

Digital Marketing Report

Impressions

How many ads were served:

128,945

Clicks

Times a user clicked on an ad

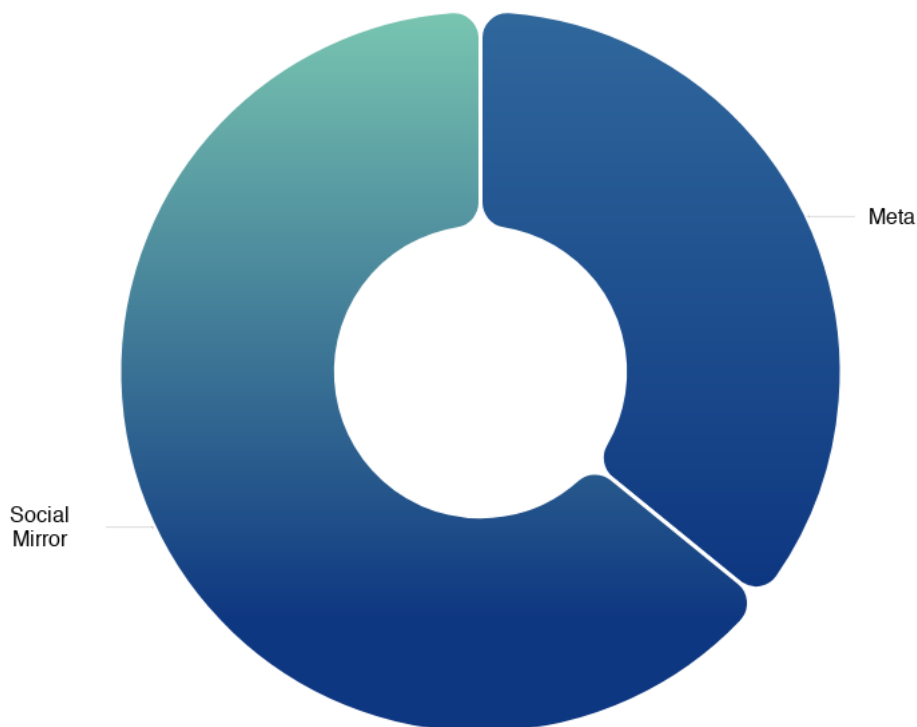
899

Click-Through Rate

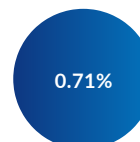
$(\text{Clicks} / \text{Impressions}) \times 100$

0.70%

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%)
The Link - Apartments/Apartments.com Facebook/Instagram Premium	46,141	696	1.51%	21.55
The Link - First-Time Renter/Luxury Lifestyle Behavioral Social Mirror	33,886	86	0.25%	3.63
The Link - Keyword Social Mirror	30,310	59	0.19%	2.78
The Link - Retargeting Social Mirror	10,376	18	0.17%	2.48
The Link - First-Time Renter/Luxury Lifestyle Behavioral Social Mirror reach v2	8,118	36	0.44%	6.34
The Link - Retargeting Facebook/Instagram Premium	114	4	3.51%	50.13

Meta Click Conversions

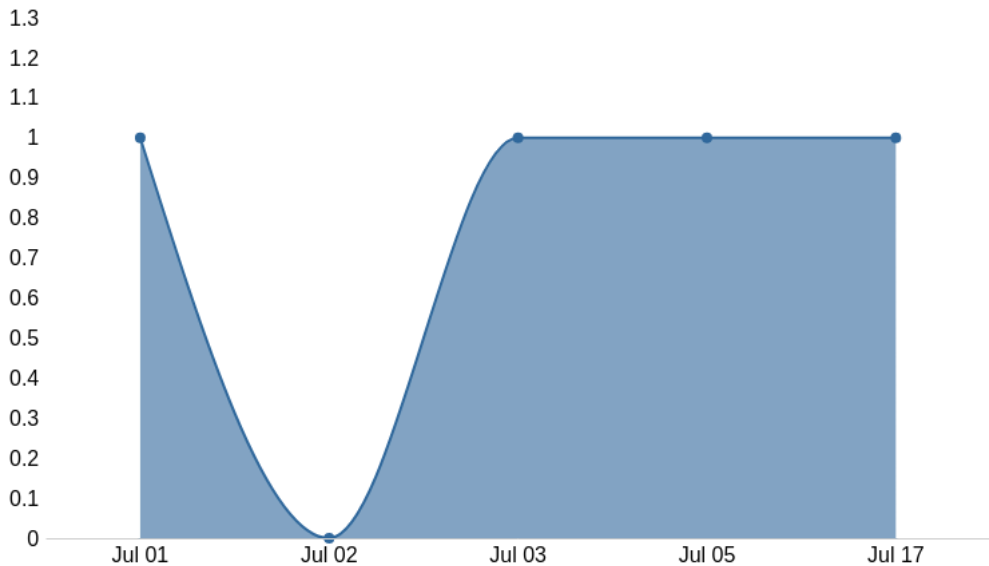


Times users clicked on an ad leading to your site and visited a page or completed an action

