

Digital Marketing Report

Impressions

How many ads were served:

298,138

Clicks

Times a user clicked on an ad

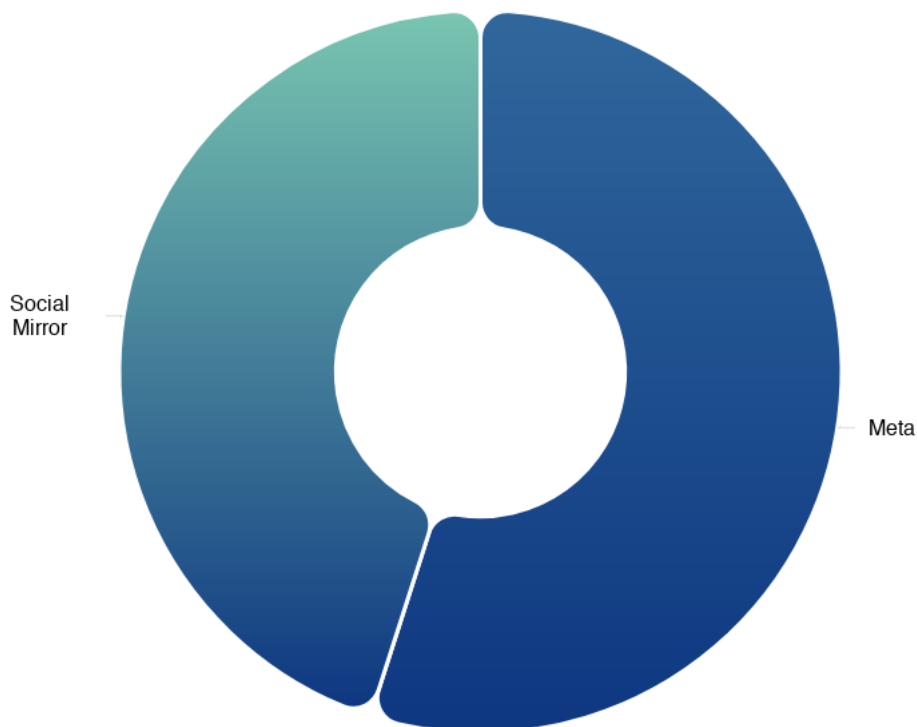
1,823

Click-Through Rate

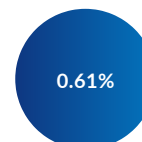
(Clicks/Impressions) x 100

0.61%

Your Product Breakout by Impressions

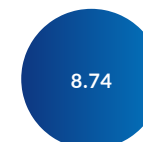


Total Engagement Rate



(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%)
Clareo Plastic Surgery - Beauty/Empowerment/Cosmetics Facebook Premium	72,759	489	0.67%	9.60
Clareo Plastic Surgery - Women 18-54/Cosmetics/Plastic Surgery Behavioral Social Mirror	45,428	64	0.14%	2.01
Clareo Plastic Surgery - AI Social Mirror	45,009	383	0.85%	12.16
Clareo Plastic Surgery - Retargeting Instagram Premium	43,993	87	0.20%	2.83
Clareo Plastic Surgery - Keyword Social Mirror	43,916	62	0.14%	2.02
Clareo Plastic Surgery - Beauty/Empowerment/Cosmetics Instagram Premium	33,548	454	1.35%	19.33
Clareo Plastic Surgery - Retargeting Facebook Premium	6,808	164	2.41%	34.41
Clareo Plastic Surgery - Preservé Awareness - Women 25-54/Beauty/Cosmetics Instagram Premium	6,245	104	1.67%	23.79
Clareo Plastic Surgery - Preservé Awareness - Retargeting Instagram Premium	432	16	3.70%	52.91

Meta Post Engagements

13,878

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

Meta Post Reactions

22

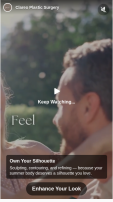
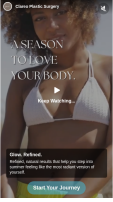
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

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%)
	Clareo Plastic Surgery_6.1_Social Mirror_Your Season to Shine	47,990	179	0.37%	5.33
	Clareo Plastic Surgery_6.1_Social Mirror_Own Your Silhouette	41,369	166	0.40%	5.73
	Clareo Plastic Surgery_6.1_Social Mirror_Your Best Contour Yet	44,994	164	0.36%	5.21

