

Digital Marketing Report

Impressions

How many ads were served:

796,023

Clicks

Times a user clicked on an ad

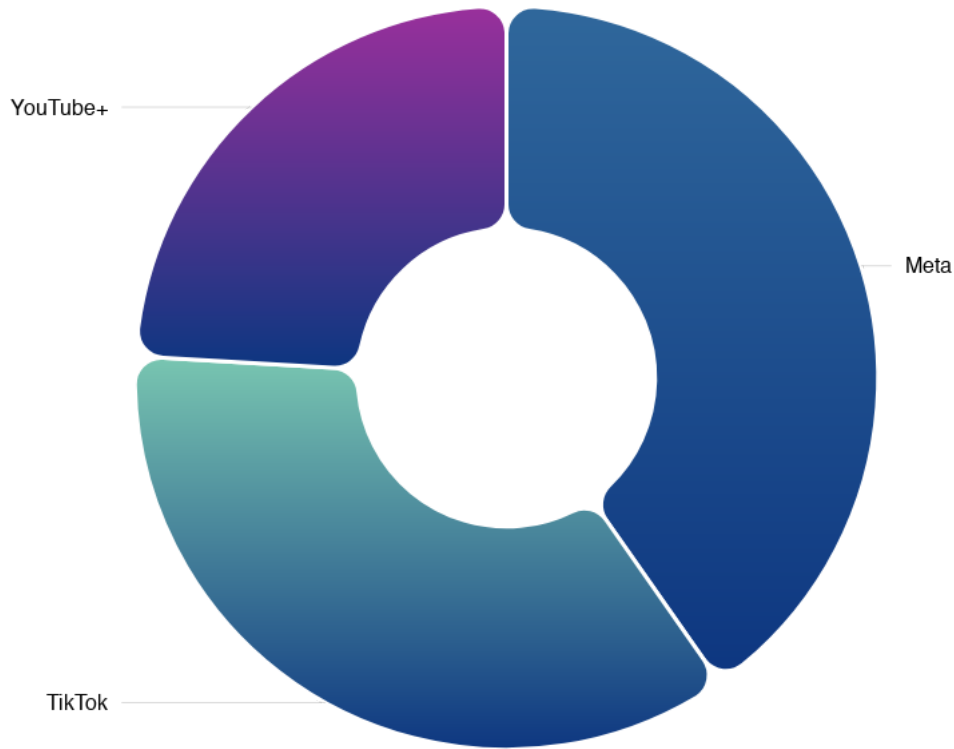
8,181

Click-Through Rate

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

1.34%

Your Product Breakout by Impressions



Total Engagement Rate

1.34%

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

X the National Average

14.68

X the National Avg (.07%)

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sonoma State University - High School/Parents/Degrees Facebook/Instagram Premium	307,670	6,111	1.99%	28.37
Sonoma State University - College Education/Career Advice/#dormlife TikTok	283,907	1,947	0.69%	9.80
Sonoma State University - Colleges/College Education/Admissions Info YouTube+	191,591	66	0.03%	0.49
Sonoma State University - Students - Matching Facebook/Instagram Premium	12,340	49	0.40%	5.67
Sonoma State University - Parents - Matching Facebook/Instagram Premium	515	8	1.55%	22.19

