

Digital Marketing Report

Impressions

How many ads were served:

17,871

Clicks

Times a user clicked on an ad

329

Click-Through Rate

(Clicks/Impressions) x 100

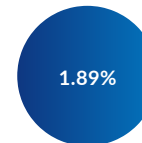
1.84%

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%)
McCoy's Equipment - Agriculture/Farming Premium Facebook	17,380	320	1.84%	26.30
McCoy's Equipment - Retargeting Premium Facebook	491	9	1.83%	26.19

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 ↓

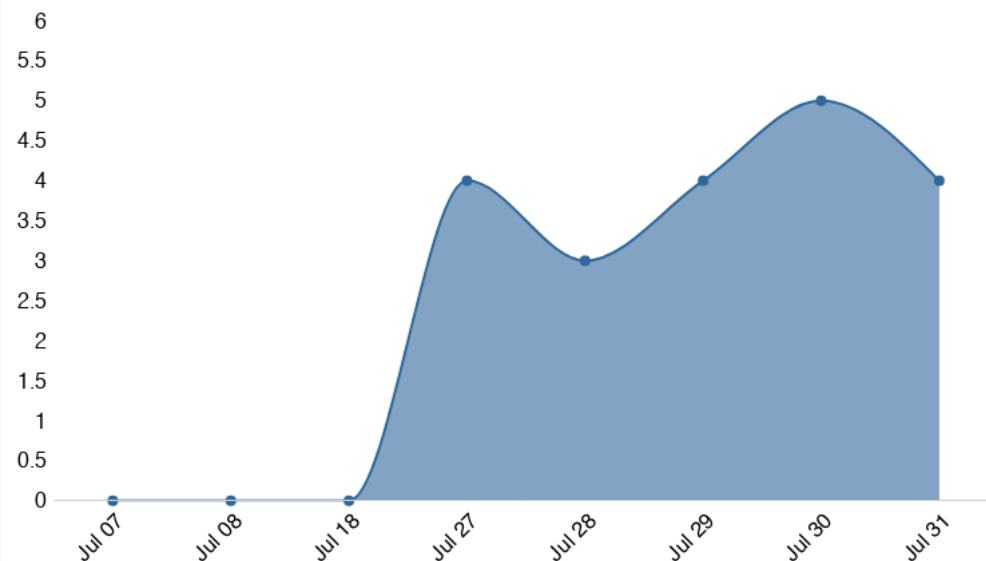
McCoy's Equipment Used Equipment Page View

19

McCoy's Equipment New Equipment Page View

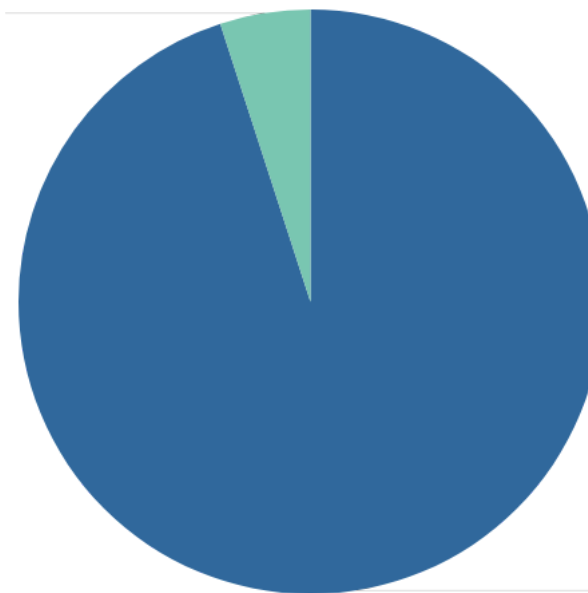
1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
5%