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Clareo Plastic Surgery_6.1_FB_Clareo_FB_1080x1080_Body Surgery_5.26.mp4	70,806	501	0.71%	10.11
Clareo Plastic Surgery_6.1_IG_Clareo_FB_1080x1080_Body Surgery_5.26.mp4	49,250	485	0.98%	14.07
Clareo Plastic Surgery_6.1_FB_Clareo_FB_1080x1080_Breast Surgery_05.26.mp4	7,174	140	1.95%	27.88
Clareo Plastic Surgery_Clareo_FB_1080x1080_Preserve Video 2_7.26	5,500	107	1.95%	27.79
Clareo Plastic Surgery_6.1_IG_Clareo_FB_1080x1080_Breast Surgery_05.26.mp4	4,637	31	0.67%	9.55
Clareo Plastic Surgery_6.1_IG_Clareo_FB_Clareo_FB_Meet	23,654	25	0.11%	1.51

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	227,174	1,602	0.71%
Desktop	A personal computing device that remains stationary at one location.	66,366	201	0.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,527	19	0.42%
Unknown	---	71	1	1.41%

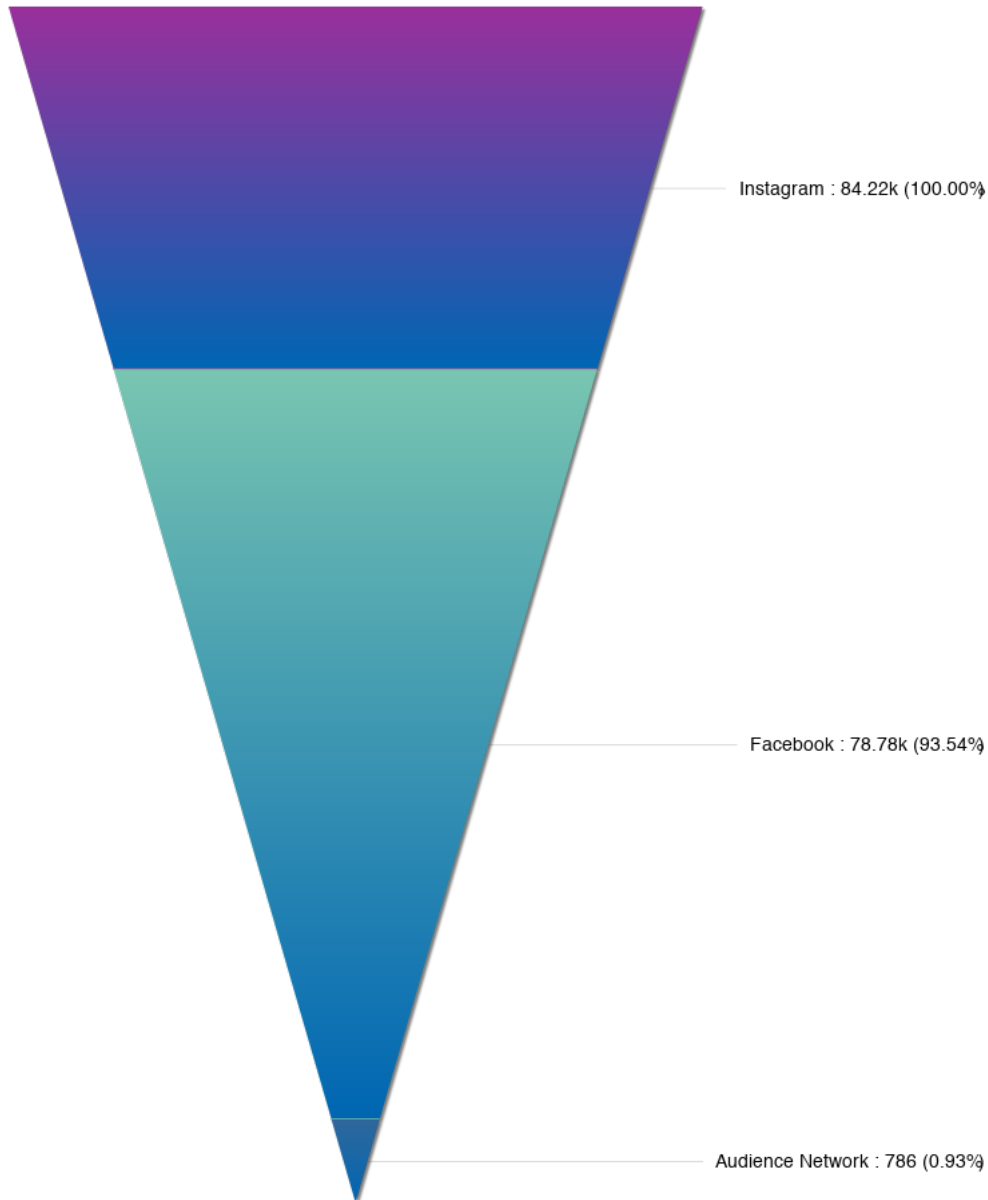
Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	5,132	0	0.00%
imdb.com	4,885	2	0.04%
huffpost.com	3,237	4	0.12%
nypost.com	3,119	6	0.19%
foxnews.com	2,672	6	0.22%
bostonglobe.com	2,156	5	0.23%
Cricbuzz Cricket Scores & News	2,049	3	0.15%
ebay.com	2,025	0	0.00%
T-Mobile Play	1,151	0	0.00%
theguardian.com	1,089	1	0.09%
esportesdavez.com	1,002	0	0.00%
themirror.com	859	4	0.47%
dailymail.com	792	0	0.00%
realclearpolitics.com	785	0	0.00%
protectpit.com	767	0	0.00%
eater.com	750	3	0.40%
eluniversal.com	746	0	0.00%
people.com	734	2	0.27%
apnews.com	674	0	0.00%
arcamax.com	673	5	0.74%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	49,899	281	0.56%
Instagram Stories	Your ads appear in people's Stories on Instagram.	43,441	567	1.31%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	29,826	37	0.12%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	23,812	132	0.55%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	10,951	57	0.52%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,992	160	5.35%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,039	55	2.70%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	737	21	2.85%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	49	4	8.16%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	38	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



