

Digital Marketing Report

Impressions

How many ads were served:

74,422

Clicks

Times a user clicked on an ad

901

Click-Through Rate

(Clicks/Impressions) x 100

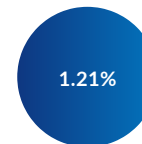
1.21%

Your Product Breakout by Impressions



Meta

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%)
Franklin Street Pediatric Dentistry - Facebook/Instagram Premium	69,522	827	1.19%	16.99
Franklin Street Pediatric Dentistry - Facebook/Instagram Premium Retargeting	4,900	74	1.51%	21.57

Meta Post Engagements

2,232

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

Meta Post Reactions

39

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

Meta Post Shares

5

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
FSPD_Dr. Hardin - white coat.jpg	53,178	742	1.40%	19.93
FSPD_7.14.26_Staff Family Carousel	8,206	57	0.69%	9.92
FSPD_5.27.26_Staff Family Carousel	9,665	55	0.57%	8.13
FSPD_Franklin Street 15.mp4	3,373	47	1.39%	19.91

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Franklin Street Pediatric Dentistry	FSPD_5.27.26_Staff Family Carousel	50
1: Parent approved smiles	FSPD_5.27.26_Staff Family Carousel	14
2: Parent approved smiles	FSPD_5.27.26_Staff Family Carousel	10
3: Parent approved smiles	FSPD_7.14.26_Staff Family Carousel	10

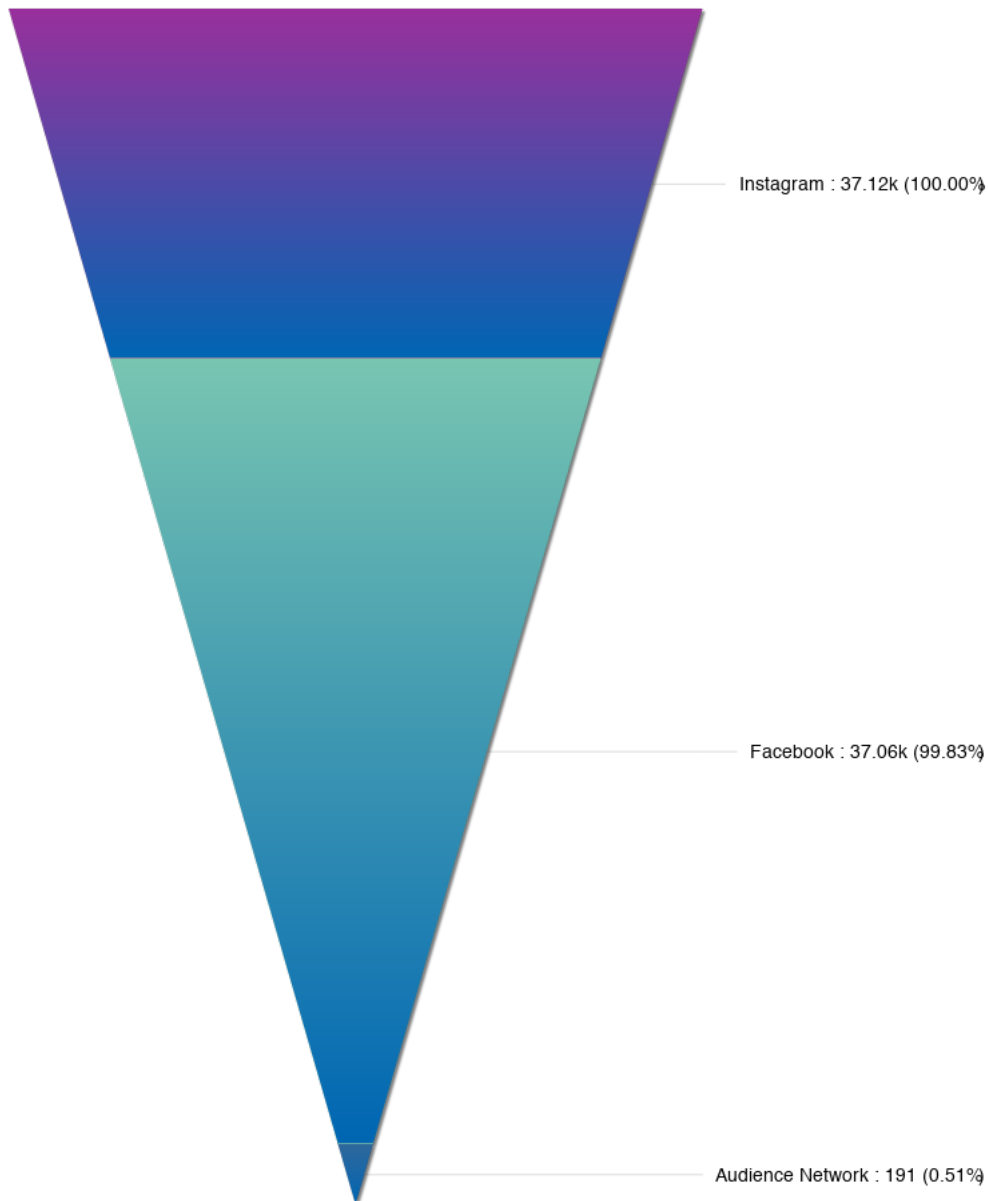
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,109	884	1.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,245	14	1.12%
Desktop	A personal computing device that remains stationary at one location.	924	1	0.11%
Unknown	---	144	2	1.39%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Reels	Your ads appear in the Reels tab on Instagram.	33,162	509	1.53%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,290	197	1.14%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	11,304	57	0.50%
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.	8,326	94	1.13%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,869	33	1.15%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,089	4	0.37%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	191	1	0.52%
Facebook Stories	Your ads appear in people's Stories on Facebook.	132	6	4.55%
Threads	Your ads appear in the Threads feed.	55	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	4	0	0.00%

