

Digital Marketing Report

Impressions

How many ads were served:

43,335

Clicks

Times a user clicked on an ad

610

Click-Through Rate

(Clicks/Impressions) x 100

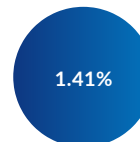
1.41%

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%)
Sycamore Square - Apartments/Apartments.com Facebook/Instagram Premium	43,335	610	1.41%	20.11

Meta Post Engagements

1,134

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

Meta Post Reactions

8

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%)
Sycamore Square_7.21_Dual Masters.png	3,769	335	8.89%	126.98
Sycamore Square_7.9_sycamore square.png	15,707	163	1.04%	14.83
Sycamore Square_6.4_sycamore - Sunday - 5-21-2026.png	3,019	76	2.52%	35.96
Sycamore Square_6.4_Sycamore Special 5-21-2026.png	12,586	22	0.17%	2.50
Sycamore Square_7.21_4 weeks free.png	8,254	14	0.17%	2.42

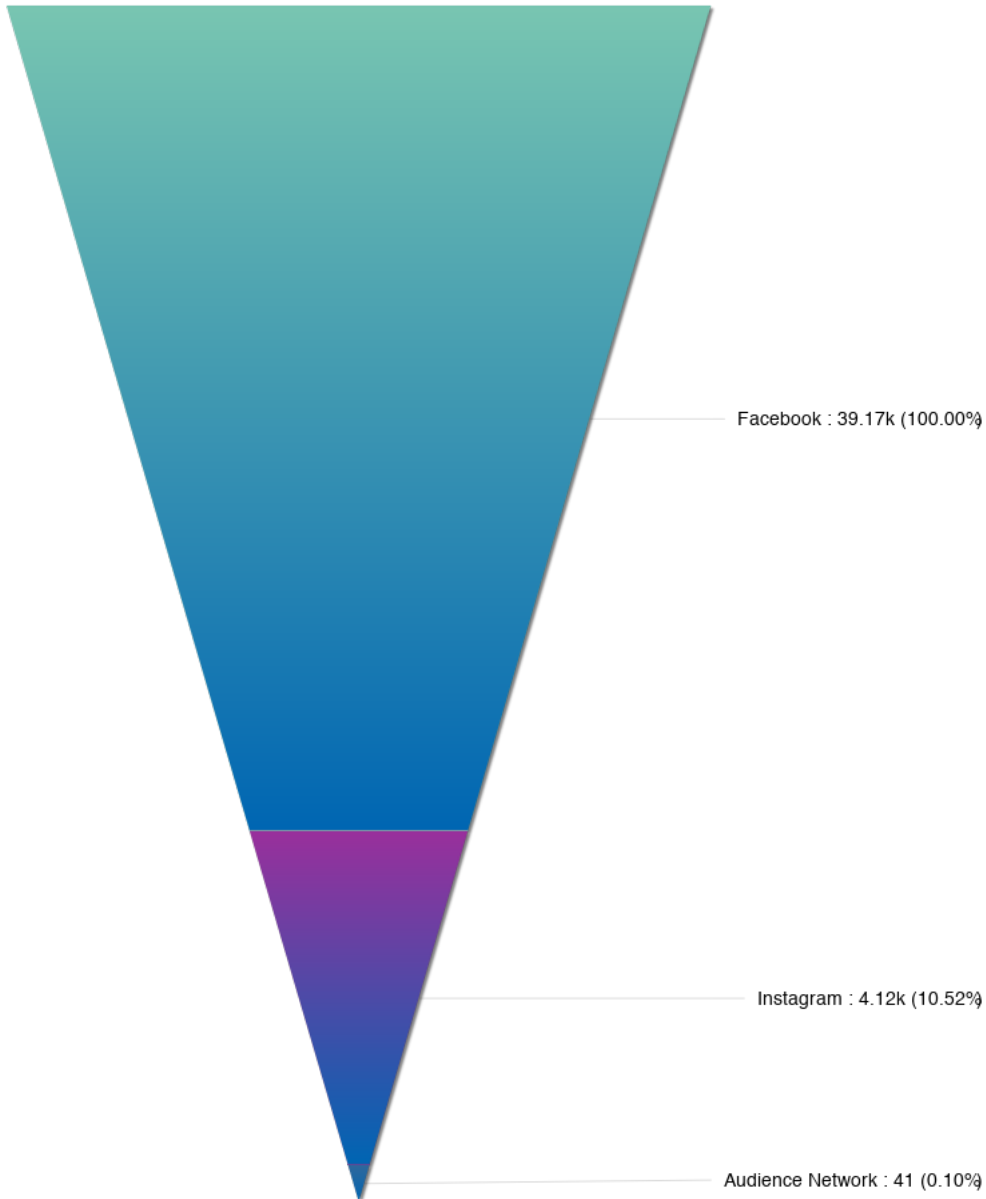
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	41,472	591	1.43%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,211	15	1.24%
Desktop	A personal computing device that remains stationary at one location.	569	0	0.00%
Unknown	---	83	4	4.82%

