



Digital Marketing Report

Impressions

How many ads were served:

160,810

Clicks

Times a user clicked on an ad

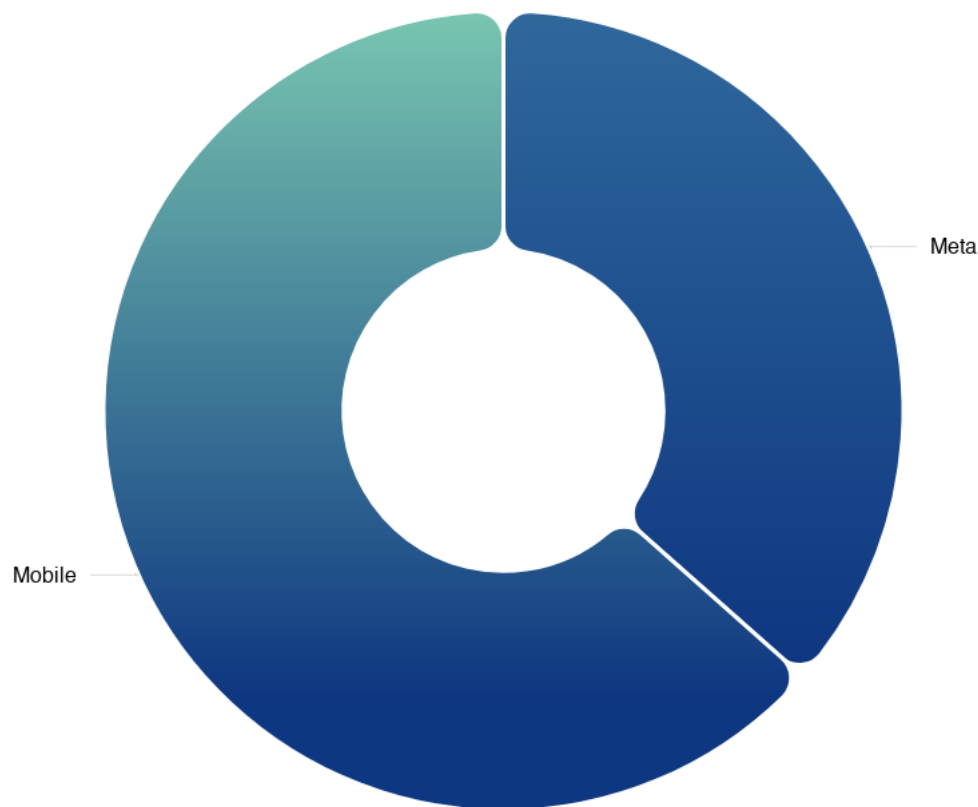
1,362

Click-Through Rate

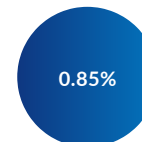
$(\text{Clicks} / \text{Impressions}) \times 100$

0.85%

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%)
Sticks CVille - Geo-Retargeting Mobile	94,215	141	0.15%	2.14
Sticks CVille - Health & Wellness/Healthy Diet/Organic Food Facebook/Instagram Premium	23,135	541	2.34%	33.41
Sticks CVille - Health & Wellness/Healthy Diet/Organic Food Facebook/Instagram Vertical	21,334	386	1.81%	25.85
Sticks CVille - Retargeting Facebook/Instagram Premium	10,161	197	1.94%	27.70
Sticks CVille - Geo-Fencing Mobile	6,197	26	0.42%	5.99
Sticks CVille - Retargeting Facebook/Instagram Vertical	4,142	63	1.52%	21.73
Sticks CVille - Health Food Store/Healthy Restaurant/Fast Casual Mobile	1,621	8	0.49%	7.05
Sticks CVille - Site Retargeting Mobile	5	0	0.00%	0.00



