

Digital Marketing Report

Impressions

How many ads were served:

104,957

Clicks

Times a user clicked on an ad

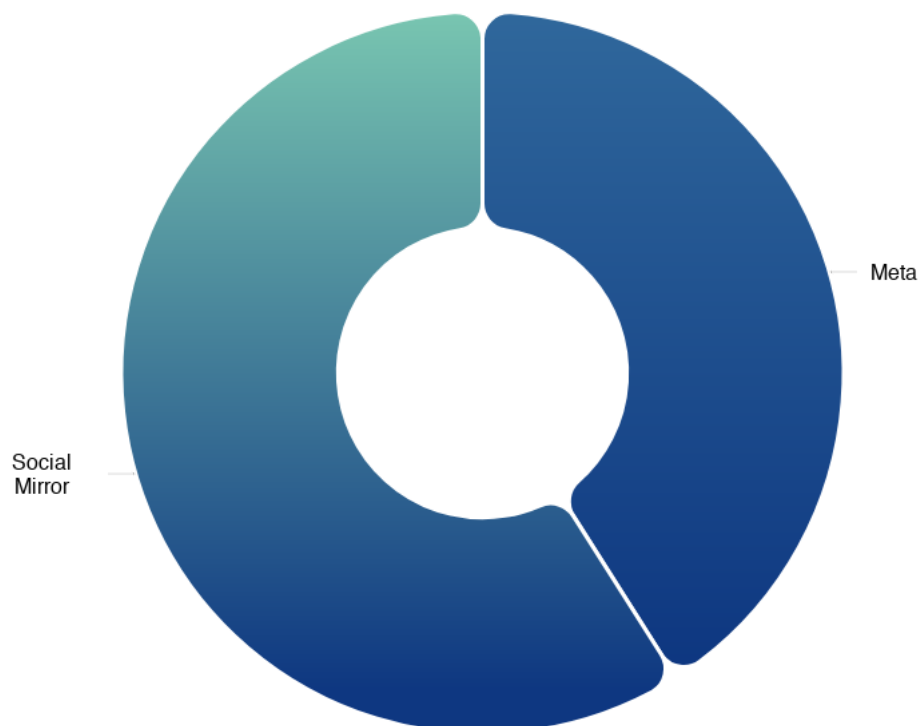
367

Click-Through Rate

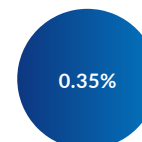
$(\text{Clicks}/\text{Impressions}) \times 100$

0.35%

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%)
Connect on Missouri - First-Time Renters/Luxury Lifestyle Behavioral Social Mirror	57,277	132	0.23%	3.29
Connect on Missouri - Apartments/Aparments.com Facebook/Instagram Premium	41,391	201	0.49%	6.94
Connect on Missouri - Retargeting Social Mirror	4,656	7	0.15%	2.15
Connect on Missouri - Retargeting Facebook/Instagram Premium	1,633	27	1.65%	23.62

Meta Post Engagements



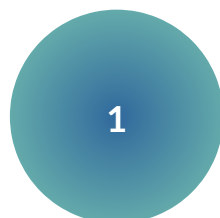
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



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

Meta Post Shares



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%)
	Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	42,079	75	0.18%	2.55
	Connect on Missouri_7.23_Social Mirror_If you're planning on an August move in	19,854	64	0.32%	4.61

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub	Variant: V_00005	Photo	Click to View	6.84%	1.87%
Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub	Variant: V_00011	Photo	Click to View	4.06%	1.61%
Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub	Variant: V_00007	Photo	Click to View	3.56%	1.54%
Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub	Variant: V_00015	Photo	Click to View	3.29%	1.70%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00001	Photo	Click to View	2.96%	0.66%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00013	Photo	Click to View	2.92%	0.63%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00003	Photo	Click to View	2.90%	0.51%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00011	Photo	Click to View	2.89%	0.28%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00015	Photo	Click to View	2.88%	0.95%
Connect on Missouri_5.22_Social Mirror_Some choices are harder than others.	Variant: V_00010	Photo	Click to View	2.87%	0.64%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Connect on Missouri_7.9_connect on missouri.png	40,072	188	0.47%	6.70
Connect on Missouri_5.21_COM Special 5-21-2026.png	2,282	31	1.36%	19.41
Connect on Missouri_5.21_COM - Stop Scrolling - 5-21-2026.png	670	9	1.34%	19.19

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	61,750	297	0.48%
Desktop	A personal computing device that remains stationary at one location.	38,213	55	0.14%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,951	13	0.26%
Unknown	---	43	2	4.65%

