



Digital Marketing Report

Impressions

How many ads were served:

175,306

Clicks

Times a user clicked on an ad

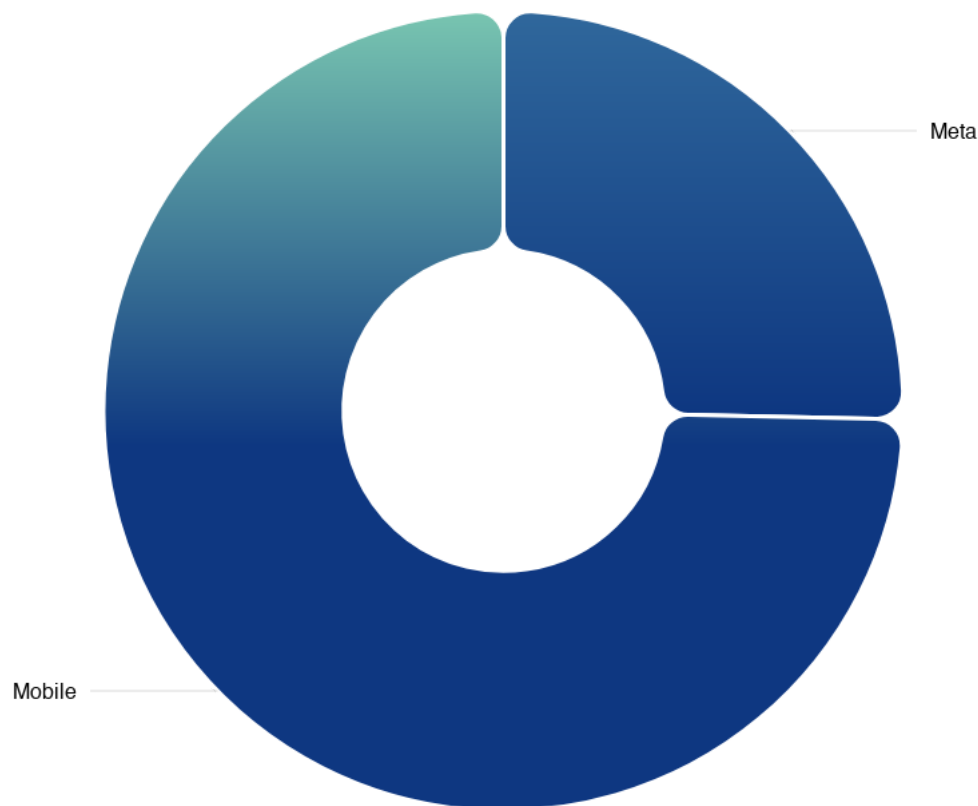
1,664

Click-Through Rate

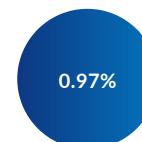
$(\text{Clicks} / \text{Impressions}) \times 100$

0.95%

Your Product Breakout by Impressions



Total Engagement Rate



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

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%)
Sticks RVA - Geo-Retargeting Mobile	130,415	224	0.17%	2.45
Sticks RVA - Health & Wellness/Healthy Habits/Organic Food Instagram Reels	35,170	1,095	3.11%	44.48
Sticks RVA - Health & Wellness/Healthy Habits/Organic Food Facebook/Instagram Premium	7,048	264	3.75%	53.51
Sticks RVA - Retargeting Facebook/Instagram Premium	2,116	72	3.40%	48.61
Sticks RVA - 11.5 Geo-Fencing Mobile	470	5	1.06%	15.20
Sticks RVA - Retargeting Instagram Reels	87	4	4.60%	65.68



