

Digital Marketing Report

Impressions

How many ads were served:

149,532

Clicks

Times a user clicked on an ad

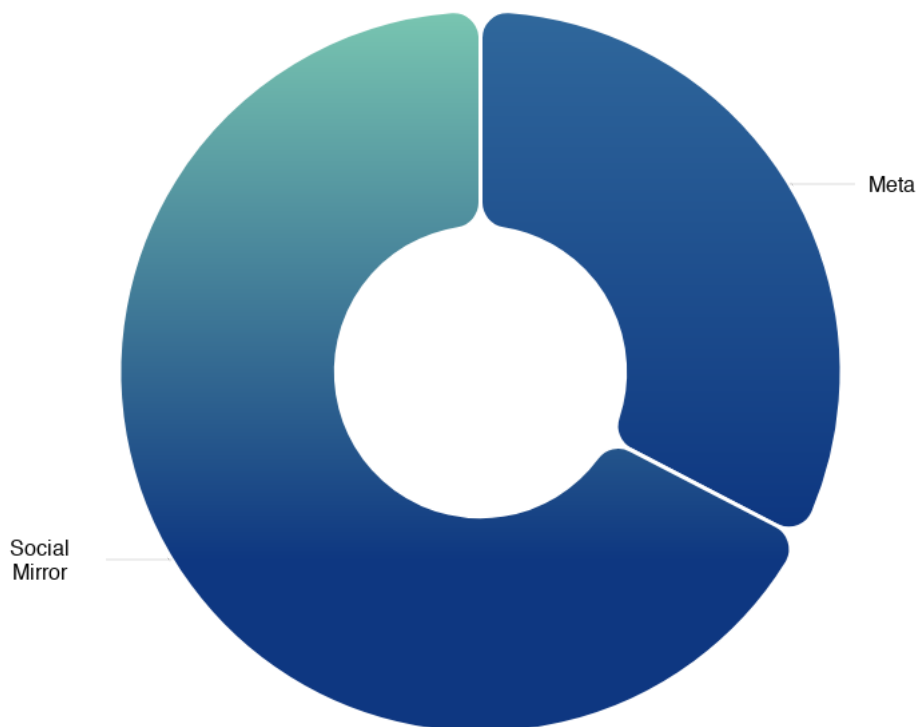
1,455

Click-Through Rate

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

0.97%

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%)
Telaverde - Keyword Social Mirror	33,811	69	0.20%	2.92
Telaverde - Retargeting Social Mirror	33,516	694	2.07%	29.58
Telaverde - Apartment/Renter/Luxury Lifestyle Behavioral Social Mirror	33,429	306	0.92%	13.08
Telaverde - Apartments/Apartments.com Facebook/Instagram Premium	26,981	187	0.69%	9.90
Telaverde - Retargeting Facebook/Instagram Premium	21,795	199	0.91%	13.04

Social Mirror Click Conversions

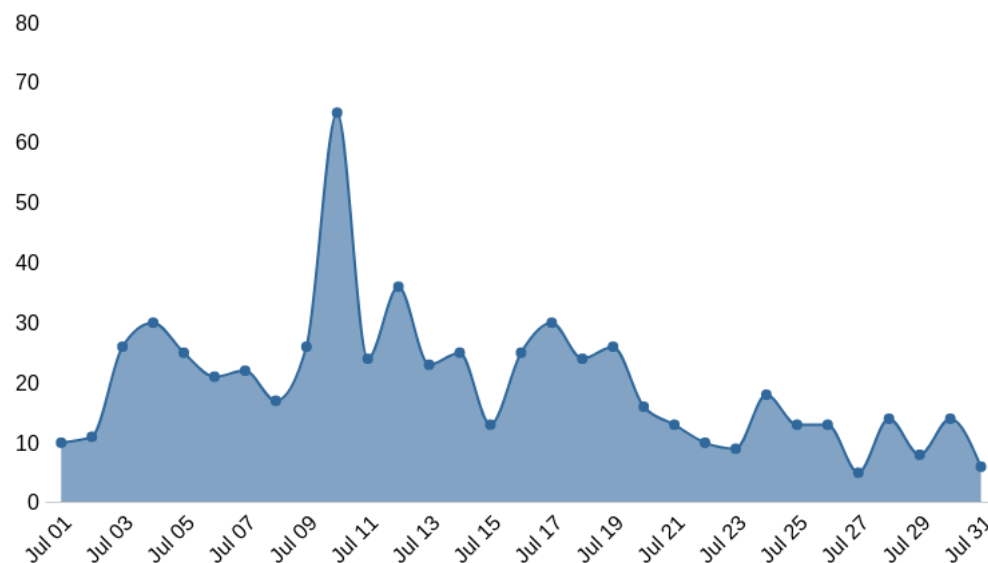


Times users clicked on an ad leading to your site and visited a page or
 completed an action

