

Digital Marketing Report

Impressions

How many ads were served:

227,258

Clicks

Times a user clicked on an ad

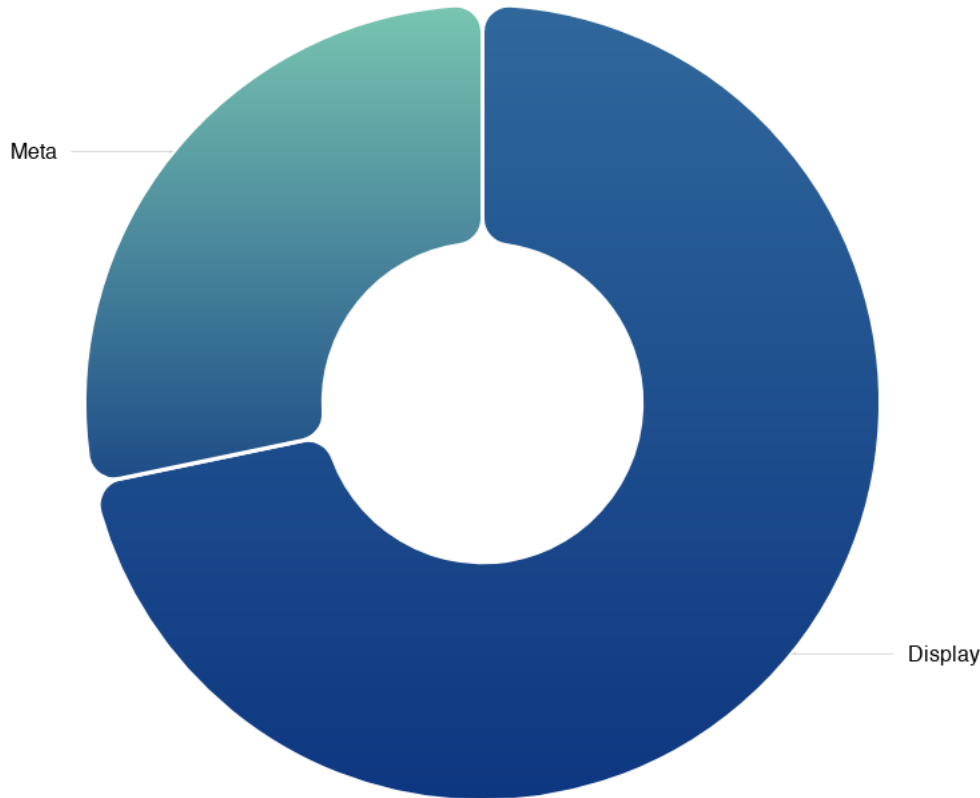
1,358

Click-Through Rate

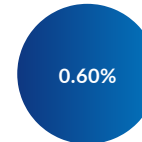
(Clicks/Impressions) x 100

0.60%

Your Product Breakout by Impressions



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%)
Baxter Plumbing - AI Display	81,129	580	0.71%	10.21
Baxter Plumbing - Age 35+ /Home Improvement/Home Remodel Behavioral Display	80,226	186	0.23%	3.31
Baxter Plumbing - Home Improvement/Renovation Facebook/Instagram Premium	60,749	541	0.89%	12.72
Baxter Plumbing - Retargeting Facebook/Instagram Premium	3,529	35	0.99%	14.17
Baxter Plumbing - Retargeting Display	1,625	16	0.98%	14.07

