

Digital Marketing Report

Impressions

How many ads were served:

155,282

Clicks

Times a user clicked on an ad

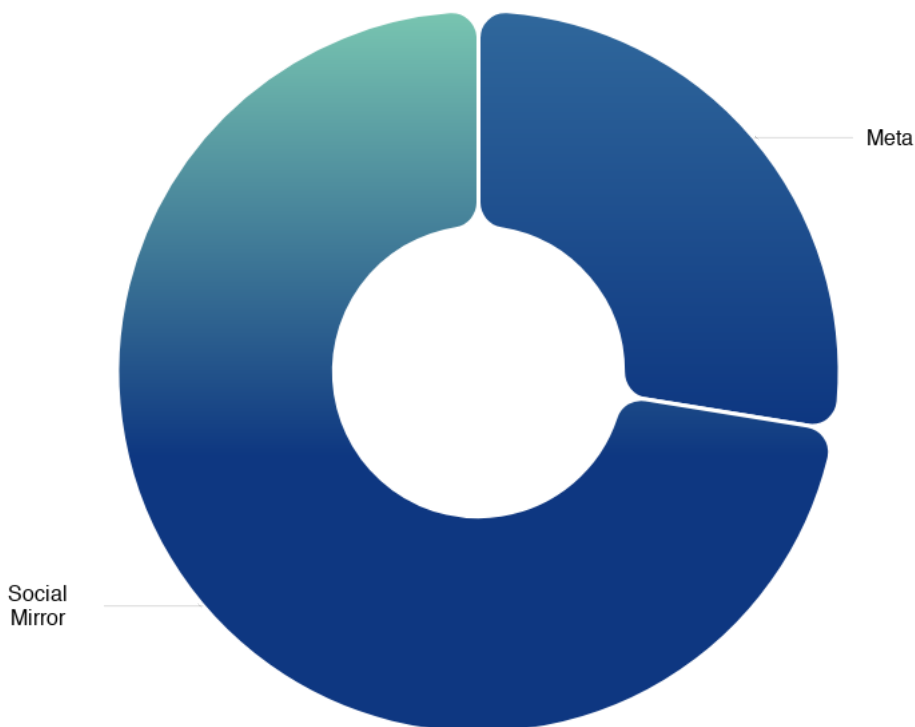
344

Click-Through Rate

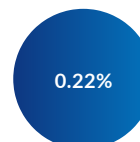
$(\text{Clicks} / \text{Impressions}) \times 100$

0.22%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

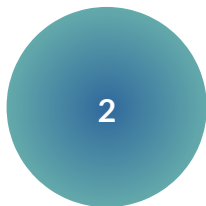
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
AICDAC - AI Social Mirror	105,560	143	0.14%	1.94
AICDAC - Wellness/Self Care Facebook Premium	42,826	193	0.45%	6.44
AICDAC - Substance Abuse/Addiction Recovery Social Mirror	6,896	8	0.12%	1.66

