

Digital Marketing Report

Impressions

How many ads were served:

67,088

Clicks

Times a user clicked on an ad

542

Click-Through Rate

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

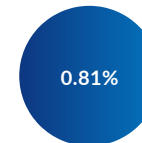
0.81%

Your Product Breakout by Impressions



Meta

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

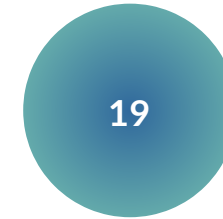
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Van Wert County Commissioners - Mental Health/Counseling/Therapy Facebook Premium	67,088	542	0.81%	11.54

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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Van Wert County Commissioners_2.3	65,729	535	0.81%	11.63
Van Wert County Commissioners_2.1	1,359	7	0.52%	7.36



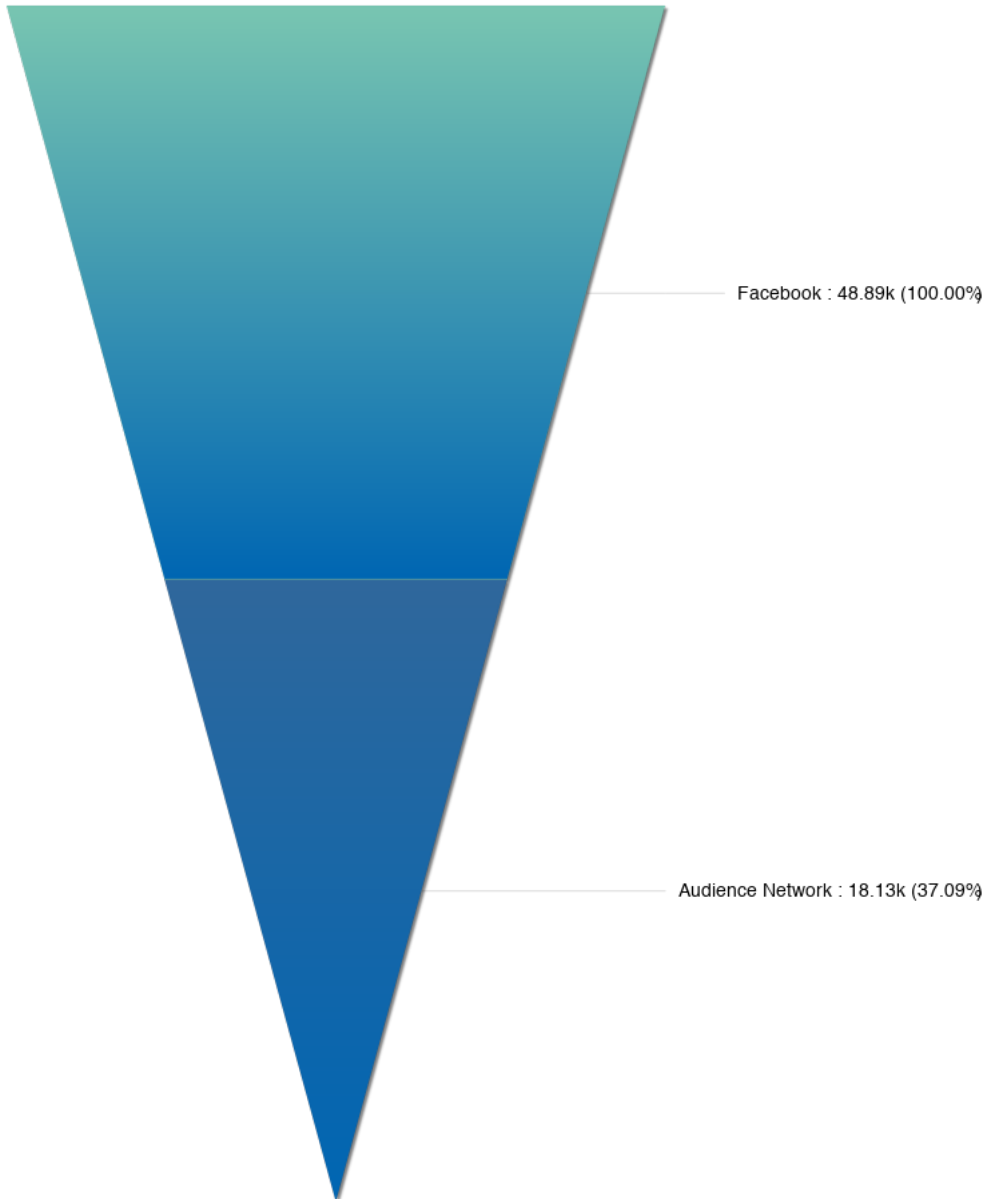
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	60,586	495	0.82%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,708	40	0.85%
Desktop	A personal computing device that remains stationary at one location.	1,401	0	0.00%
Unknown	---	393	7	1.78%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	25,190	238	0.94%
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.	20,965	126	0.60%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	18,133	83	0.46%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,159	5	0.23%
Facebook Stories	Your ads appear in people's Stories on Facebook.	517	86	16.63%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	59	0	0.00%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	51	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	11	4	36.36%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	3	0	0.00%