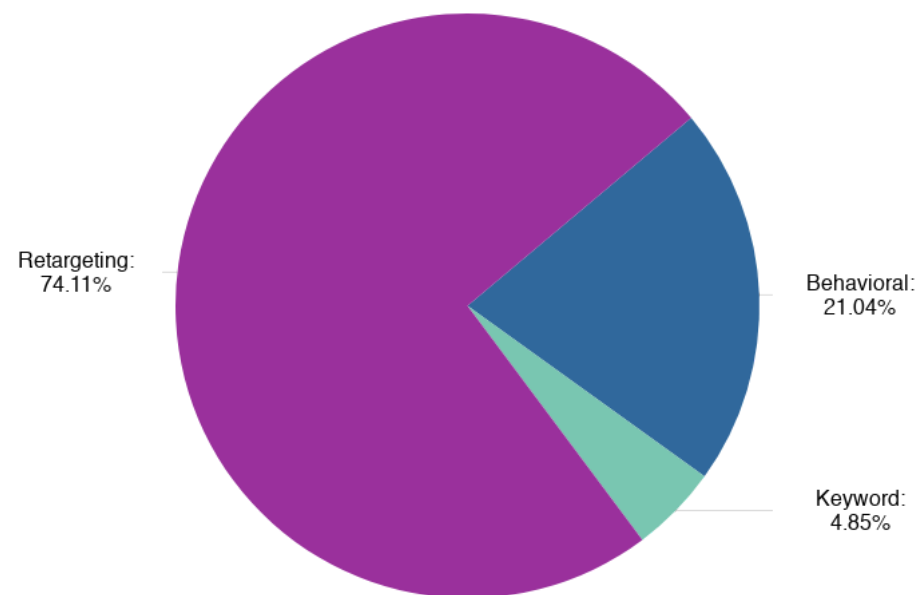
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Telaverde Schedule Tour Page View	615
Telaverde Amenities Page View	2
Telaverde Floorplans Page View	1

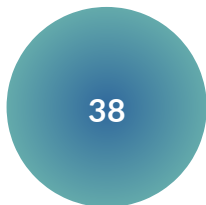
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