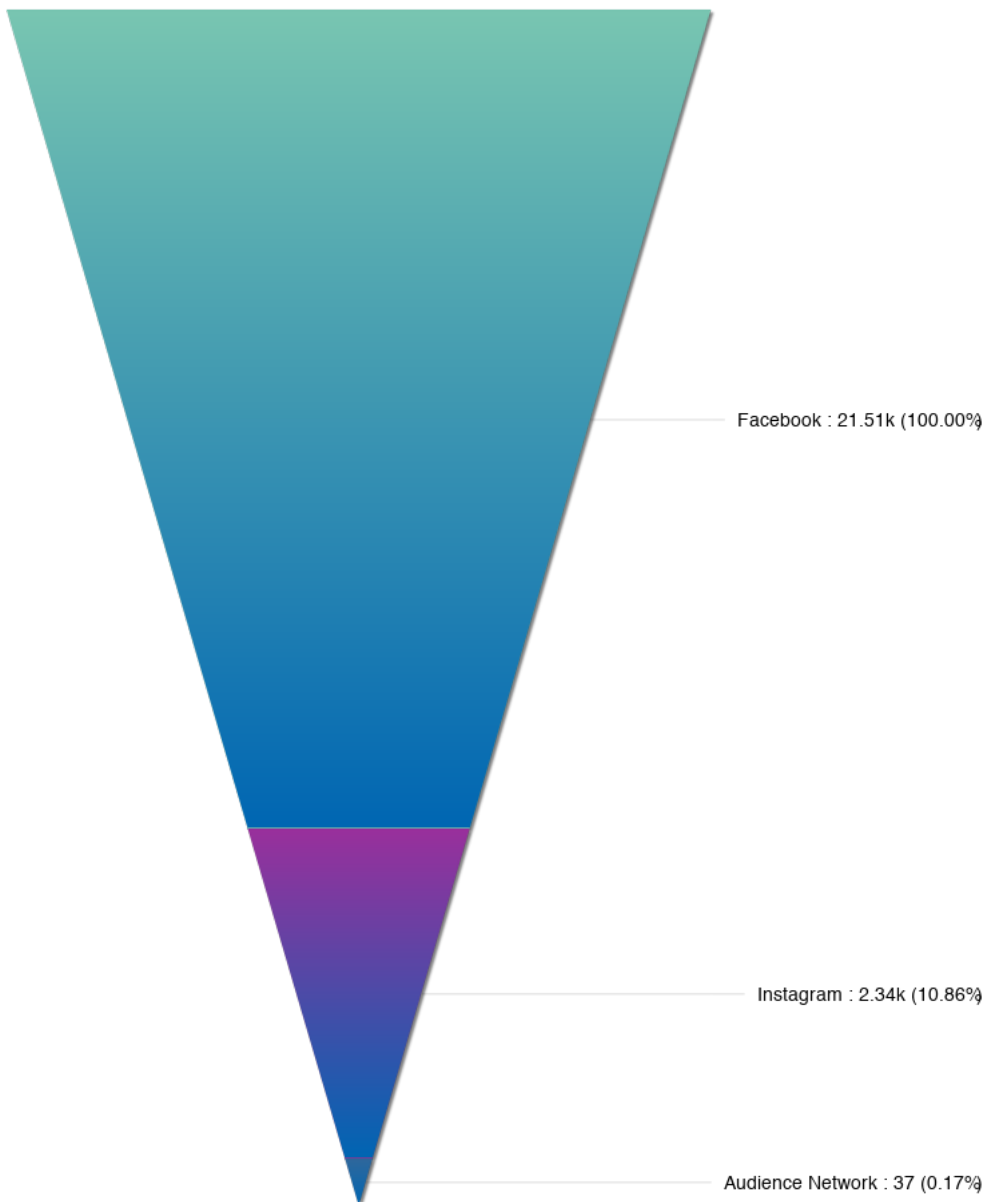
Site and App Performance

Name	Impressions ↓	Clicks	CTR
dailymail.com	3,436	9	0.26%
foxnews.com	2,782	2	0.07%
nypost.com	2,493	1	0.04%
tmz.com	1,609	4	0.25%
reuters.com	1,447	1	0.07%
studentdoctor.net	1,224	3	0.25%
courttv.com	960	1	0.10%
lawandcrime.com	955	0	0.00%
huffpost.com	807	1	0.12%
shopgoodwill.com	795	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	773	0	0.00%
theguardian.com	589	0	0.00%
debate.com.mx	535	0	0.00%
hyperx.com	474	1	0.21%
baseball-reference.com	441	0	0.00%
radaronline.com	415	0	0.00%
cgtranslations.me	369	0	0.00%
msn.com	353	0	0.00%
aol.com	331	1	0.30%
nytimes.com	322	2	0.62%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	19,144	6	0.03%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,328	127	1.12%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	8,872	2	0.02%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,918	32	1.67%
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.	603	31	5.14%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	589	9	1.53%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	279	5	1.79%
Instagram Stories	Your ads appear in people's Stories on Instagram.	138	13	9.42%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	98	2	2.04%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	37	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



