

Digital Marketing Report

Impressions

How many ads were served:

152,949

Clicks

Times a user clicked on an ad

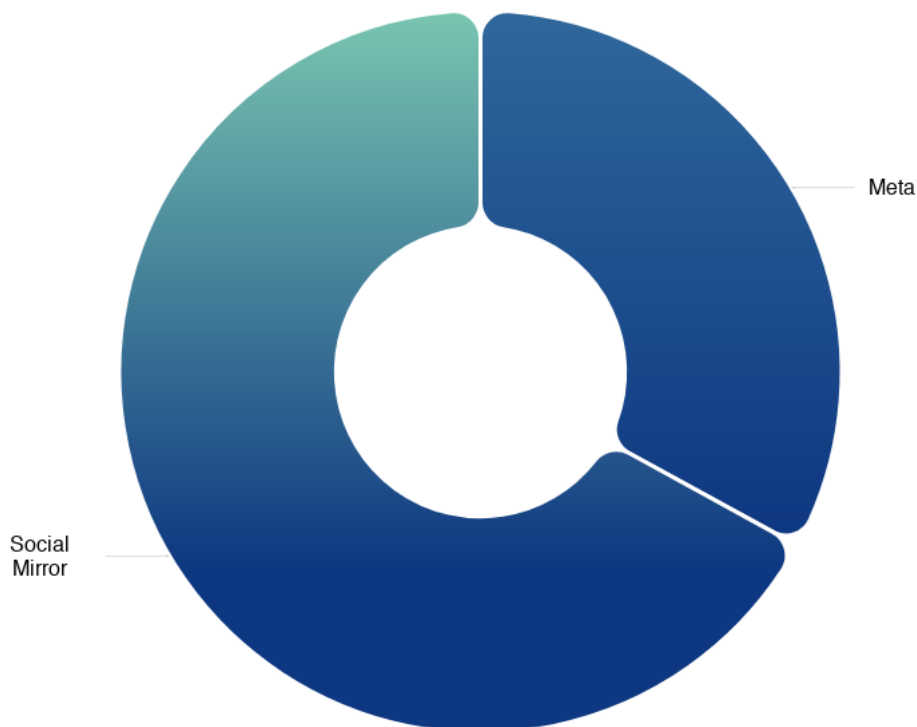
1,426

Click-Through Rate

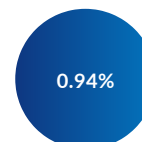
$(\text{Clicks} / \text{Impressions}) \times 100$

0.93%

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%)
Gilbert Square - Apartments/Apartments.com Facebook/Instagram Premium	48,280	853	1.77%	25.24
Gilbert Square - Keyword Social Mirror	46,145	43	0.09%	1.33
Gilbert Square - First-Time Renters/Luxury Lifestyle Behavioral Social Mirror	46,088	328	0.71%	10.17
Gilbert Square - Retargeting Social Mirror	10,286	156	1.52%	21.67
Gilbert Square - Retargeting Facebook/Instagram Premium	2,150	46	2.14%	30.56