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.	28,141	25	0.09%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	7,852	255	3.25%
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.	2,985	106	3.55%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,250	116	5.16%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,452	65	4.48%
Instagram Stories	Your ads appear in people's Stories on Instagram.	418	34	8.13%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	108	2	1.85%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	57	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	41	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	31	7	22.58%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

2,899	1,466	623	42.50%	1,020	846	1,105
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.44	16:05:03			
		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.

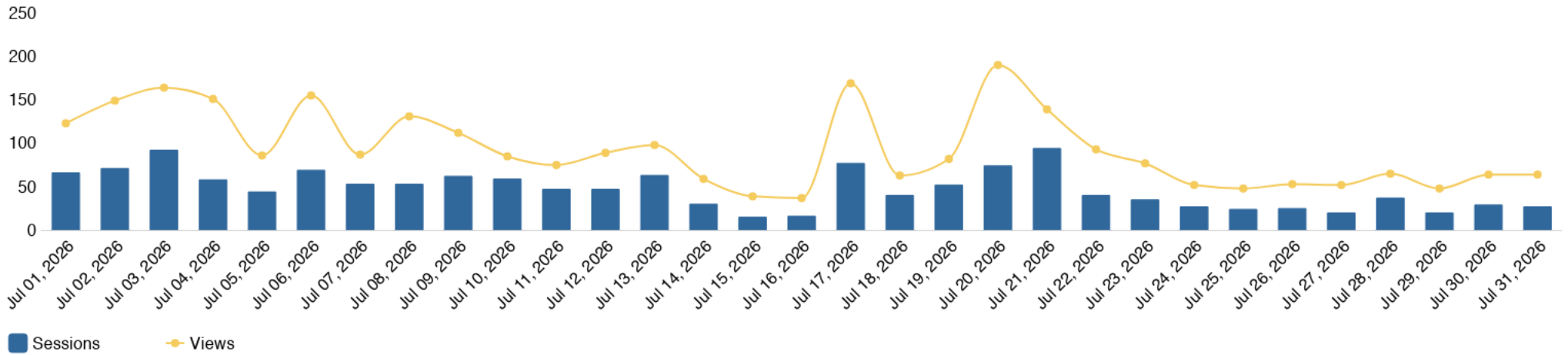
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