Display View-through Conversions

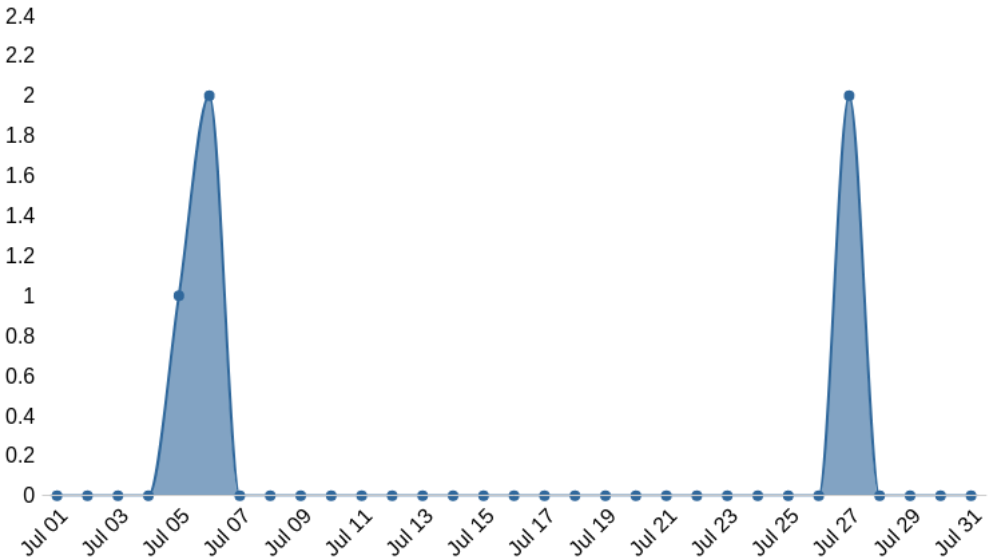


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

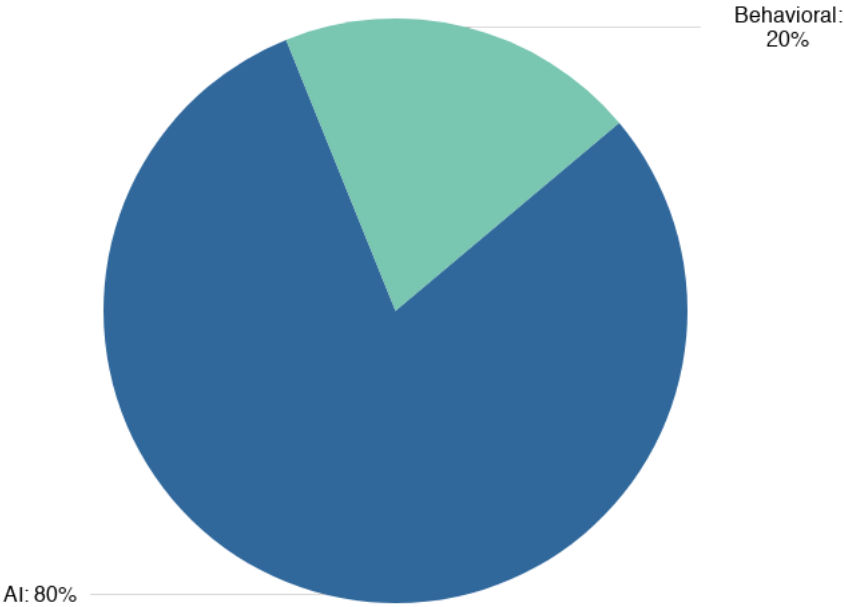
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Baxter Plumbing Homepage Visits	5