Meta Click Conversions

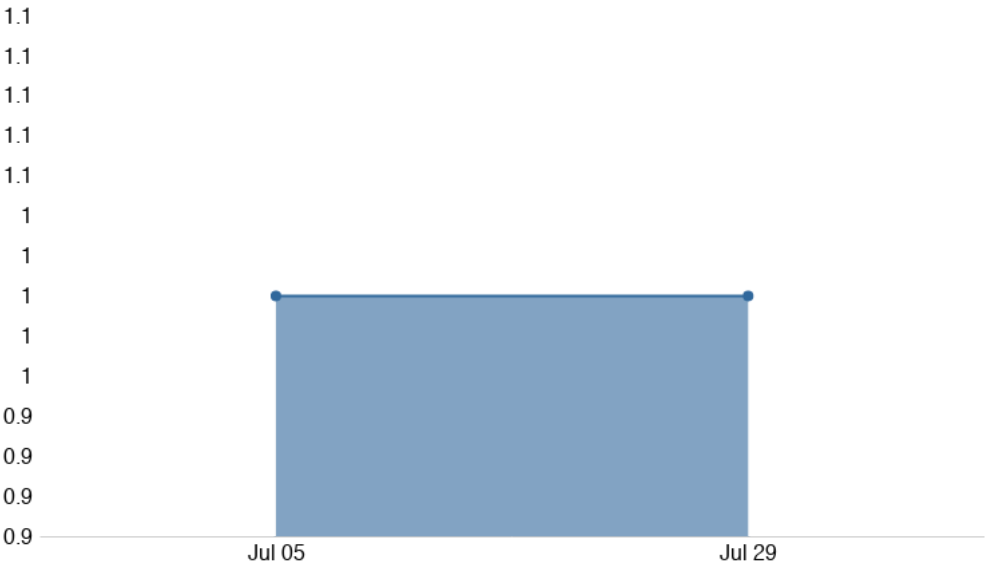


Times users clicked on an ad leading to your site and visited a page or completed an action

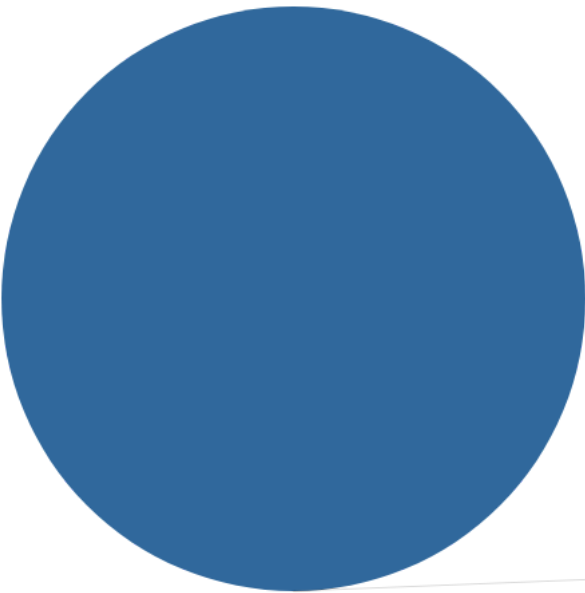
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Gilbert Square Amenities PV	1
Gilbert Square Contact Us PV	1

Meta Click Conversions by Day

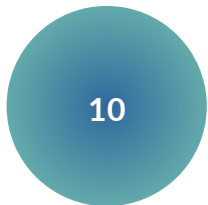


Top Meta Click Conversions by Strategy



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

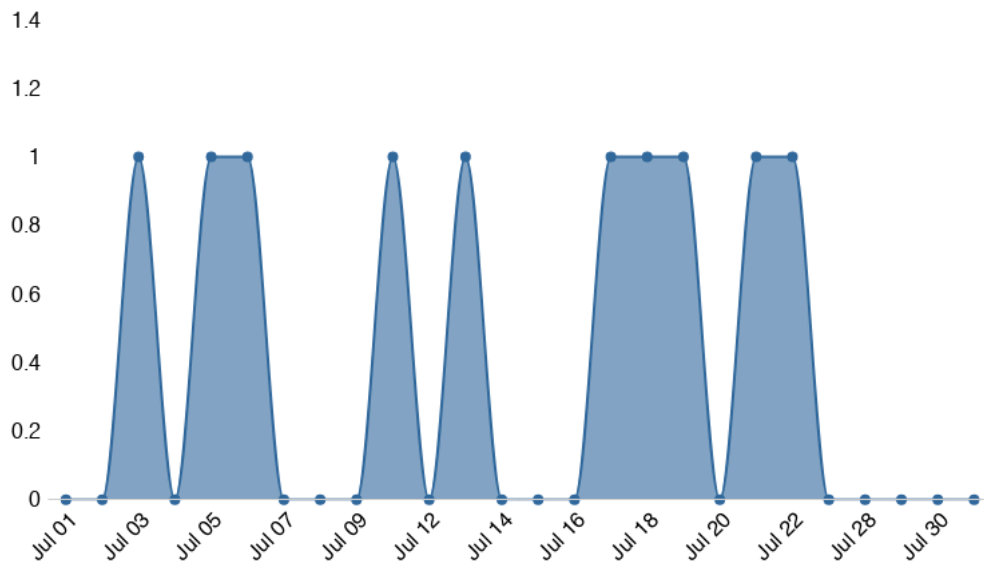
Conversion Name

View-Through Conversions ↓

Gilbert Square Homepage Visits

10

Meta View-Through Conversions by Day



Meta Post Engagements

1,746

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

Meta Post Reactions

5

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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Gilbert Square_5.22_Social Mirror_While other parts of the country are still digging out sweaters	51,238	265	0.52%	7.39
Thumbnail not available	Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	51,281	262	0.51%	7.30

