

Digital Marketing Report

Impressions

How many ads were served:

143,414

Clicks

Times a user clicked on an ad

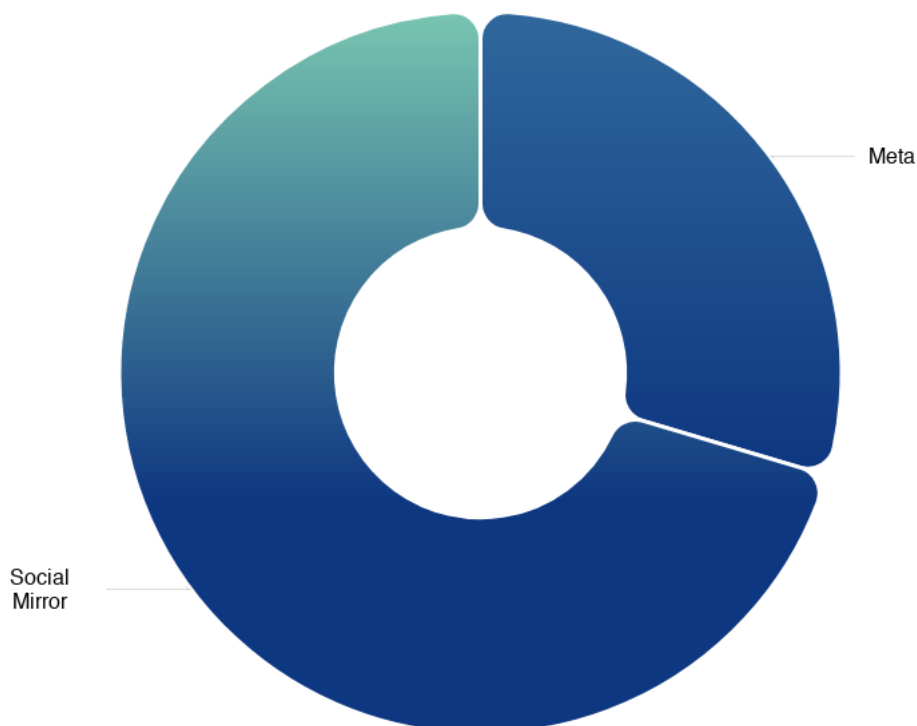
1,576

Click-Through Rate

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

1.10%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



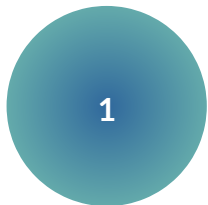
X the National Avg (.07%)

*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 Northern Apartments - Apartments/Apartments.com Facebook/Instagram Premium	40,212	437	1.09%	15.52
Connect on Northern Apartments - Keyword Social Mirror	33,710	52	0.15%	2.20
Connect on Northern Apartments - Retargeting Social Mirror	33,692	776	2.30%	32.90
Connect on Northern Apartments - Luxury Buyers/First-Time Renters Behavioral Social Mirror	33,594	271	0.81%	11.52
Connect on Northern Apartments - Retargeting Facebook/Instagram Premium	2,206	40	1.81%	25.90