Display View-through Conversions by Day



Top Display 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 Reactions

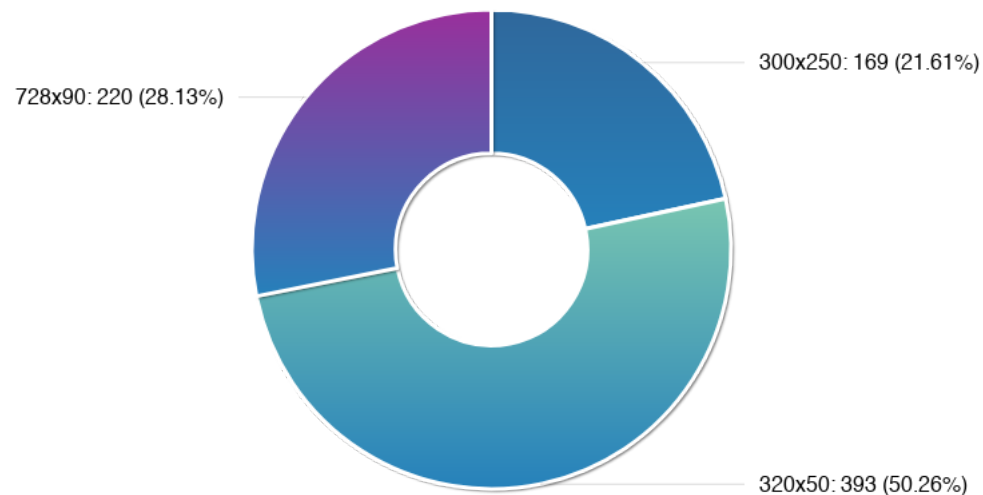


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

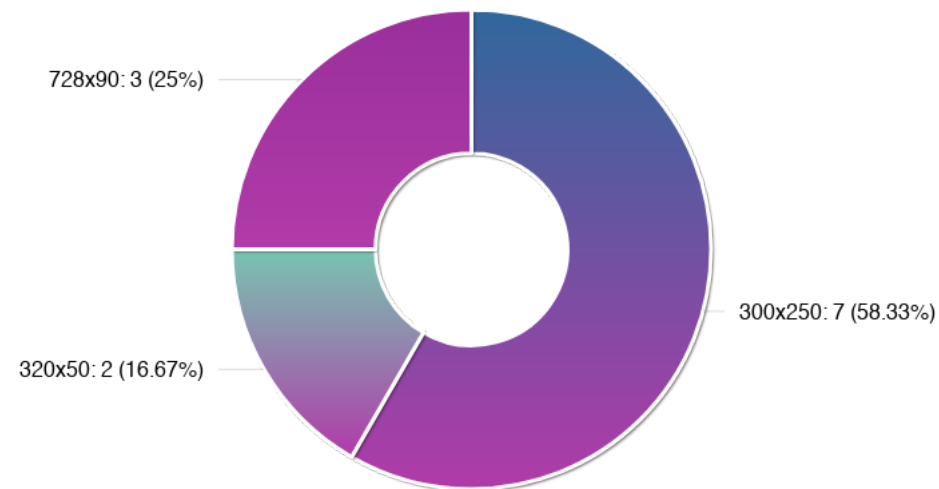
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Baxter Plumbing_Baxter_Services_320x50-b	32,968	209	0.63%	9.06
Thumbnail not available	Baxter Plumbing_Baxter_Services_320x50-a	33,636	184	0.55%	7.81
	Baxter Plumbing_Baxter_Services_728x90-b	24,354	123	0.51%	7.22
	Baxter Plumbing_Baxter_Services_300x250-b	27,312	98	0.36%	5.13
	Baxter Plumbing_Baxter_Services_728x90-a	22,751	97	0.43%	6.09
	Baxter Plumbing_Baxter_Services_300x250-a	21,959	71	0.32%	4.62

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Baxter Plumbing_IMG_6702.jpg	64,278	576	0.90%	12.80

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	166,757	1,133	0.68%
Desktop	A personal computing device that remains stationary at one location.	40,412	162	0.40%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	19,965	63	0.32%
Unknown	---	124	0	0.00%

