

Digital Marketing Report

Impressions

How many ads were served:

26,109

Clicks

Times a user clicked on an ad

59

Click-Through Rate

(Clicks/Impressions) x 100

0.23%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

0.24%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

3.23

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%)
Haas and Haas Properties Louisville - Cross Platform Facebook/Instagram Premium	25,614	54	0.21%	3.01
Haas and Haas Properties Louisville - Website Retargeting Facebook/Instagram Premium	495	5	1.01%	14.43

Mobile Conquesting View-through Conversions

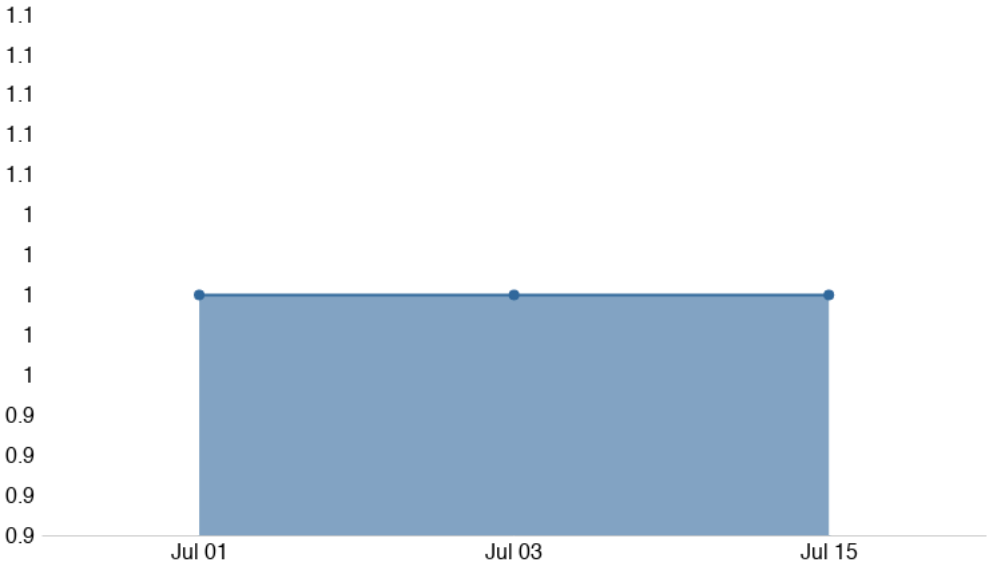


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

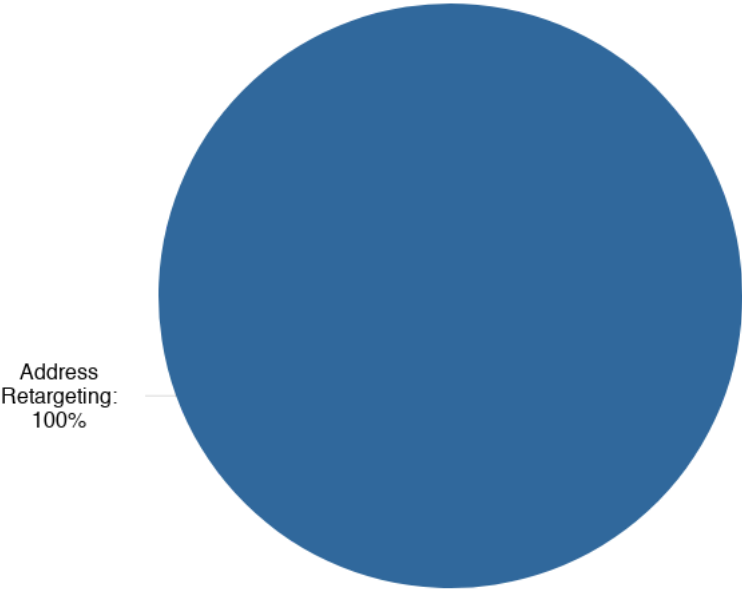
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Haas and Haas Homepage Visits	3