Mobile Conquesting Click Conversions

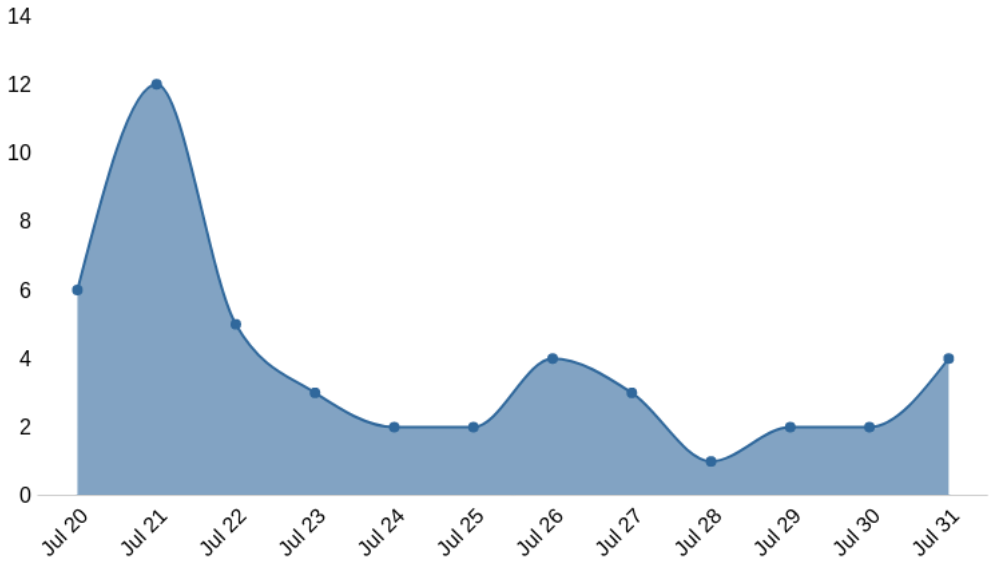


Times users clicked on an ad leading to your site and visited a page or completed an action

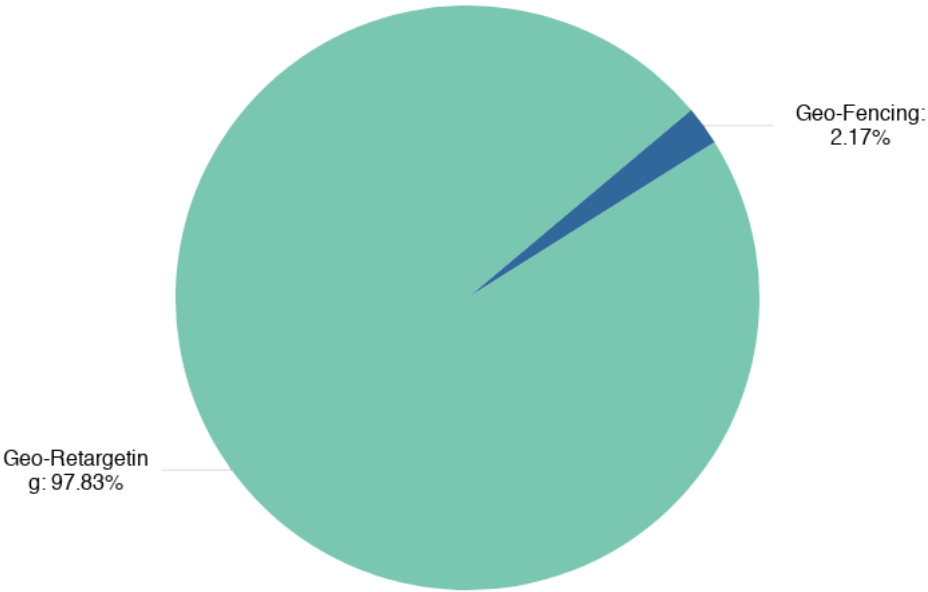
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Sticks RVA Our Menu Page View	46

