

Digital Marketing Report

Impressions

How many ads were served:

42,384

Clicks

Times a user clicked on an ad

706

Click-Through Rate

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

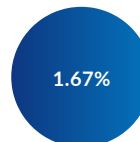
1.67%

Your Product Breakout by Impressions



Meta

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%)
Palm Villas - Apartments/Apartments.com Facebook/Instagram Premium	42,384	706	1.67%	23.80

Meta Post Engagements

1,253

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

Meta Post Reactions

7

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

Meta Post Shares

1

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%)
Palm Villas_7.9_palm villas.png	26,154	492	1.88%	26.87
Palm Villas_6.4_Palm Villas Special.png	14,971	171	1.14%	16.32
Palm Villas_6.4_Palm Villas- Start Living 5-21-2026.png	1,259	43	3.42%	48.79

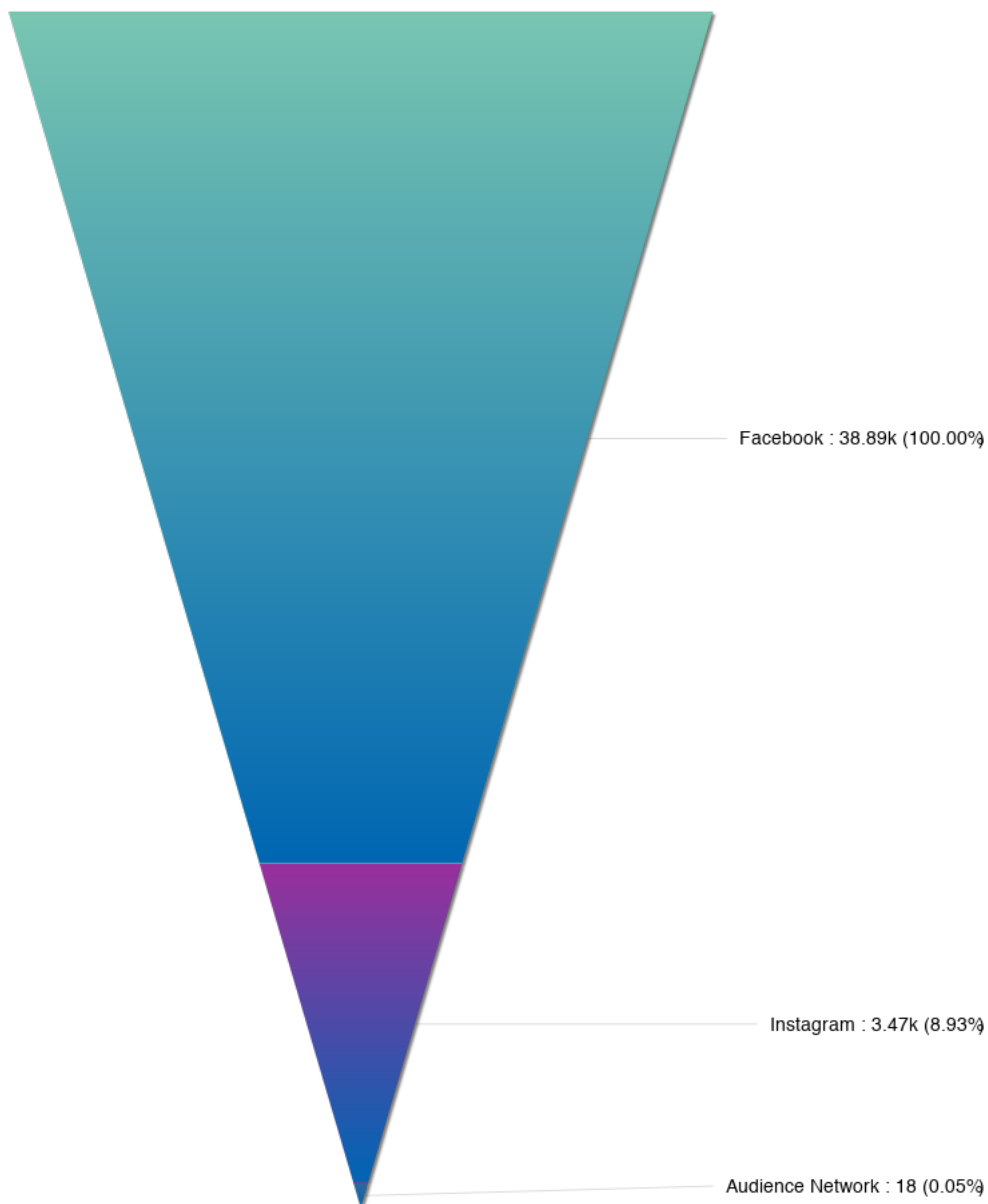
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,565	684	1.69%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,169	21	1.80%
Desktop	A personal computing device that remains stationary at one location.	584	0	0.00%
Unknown	---	66	1	1.52%