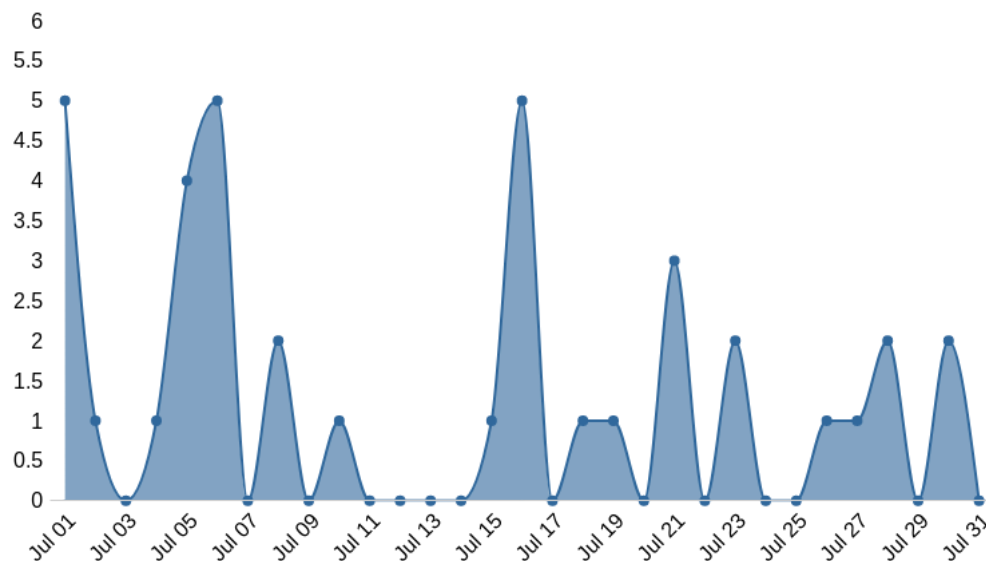


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

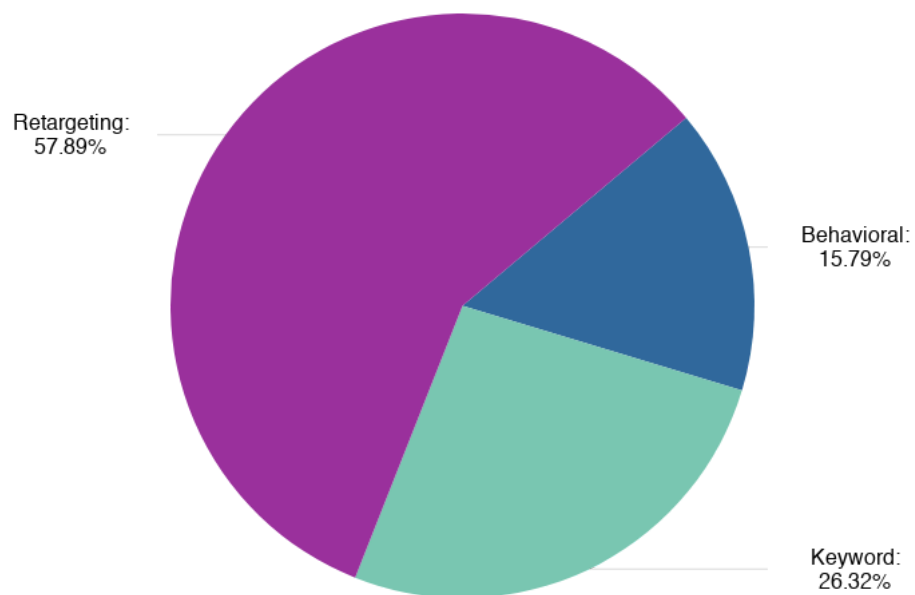
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Telaverde Schedule Tour Page View	21
Telaverde Homepage Visits	12
Telaverde Floorplans Page View	5

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



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

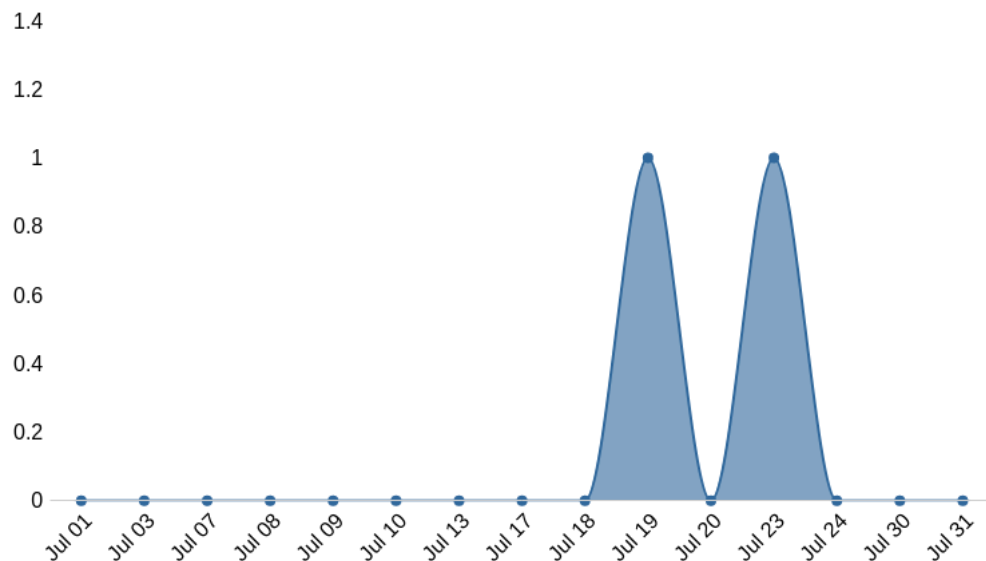
Conversion Name

View-Through Conversions ↓

Telaverde Homepage Visits

2

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%)
	Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	51,046	563	1.10%	15.76
	Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	49,710	506	1.02%	14.54