Mobile Conquesting Click Conversions by Day

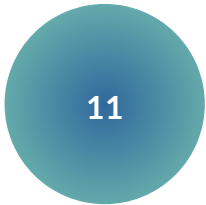


Top Mobile Conquesting Click Conversions by Strategy





Mobile Conquesting View-through Conversions

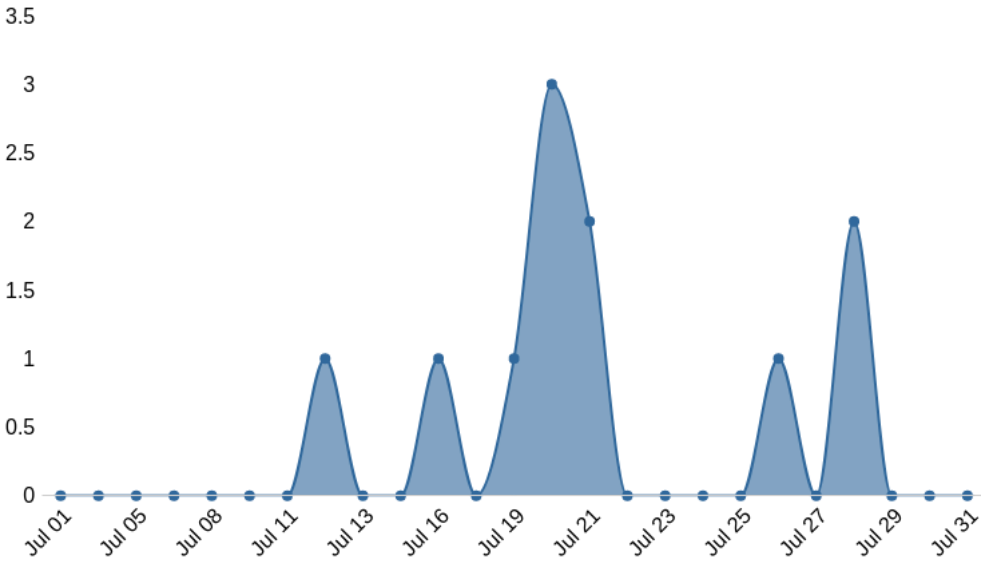


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

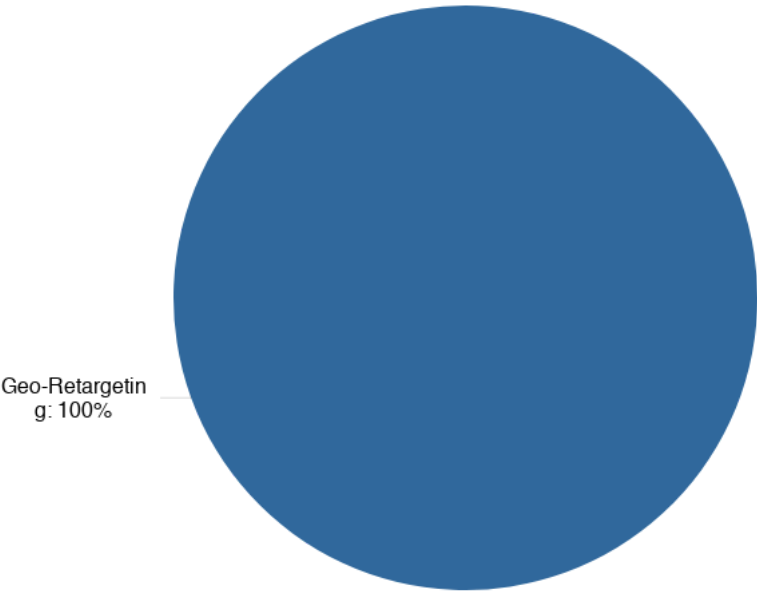
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sticks RVA Our Menu Page View	6
Sticks RVA Homepage Visits	5

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy





Meta Click Conversions

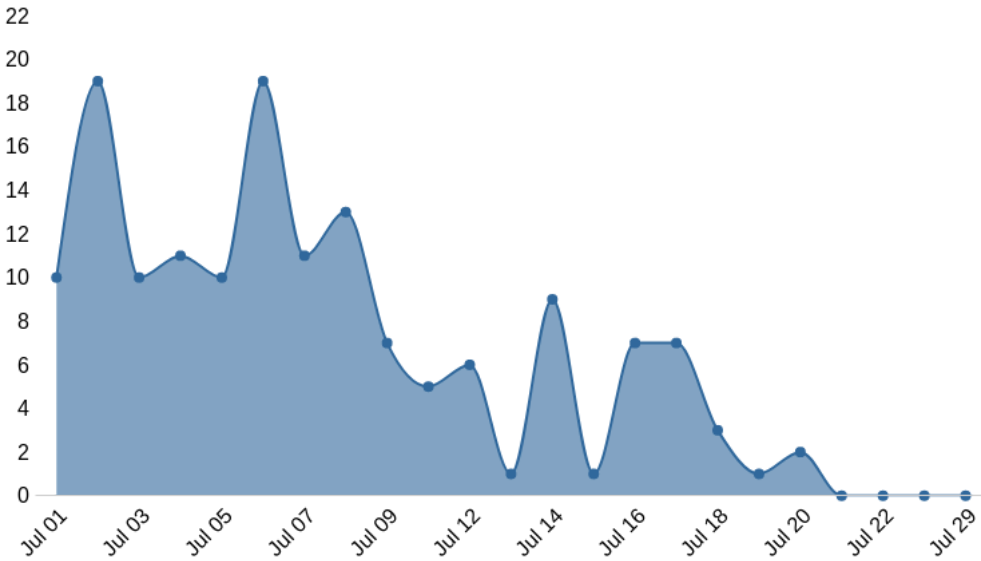


Times users clicked on an ad leading to your site and visited a page or completed an action