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Post Engagements



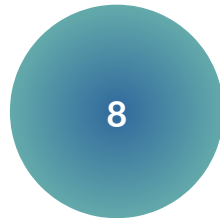
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Haas and Haas Properties Louisville_11.13_Lou - 1 - Haas.mp4	14,558	33	0.23%	3.24
Haas and Haas Properties Louisville_11.13_Lou - 2 - Haas.mp4	6,858	13	0.19%	2.71
Haas and Haas Properties Louisville_11.13_Lou - 4 - Haas.mp4	1,696	10	0.59%	8.42
Haas and Haas Properties Louisville_11.13_Lou - 3 - Haas.mp4	2,995	3	0.10%	1.43
Haas and Haas Properties Louisville_10.10_3 phone c (1)_600x600	2	0	0.00%	0.00



Device Performance

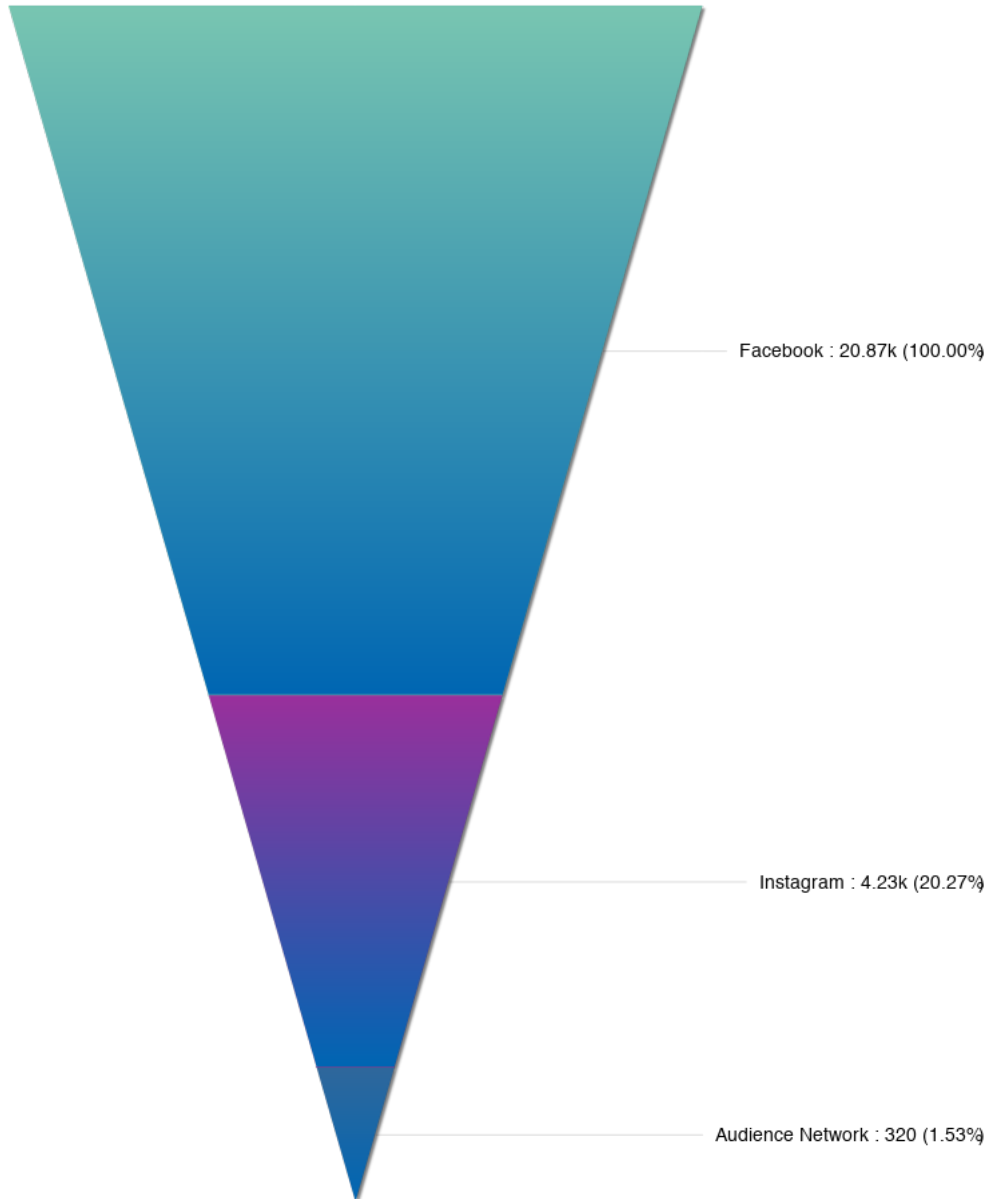
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	25,619	59	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	301	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	129	0	0.00%
Unknown	---	60	0	0.00%