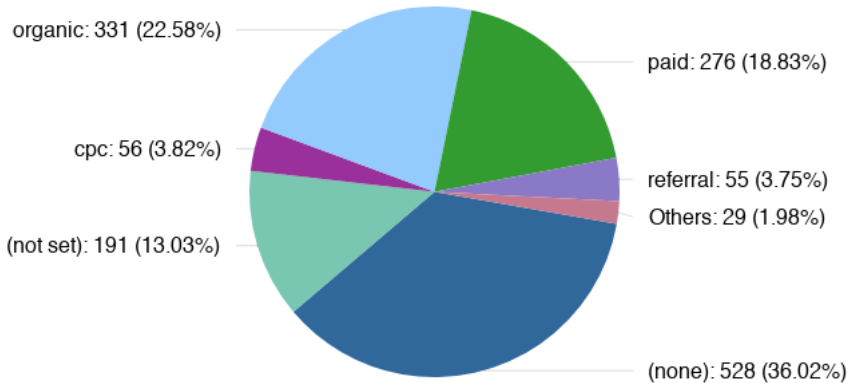
Google Analytics 4 Performance by Day



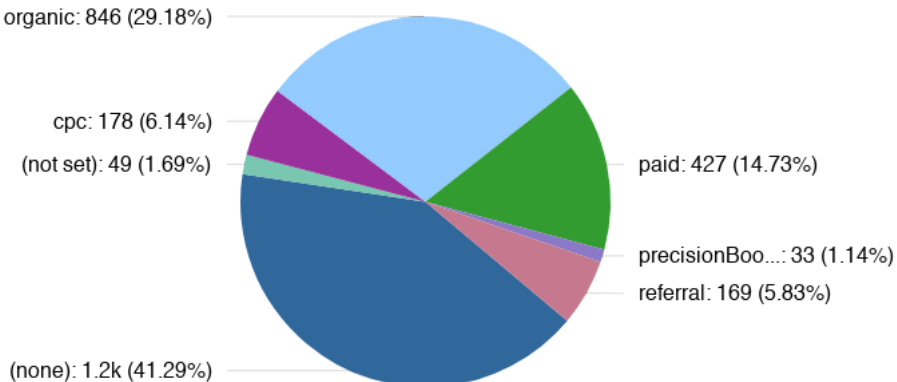
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,466	2,899	16:05:03	1.98	42.50%
Sycamore Square	1,466	2,899	16:05:03	1.98	42.50%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

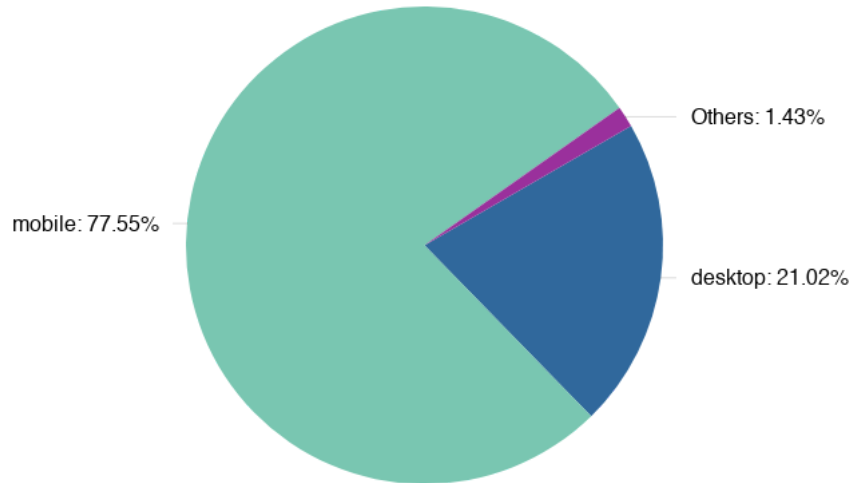


Grid contains more rows, but they have been clipped.

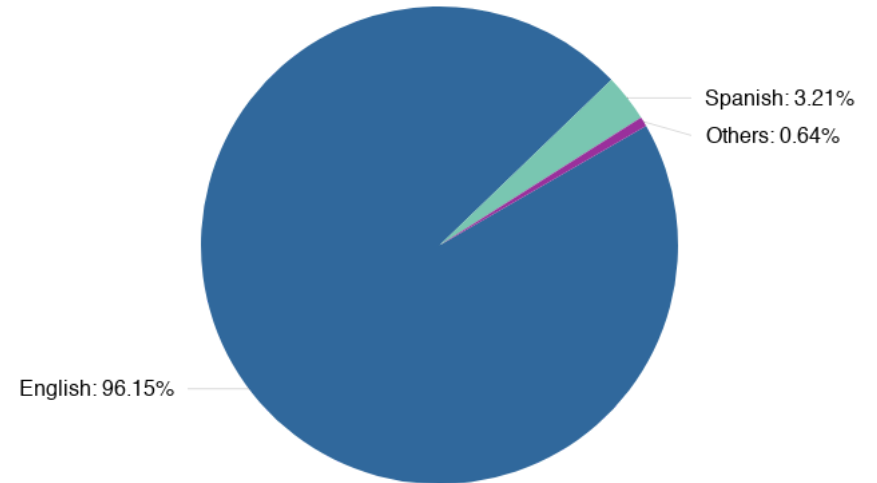
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	8,665
page_view	2,899
user_engagement	1,463
session_start	1,277
first_visit	846
scroll	672
menu_link	592
form_start	341
floorplan_selection	128
click	111
FloorPlans	82
Floor Plan Assistant	37
open_modal	27