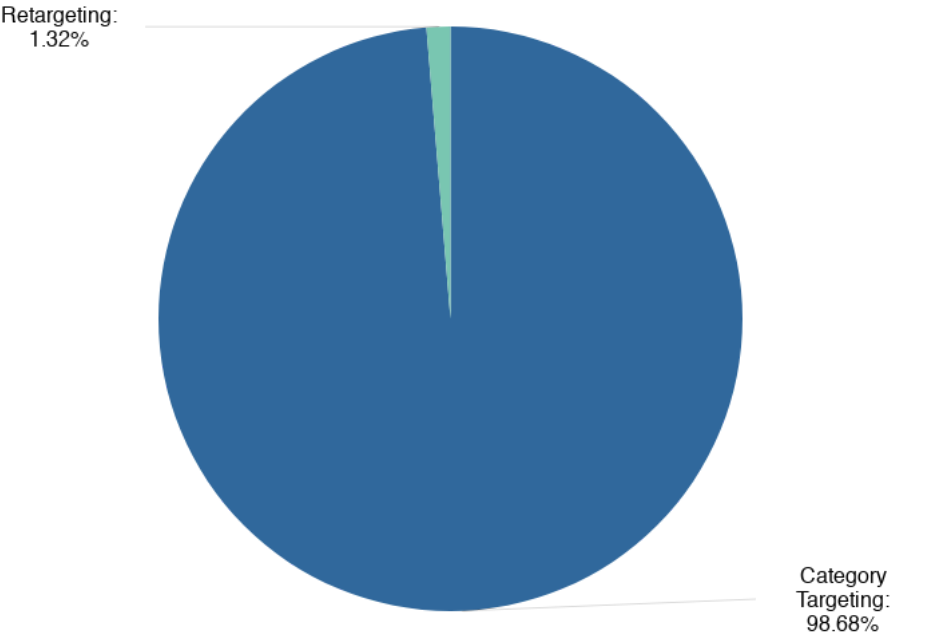
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Sticks RVA Our Menu Page View	149
Sticks RVA Express Catering Page View	3

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

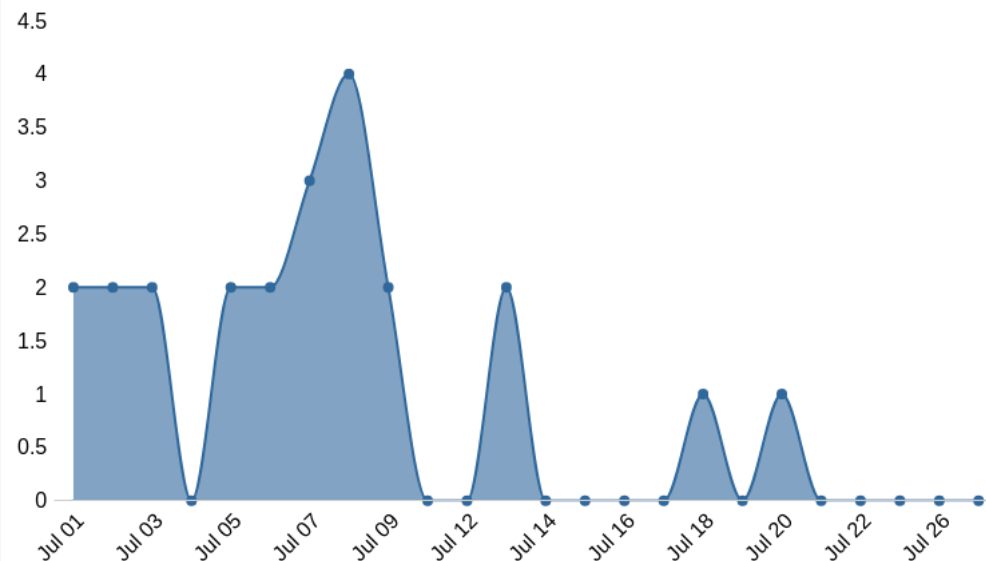
Meta View-Through Conversion Performance

Conversion Name

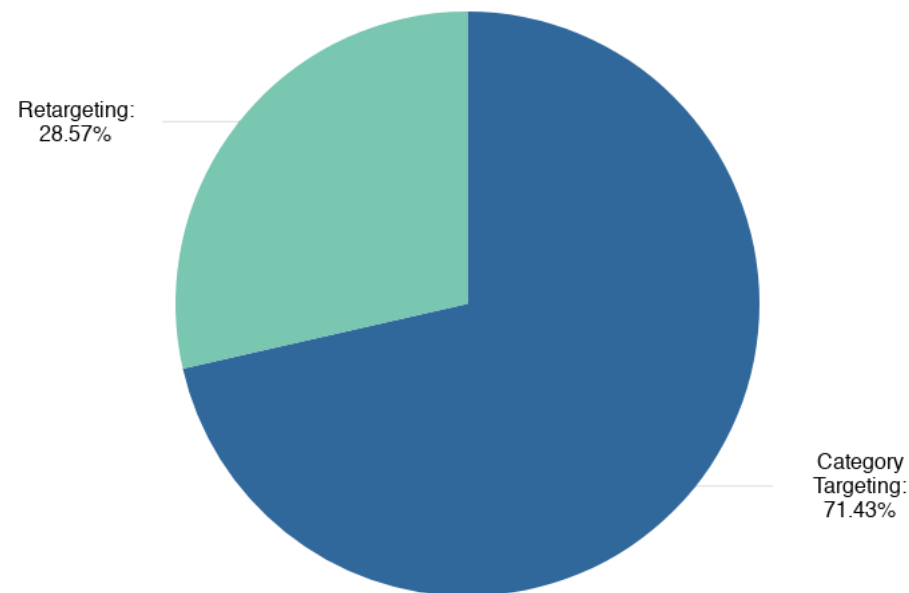
View-Through Conversions ↓

Sticks RVA Homepage Visits	16
Sticks RVA Our Menu Page View	5
Sticks RVA Express Catering Page View	2