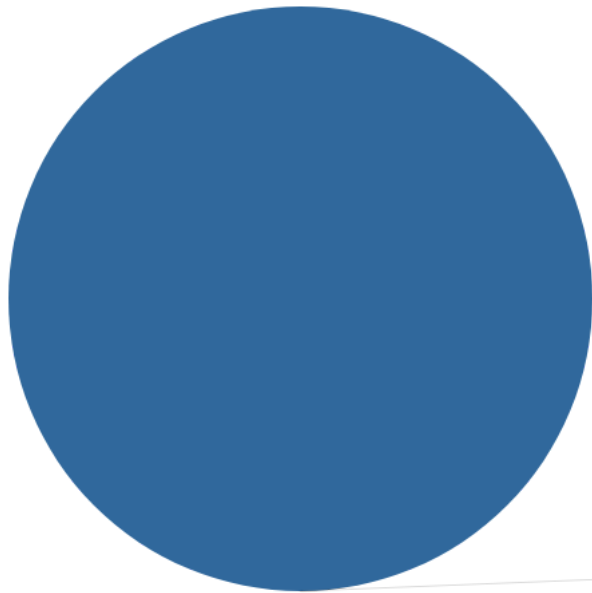
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
The Link Tour PV	3
The Link Floorplans PV	1

