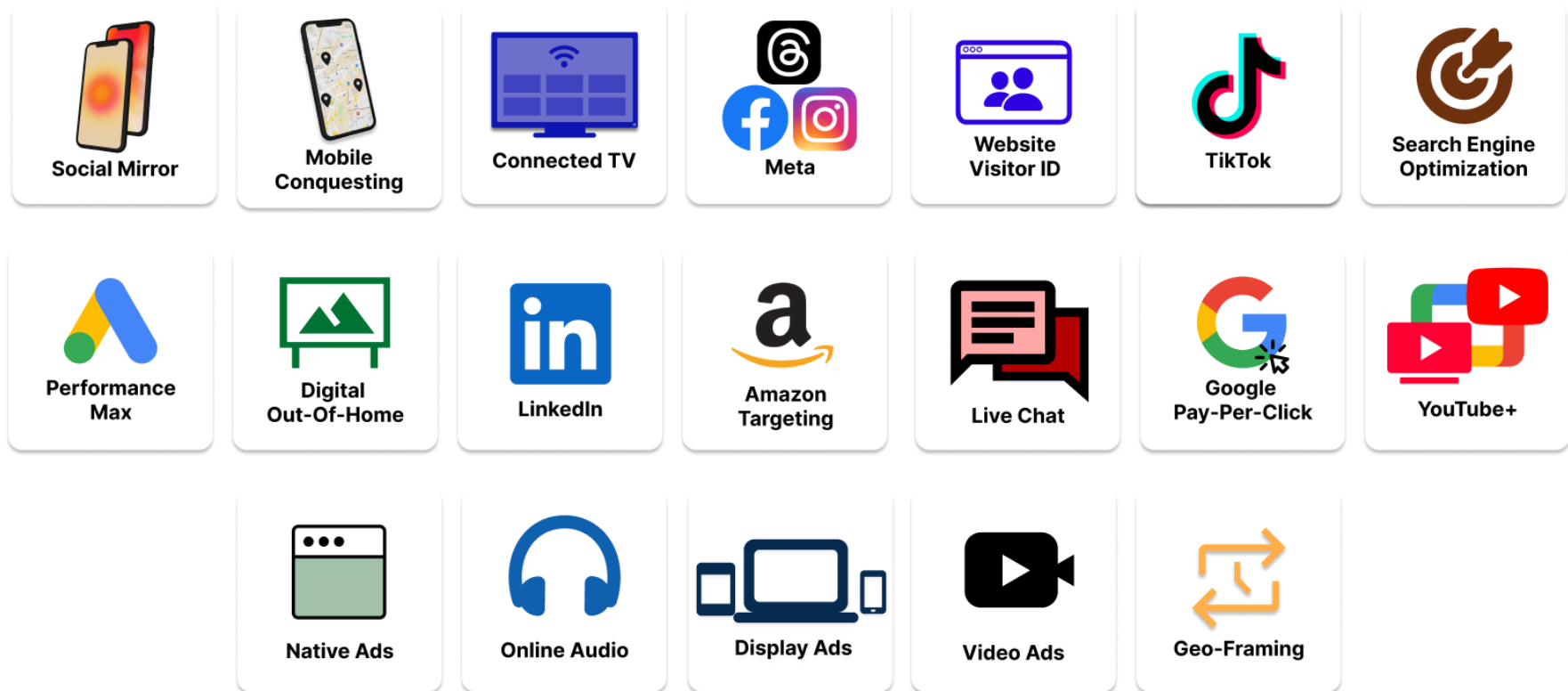
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



[?](#) Your account team is [here to help](#) - reach out with any questions or to explore new ideas.