

Digital Marketing Report

Impressions

How many ads were served:

74,934

Clicks

Times a user clicked on an ad

1,137

Click-Through Rate

(Clicks/Impressions) x 100

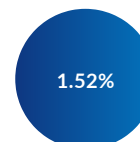
1.52%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

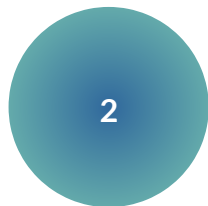
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Jesco Metal Works - Siding Contractors Facebook/Instagram Premium	68,232	961	1.41%	20.12
Jesco Metal Works - Retargeting Facebook/Instagram Premium	6,702	176	2.63%	37.52

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

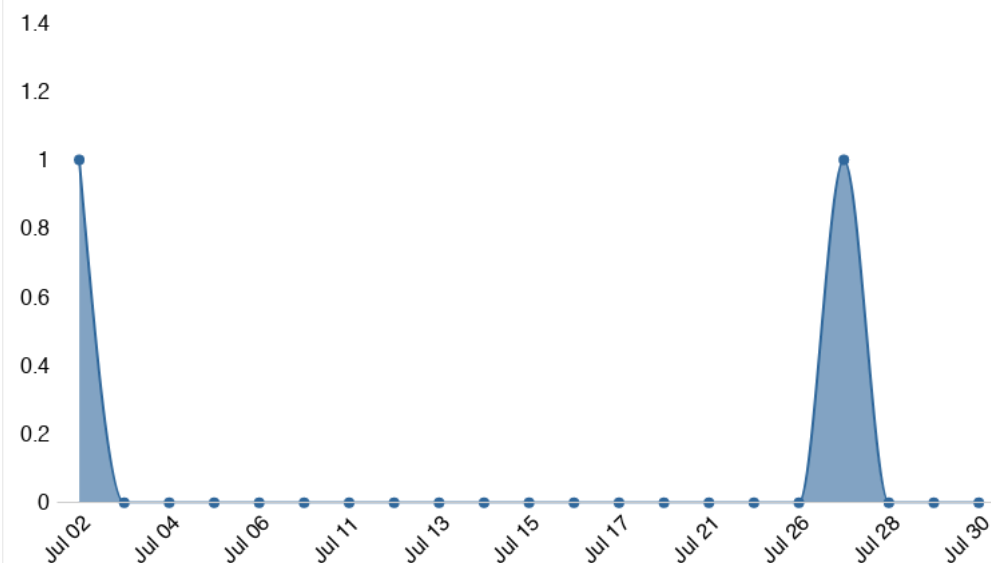
Conversion Name

View-Through Conversions ↓

Jesco Metal Works Homepage Visits

2

Meta View-Through Conversions by Day



Meta Post Engagements

19,125

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

Meta Post Reactions

26

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

Meta Post Shares

5

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%)
JMW Precision Quality with Standing Seam Machine 30 seconds.mp4	73,099	1,111	1.52%	21.71
JMW_VIDEO_PERFECT_FOR_PROPERTY_OWNERS_15_SECONDS	1,835	26	1.42%	20.24