Meta Click Conversions by Day

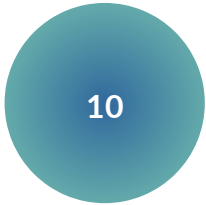


Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

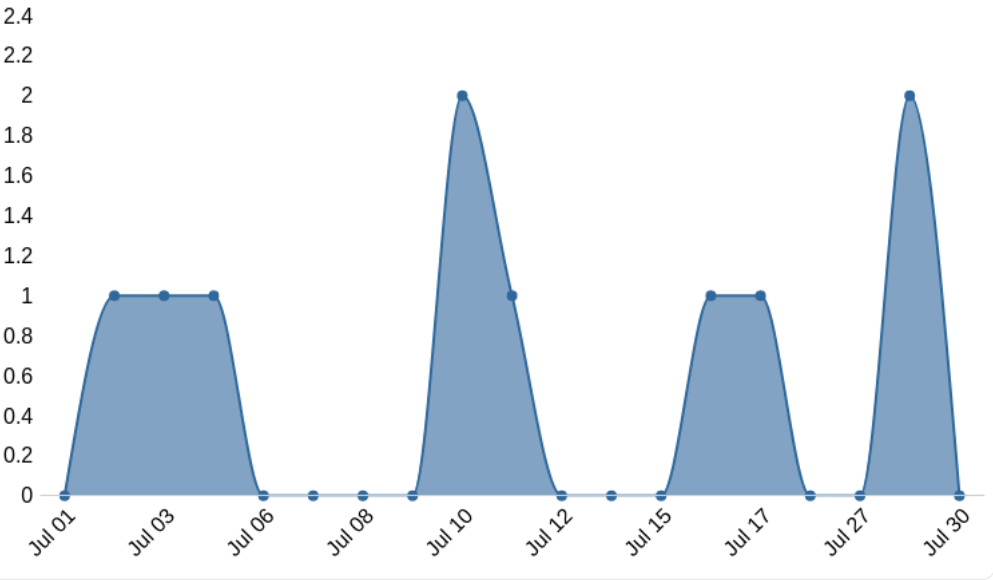


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

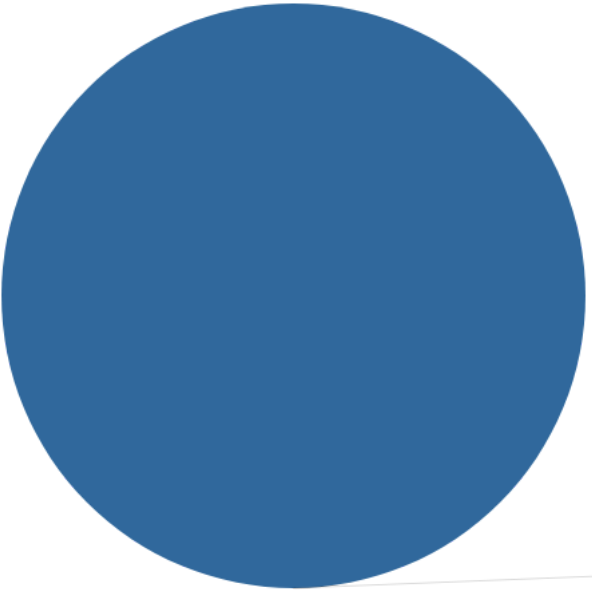
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
The Link Homepage Visits	9
The Link Floorplans PV	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

1,241

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

Meta Post Reactions

12

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

Meta Post Shares

3

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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	The Link_7.16_Social Mirror_When it comes to your next home, what's most important to you?	35,062	106	0.30%	4.32
	The Link Apartments_5.22_Social Mirror_The Valley Metro Rail. University Drive.	21,612	49	0.23%	3.24
Thumbnail not available	The Link Apartments_5.22_Social Mirror_Our renovated kitchens hit different.	26,016	44	0.17%	2.42

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
The Link Apartments_5.22_Social Mirror_Our renovated kitchens hit different.	Variant: V_00014	Photo	Click to View	3.27%	0.54%
The Link Apartments_5.22_Social Mirror_Our renovated kitchens hit different.	Variant: V_00013	Photo	Click to View	3.15%	0.80%
The Link Apartments_5.22_Social Mirror_Our renovated kitchens hit different.	Variant: V_00012	Photo	Click to View	3.11%	0.89%
The Link Apartments_5.22_Social Mirror_Our renovated kitchens hit different.	Variant: Original	Photo	Click to View	2.98%	0.55%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00003	Photo	Click to View	2.91%	1.43%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00014	Photo	Click to View	2.84%	1.60%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00007	Photo	Click to View	2.83%	1.43%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00008	Photo	Click to View	2.76%	1.23%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00011	Photo	Click to View	2.72%	1.86%
The Link_7.16_Social Mirror_When it comes to your next home, what\'s most important to you?	Variant: V_00004	Photo	Click to View	2.70%	1.36%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Link_6.9_299 move-in 6-9-2026.png	5,976	449	7.51%	107.33
The Link_7.13_the link 6 weeks free.png	25,825	211	0.82%	11.67
The Link_6.9_Carousel	14,454	40	0.28%	3.95

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Move in today for \$299!	The Link_6.9_Carousel	24
2: Relax by the Pool	The Link_6.9_Carousel	3
The Link Apartments	The Link_6.9_Carousel	3
3: 2-Bedroom Floor Plan	The Link_6.9_Carousel	1

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	90,749	801	0.88%
Desktop	A personal computing device that remains stationary at one location.	32,111	73	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,013	25	0.42%
Unknown	---	72	0	0.00%