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	1,471	2,899	628	42.69%	16:05:03
Safari	669	1,246	291	43.50%	05:48:42
Chrome	653	1,431	279	42.73%	09:23:25
Android Webview	56	71	20	35.71%	00:12:38
Edge	44	80	21	47.73%	00:24:09
Safari (in-app)	26	40	10	38.46%	00:12:50

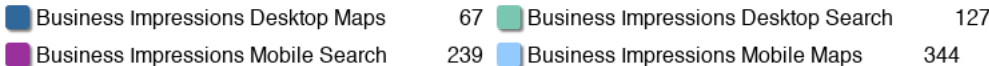
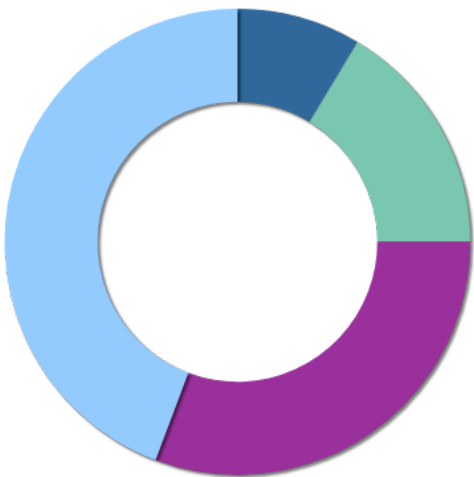
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,469
/	349
/floorplans	316
/floorplans/2-bedrooms,-2-bathrooms	119
/residentservices/sycamore-square2/userlogin	93
/photogallery	82
/scheduletour	72
/residentservices/sycamore-square2/payments	61
/amenities	56
/onlineleasing/sycamore-square2/oleapplication.aspx	56
/onlineleasing/sycamore-square2/guestlogin.aspx	42

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,567	2,899	717	45.76%	16:05:03
Phoenix	Arizona	378	708	162	42.86%	04:18:10
Mesa	Arizona	146	293	72	49.32%	01:34:32
(not set)	(not set)	88	101	13	14.77%	00:00:46
Los Angeles	California	70	154	36	51.43%	01:53:10
Tempe	Arizona	61	165	35	57.38%	01:42:46
Boardman	Oregon	40	40	2	5.00%	00:00:51
Gilbert	Arizona	40	53	16	40.00%	00:15:13
Las Vegas Valley	Nevada	37	68	14	37.84%	00:24:12
Chandler	Arizona	34	56	20	58.82%	00:15:36
Ashburn	Virginia	26	25	0	0.00%	00:03:03
Denver	Colorado	20	32	11	55.00%	00:14:27
Scottsdale	Arizona	19	41	11	57.89%	00:13:38
Maricopa	Arizona	12	32	8	66.67%	00:06:31
Prineville	Oregon	12	9	1	8.33%	00:00:14
Tulsa	Oklahoma	12	19	5	41.67%	00:05:37

How customers search for your business on Google



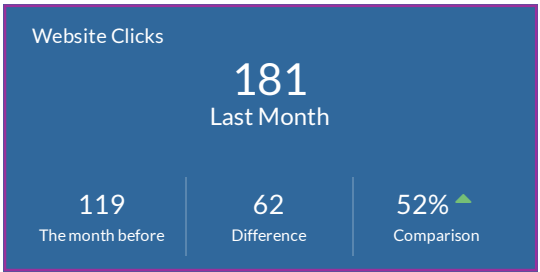
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