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.	26,000	18	0.07%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	9,065	232	2.56%
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.	3,387	221	6.52%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,718	117	6.81%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,395	77	5.52%
Instagram Stories	Your ads appear in people's Stories on Instagram.	361	30	8.31%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	224	5	2.23%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	195	3	1.54%
Facebook Stories	Your ads appear in people's Stories on Facebook.	21	3	14.29%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	18	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance

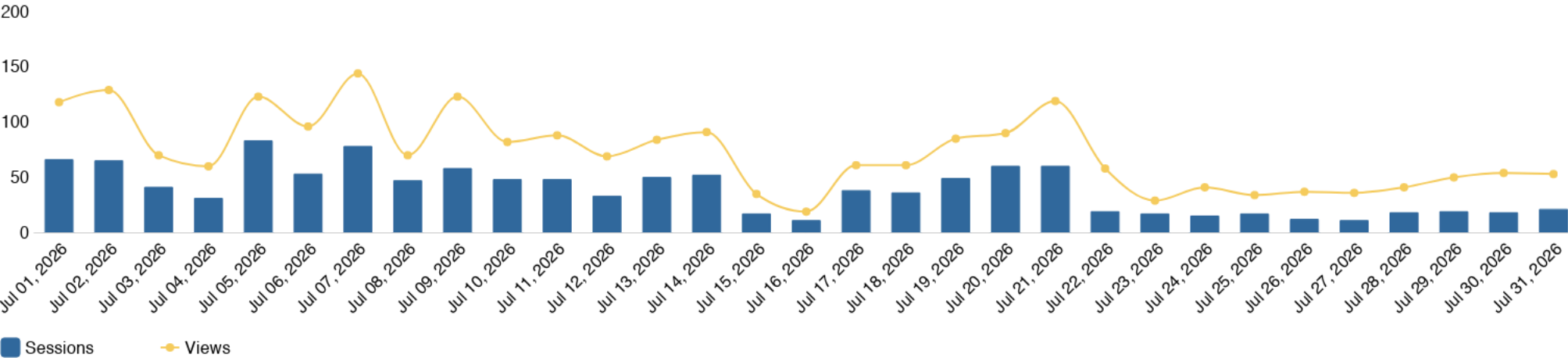


Instagram Performance



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

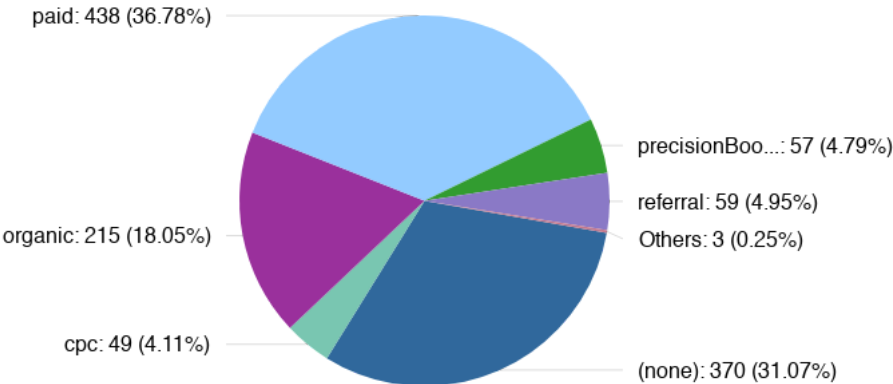
Google Analytics 4 Performance by Day



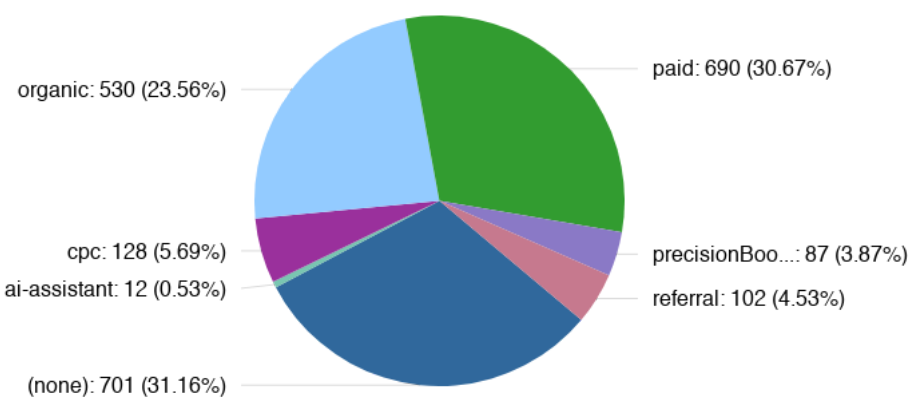
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,191	2,250	7:43:51	1.89	52.31%
Palm Villas Apartments	1,191	2,250	07:43:51	1.89	52.31%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