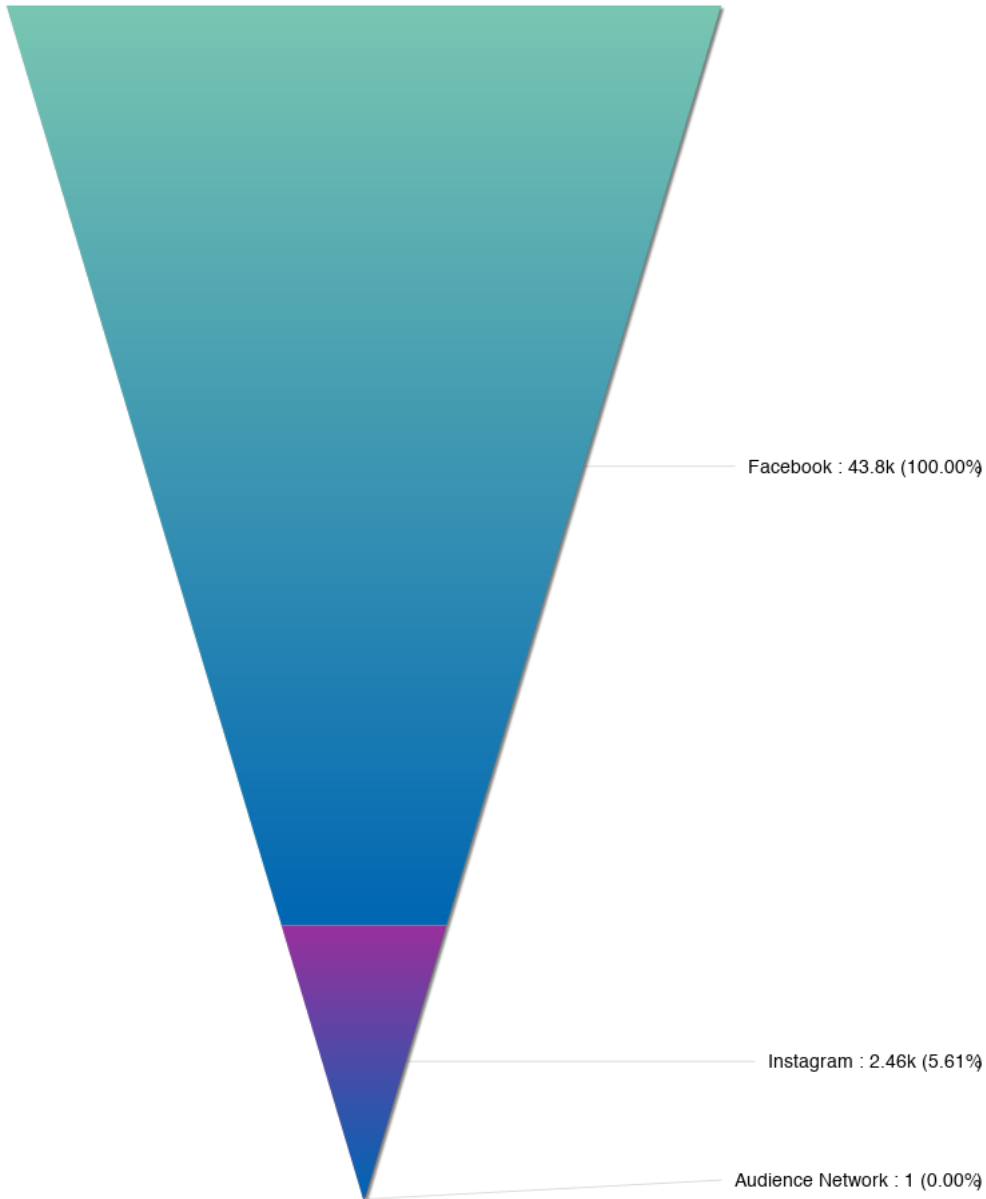
Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	4,108	9	0.22%
nypost.com	2,518	11	0.44%
biblegateway.com	2,371	1	0.04%
tmz.com	1,907	3	0.16%
msn.com	1,356	0	0.00%
mahjong4friends.com	1,283	2	0.16%
reuters.com	1,246	2	0.16%
huffpost.com	1,203	0	0.00%
dailymail.com	1,141	2	0.18%
theguardian.com	1,107	2	0.18%
merriam-webster.com	1,069	1	0.09%
npr.org	898	1	0.11%
queensultimate.com	833	0	0.00%
hollywoodpq.com	726	1	0.14%
iHeartRadio: Radio, Podcasts & Music On Demand	649	0	0.00%
lawandcrime.com	640	0	0.00%
studentdoctor.net	638	3	0.47%
milousarchive.com	620	0	0.00%
courttv.com	593	0	0.00%
flashscoreusa.com	467	0	0.00%

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.	33,200	35	0.11%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,506	250	3.84%
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.	3,270	211	6.45%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,350	114	8.44%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	788	47	5.96%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	445	4	0.90%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	323	12	3.72%
Instagram Stories	Your ads appear in people's Stories on Instagram.	321	24	7.48%
Facebook Stories	Your ads appear in people's Stories on Facebook.	51	3	5.88%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1	0	0.00%

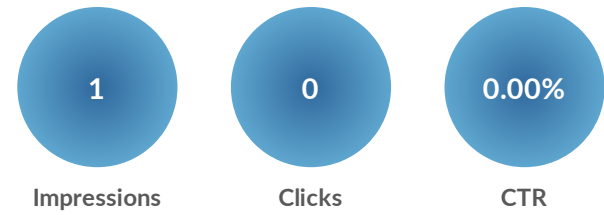
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

4,568	2,034	1,006	49.46%	1,627	1,286	1,749
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
	1.25		24:25:35			
	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.