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	Variant: V_00010	Photo	Click to View	7.06%	1.66%
Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	Variant: V_00012	Photo	Click to View	5.32%	1.66%
Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	Variant: V_00007	Photo	Click to View	4.53%	1.78%
Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	Variant: V_00011	Photo	Click to View	4.49%	2.13%
Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	Variant: V_00001	Photo	Click to View	4.41%	1.49%
Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	Variant: V_00004	Photo	Click to View	4.22%	1.53%
Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	Variant: Original	Photo	Click to View	3.30%	1.57%
Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	Variant: V_00008	Photo	Click to View	3.29%	1.60%
Tela Verde Apartments_5.22_Social Mirror_Every dog at Tela Verde walks like they own the place	Variant: V_00014	Photo	Click to View	3.28%	1.67%
Tela Verde Apartments_5.22_Social Mirror_ASU West Campus is less than a mile from Tela Verde	Variant: V_00006	Photo	Click to View	3.27%	1.25%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Telaverde_7.9_tela verde.png	30,163	276	0.92%	13.07
Telaverde_5.22_tela verde - Favorite Place - 5-21-2026.png	18,613	110	0.59%	8.44

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	105,617	713	0.68%
Desktop	A personal computing device that remains stationary at one location.	38,366	720	1.88%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,489	22	0.40%
Unknown	---	60	0	0.00%

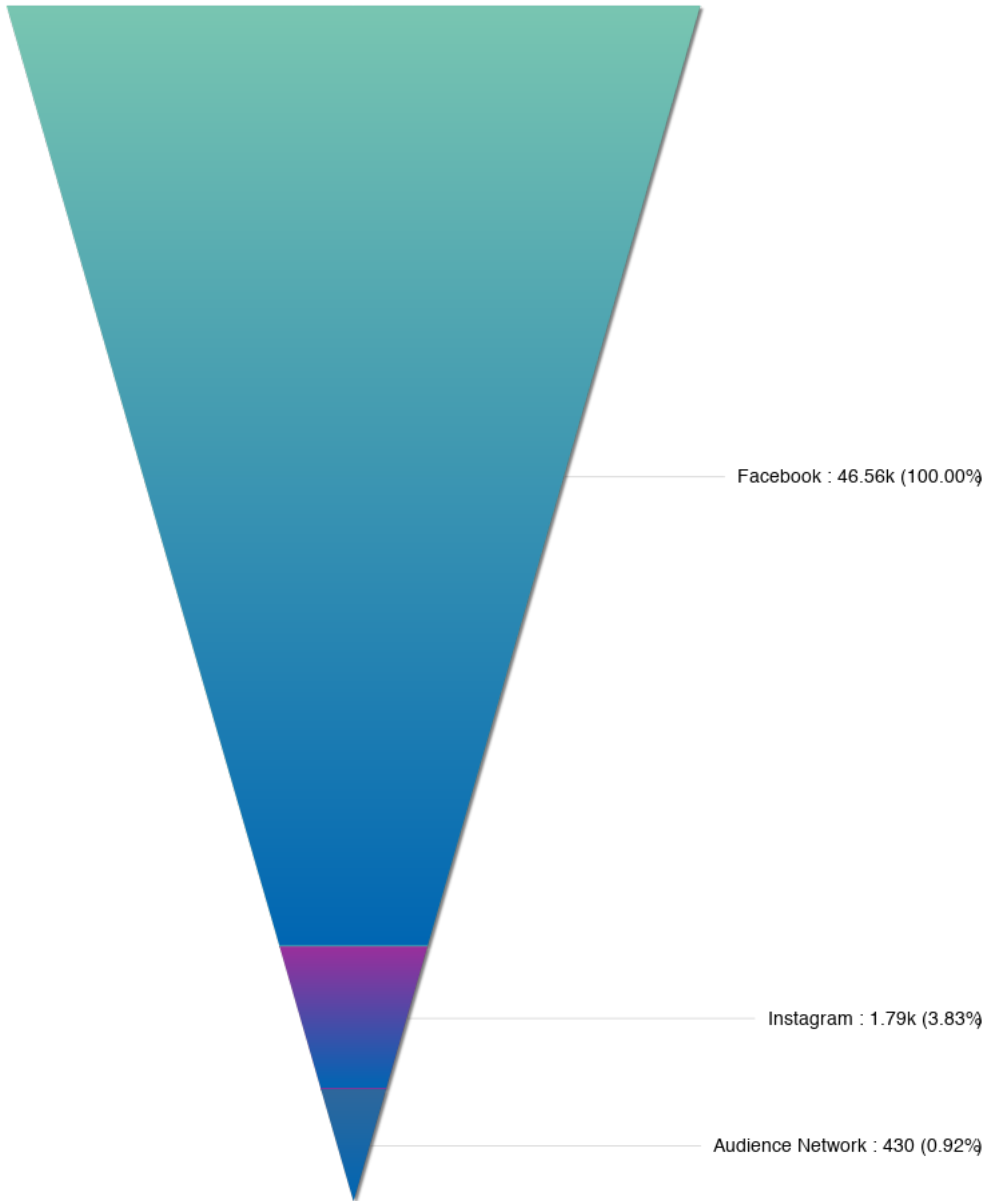
Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	4,233	1	0.02%
Fox Business News	3,162	0	0.00%
rincontech.es	2,768	111	4.01%
msn.com	2,312	0	0.00%
azcentral.com	2,274	10	0.44%
stormrack.com	2,186	52	2.38%
cmpgadgets.com	1,478	1	0.07%
kvoa.com	1,269	8	0.63%
arcamax.com	1,215	3	0.25%
visioncodee.fr	1,176	60	5.10%
realtor.com	1,132	0	0.00%
T-Mobile Play	1,092	0	0.00%
ign.com	1,012	0	0.00%
apnews.com	969	4	0.41%
gtaforum.org	858	178	20.75%
foxnews.com	839	1	0.12%
theworldonmynecklace.com	788	0	0.00%
fox10phoenix.com	717	1	0.14%
everafterinthewoods.com	684	2	0.29%
hometalk.com	631	2	0.32%