YouTube+ View-Through Conversions

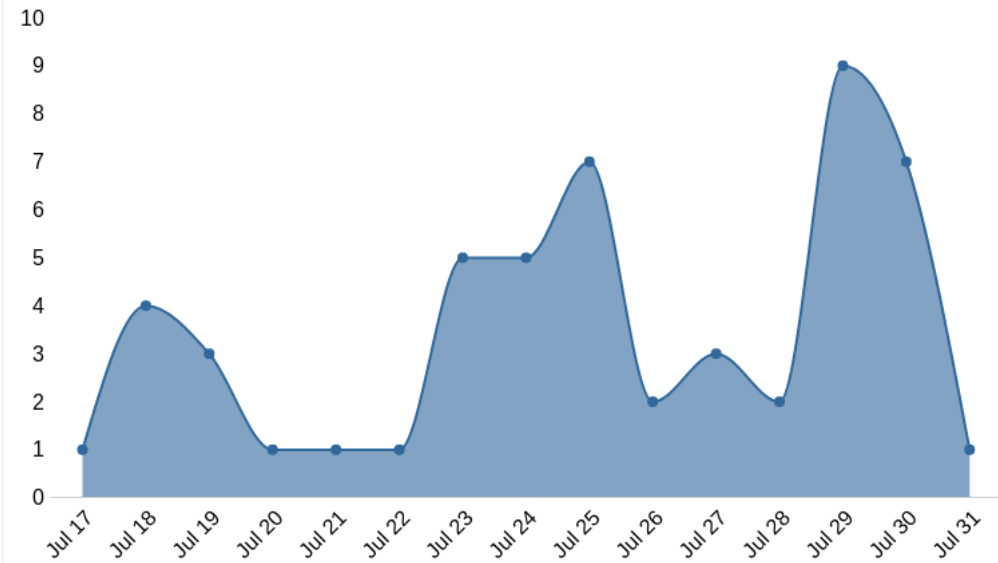


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

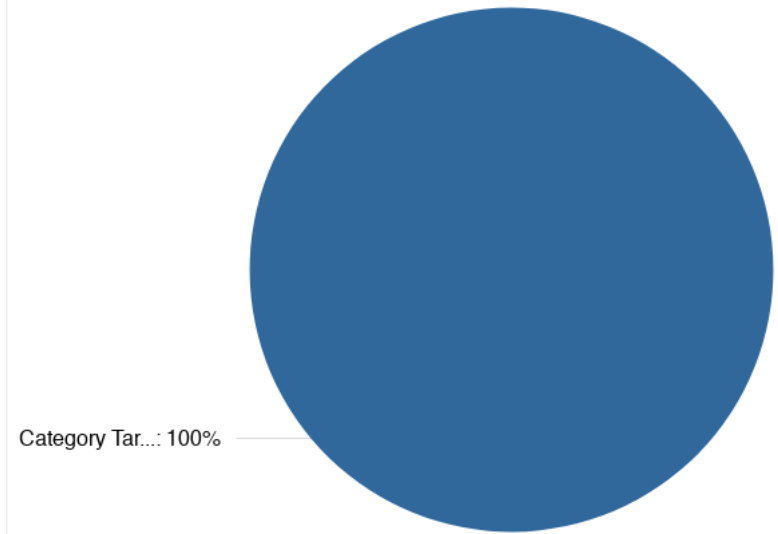
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sonoma State University Homepage Visits	47
Sonoma State University Homepage Visits (1)	3
Sonoma State University Apply Click	2

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy

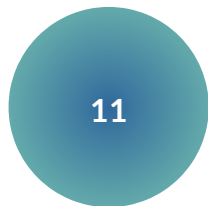




TikTok Click and View-through Conversion Performance

Campaign Name ↓	Custom Event Type	Total Custom Page Event
Sonoma State University #54545 - 131871	SSU Apply Click - Apply Click Conversion	3
Sonoma State University #54545 - 131871	SSU Check Application Status Click Conversion	1
Sonoma State University #54545 - 131871	SSU Homepage Visits	2