Category
Targeting: 95%

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

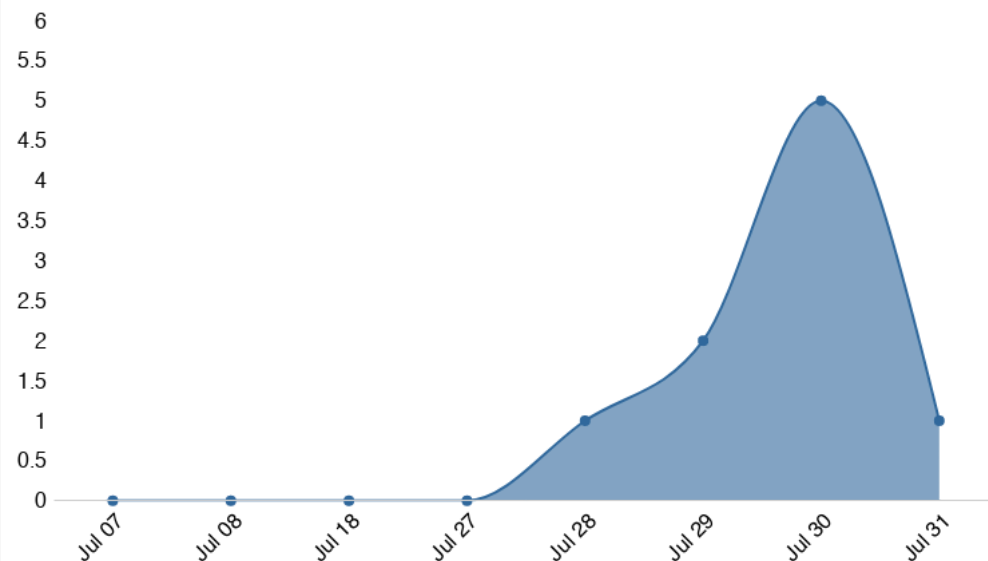
Meta View-Through Conversion Performance

Conversion Name

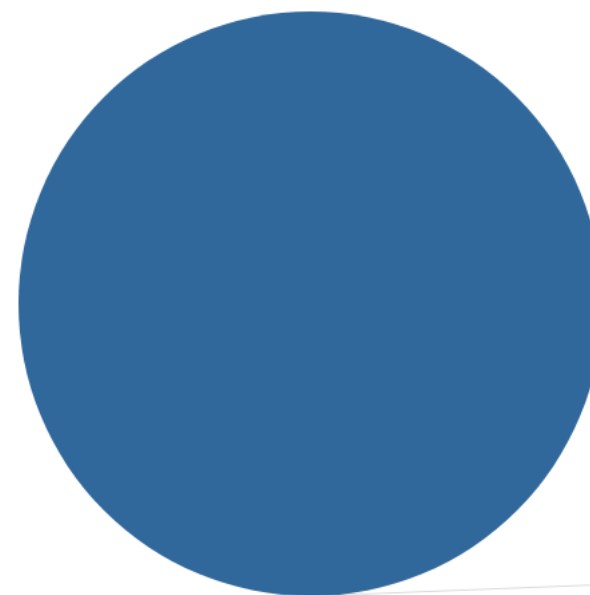
[View-Through Conversions](#) ↓

McCoy's Equipment Used Equipment Page View	8
McCoy's Equipment New Equipment 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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
McCoy's Equipment_7.21.26_Carousel	17,871	329	1.84%	26.30

Meta Carousel Card Performance

Card Name	Ad	Count ↓
McCoy's Equipment	McCoy's Equipment_7.21.26_Carousel	181
1: McCoy's Equipment	McCoy's Equipment_7.21.26_Carousel	82
2: McCoy's Equipment	McCoy's Equipment_7.21.26_Carousel	12
3: McCoy's Equipment	McCoy's Equipment_7.21.26_Carousel	7
4: McCoy's Equipment	McCoy's Equipment_7.21.26_Carousel	3