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

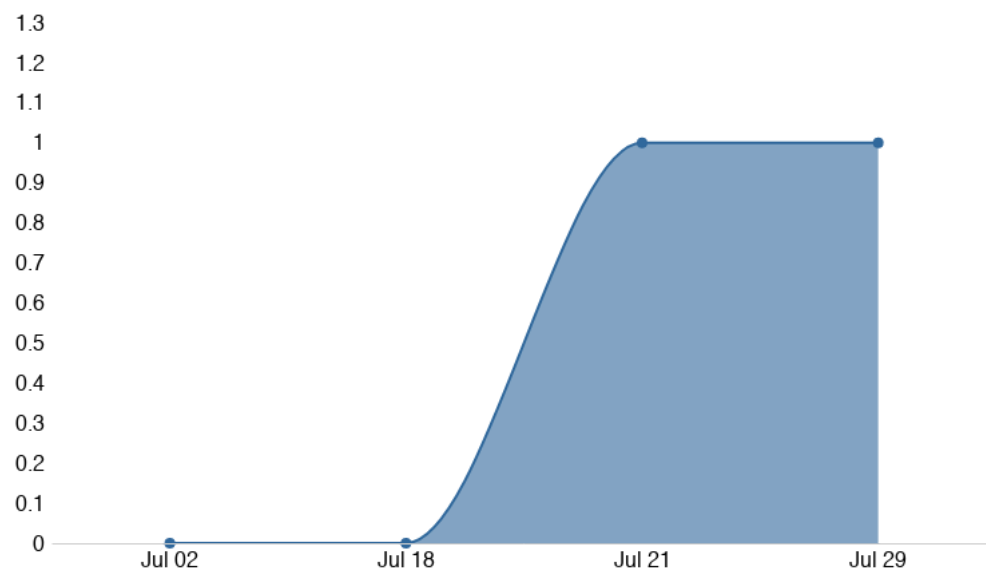
Conversion Name

[Click Conversions](#) ↓

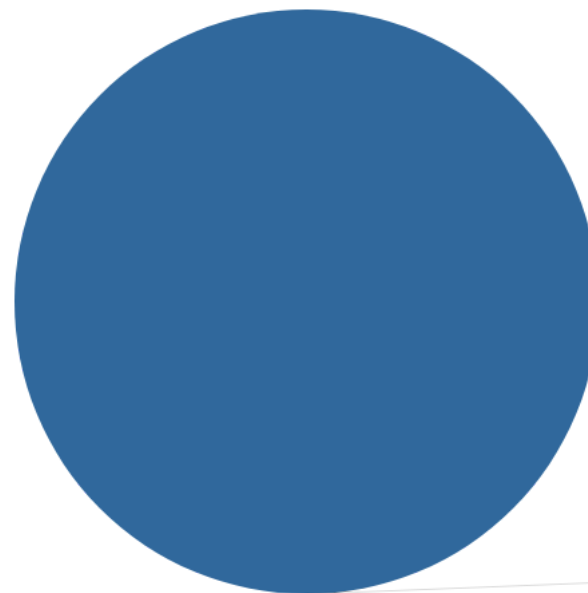
AICDAC Crisis Intervention Page View

2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

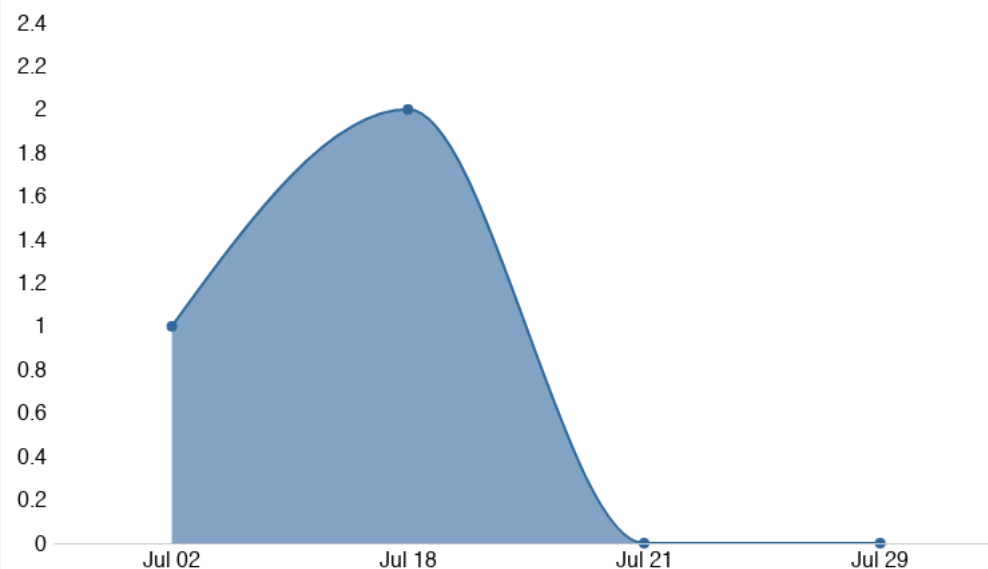


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

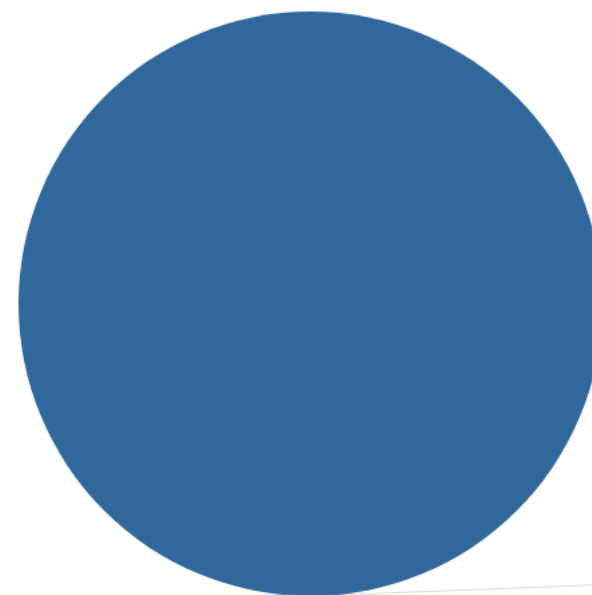
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
AICDAC Counseling Page View	1
AICDAC Crisis Intervention Page View	1
AICDAC Open Door Homepage Visits	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
 Targeting:
 100%

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



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	AICDAC_5.13_Help and Hope Are Here	112,456	151	0.13%	1.92



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
AICDAC_5.13_Help and Hope Are Here	Variant: V_00007	Photo	Click to View	6.52%	0.21%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00005	Photo	Click to View	6.42%	0.43%
AICDAC_5.13_Help and Hope Are Here	Variant: Original	Photo	Click to View	6.32%	0.27%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00003	Photo	Click to View	6.29%	0.22%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00001	Photo	Click to View	6.27%	0.27%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00012	Photo	Click to View	6.26%	0.28%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00011	Photo	Click to View	6.24%	0.39%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00004	Photo	Click to View	6.23%	0.39%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00009	Photo	Click to View	6.22%	0.44%
AICDAC_5.13_Help and Hope Are Here	Variant: V_00006	Photo	Click to View	6.22%	0.44%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
AICDAC_5.13_If you or someone you love is struggling with addiction	42,826	193	0.45%	6.44

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	110,601	264	0.24%
Desktop	A personal computing device that remains stationary at one location.	29,886	30	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,270	44	0.31%
Unknown	---	525	6	1.14%