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

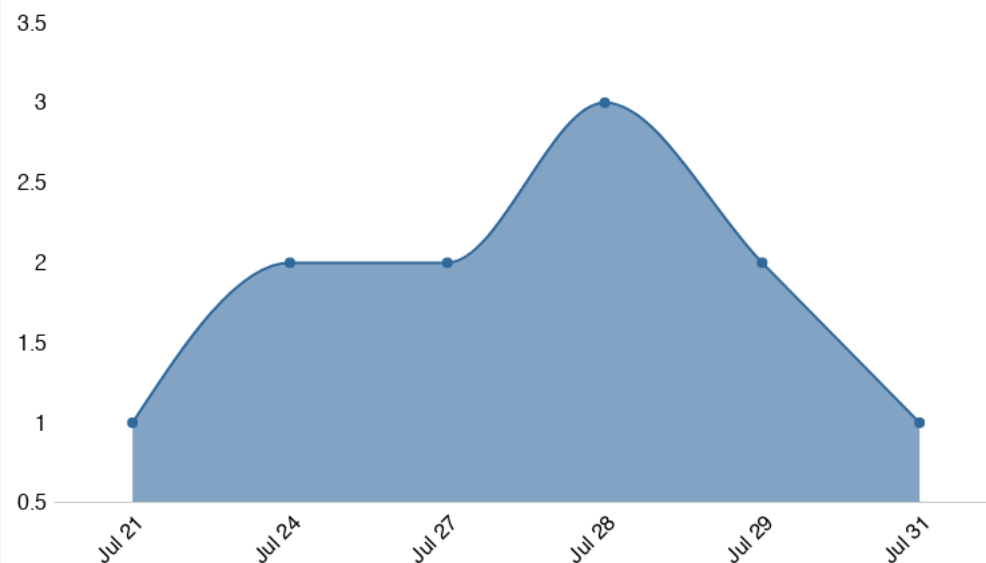
Conversion Name

[Click Conversions](#) ↓

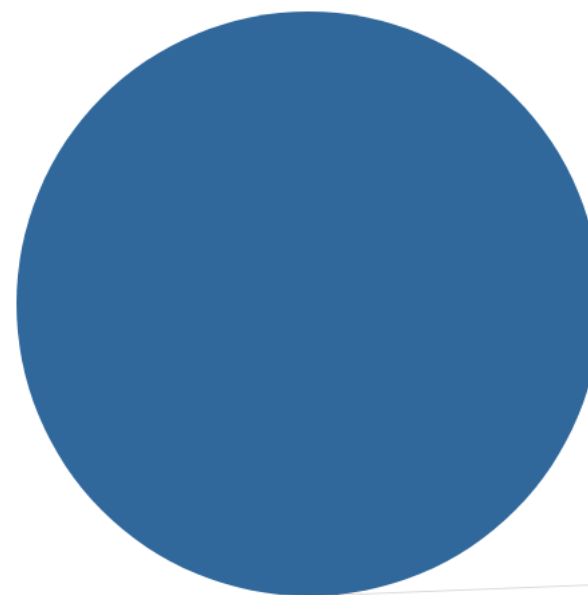
Sonoma State University Apply Click - Apply