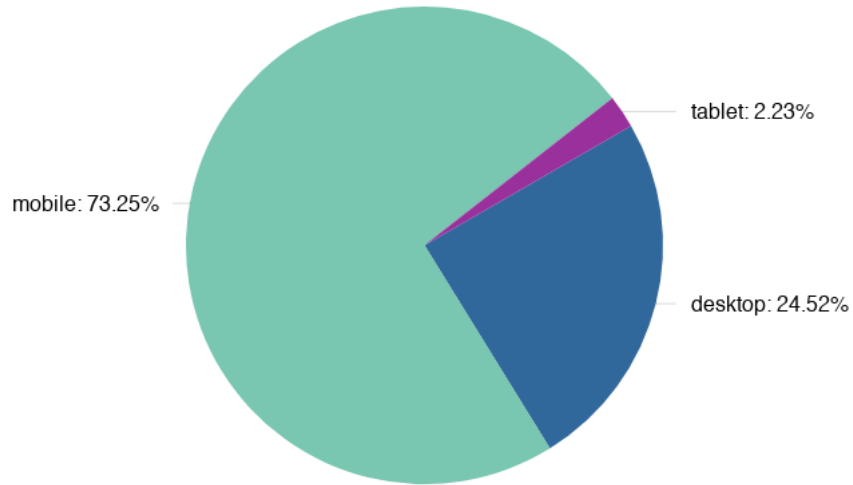


Grid contains more rows, but they have been clipped.

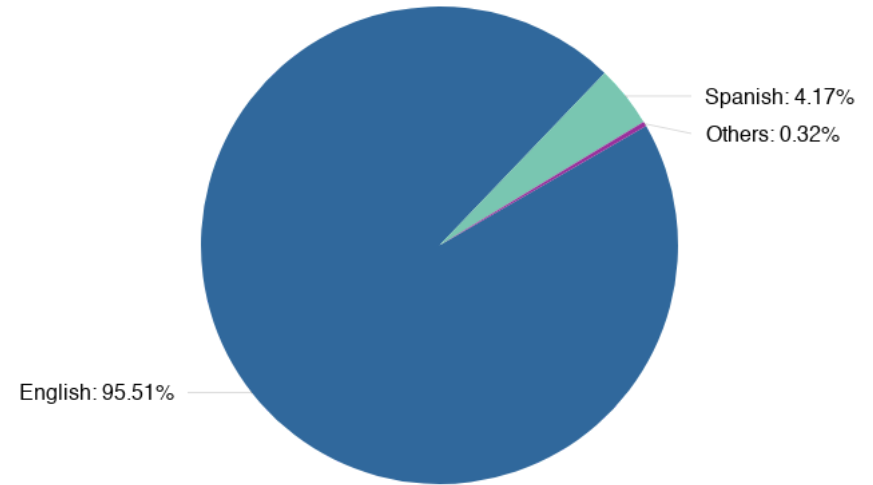
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	6,309
page_view	2,250
session_start	1,196
user_engagement	956
first_visit	899
menu_link	377
scroll	272
form_start	105
click	46
floorplan_selection	34
Chat	32
FloorPlans	29
open_modal	23

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	1,197	2,250	628	52.46%	7:43:51
Safari	608	1,230	328	53.95%	04:39:31
Chrome	489	843	247	50.51%	02:42:05
Android Webview	59	96	27	45.76%	00:12:34
Edge	16	36	12	75.00%	00:05:11
Safari (in-app)	13	22	7	53.85%	00:01:11

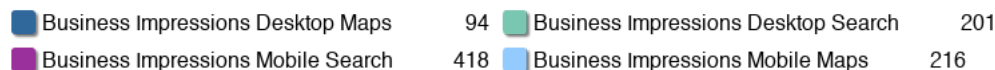
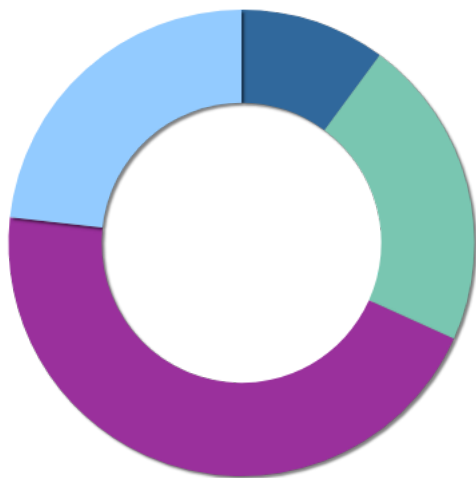
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,347
/	366
/floorplans	347
/scheduletour	197
/photogallery	106
/residentservices/palm-villas1/userlogin	59
/amenities	43
/residentservices/palm-villas1/payments	42
/floorplans/two-bedroom-a	21
/mapsanddirections	21
/featuredfloorplans/featured-floor-plan	17