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 Reactions



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

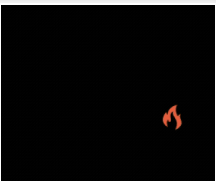
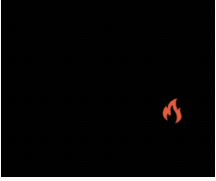
Meta Post Shares



The total number of people who shared your ad, giving your campaign free impressions

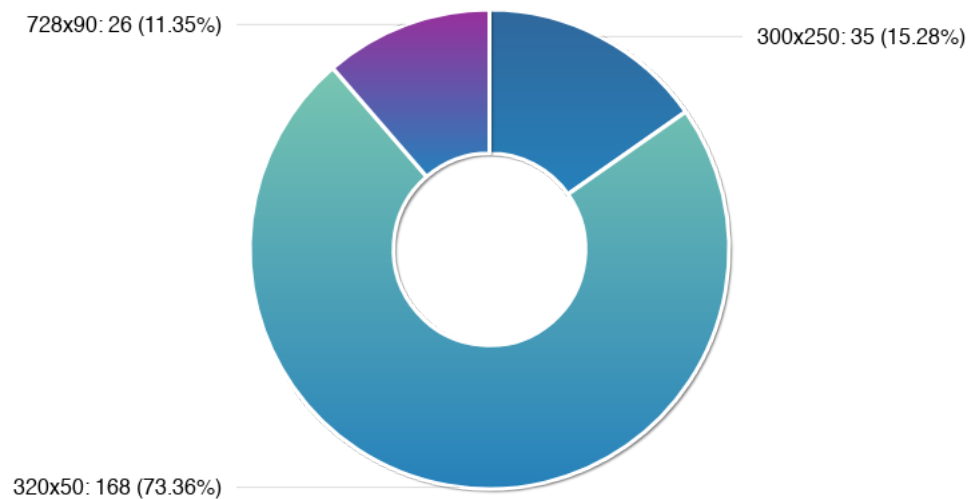


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sticks RVA_6.1_Scroller Ad	44,595	66	0.15%	2.11
	Sticks RVA_Sticks_Creative-Look-2_320-x-50.gif	23,647	37	0.16%	2.24
	Sticks_Rewards Tease 320x50.gif	21,361	30	0.14%	2.01
	Sticks_Rewards Tease Google 320x50.gif	21,311	35	0.16%	2.35
	Sticks_Rewards Tease 300x250.gif	4,214	10	0.24%	3.39
	Sticks_Rewards Tease Google 300x250.gif	4,130	10	0.24%	3.46
	Sticks RVA_Sticks_Creative-Look-2_300-x-250.gif	3,652	15	0.41%	5.87
	Sticks RVA_Sticks_Creative-Look-2_728-x-90.gif	3,035	11	0.36%	5.18
	Sticks_Rewards Tease Google 728x90.gif	2,332	8	0.34%	4.90
	Sticks_Rewards Tease 728x90.gif	2,218	7	0.32%	4.51



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sticks RVA_6.1_Summer Fresh.Fast.Healthy.mp4	31,265	988	3.16%	45.14
Sticks RVA_Sticks_Creative Look 2_1080x 1080.jpg	7,057	267	3.78%	54.05
Sticks RVA_Stick_Stick_Sticks_Creative Look 2_1080x 1350.jpg	3,734	102	2.73%	39.02
Sticks RVA_6.1_Carousel	1,577	47	2.98%	42.58
Sticks RVA_Stick_Creative Look2_1080x1080.mp4	530	22	4.15%	59.30
Sticks RVA_Stick_Stick_Creative Look2_1080x1350.mp4	258	9	3.49%	49.83

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Wraps, Platters, Sides & More	Sticks RVA_6.1_Carousel	25
2: Wraps, Platters, Sides & More	Sticks RVA_6.1_Carousel	4
10: Sticks Kebob Shop Charlottesville	Sticks RVA_6.1_Carousel	2
3: Wraps, Platters, Sides & More	Sticks RVA_6.1_Carousel	1
6: Wraps, Platters, Sides & More	Sticks RVA_6.1_Carousel	1