Social Mirror Click Conversions

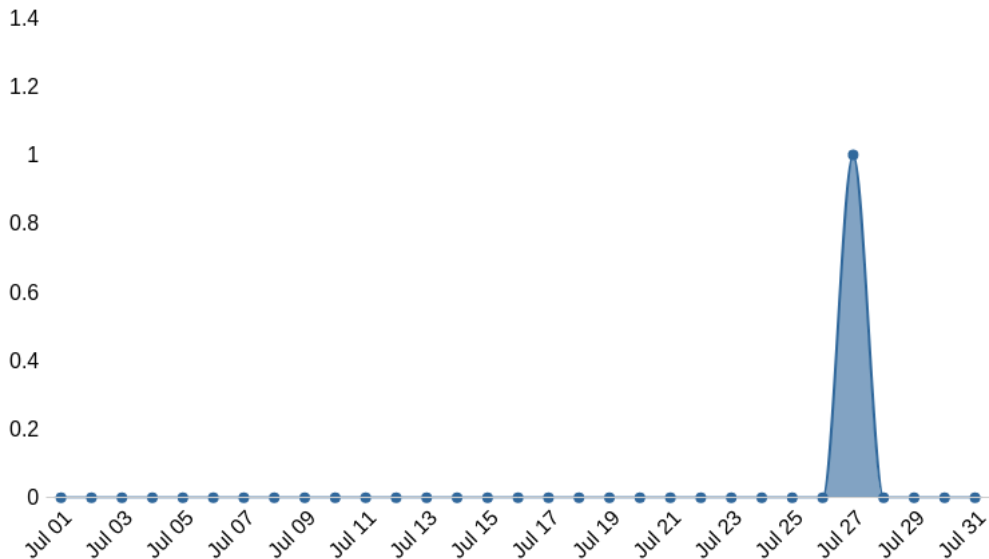


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

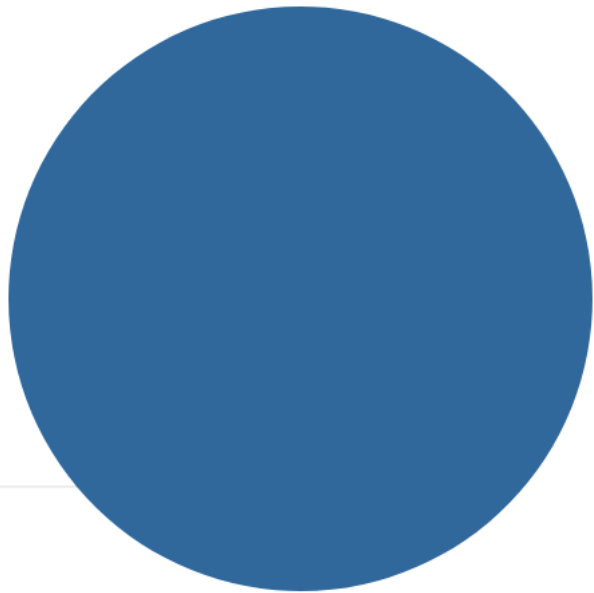
Conversion Name	Click Conversions ↓
Connect on Northern Apartments Schedule Tour Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy

Keyword:
100%



Meta Click Conversions

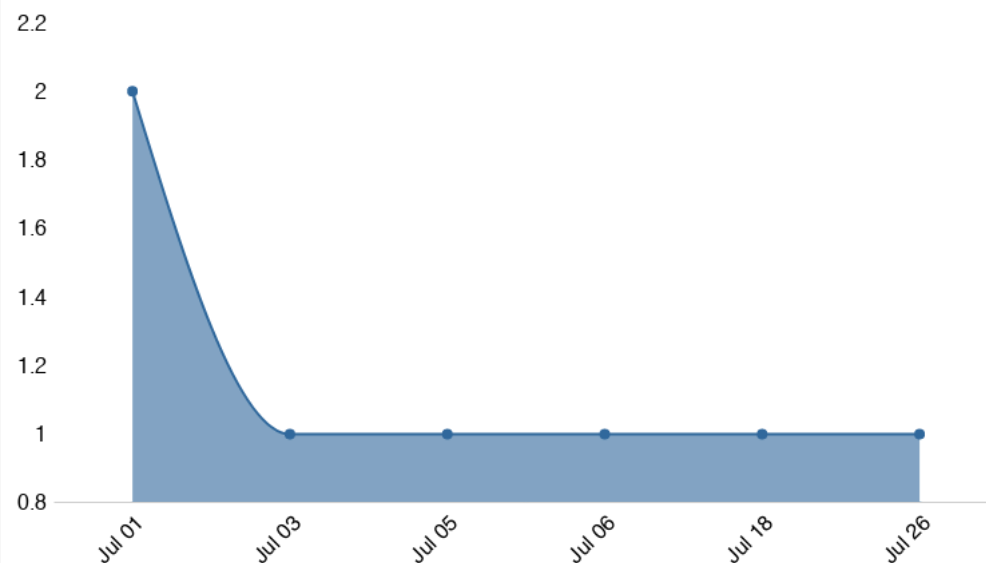


Times users clicked on an ad leading to your site and visited a page or completed an action

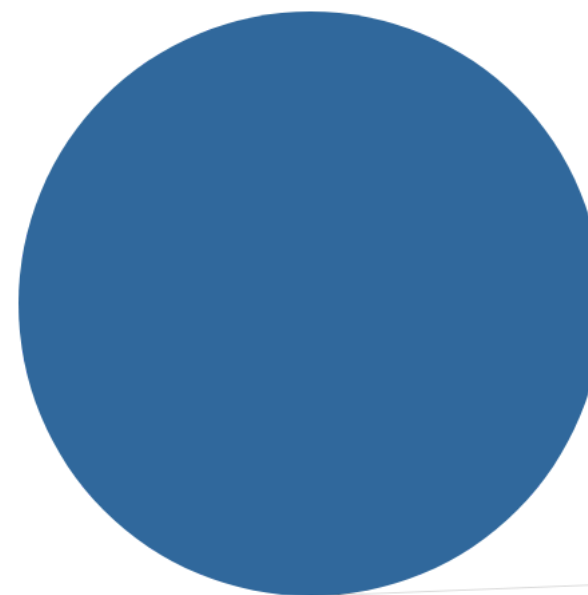
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Connect on Northern Apartments Tour PV	4
Connect on Northern Apartments Amenities PV	2
Connect on Northern Apartments Floorplan PV	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting:
100%