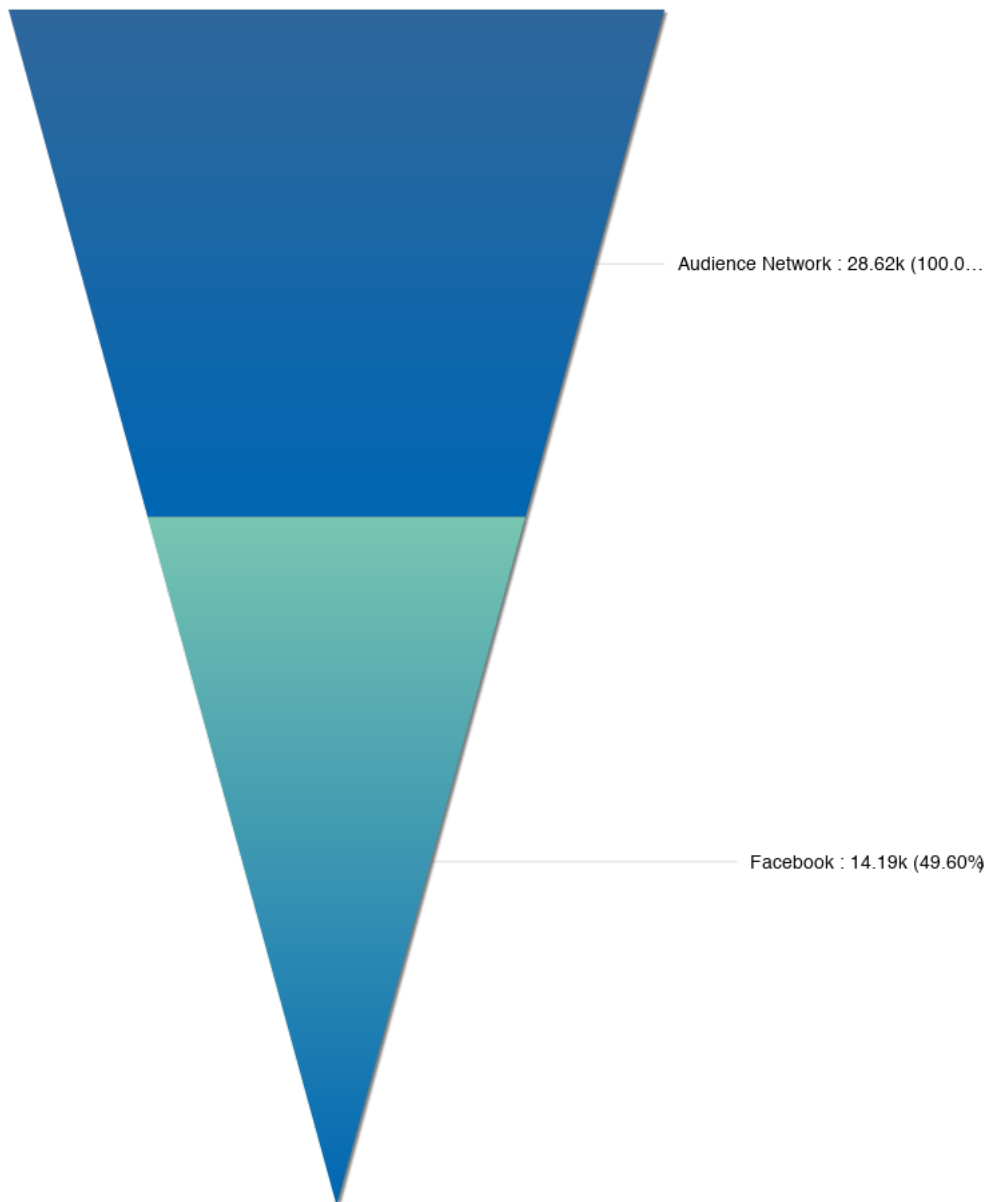
Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	10,228	1	0.01%
Weather - The Weather Channel	2,776	0	0.00%
accuweather.com	1,799	0	0.00%
Timehop - Memories Then & Now	1,064	0	0.00%
huffpost.com	1,059	1	0.09%
foxnews.com	1,015	1	0.10%
nypost.com	1,013	6	0.59%
hollywoodpq.com	984	6	0.61%
The Scoop	982	0	0.00%
duskblossoms.com	862	0	0.00%
zillow.com	844	0	0.00%
tmz.com	687	1	0.15%
wtaj.com	661	0	0.00%
ruralsprout.com	657	0	0.00%
msn.com	642	0	0.00%
petmaximalist.com	628	0	0.00%
Pandora - Music & Podcasts	530	1	0.19%
wjactv.com	528	0	0.00%
WeatherBug - Weather Forecast	502	0	0.00%
Fox News - Daily Breaking News	408	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	28,615	159	0.56%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	8,730	22	0.25%
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.	3,261	5	0.15%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,061	4	0.19%
Facebook Stories	Your ads appear in people's Stories on Facebook.	140	3	2.14%
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.	18	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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



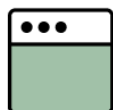
Live Chat



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.