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.	26,705	12	0.04%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,818	238	1.34%
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.	1,680	38	2.26%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,175	54	4.60%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	476	22	4.62%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	430	4	0.93%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	307	7	2.28%
Instagram Stories	Your ads appear in people's Stories on Instagram.	134	10	7.46%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	34	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	16	1	6.25%

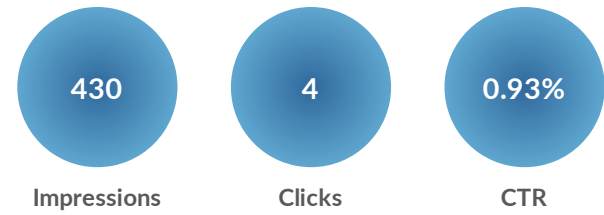
Social Placement Performance by Impressions



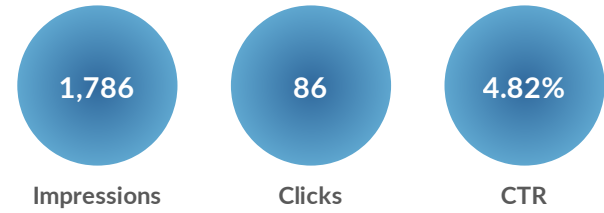
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

4,344	2,186	978	44.74%	1,686	1,338	1,791
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.30	17:49:08			
		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.

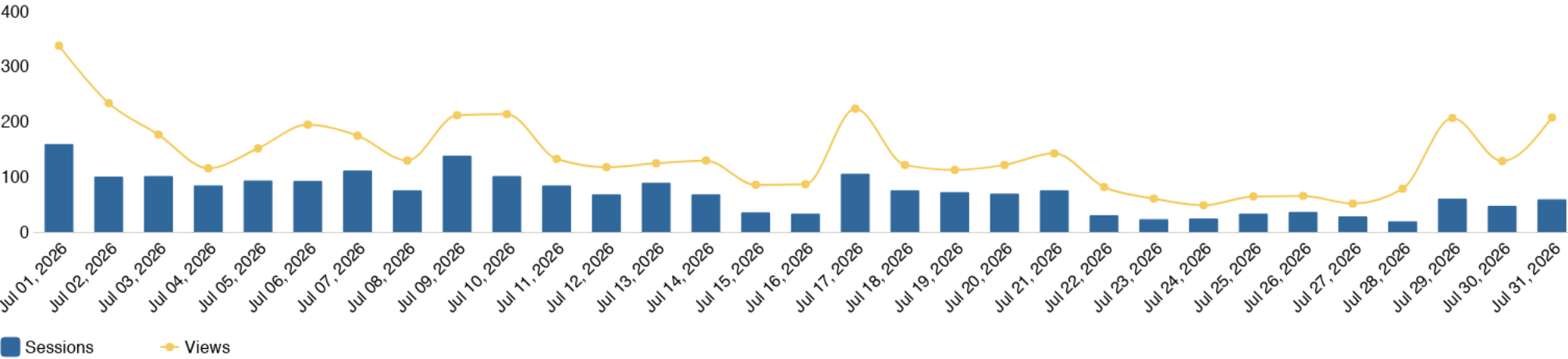
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