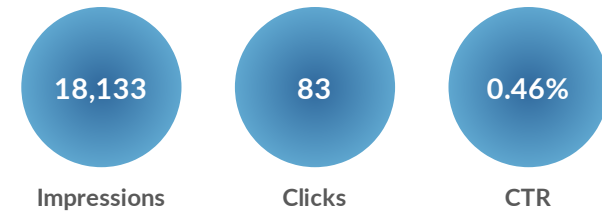
Social Placement Performance by Impressions



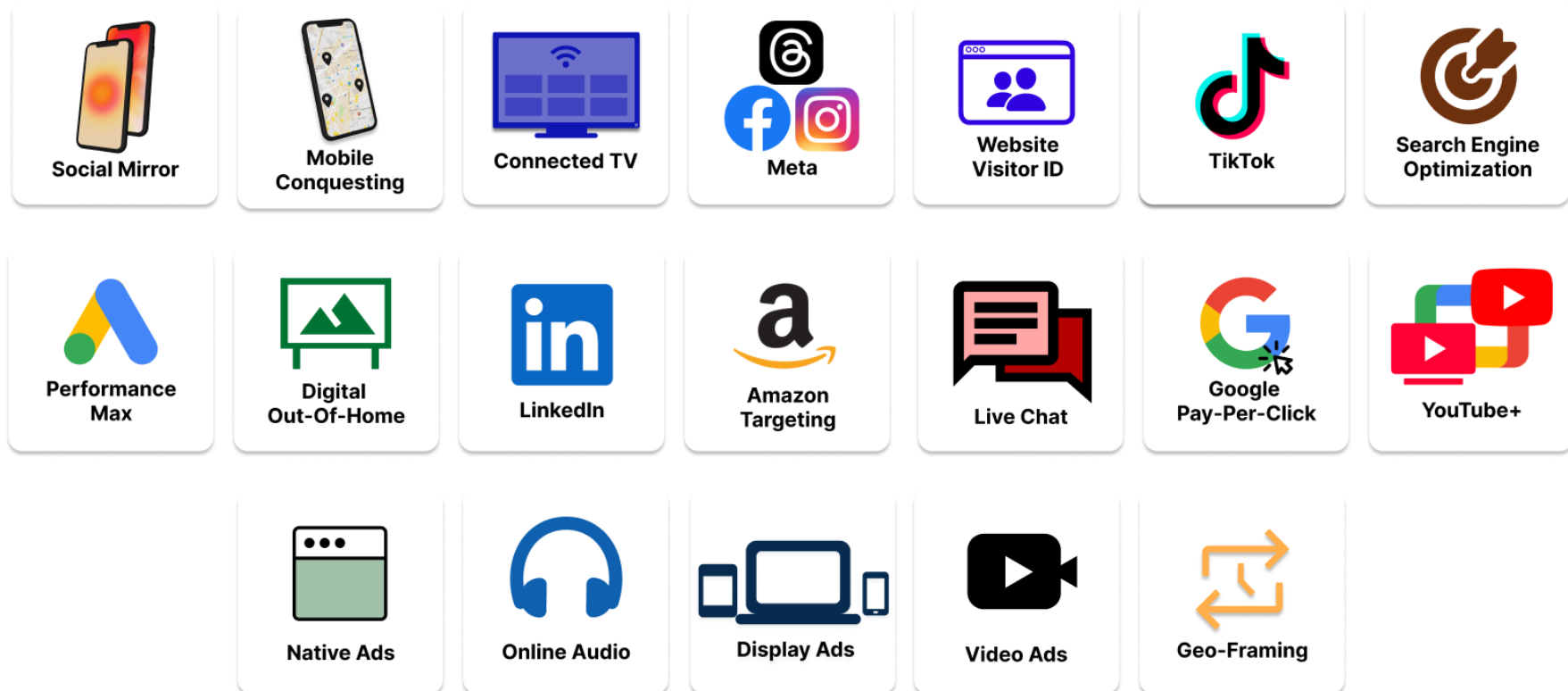
Facebook News Feed Performance



Audience Network Performance



All available products in our *toolbox*.



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