Meta View-Through Conversions

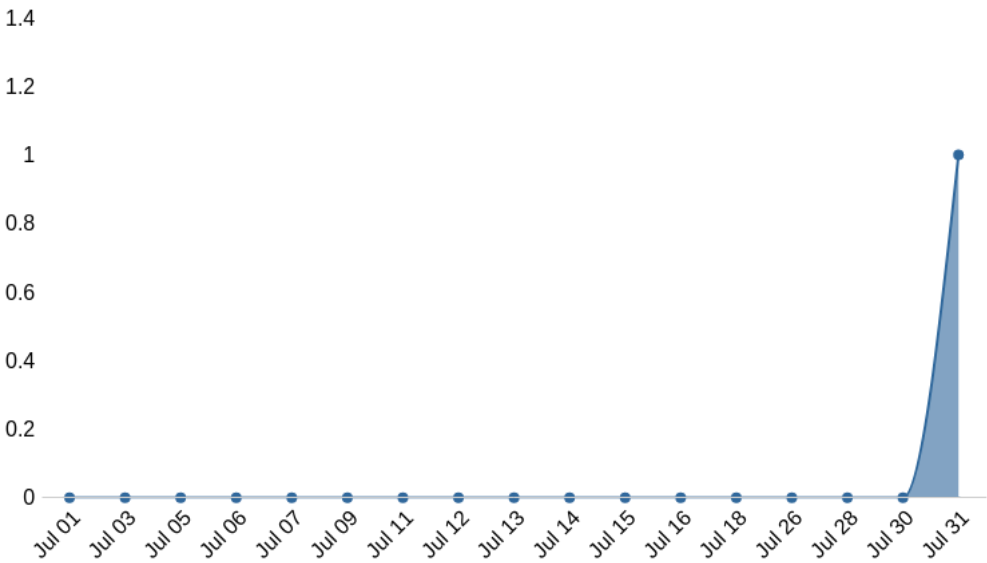


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Connect on Northern Apartments Homepage	1

Meta View-Through Conversions by Day



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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Connect On Northern_5.21_Social Mirror_Are you ready for your upgrade?	36,265	560	1.54%	22.06
Thumbnail not available	Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	34,989	372	1.06%	15.19
	Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub	29,742	167	0.56%	8.02

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Connect On Northern_5.21_Social Mirror_Are you ready for your upgrade?	Variant: V_00008	Photo	Click to View	19.88%	2.85%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00010	Photo	Click to View	10.54%	1.53%
Connect On Northern_5.21_Social Mirror_Are you ready for your upgrade?	Variant: V_00005	Photo	Click to View	5.57%	2.09%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00006	Photo	Click to View	5.27%	2.07%
Connect On Northern_5.21_Social Mirror_Are you ready for your upgrade?	Variant: V_00007	Photo	Click to View	4.54%	2.12%
Connect On Northern_5.21_Social Mirror_Are you ready for your upgrade?	Variant: V_00011	Photo	Click to View	4.25%	2.19%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00002	Photo	Click to View	3.80%	2.07%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00013	Photo	Click to View	3.48%	1.76%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00001	Photo	Click to View	3.30%	1.55%
Connect On Northern_5.21_Social Mirror_Every dog deserves a square of green to call their own	Variant: V_00012	Photo	Click to View	2.96%	2.21%

Social Mirror Ad Screenshots

	Connect On Northern_7.22_Social Mirror_Fitness center, dog park, hot tub
Screenshot Urls	

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Connect on Northern Apartments_7.9_connect on northern.png	29,865	372	1.25%	17.79
Connect on Northern Apartments_5.21_CON - End the Seaerch 5-21-2026.png	12,553	105	0.84%	11.95

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	97,261	751	0.77%
Desktop	A personal computing device that remains stationary at one location.	41,026	799	1.95%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,071	25	0.49%
Unknown	---	56	1	1.79%

