

Digital Marketing Report

Impressions

How many ads were served:

46,747

Clicks

Times a user clicked on an ad

1,052

Click-Through Rate

(Clicks/Impressions) x 100

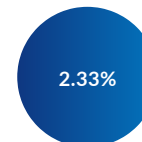
2.25%

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%)
Alpha Powersports - Outdoor Recreation/Off-Roading Premium Facebook	40,969	922	2.25%	32.15
Alpha Powersports - Retargeting Premium Facebook	5,778	130	2.25%	32.14

Meta Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

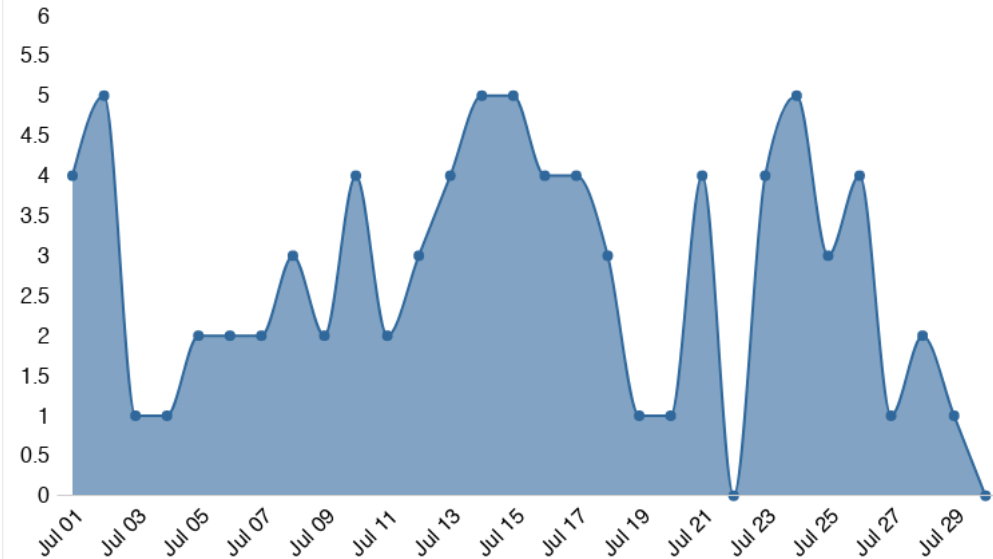
Meta Click Conversion Performance

Conversion Name

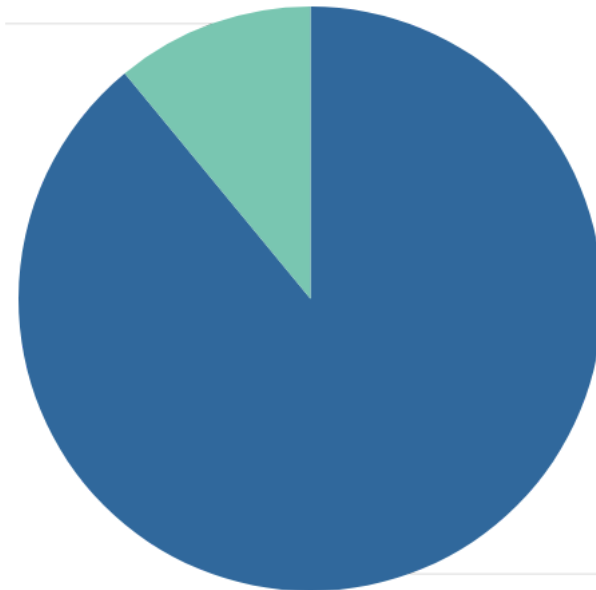
[Click Conversions](#) ↓

Alpha Powersports New Models Page View	37
Alpha Powersports Used Inventory Page View	29
Alpha Powersports Financing Page View	8
Alpha Powersports Services Page View	5
Alpha Powersports Contact Page View	2
Alpha Powersports Can-Am Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
10.98%