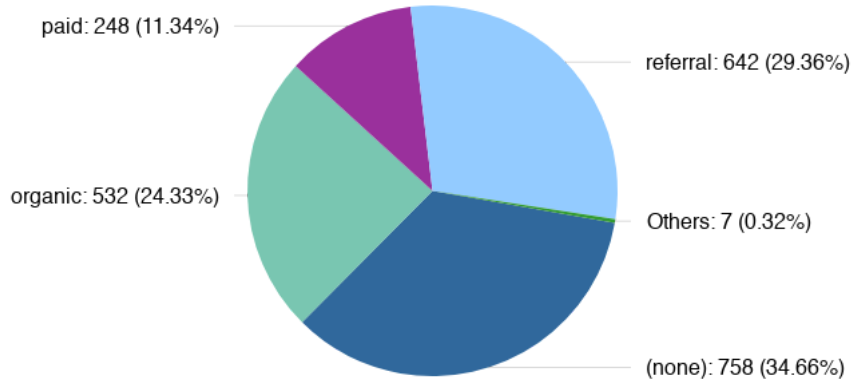
Google Analytics 4 Performance by Day



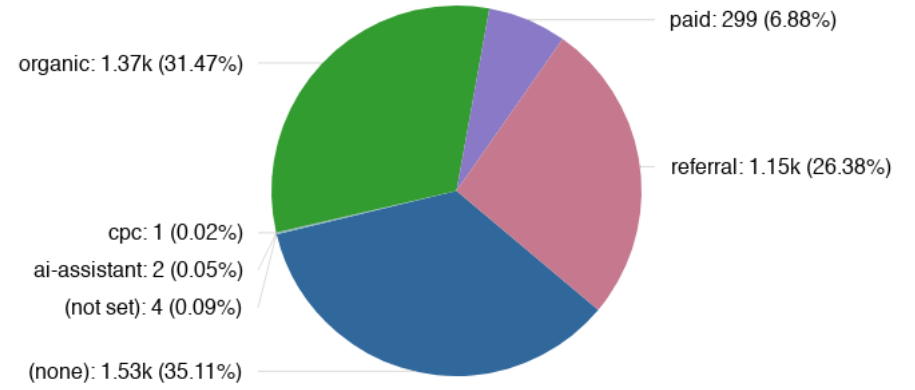
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,186	4,344	17:49:08	1.99	44.74%
Tela Verde Apartments	2,186	4,344	17:49:08	1.99	44.74%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

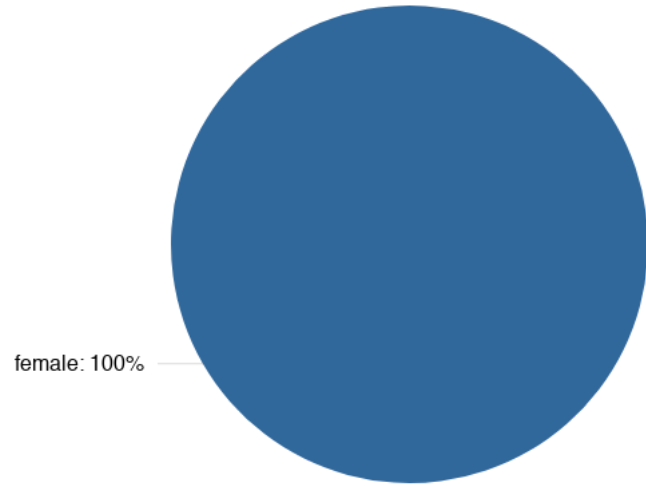


Grid contains more rows, but they have been clipped.