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00004	Photo	Click to View	4.18%	1.21%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00009	Photo	Click to View	4.18%	1.16%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00011	Photo	Click to View	3.87%	0.93%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00001	Photo	Click to View	3.71%	1.25%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00008	Photo	Click to View	3.57%	1.75%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00002	Photo	Click to View	3.46%	1.26%
Gilbert Square_5.22_Social Mirror_Looking for a Mesa apartment that fits your life and your budget?	Variant: V_00014	Photo	Click to View	3.43%	1.08%
Gilbert Square_5.22_Social Mirror_While other parts of the country are still digging out sweaters	Variant: V_00006	Photo	Click to View	3.20%	1.16%
Gilbert Square_5.22_Social Mirror_While other parts of the country are still digging out sweaters	Variant: V_00005	Photo	Click to View	3.18%	1.03%
Gilbert Square_5.22_Social Mirror_While other parts of the country are still digging out sweaters	Variant: V_00015	Photo	Click to View	3.17%	0.90%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Gilbert Square_7.8_gilbert square.png	36,844	650	1.76%	25.20
Gilbert Square_5.22_Gilbert Special 5-21-2026.png	13,584	248	1.83%	26.08
Gilbert Square_5.22_Gilbert - own space 5-21-2026.png	2	1	50.00%	714.29

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	125,685	1,208	0.96%
Desktop	A personal computing device that remains stationary at one location.	21,289	194	0.91%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,946	22	0.37%
Unknown	---	29	2	6.90%