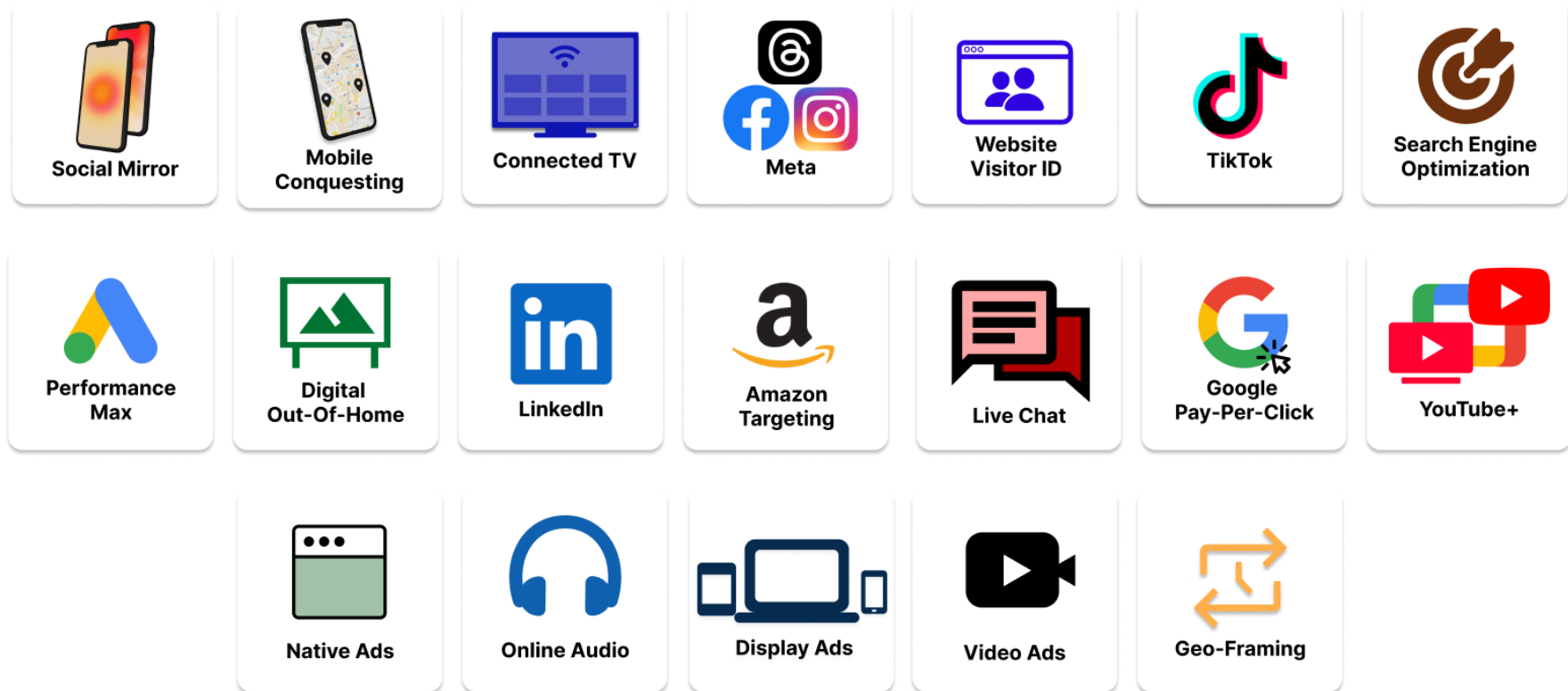
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



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