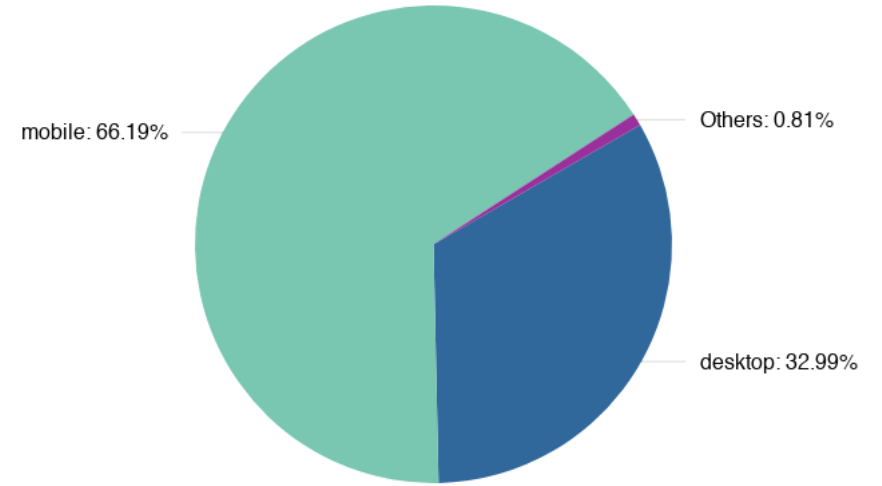
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	12,621
page_view	4,344
session_start	2,200
user_engagement	1,876
first_visit	1,338
scroll	936
form_start	538
menu_link	462
click	240
floorplan_selection	204
FloorPlans	118
Unit Selection	71
Chat	59

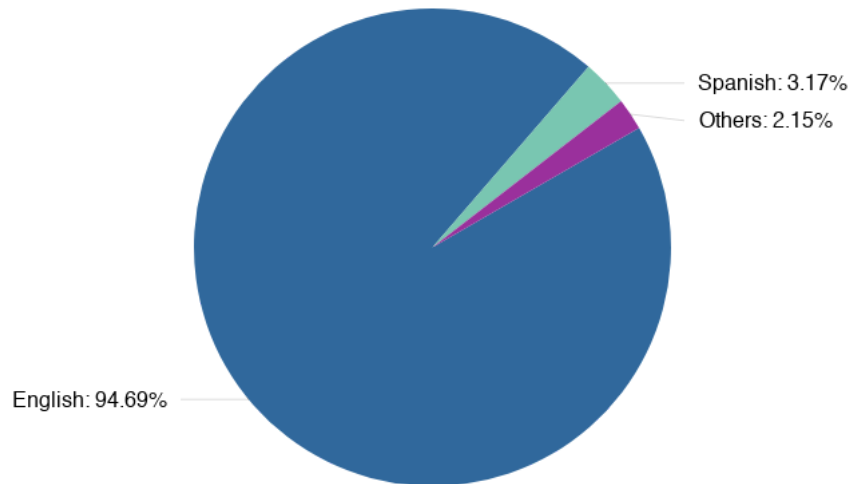
Google Analytics 4 Engaged Sessions by Gender



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	2,190	4,344	982	44.84%	17:49:08
Chrome	1,014	1,971	459	45.27%	08:13:51
Safari	889	1,815	417	46.91%	06:17:26
Edge	91	239	47	51.65%	02:14:29
Android Webview	64	86	11	17.19%	00:11:48
Firefox	49	51	13	26.53%	00:08:12

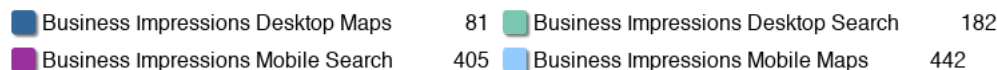
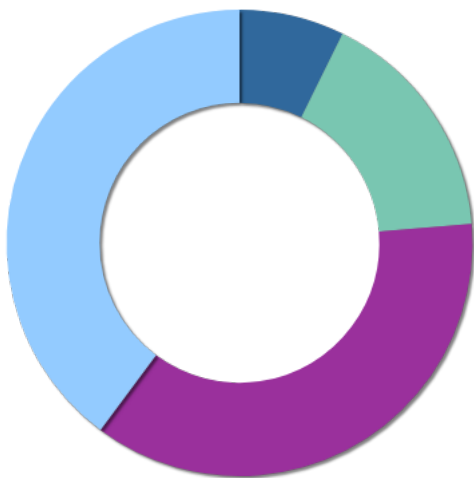
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,063
/	471
/floorplans	292
/scheduletour	234
/residentservices/tela-verde/userlogin	204
/residentservices/tela-verde/payments	155
/floorplans/two-bedroom-two-bath	85
/photogallery	70
/residentservices/tela-verde/quickpay	51
/floorplans/one-bedroom-one-bath	41
/amenities	39