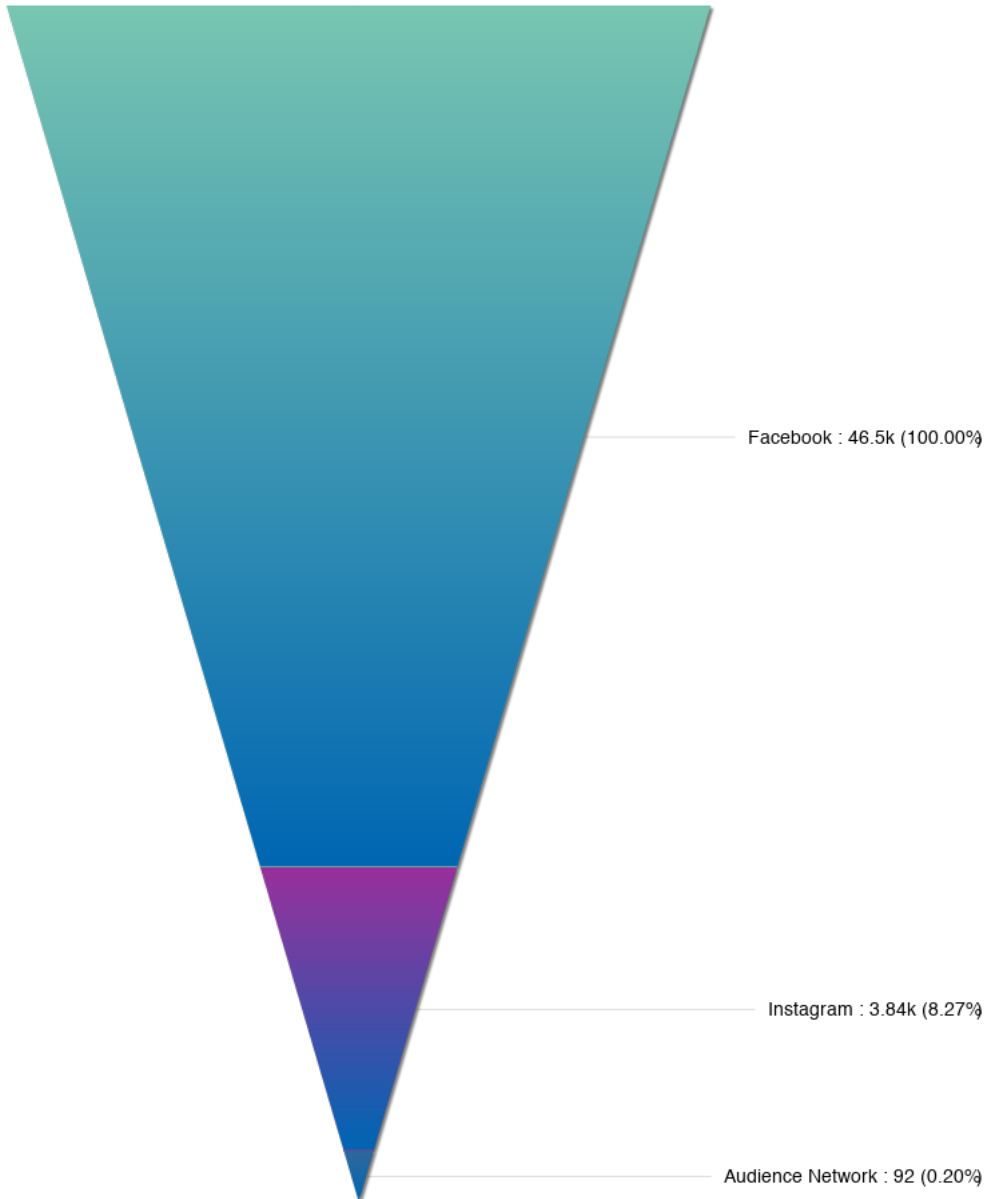
Site and App Performance

Name	Impressions ↓	Clicks	CTR
FOX 10 Phoenix: Weather	11,350	0	0.00%
humbletrail.com.au	5,058	1	0.02%
kvoa.com	2,253	3	0.13%
Fox Business News	2,219	1	0.05%
12news.com	1,881	4	0.21%
abc15.com	1,857	2	0.11%
T-Mobile Play	1,767	1	0.06%
azcentral.com	1,728	5	0.29%
fox10phoenix.com	1,505	0	0.00%
usatoday.com	1,019	8	0.79%
crispcrums.com	977	1	0.10%
imdb.com	977	1	0.10%
theScore: Sports News & Scores	920	1	0.11%
everafterinthewoods.com	810	0	0.00%
realclearpolitics.com	766	1	0.13%
nypost.com	739	4	0.54%
tvtn.us	689	3	0.44%
lilmariogame.com	627	0	0.00%
msn.com	610	0	0.00%
themompack.com	592	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	42,360	639	1.51%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,946	64	2.17%
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.	1,629	105	6.45%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,566	30	1.92%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	634	30	4.73%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	471	5	1.06%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	403	6	1.49%
Instagram Stories	Your ads appear in people's Stories on Instagram.	263	12	4.56%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	92	2	2.17%
Facebook Stories	Your ads appear in people's Stories on Facebook.	66	6	9.09%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

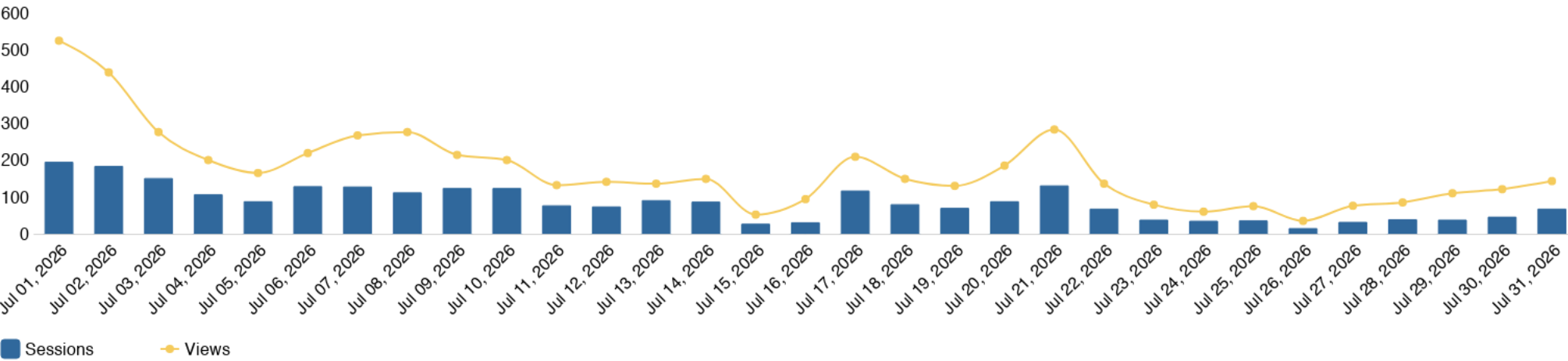


5,390 2,630 1,083 41.18% 2,099 1,753 2,210
VIEWS SESSIONS ENGAGED SESSIONS ENGAGEMENT RATE ACTIVE USERS NEW USERS TOTAL USERS