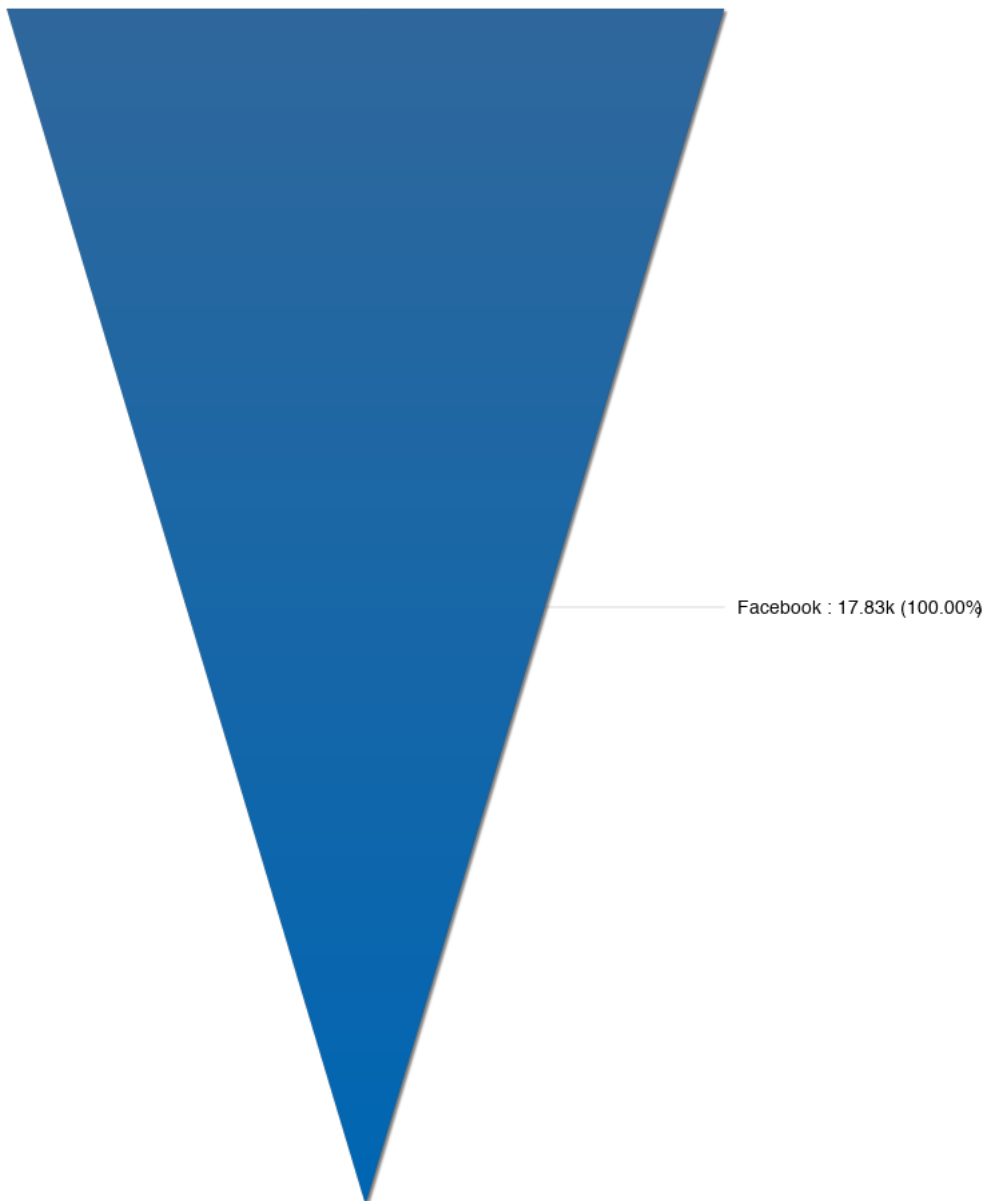
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	17,307	306	1.77%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	468	20	4.27%
Unknown	---	88	2	2.27%
Desktop	A personal computing device that remains stationary at one location.	8	1	12.50%

Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	12,932	190	1.47%
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.	2,025	86	4.25%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,487	9	0.61%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,092	31	2.84%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	283	6	2.12%
Facebook Notification	Your ads appear within a user's notifications feed.	33	4	12.12%
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.	9	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	7	3	42.86%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	3	0	0.00%

Social Placement Performance by Impressions



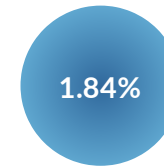
Facebook News Feed Performance



Impressions



Clicks



CTR

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.