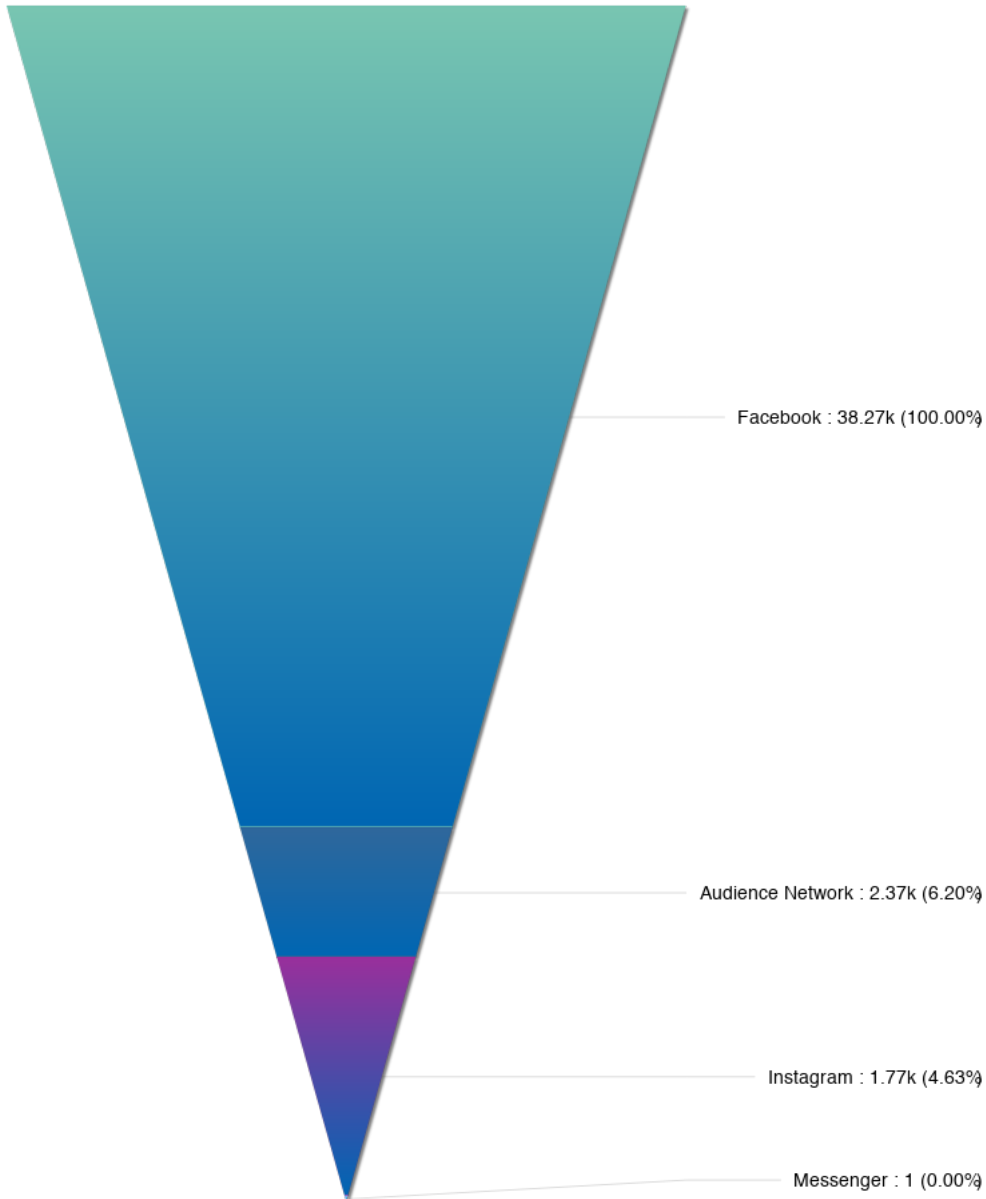
Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	3,140	1	0.03%
msn.com	2,903	0	0.00%
mozinfo24.com	2,690	162	6.02%
kvoa.com	2,459	5	0.20%
symbolismandmetaphor.com	1,915	0	0.00%
rincontech.es	1,809	78	4.31%
voyagerlentement.com	1,499	32	2.13%
T-Mobile Play	1,266	0	0.00%
hometalk.com	1,182	2	0.17%
picnob.com	1,017	3	0.29%
techlooping.com	1,008	39	3.87%
theworldonmynecklace.com	865	1	0.12%
ign.com	804	4	0.50%
nypost.com	785	8	1.02%
gtaforum.org	746	241	32.31%
cryptostreetledger.com	724	11	1.52%
arcamax.com	717	4	0.56%
allmyfaves.com	702	0	0.00%
versegadget.com	672	5	0.74%
kindnessstorieshub.com	614	2	0.33%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	21,462	281	1.31%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	14,814	6	0.04%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,374	33	1.39%
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.	1,289	74	5.74%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,057	35	3.31%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	588	15	2.55%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	542	22	4.06%
Instagram Stories	Your ads appear in people's Stories on Instagram.	174	8	4.60%
Facebook Stories	Your ads appear in people's Stories on Facebook.	69	3	4.35%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	48	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