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Neighborhood	810 West Ham Pkwy	Henrico	VA				470	5	1.06%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,936	1,345	3.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,188	78	3.56%
Desktop	A personal computing device that remains stationary at one location.	151	3	1.99%
Unknown	---	146	9	6.16%

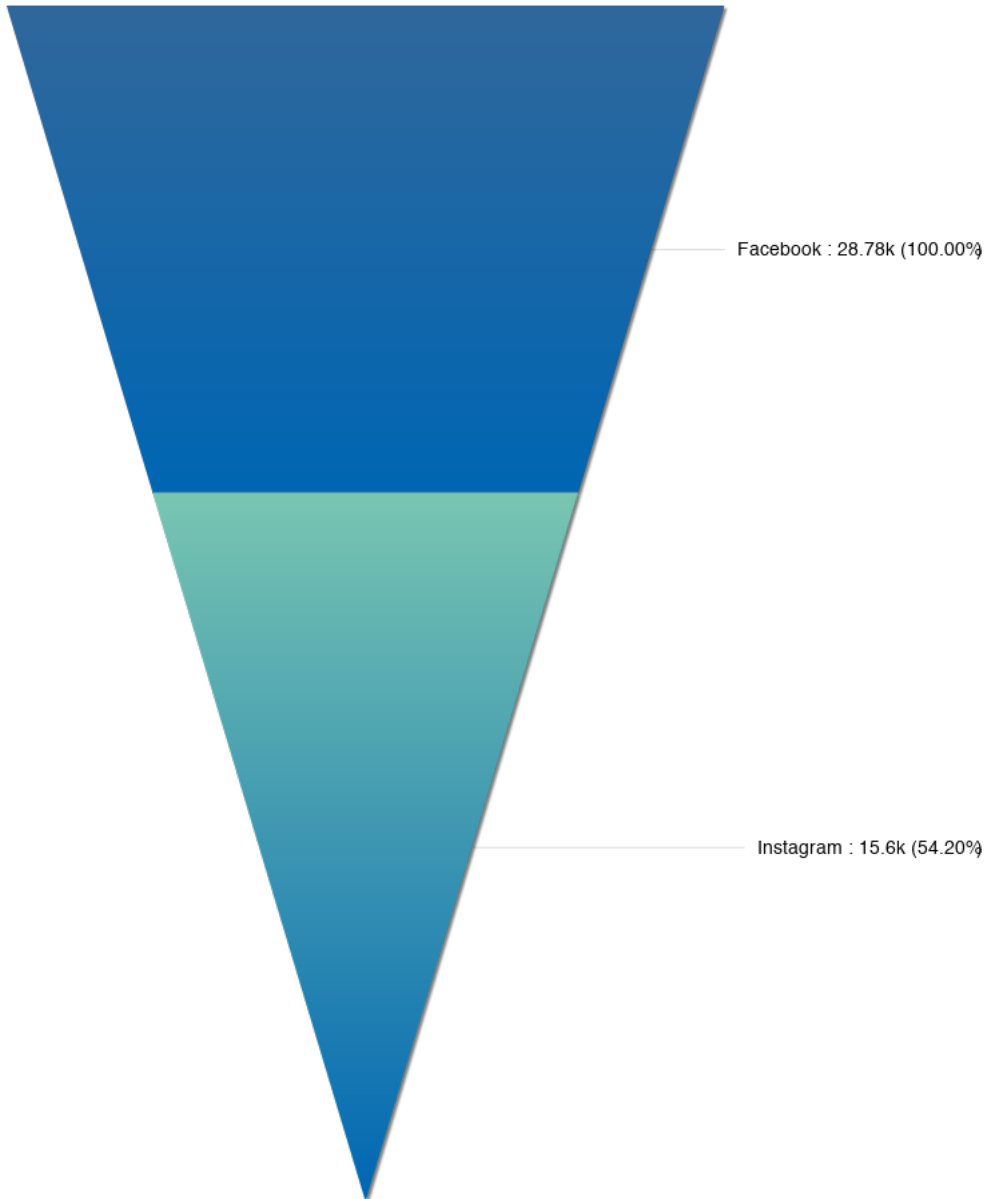


Social Placement Performance

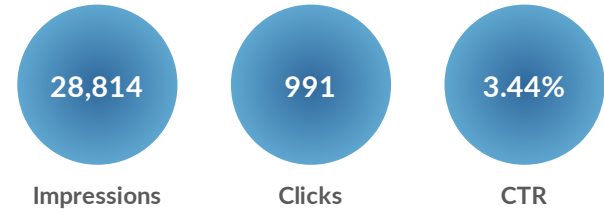
Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	14,246	461	3.24%
Instagram Stories	Your ads appear in people's Stories on Instagram.	10,719	301	2.81%
Facebook Stories	Your ads appear in people's Stories on Facebook.	8,127	287	3.53%
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.	6,407	242	3.78%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	4,557	134	2.94%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	322	9	2.80%
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.	43	1	2.33%



Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance





Google Analytics 4 Performance

32,181	12,187	10,299	84.51%	10,112	8,018	10,672
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.21	62:52:41			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

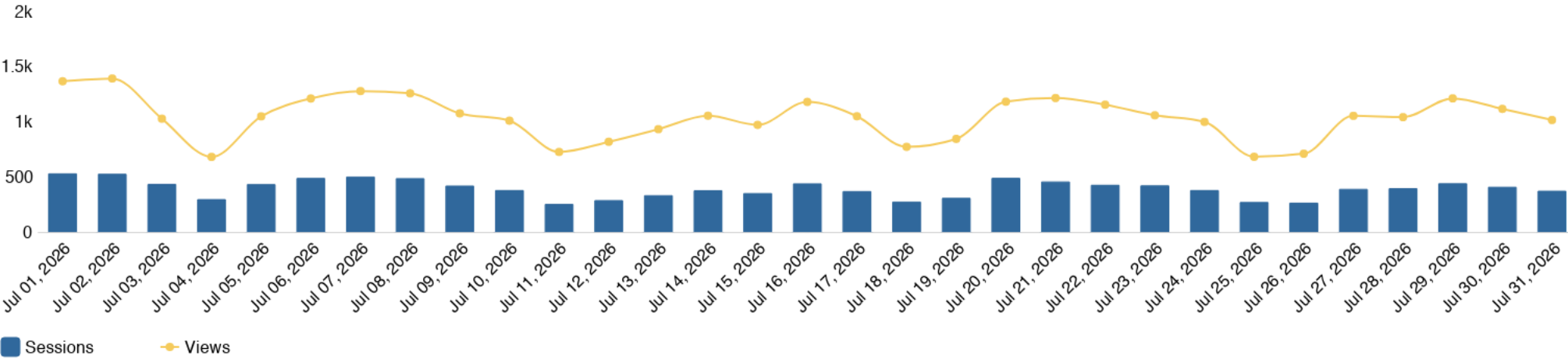
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

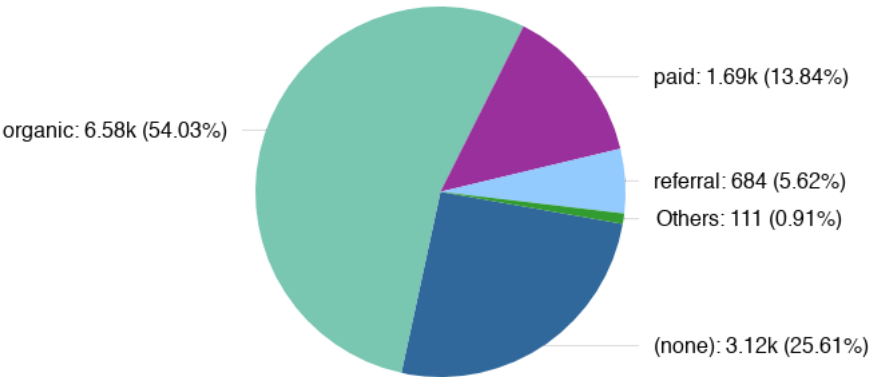


Google Analytics 4 Account Performance

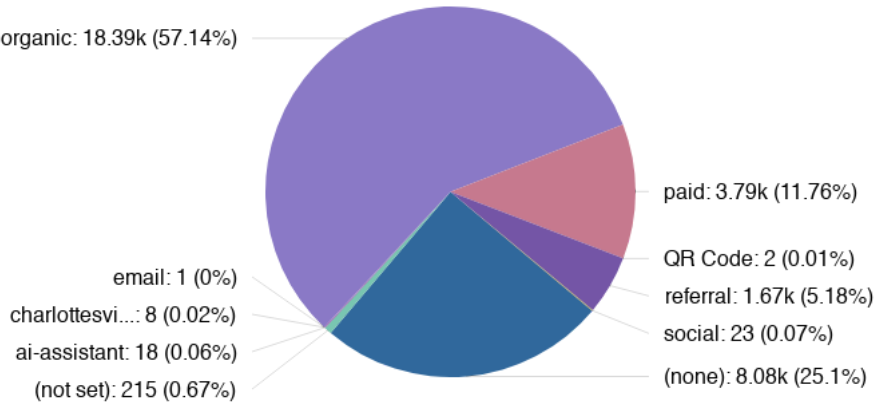
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	12,187	32,181	62:52:41	2.64	84.51%
www.stickskebobshop.com	12,187	32,181	62:52:41	2.64	84.51%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