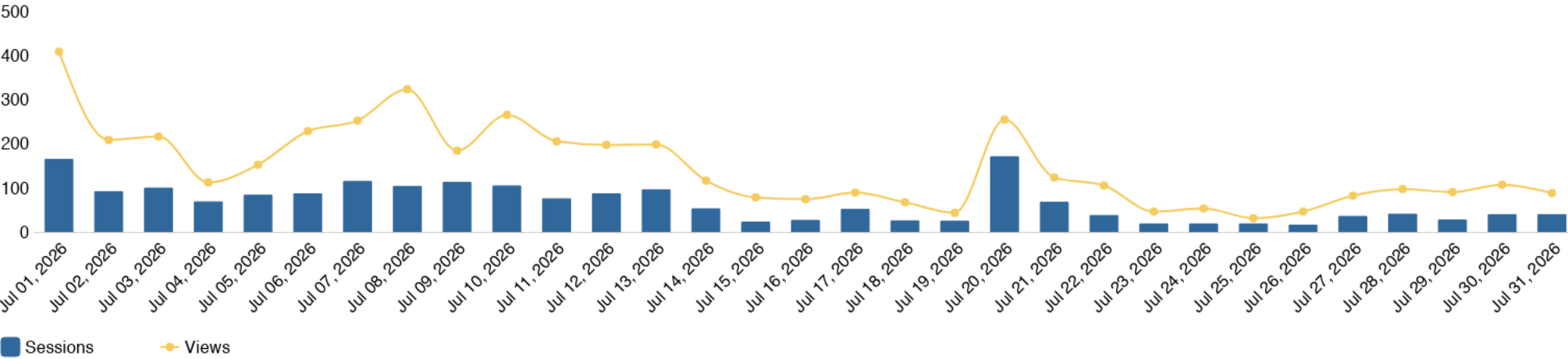
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

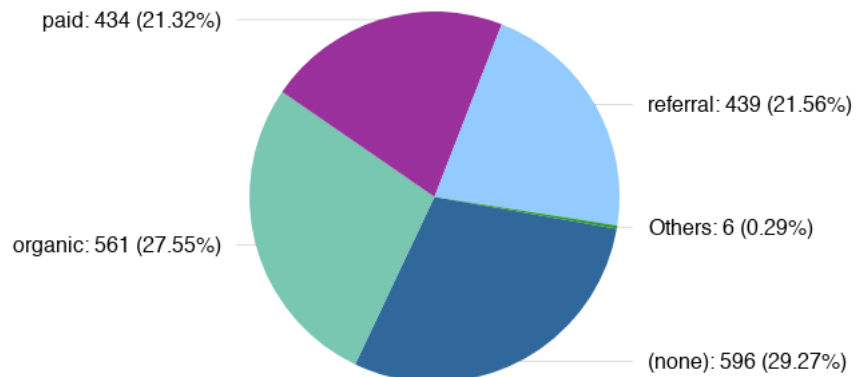
Google Analytics 4 Performance by Day



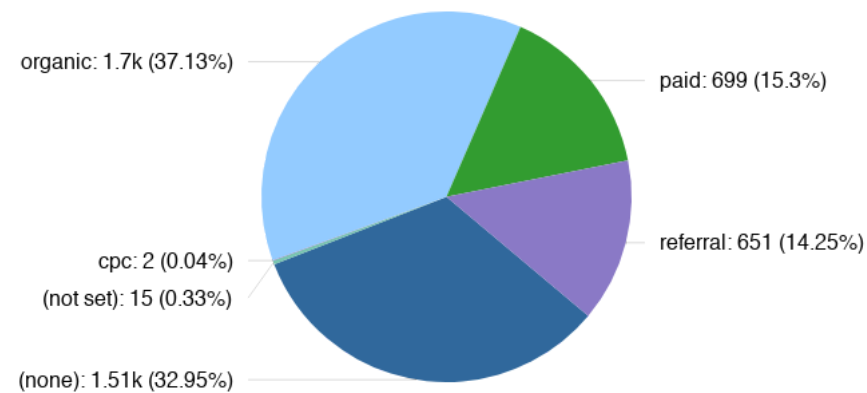
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,034	4,568	24:25:35	2.25	49.46%
The Link Apartments	2,034	4,568	24:25:35	2.25	49.46%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