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.	8,128	24	0.30%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,237	11	0.18%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	6,051	6	0.10%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,879	3	0.16%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,259	2	0.16%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,093	4	0.37%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	627	3	0.48%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	294	1	0.34%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	267	3	1.12%
Facebook Stories	Your ads appear in people's Stories on Facebook.	112	1	0.89%

Social Placement Performance by Impressions



Facebook News Feed Performance



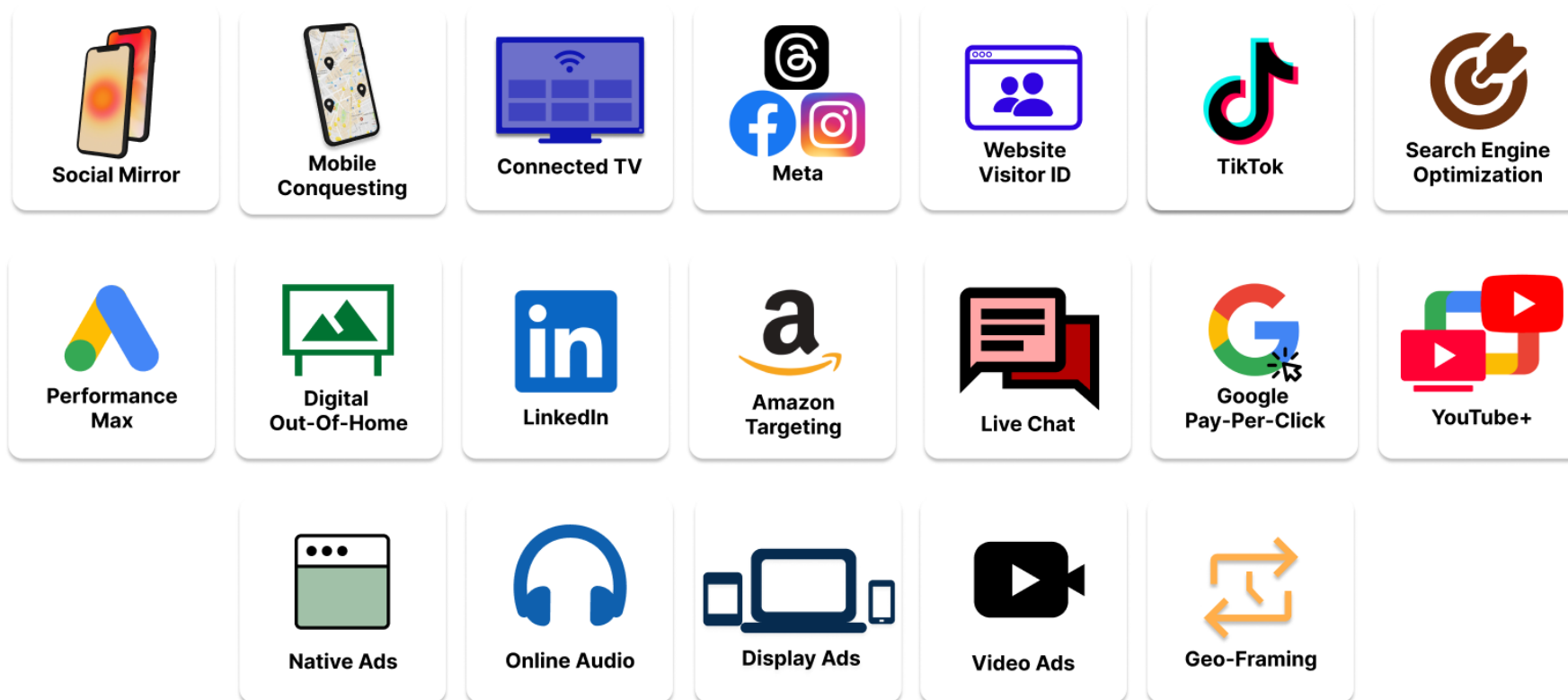
Audience Network Performance



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.