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,248	2,250	679	54.41%	7:43:51
Phoenix	Arizona	365	712	192	52.60%	02:36:11
Scottsdale	Arizona	71	123	37	52.11%	00:26:56
Mesa	Arizona	50	81	24	48.00%	00:11:04
Tempe	Arizona	43	98	31	72.09%	00:25:44
(not set)	(not set)	35	45	13	37.14%	00:00:46
Ashburn	Virginia	29	29	0	0.00%	00:00:00
Chandler	Arizona	29	47	14	48.28%	00:07:57
Portland	Oregon	28	41	14	50.00%	00:03:42
Los Angeles	California	27	42	15	55.56%	00:07:24
Las Vegas Valley	Nevada	24	75	16	66.67%	00:20:10
Gilbert	Arizona	21	24	4	19.05%	00:02:51
Glendale	Arizona	20	34	11	55.00%	00:06:23
Flint Hill	Virginia	15	15	13	86.67%	00:03:21
Tulsa	Oklahoma	14	25	6	42.86%	00:05:23
Peoria	Arizona	13	14	3	23.08%	00:01:00

How customers search for your business on Google



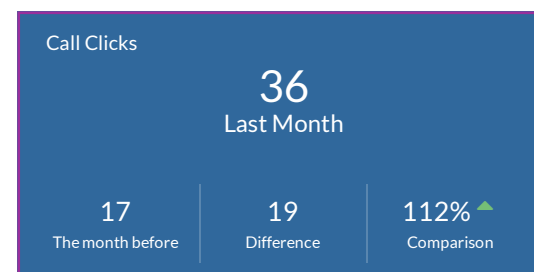
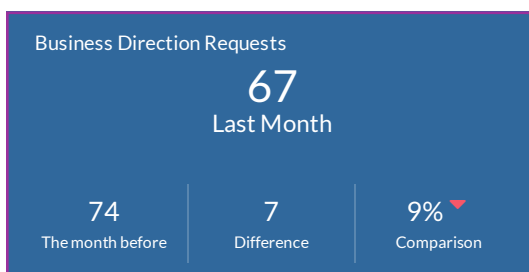
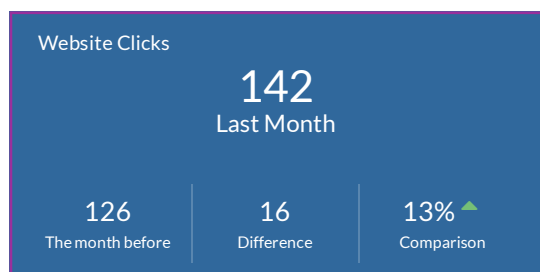
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

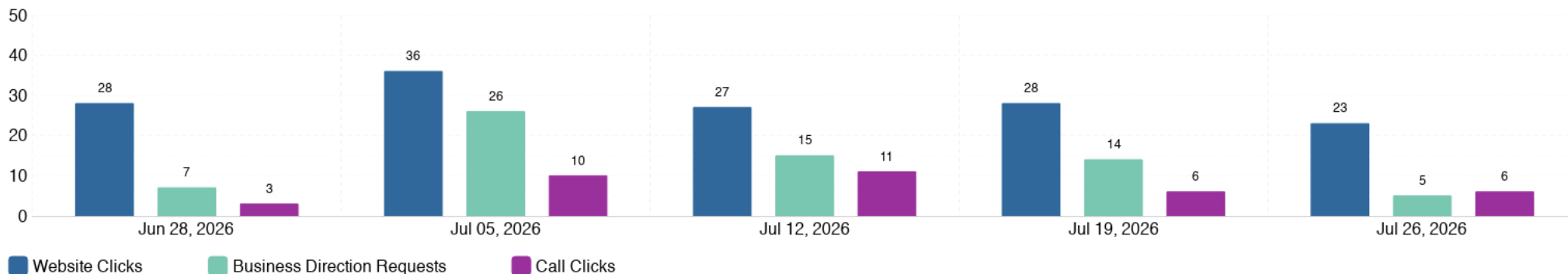
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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.