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,464	4,344	1,254	50.89%	17:49:08
Phoenix	Arizona	632	1,400	347	54.91%	07:08:03
New York	New York	80	112	37	46.25%	00:04:59
(not set)	New York	76	77	2	2.63%	00:00:13
Las Vegas Valley	Nevada	54	80	11	20.37%	00:23:58
Glendale	Arizona	52	118	29	55.77%	00:22:26
(not set)	(not set)	48	55	6	12.50%	00:02:24
Los Angeles	California	47	97	24	51.06%	00:14:43
(not set)	(not set)	44	54	10	22.73%	00:00:00
Ashburn	Virginia	36	36	1	2.78%	00:00:00
Peoria	Arizona	33	53	13	39.39%	00:14:55
Scottsdale	Arizona	27	47	11	40.74%	00:15:53
Surprise	Arizona	26	62	12	46.15%	00:22:51
(not set)	Colorado	22	41	11	50.00%	00:04:49
Avondale	Arizona	22	68	15	68.18%	00:24:04
(not set)	California	21	26	8	38.10%	00:03:56

How customers search for your business on Google



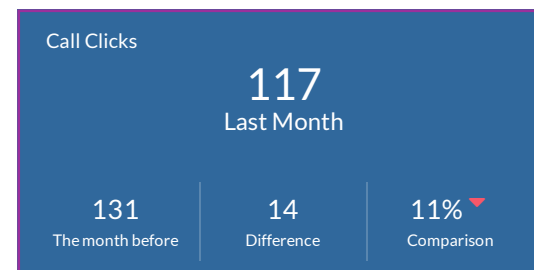
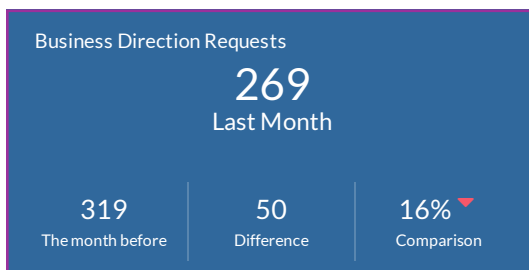
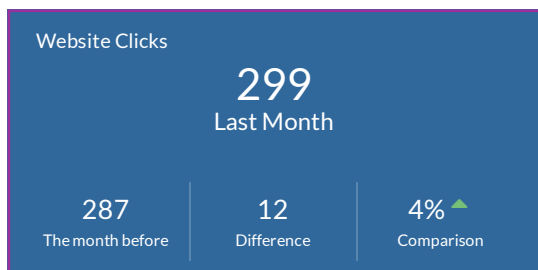
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

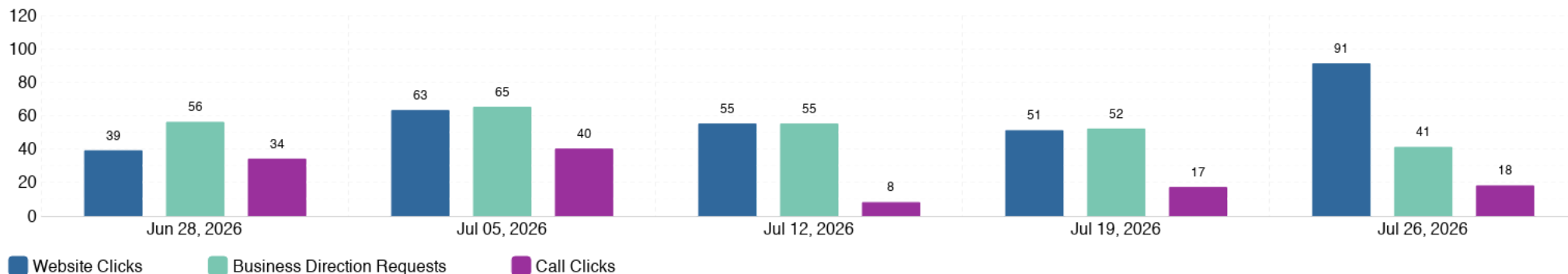
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.