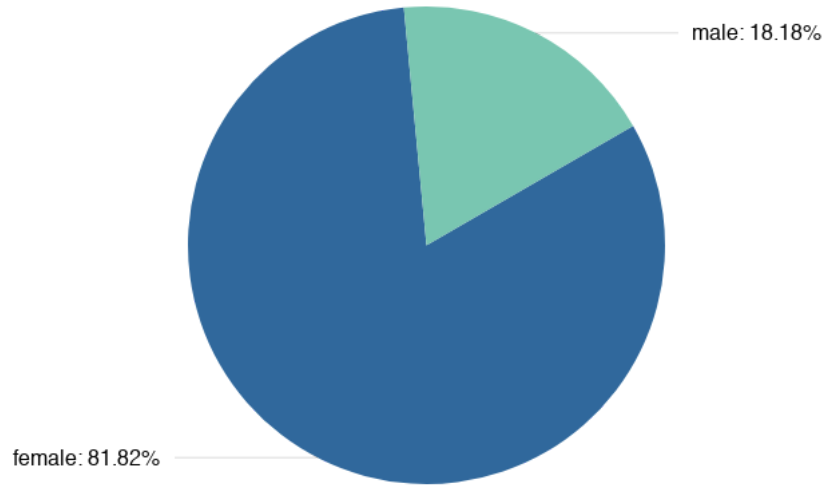


Grid contains more rows, but they have been clipped.

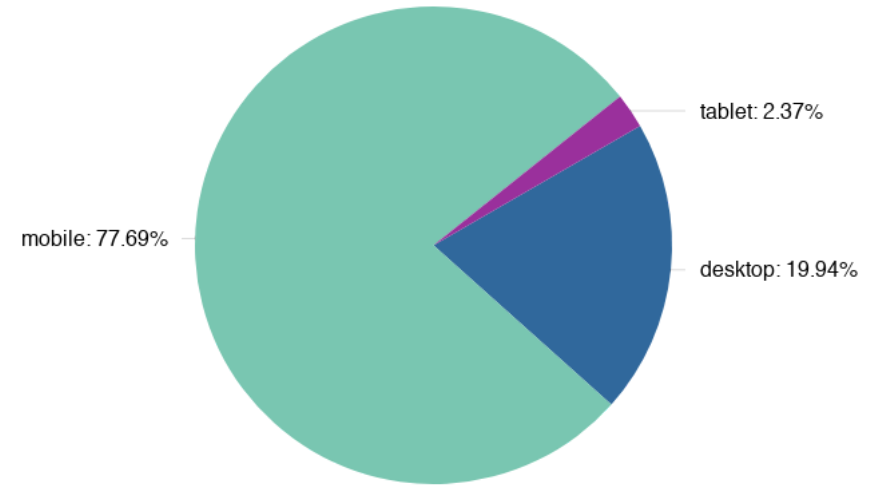
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	13,271
page_view	4,568
user_engagement	2,190
session_start	2,047
first_visit	1,286
scroll	1,032
form_start	595
menu_link	458
click	271
floorplan_selection	238
FloorPlans	142
Unit Selection	70
Chat	59

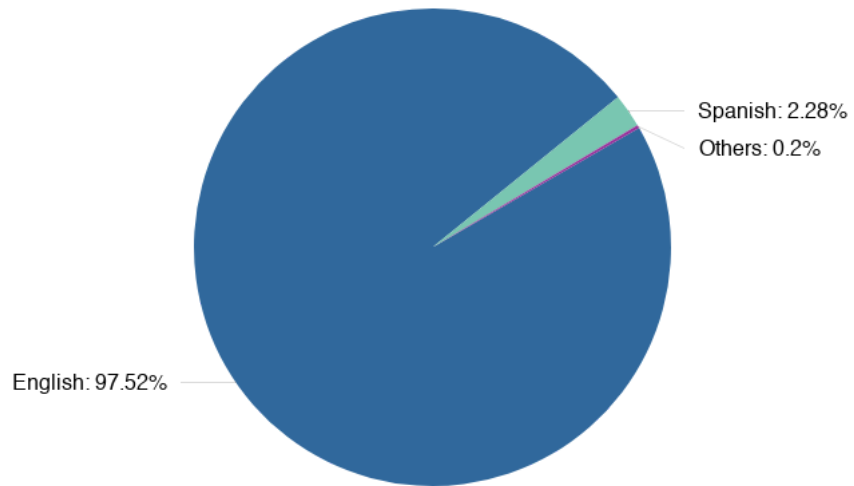
Google Analytics 4 Engaged Sessions by Gender