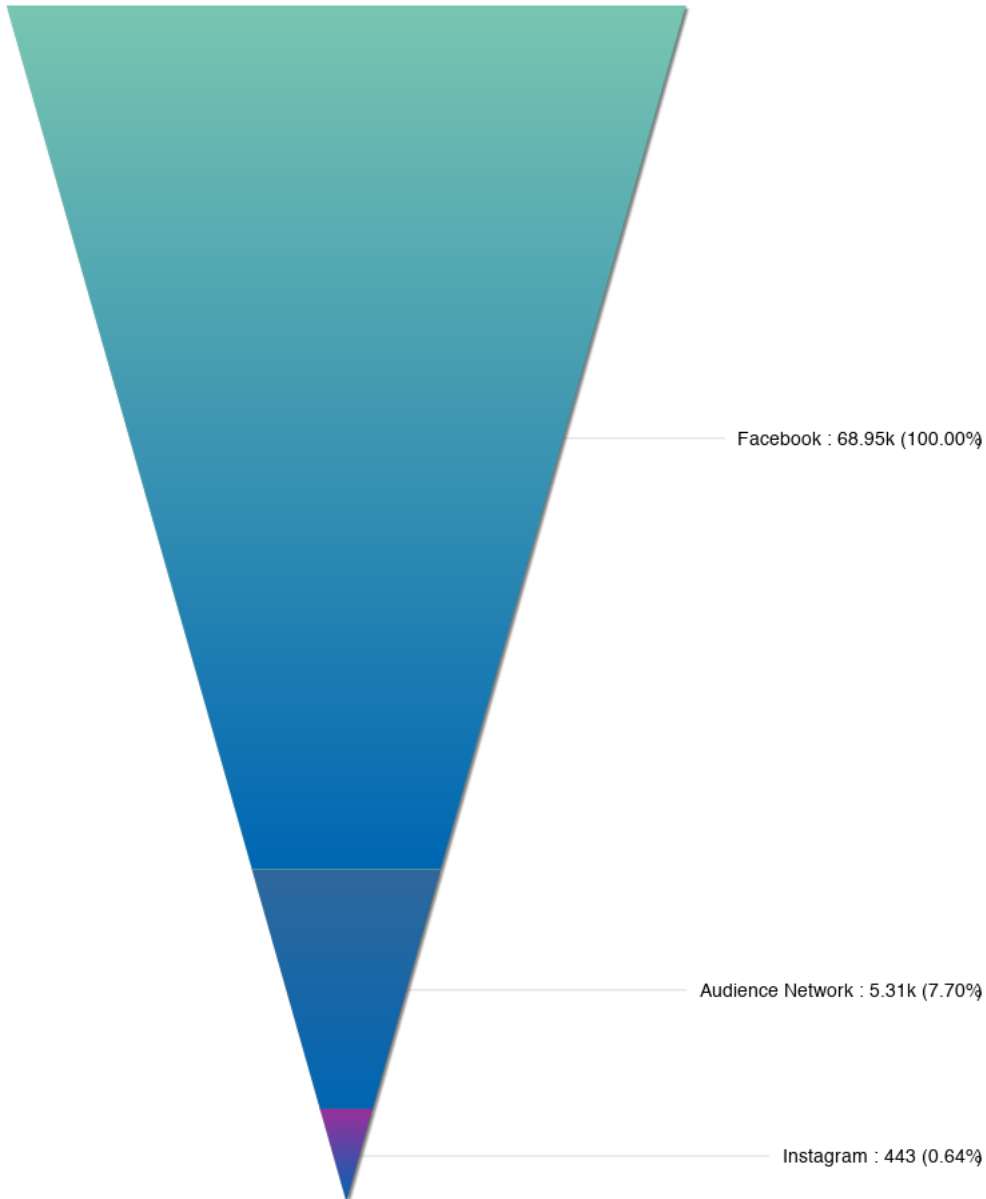
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	68,544	1,053	1.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,481	79	1.76%
Desktop	A personal computing device that remains stationary at one location.	1,574	2	0.13%
Unknown	---	335	3	0.90%

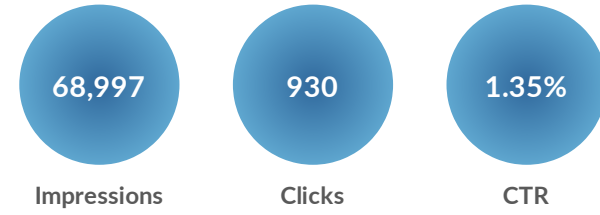
Social Placement Performance

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.	29,990	37	0.12%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	22,859	575	2.52%
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.	10,784	250	2.32%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,680	49	1.05%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,862	127	3.29%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	1,450	72	4.97%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	360	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	281	15	5.34%
Instagram Stories	Your ads appear in people's Stories on Instagram.	241	4	1.66%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	153	4	2.61%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram 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.