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

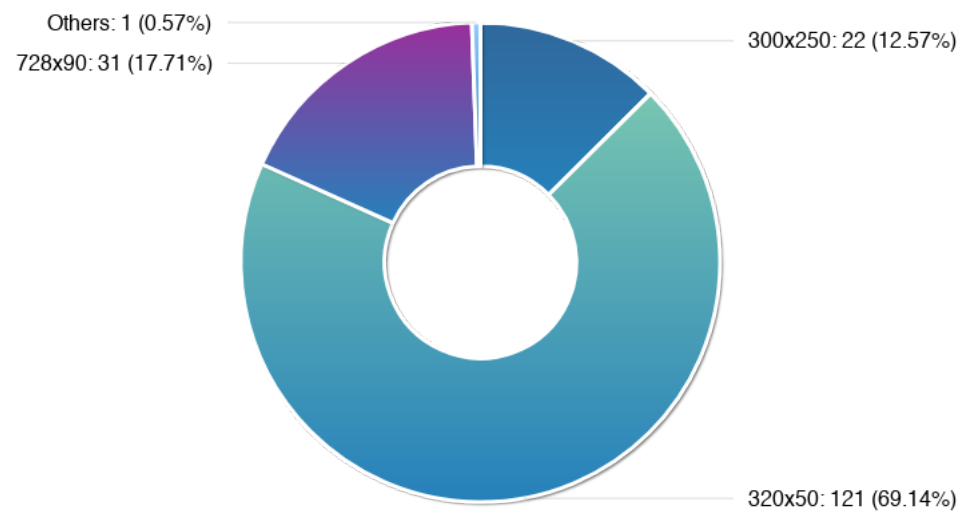


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sticks_Sticks_Creative-Look-2_320-x-50.gif	37,901	42	0.11%	1.58
	Sticks_Rewards Tease Google 320x50.gif	25,000	32	0.13%	1.83
	Sticks_Rewards Tease 320x50.gif	24,716	38	0.15%	2.20
	Stick_Sticks_Creative-Look-2_300-x-250.gif	2,736	10	0.37%	5.22
	Sticks_Sticks_Creative-Look-2_728-x-90.gif	2,444	10	0.41%	5.85
	Sticks_Rewards Tease 728x90.gif	2,123	11	0.52%	7.40
	Sticks_Rewards Tease Google 728x90.gif	2,015	10	0.50%	7.09
	Sticks CVille_6.1_Scroller Ad	1,856	9	0.48%	6.93
	Sticks_Rewards Tease 300x250.gif	1,565	6	0.38%	5.48
	Sticks_Rewards Tease Google 300x250.gif	1,547	6	0.39%	5.54



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sticks Cville_6.1_Carousel	24,202	523	2.16%	30.87
Sticks Cville_6.1_Summer Fresh.Fast.Healthy.mp4	23,580	403	1.71%	24.42
Sticks Cville_6.8_Carousel	4,300	107	2.49%	35.55
Sticks Cville_Sticks_Creative Look 2_1080x1080.jpg	4,433	97	2.19%	31.26
Sticks Cville_Sticks_Creative Look 2_1080x1350.jpg	1,872	46	2.46%	35.10
Sticks Cville_Sticks_Stick_Creative Look2_1080x1080.mp4	361	11	3.05%	43.53
Sticks Cville_Stick_Creative Look2_1080x1350.mp4	24	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Wraps, Platters, Sides & More	Sticks Cville_6.1_Carousel	200
Sticks Kebab Shop Charlottesville	Sticks Cville_6.1_Carousel	150
1: Download App and Register	Sticks Cville_6.8_Carousel	65
2: Wraps, Platters, Sides & More	Sticks Cville_6.1_Carousel	39
2:	Sticks Cville_6.1_Carousel	15



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
ACAC Downtown	111 Monticello Ave	Charlottesville	VA				5,601	19	0.34%
Wegmans	100 Wegmans Wy	Charlottesville	VA				437	3	0.69%
Trader Joe's	2025 Bond St	Charlottesville	VA				159	4	2.52%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	57,624	1,161	2.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	996	21	2.11%
Unknown	---	144	5	3.47%
Desktop	A personal computing device that remains stationary at one location.	8	0	0.00%