11

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category
Targeting:
100%

Meta View-Through Conversions

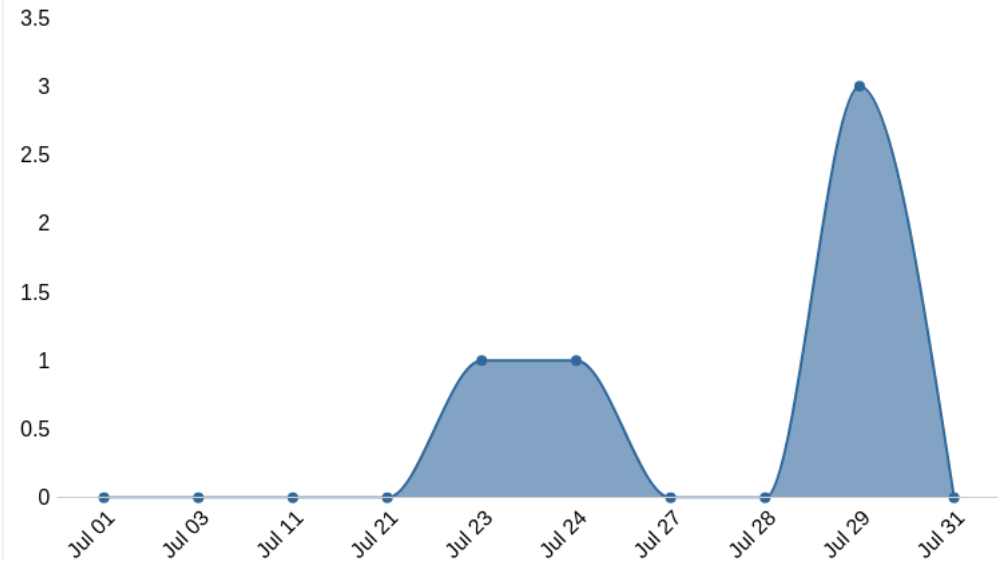


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

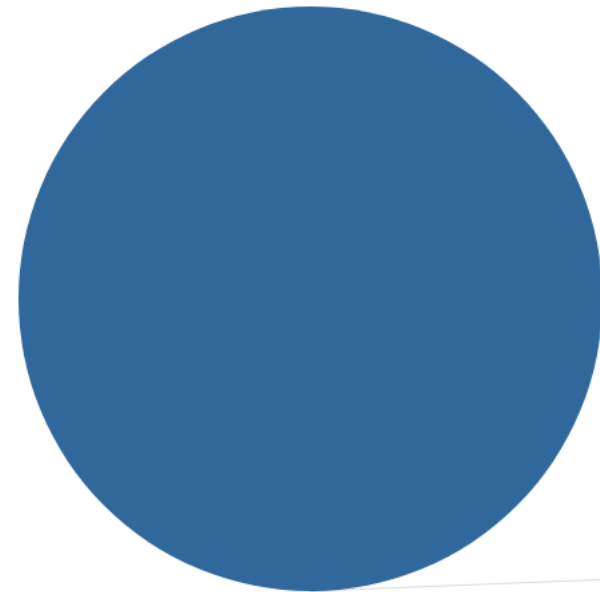
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Sonoma State University Homepage Visits	3
Sonoma State University Apply Click - Apply	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%

Meta Post Engagements

95,210

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

Meta Post Comments

11

The total number of comments your ads received

Meta Post Reactions

170

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

Meta Post Shares

7

The total number of people who shared your ad, giving your campaign free impressions

TikTok Likes



The number of likes your video creative received

TikTok Comments



The number of comments your video creative received

TikTok Profile Visits



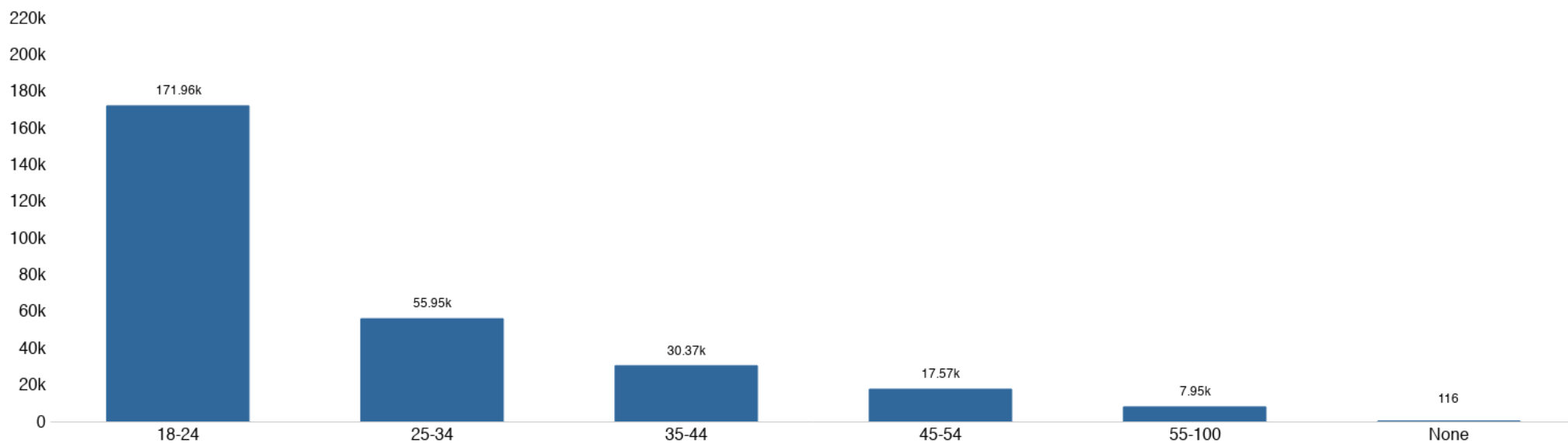
The number of profile visits the ad drove