1.25 24:27:11
SESSIONS PER USER TOTAL USER ENGAGEMENT

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

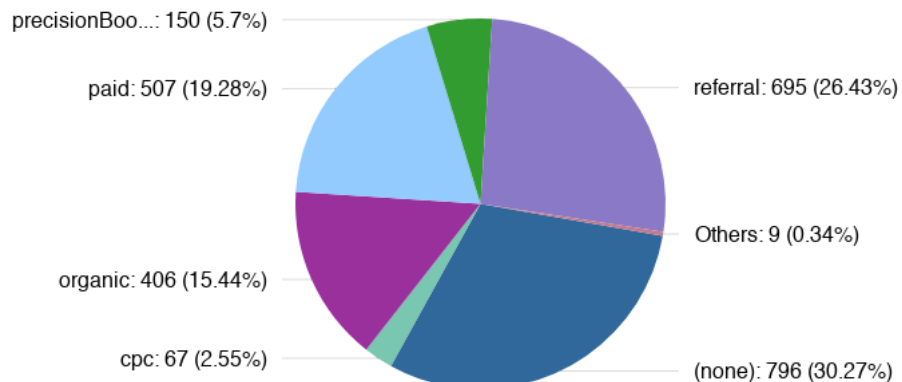
Google Analytics 4 Performance by Day



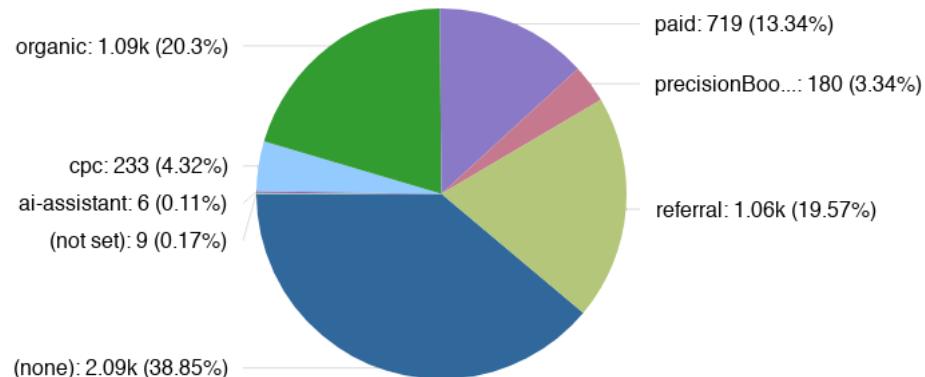
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,630	5,390	24:27:11	2.05	41.18%
Gilbert Square	2,630	5,390	24:27:11	2.05	41.18%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

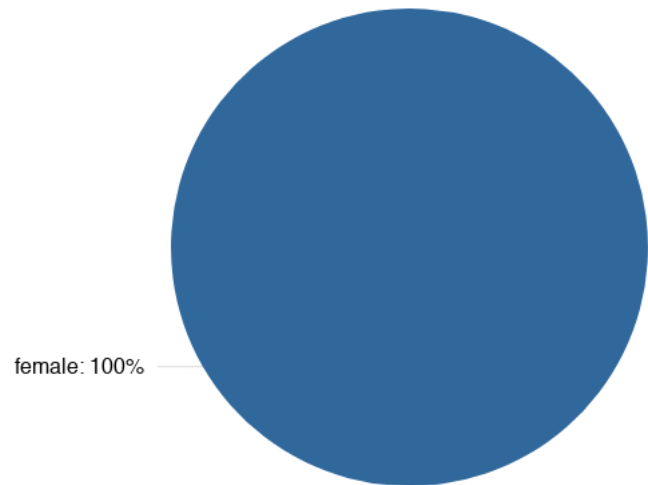


Grid contains more rows, but they have been clipped.