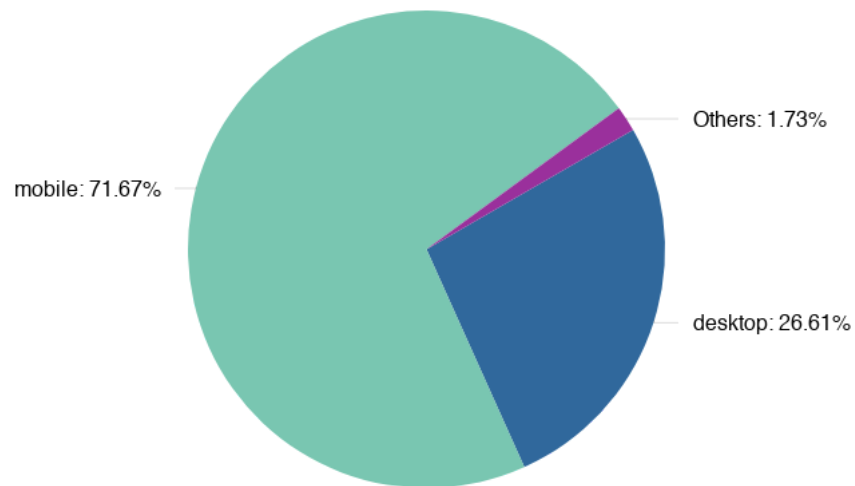


Google Analytics 4 Event Performance

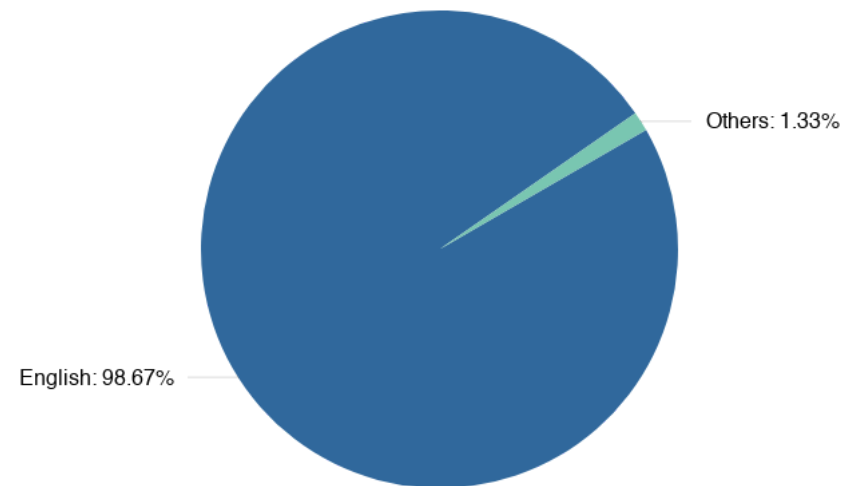
Event name	Event count ↓
Total	61,949
page_view	32,181
session_start	12,184
first_visit	8,018
user_engagement	7,527
scroll	1,853
click	186



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	12,233	32,181	10,355	84.65%	62:52:41
Safari	6,777	17,453	5,765	85.07%	24:24:22
Chrome	3,970	10,894	3,332	83.93%	27:59:25
Edge	683	1,991	546	79.94%	07:45:44
Android Webview	346	857	329	95.09%	01:11:21
Safari (in-app)	232	493	198	85.34%	00:38:18



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	13,574
/	8,032
/our-menu	3,718
/express-catering	493
/nutritionalallergen-info	435
/loyalty	265
/contact	255
/about	110
/our-menu/	85
/join-our-team	43
/franchising	36



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		12,523	32,181	10,645	85.00%	62:52:41
Ashburn	Virginia	1,668	4,438	1,393	83.51%	06:39:28
Charlottesville	Virginia	1,625	4,074	1,309	80.55%	09:48:07
(not set)	(not set)	1,181	3,095	1,010	85.52%	04:51:27
(not set)	Virginia	971	2,630	806	83.01%	06:29:27
Richmond	Virginia	939	2,442	774	82.43%	06:18:44
Virginia Beach	Virginia	558	1,416	495	88.71%	02:28:24
Atlanta	Georgia	548	1,444	481	87.77%	01:47:29
Hartford	Connecticut	192	463	173	90.10%	00:36:26
Tuckahoe	Virginia	190	477	160	84.21%	01:27:58
Baltimore	Maryland	153	389	140	91.50%	00:26:51
New York	New York	153	341	127	83.01%	00:41:12
Roanoke	Virginia	122	326	112	91.80%	00:27:55
(not set)	(not set)	121	241	112	92.56%	00:00:02
Singapore	(not set)	111	163	54	48.65%	00:01:30
(not set)	New York	109	228	101	92.66%	00:06:02



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.