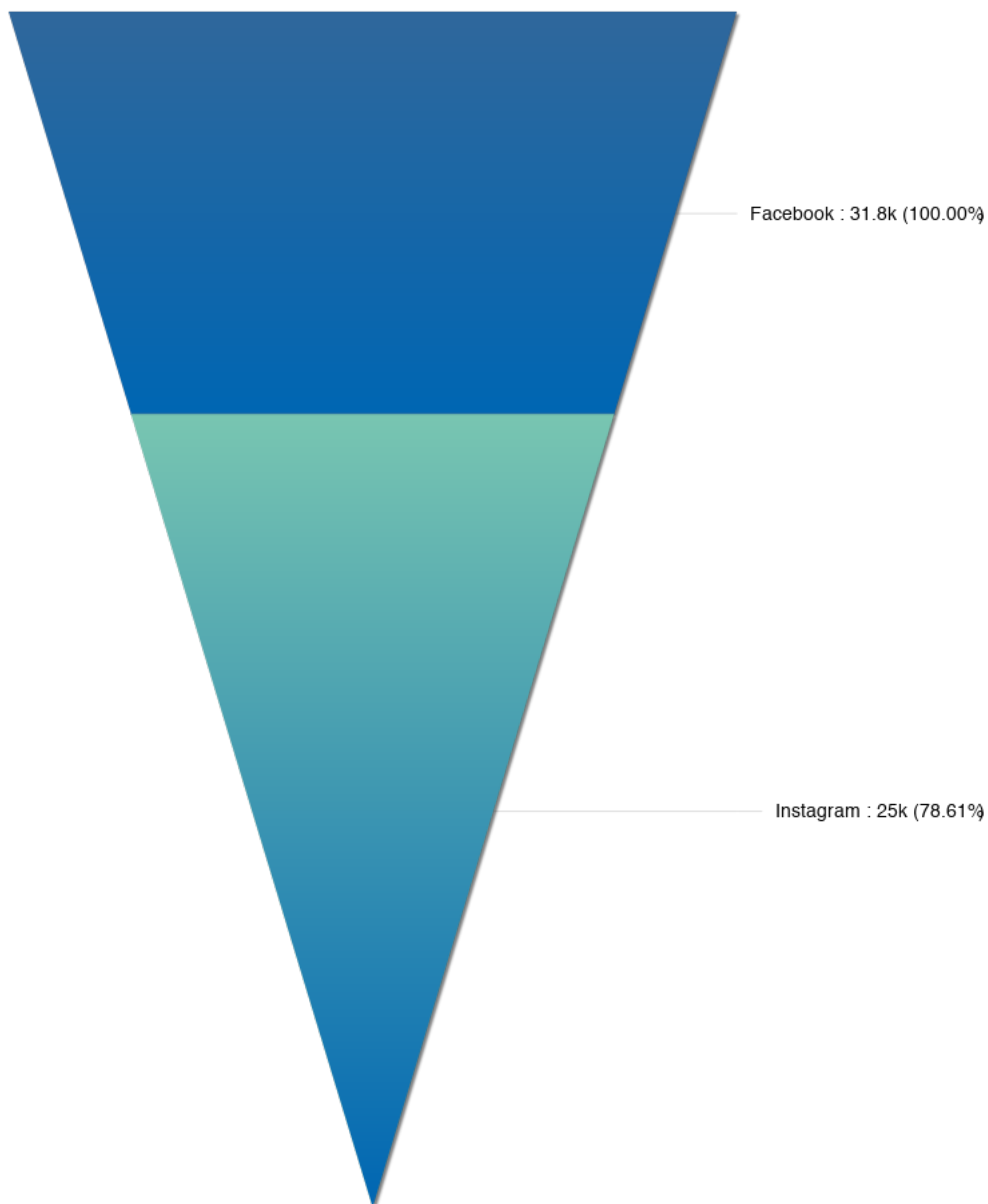


Social Placement Performance

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.	19,626	449	2.29%
Instagram Stories	Your ads appear in people's Stories on Instagram.	18,938	263	1.39%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	6,856	132	1.93%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	4,171	48	1.15%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,439	60	2.46%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,210	91	4.12%
Facebook Notification	Your ads appear within a user's notifications feed.	1,890	95	5.03%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,889	35	1.85%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	669	12	1.79%
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.	84	2	2.38%



Social Placement Performance by Impressions



Facebook News Feed 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.