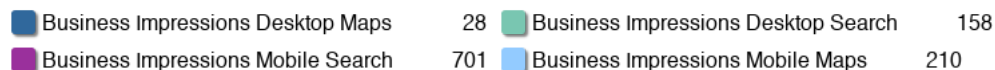
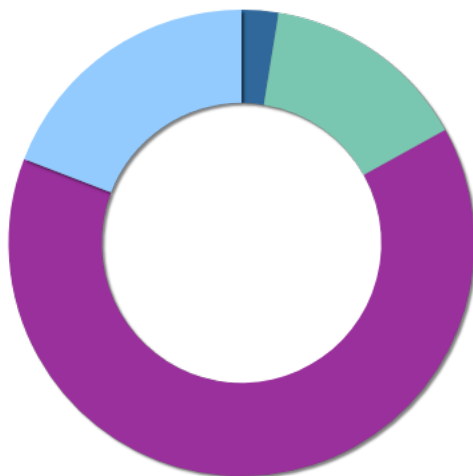
Audience Network Performance



Instagram Performance



How customers search for your business on Google



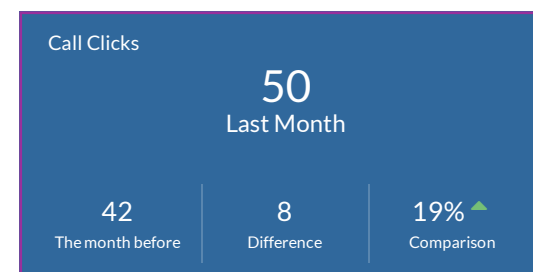
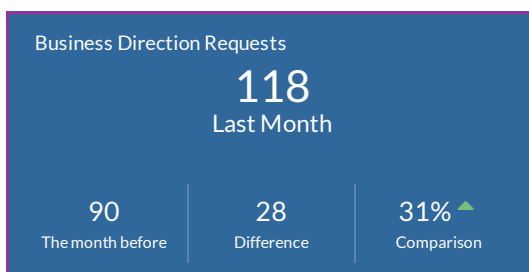
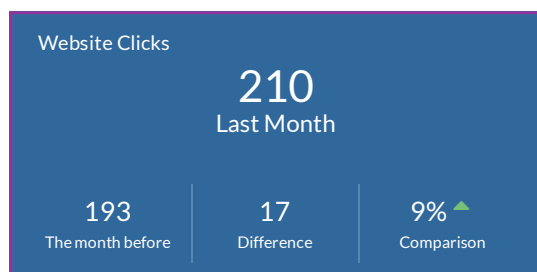
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

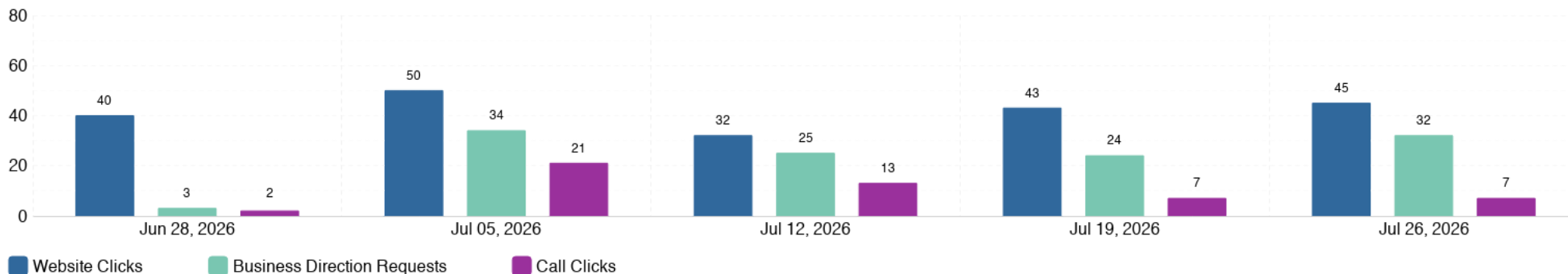
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.