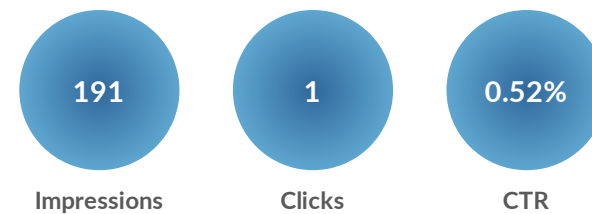
Social Placement Performance by Impressions



Facebook News Feed Performance



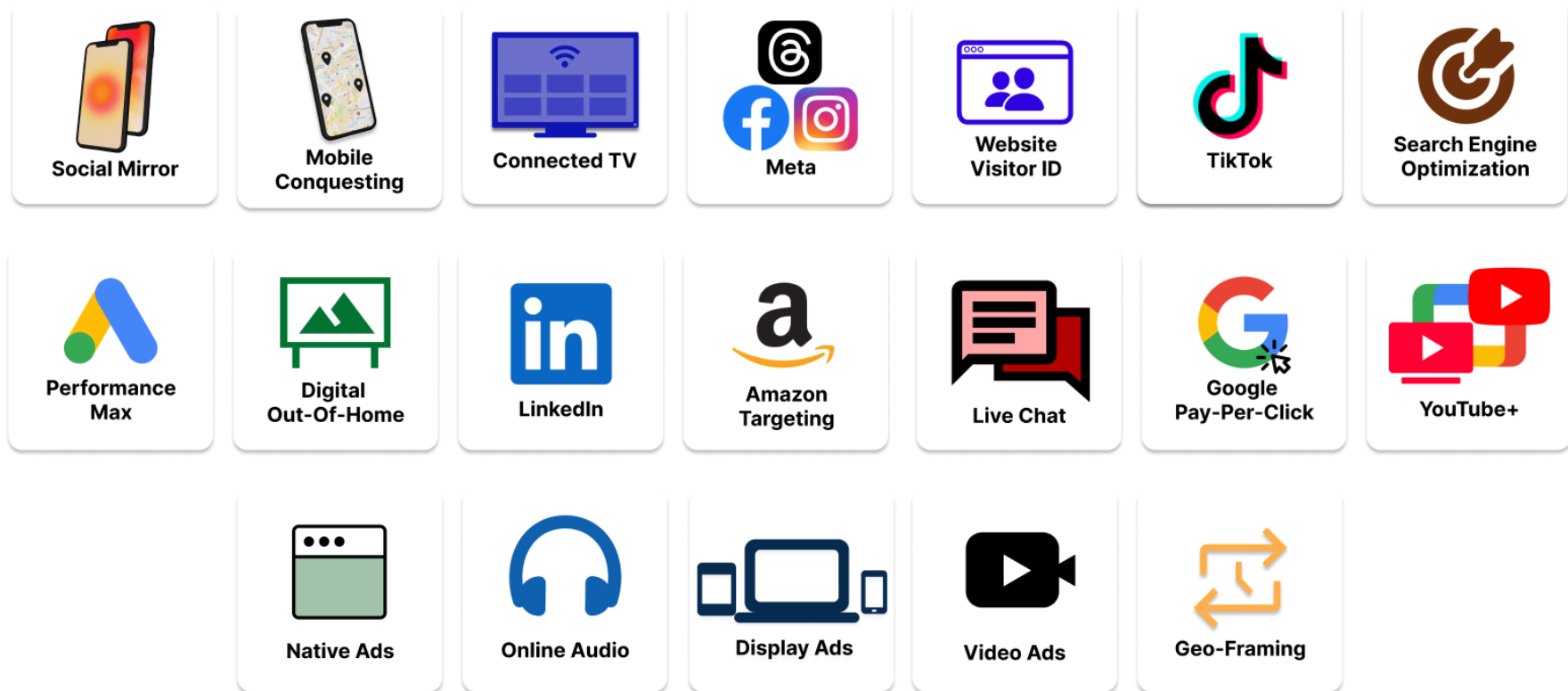
Audience Network Performance



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.