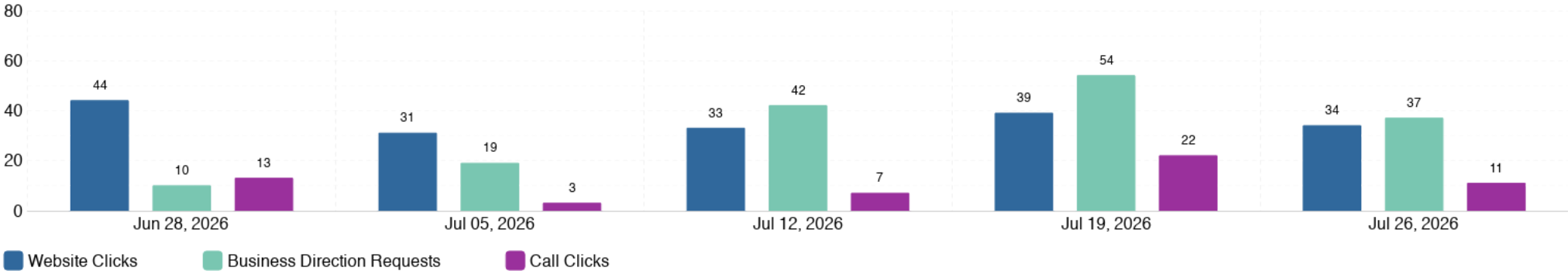
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

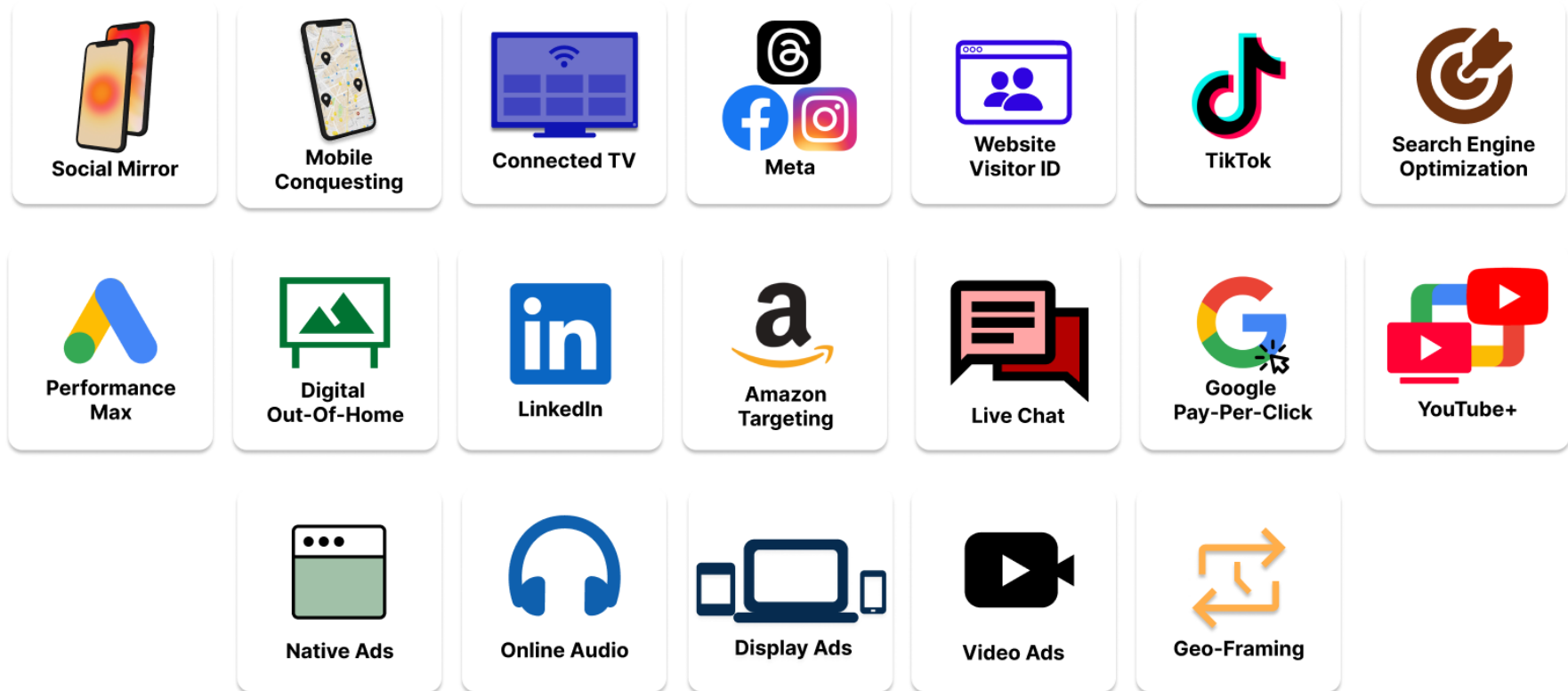
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.