TikTok Shares

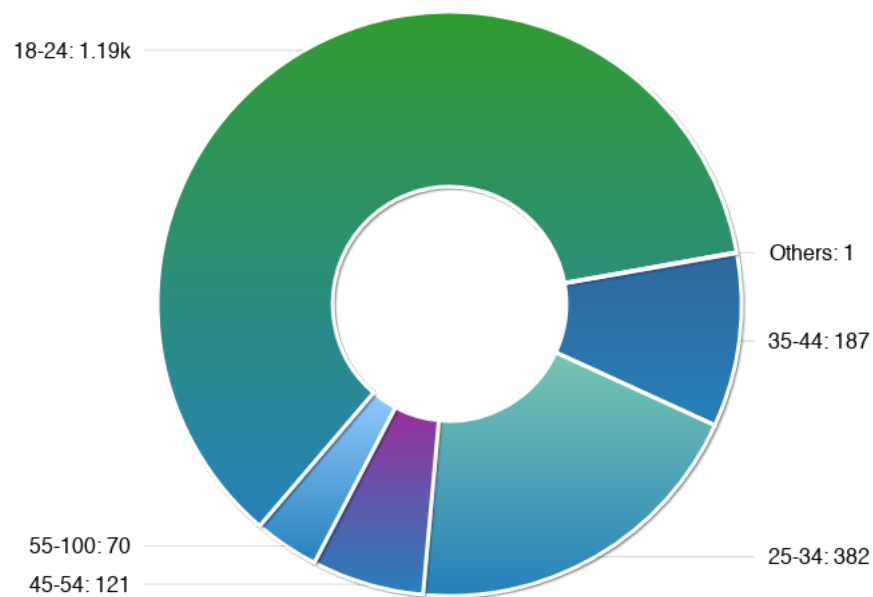


The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Sonoma State University_World Class Institution	82,151	30	97.63%	0.04
Sonoma State University_Careers	55,118	17	97.20%	0.04
Sonoma State University_Public School	54,322	19	97.19%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sonoma State University_World Class Institution	98.83%	98.23%	97.88%	97.63%
Sonoma State University_Public School	98.58%	97.86%	97.45%	97.19%
Sonoma State University_Careers	98.48%	97.84%	97.44%	97.20%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sonoma State University_7.17_sonoma_state_-_public_school_cost-private_school_experience_horz	128,003	2,364	1.85%	26.38
Sonoma State University_7.17_sonoma_state_-_world-class_institution_horz	116,719	2,313	1.98%	28.31
Sonoma State University_7.17_sonoma_state_-_careers_and_connections_horz	62,948	1,434	2.28%	32.54
Sonoma State University_6.24_sonoma_state_-_world-class_institution_horz_v1 faculty.mp4	12,340	49	0.40%	5.67
Sonoma State University_6.24_sonoma_state_-_student_horz_v1.mp4	515	8	1.55%	22.19

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Secure Your Spot Today	Sonoma State University_6.24_sonoma_state_-_world-class_institution_horz_v1 faculty.mp4	2