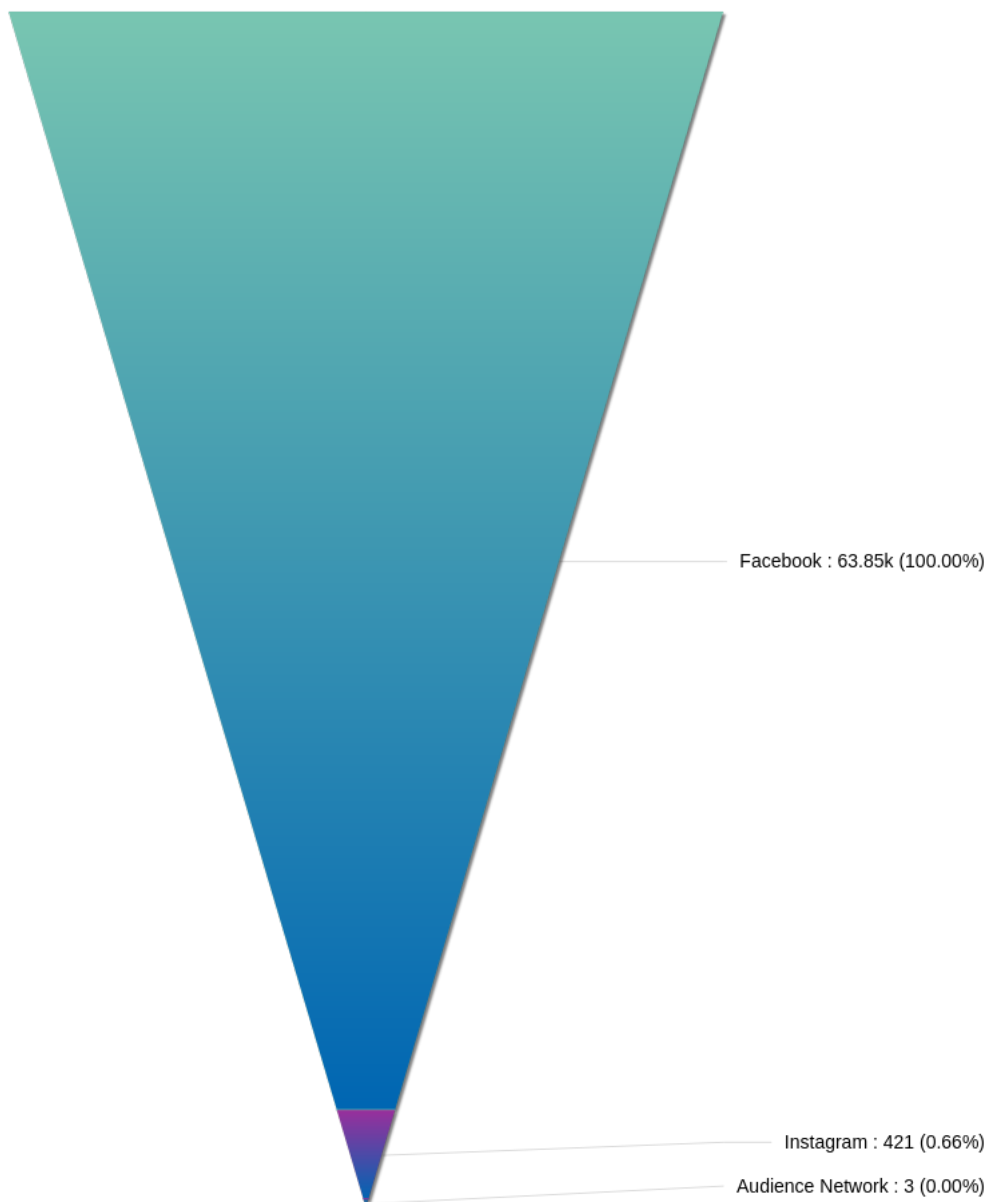
Site and App Performance

Name	Impressions ↓	Clicks	CTR
T-Mobile Play	7,774	221	2.84%
imdb.com	6,906	3	0.04%
usatoday.com	4,752	5	0.11%
arcamax.com	4,363	8	0.18%
The Scoop	3,647	6	0.16%
huffpost.com	3,477	2	0.06%
nypost.com	2,232	9	0.40%
tmz.com	1,982	1	0.05%
oregonlive.com	1,730	0	0.00%
Podkicker Podcast Player	1,553	1	0.06%
Meetup: Social Events & Groups	1,500	4	0.27%
registerguard.com	1,328	4	0.30%
theguardian.com	1,068	5	0.47%
courttv.com	1,049	2	0.19%
thedailybs.com	1,025	4	0.39%
dailymail.com	858	3	0.35%
themirror.com	812	7	0.86%
realclearpolitics.com	802	1	0.12%
infinitybuilds.gg	794	0	0.00%
eugenedailypost.com	660	5	0.76%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	32,122	449	1.40%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	24,110	38	0.16%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	4,464	62	1.39%
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.	3,134	12	0.38%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	398	15	3.77%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	23	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	20	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	3	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.	1	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



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.