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	2,043	4,568	1,013	49.58%	24:25:35
Chrome	1,005	2,319	494	49.15%	14:36:53
Safari	751	1,720	402	53.53%	07:32:05
Edge	104	223	53	50.96%	01:26:55
Android Webview	101	153	33	32.67%	00:33:49
Safari (in-app)	38	73	14	36.84%	00:06:04

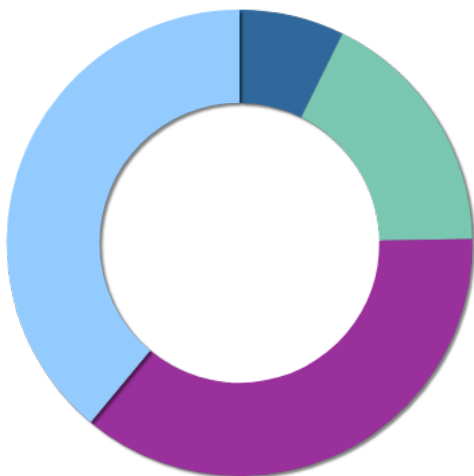
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,352
/	496
/floorplans	373
/scheduletour	228
/residentservices/the-link4/userlogin	170
/residentservices/the-link4/payments	129
/onlineleasing/the-link4/oleapplication.aspx	116
/onlineleasing/the-link4/guestlogin.aspx	89
/availableunits	67
/photogallery	59
/residentservices/the-link4/quickpay	50

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,128	4,568	1,096	51.50%	24:25:35
Phoenix	Arizona	616	1,526	359	58.28%	10:49:02
Mesa	Arizona	252	747	167	66.27%	04:11:35
New York	New York	72	78	3	4.17%	00:00:57
Los Angeles	California	59	130	28	47.46%	00:27:29
(not set)	New York	52	52	0	0.00%	00:00:00
Las Vegas Valley	Nevada	52	94	17	32.69%	00:24:49
(not set)	(not set)	39	41	4	10.26%	00:00:39
Gilbert	Arizona	38	81	25	65.79%	00:24:58
Scottsdale	Arizona	35	69	21	60.00%	00:16:02
Portland	Oregon	33	57	13	39.39%	00:20:34
Chandler	Arizona	31	100	20	64.52%	00:33:10
Tempe	Arizona	31	63	19	61.29%	00:10:54
Ashburn	Virginia	26	26	0	0.00%	00:00:03
(not set)	(not set)	23	32	9	39.13%	00:00:26
Chicago	Illinois	19	18	1	5.26%	00:01:34

How customers search for your business on Google



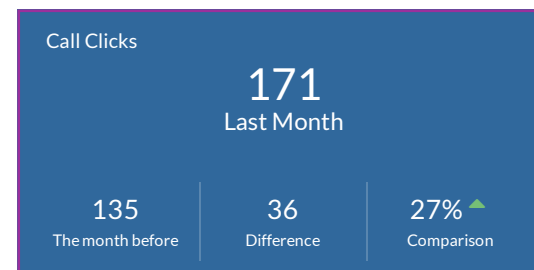
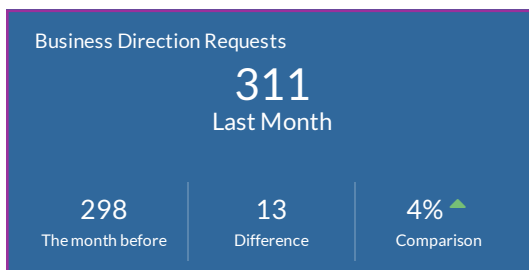
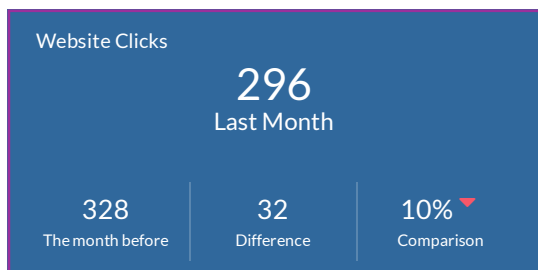
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