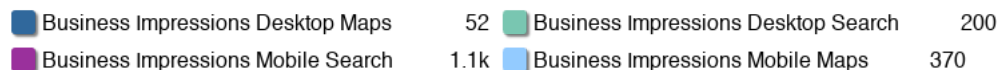
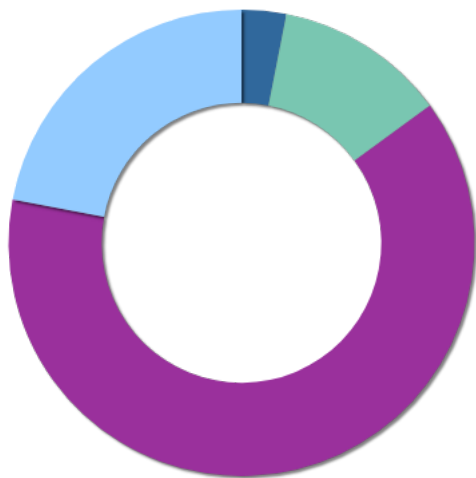
Instagram Performance



Messenger Performance



How customers search for your business on Google



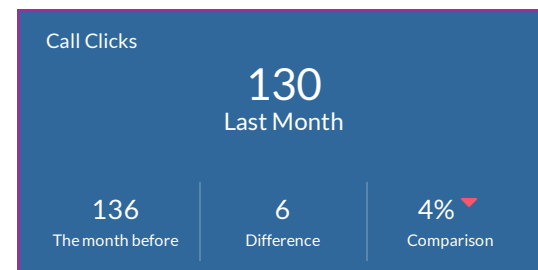
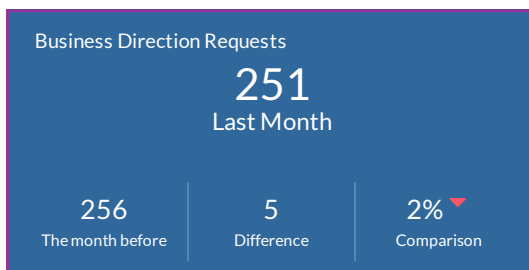
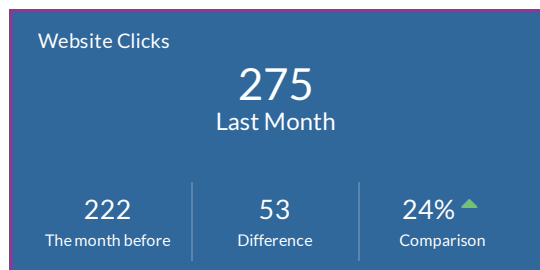
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

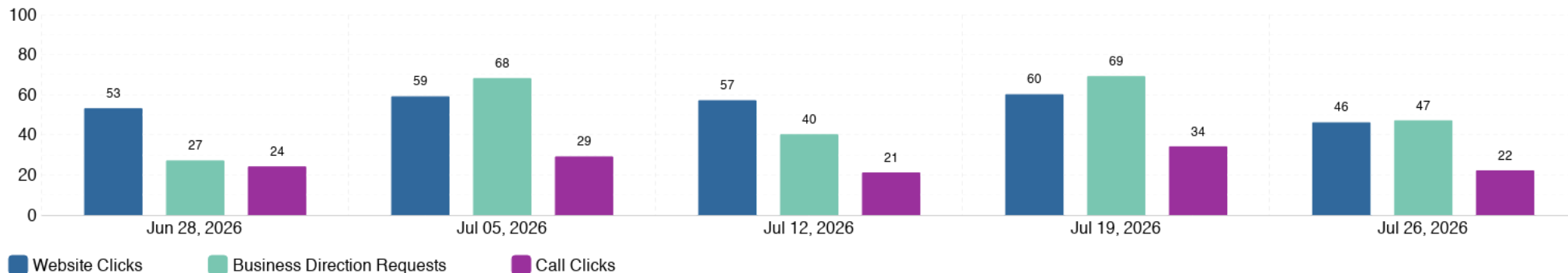
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.