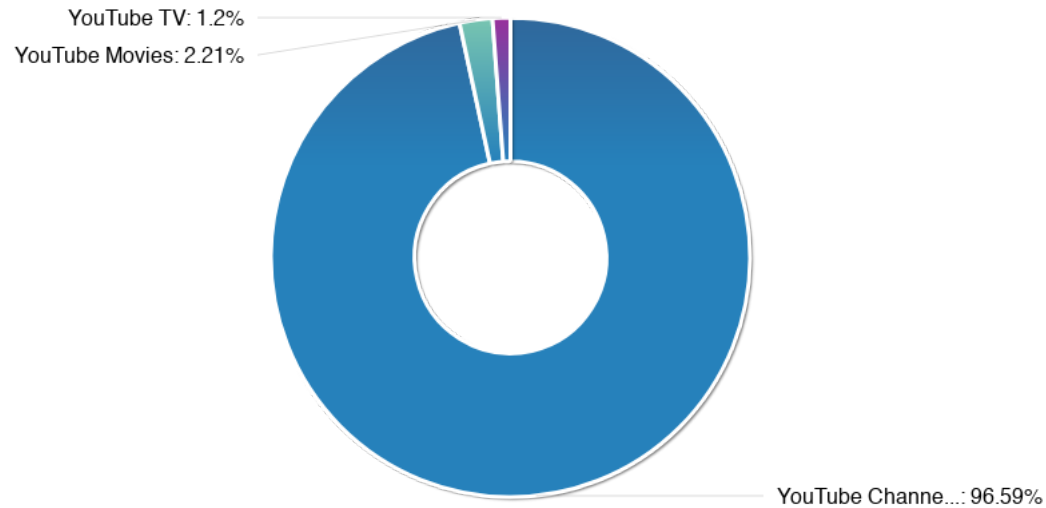
TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
sonoma_state_-_careers_and_connections (1080p)_JMj6Olae.mp4_Sonoma State University_7.17_careers and connections	122,532	741	0.60%	8.64
sonoma_state_-_public_school_cost- private_school_experience (1080p)_htbCr1mS.mp4_Sonoma State University_7.17_public_school_cost- private_school_experience	121,133	974	0.80%	11.49
sonoma_state_-_world-class_institution (1080p)_LMhJGycl.mp4_Sonoma State University_7.17_world-class_institution	40,242	232	0.58%	8.24

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	564,546	7,525	1.33%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	184,799	59	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	25,630	464	1.81%
Desktop	A personal computing device that remains stationary at one location.	1,955	0	0.00%
Unknown	---	929	26	2.80%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Nghệ An TV	806	1	0.12%
The Daily Show	770	0	0.00%
Joe Bart Games	707	0	0.00%
Joe Bartolozzi	678	0	0.00%
CaseOh	663	0	0.00%
Kai Cenat Live	660	0	0.00%
Midwest Safety	626	0	0.00%
Rotten Mango	603	0	0.00%
ABS-CBN News	592	0	0.00%
48 Hours	575	0	0.00%