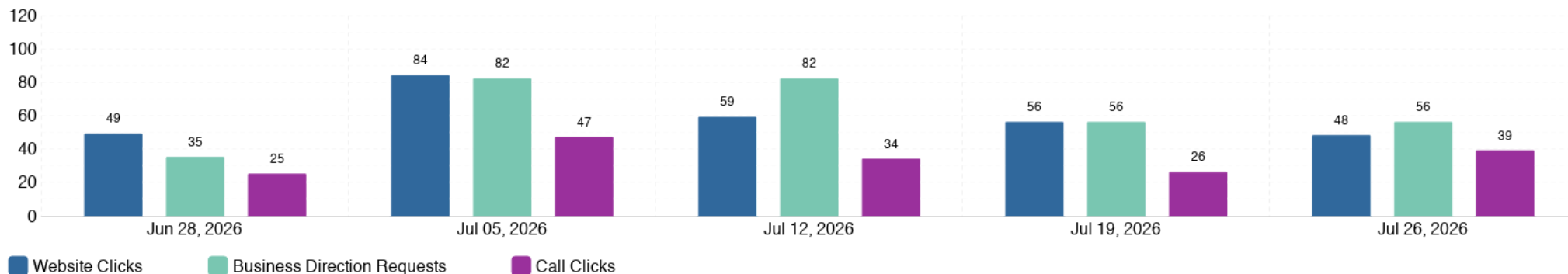
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

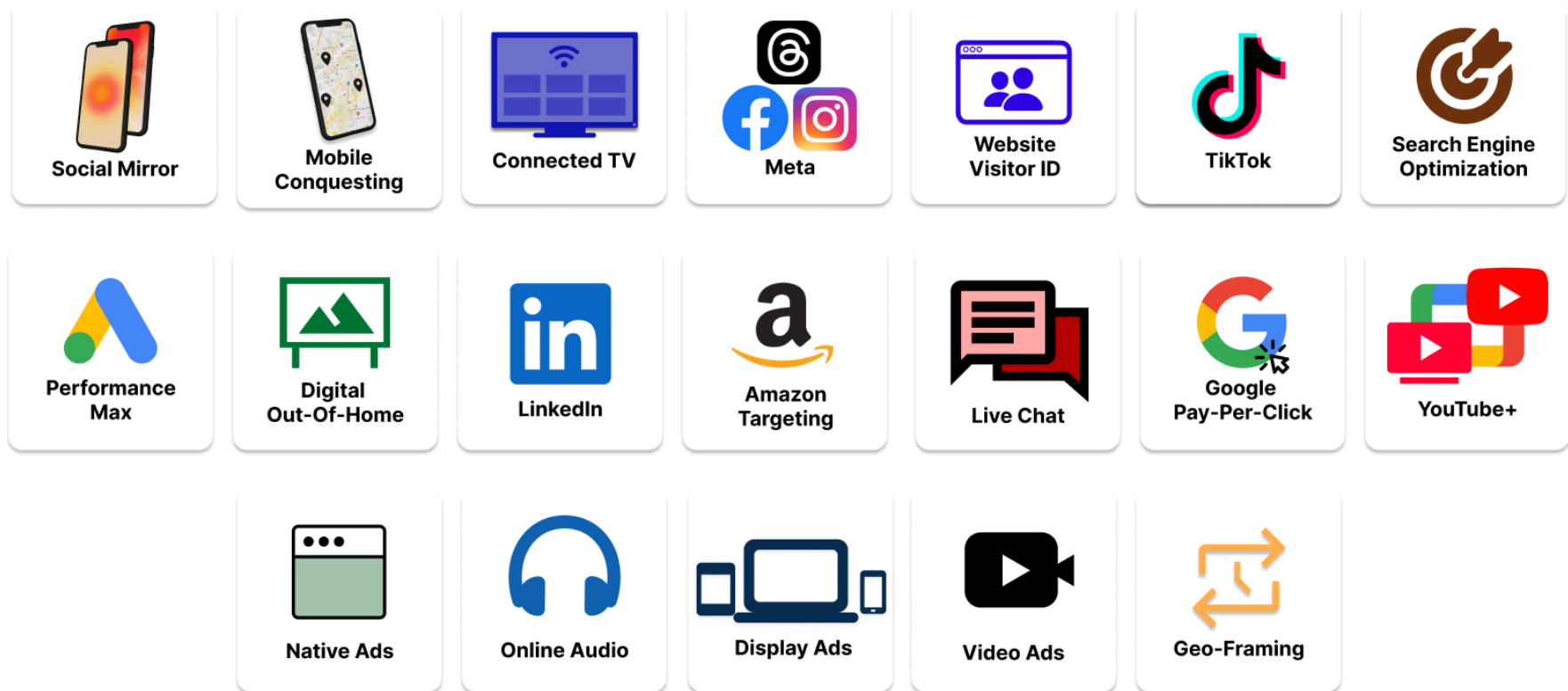
What actions customers take on your listing



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.