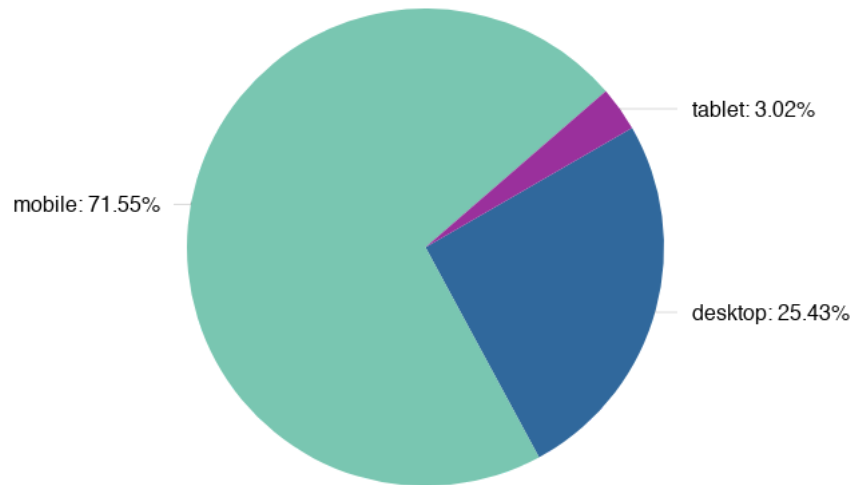
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	16,085
page_view	5,390
session_start	2,635
user_engagement	2,501
first_visit	1,753
scroll	1,405
form_start	584
menu_link	530
click	318
floorplan_selection	261
FloorPlans	147
Unit Selection	83
form_submit	58

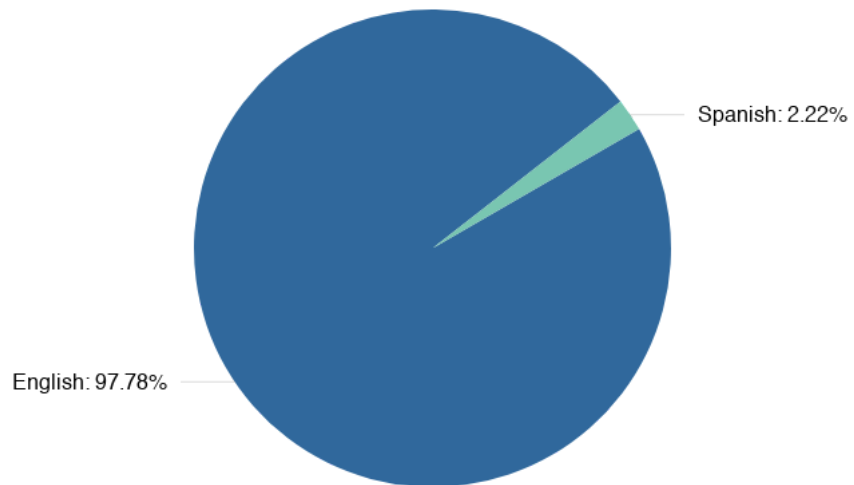
Google Analytics 4 Engaged Sessions by Gender



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	2,640	5,390	1,093	41.40%	24:27:11
Safari	1,279	2,633	495	38.70%	09:17:26
Chrome	1,070	2,190	473	44.21%	11:17:55
Edge	115	262	63	54.78%	02:23:04
Android Webview	87	138	25	28.74%	00:33:30
Firefox	38	57	13	34.21%	00:25:12

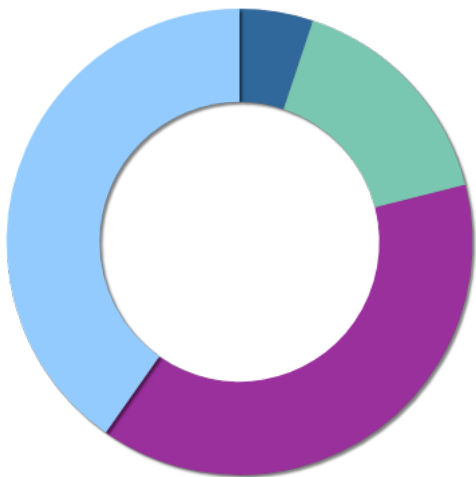
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,602
/	487
/floorplans	361
/residentservices/gilbert-square0/userlogin	261
/scheduletour	241
/residentservices/gilbert-square0/dashboard	200
/photogallery	109
/floorplans/two-bedroom-two-bath-classic	103
/onlineleasing/gilbert-square0/oleapplication.aspx	86
/onlineleasing/gilbert-square0/guestlogin.aspx	77
/amenities	70