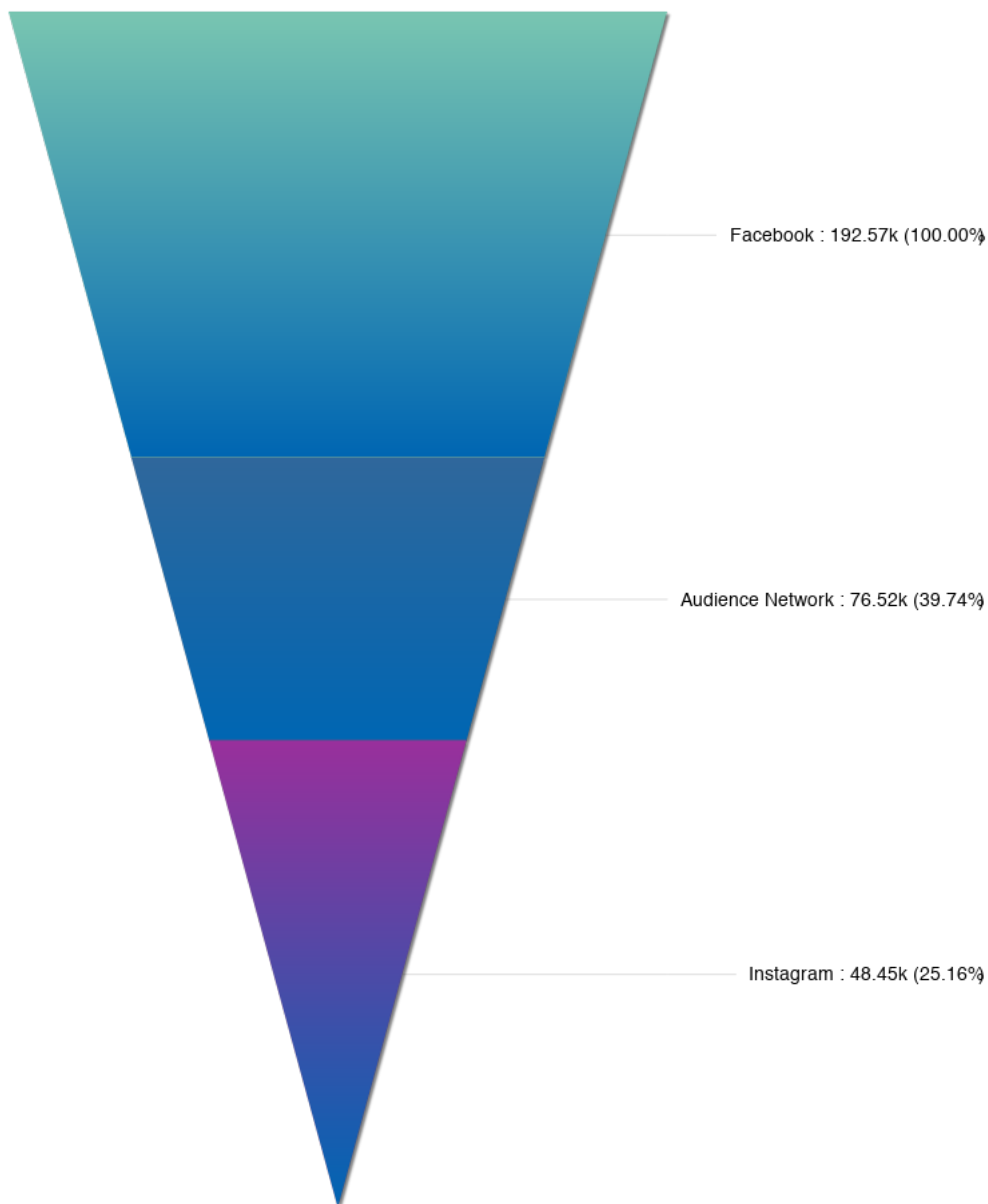
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	232
(YouTube TV) MS NOW	179
(YouTube TV) CNN	144
(YouTube TV) CNBC	79
(YouTube TV) ESPN	53
(YouTube TV) FOX Business	15
(YouTube TV) Tennis Channel	12
(YouTube TV) NBC Sports Bay Area	5

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	98,869	1,235	1.25%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	60,331	1,173	1.94%
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.	50,709	1,569	3.09%
Instagram Stories	Your ads appear in people's Stories on Instagram.	31,592	339	1.07%
Facebook Stories	Your ads appear in people's Stories on Facebook.	20,445	714	3.49%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	20,147	11	0.05%
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).	16,189	779	4.81%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	11,390	187	1.64%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	5,472	40	0.73%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,308	39	1.69%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

