

Digital Marketing Report

Impressions

How many ads were served:

37,838

Clicks

Times a user clicked on an ad

1,116

Click-Through Rate

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

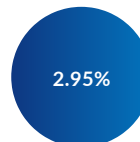
2.95%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



2.95%

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

X the National Average



42.13

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%)
Brumond Smith Nursery - Lanscaping/Gardening Facebook/Instagram Premium	37,838	1,116	2.95%	42.13

Meta Post Engagements

10,226

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

43

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%)
Brumond Smith Nursery_26.06.23 Brumond Social Vid	37,838	1,116	2.95%	42.13

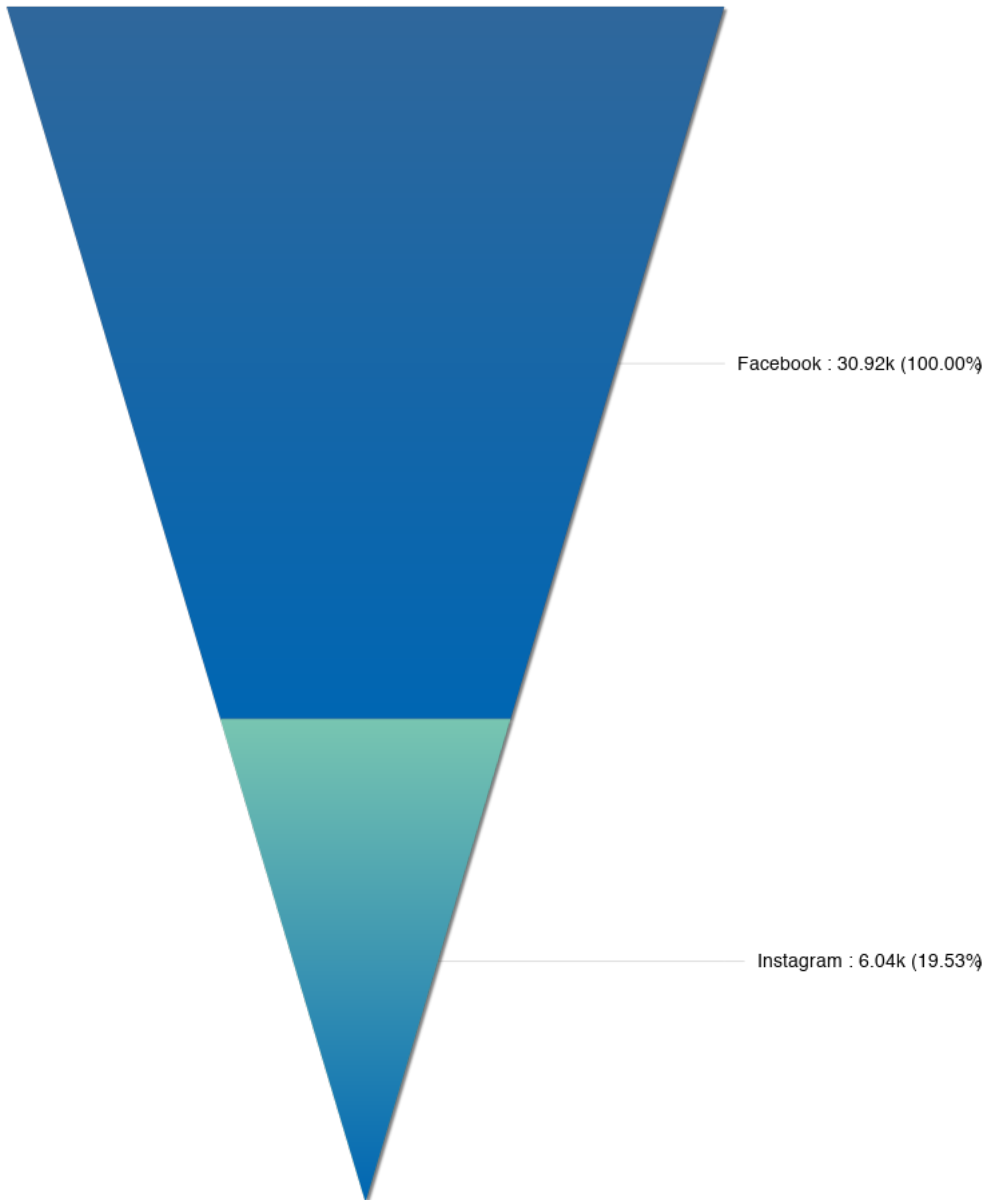
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	35,622	1,094	3.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,373	19	1.38%
Desktop	A personal computing device that remains stationary at one location.	652	0	0.00%
Unknown	---	191	3	1.57%

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.	16,711	46	0.28%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	9,051	411	4.54%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,015	264	5.26%
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.	4,834	326	6.74%
Instagram Stories	Your ads appear in people's Stories on Instagram.	957	34	3.55%
Facebook Notification	Your ads appear within a user's notifications feed.	555	28	5.05%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	247	0	0.00%
Threads	Your ads appear in the Threads feed.	231	0	0.00%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	73	1	1.37%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	66	1	1.52%

Social Placement Performance by Impressions



Facebook News Feed 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.