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,820	5,390	1,271	45.07%	24:27:11
Phoenix	Arizona	562	1,359	268	47.69%	07:18:36
Mesa	Arizona	410	901	223	54.39%	04:20:03
(not set)	New York	69	69	0	0.00%	00:00:00
Gilbert	Arizona	67	94	23	34.33%	00:09:16
Chandler	Arizona	65	97	29	44.62%	00:10:16
New York	New York	65	67	18	27.69%	00:02:23
Tempe	Arizona	65	123	32	49.23%	00:37:37
Los Angeles	California	64	129	39	60.94%	00:58:18
(not set)	(not set)	58	58	7	12.07%	00:01:17
Las Vegas Valley	Nevada	52	66	10	19.23%	00:09:59
Boardman	Oregon	40	41	2	5.00%	00:00:14
Scottsdale	Arizona	36	75	18	50.00%	00:18:19
(not set)	(not set)	35	40	5	14.29%	00:00:00
Ashburn	Virginia	29	29	0	0.00%	00:00:00
Glendale	Arizona	27	51	15	55.56%	00:09:39

How customers search for your business on Google



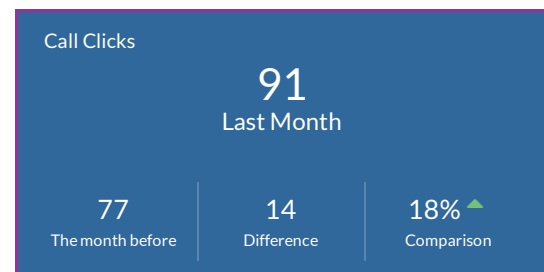
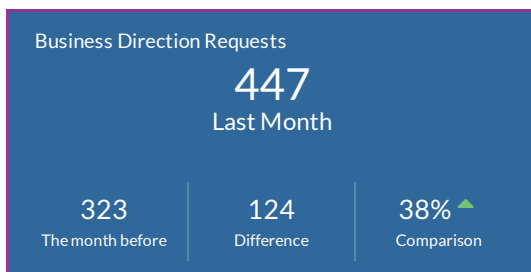
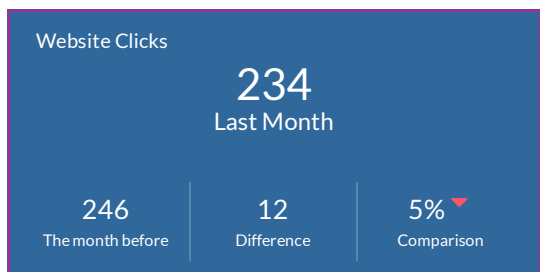
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

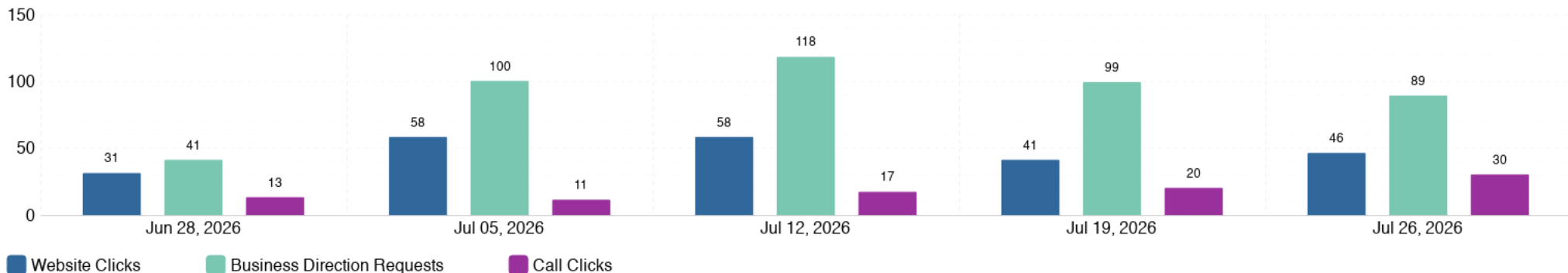
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.