Category
Targeting:
89.02%

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

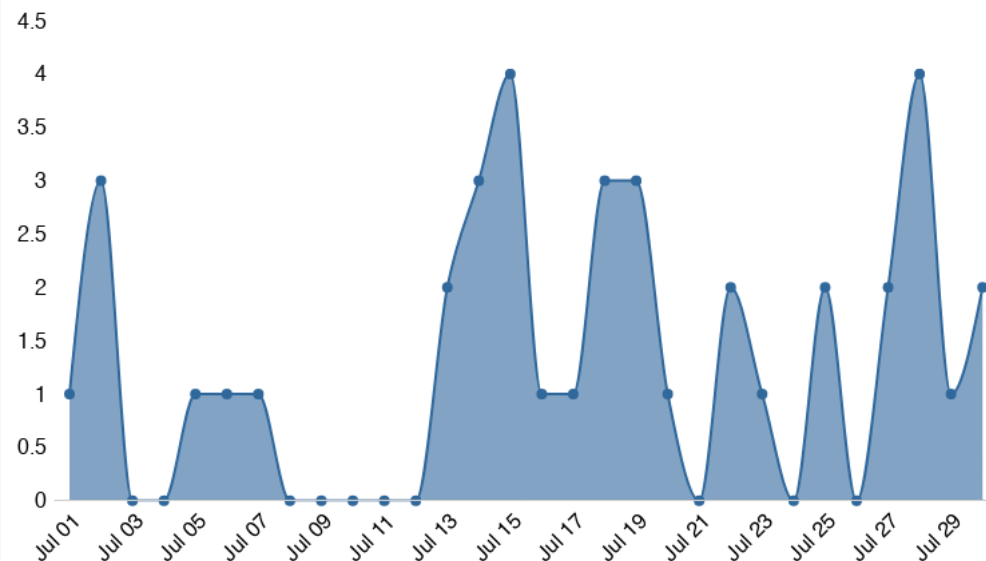
Meta View-Through Conversion Performance

Conversion Name

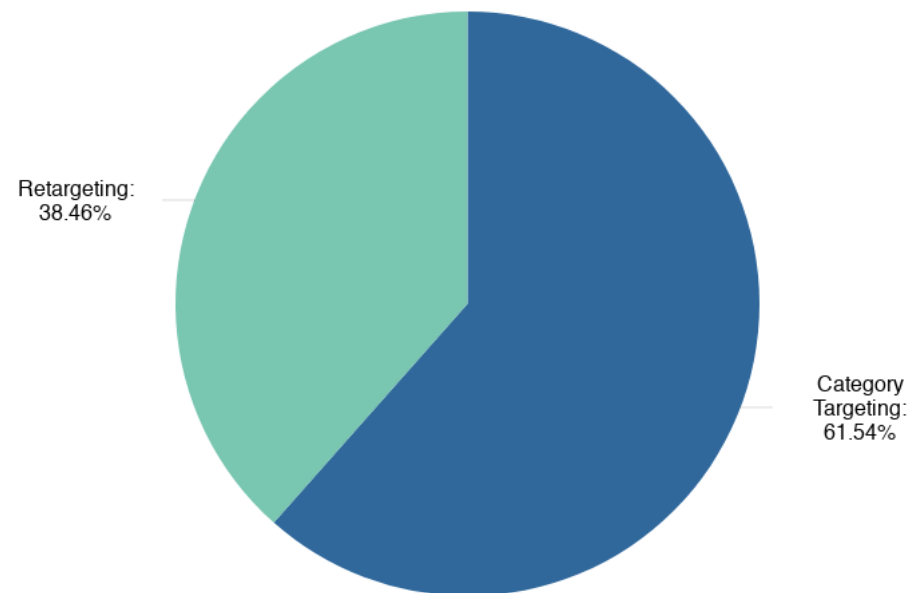
View-Through Conversions ↓

Alpha Powersports New Models Page View	19
Alpha Powersports Used Inventory Page View	14
Alpha Powersports Financing Page View	3
Alpha Powersports Contact Page View	2
Alpha Powersports Can-Am Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

2,059

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

Meta Post Reactions

5

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

Meta Post Shares

4

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%)
Alpha Powersports_4.17.26_Carousel	32,409	741	2.29%	32.66
Alpha Powersports_5.26.26_Carousel	11,452	233	2.03%	29.07
Alpha Powersports_5.26.26_Carousel 01	1,626	44	2.71%	38.66
Alpha Powersports_5.26.26_Carousel 02	1,260	34	2.70%	38.55

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Alpha Powersports	Alpha Powersports_4.17.26_Carousel	464
1: Alpha Powersports	Alpha Powersports_4.17.26_Carousel	453
2: Alpha Powersports	Alpha Powersports_5.26.26_Carousel	26
4: Alpha Powersports	Alpha Powersports_5.26.26_Carousel	16
3: Alpha Powersports	Alpha Powersports_4.17.26_Carousel	7

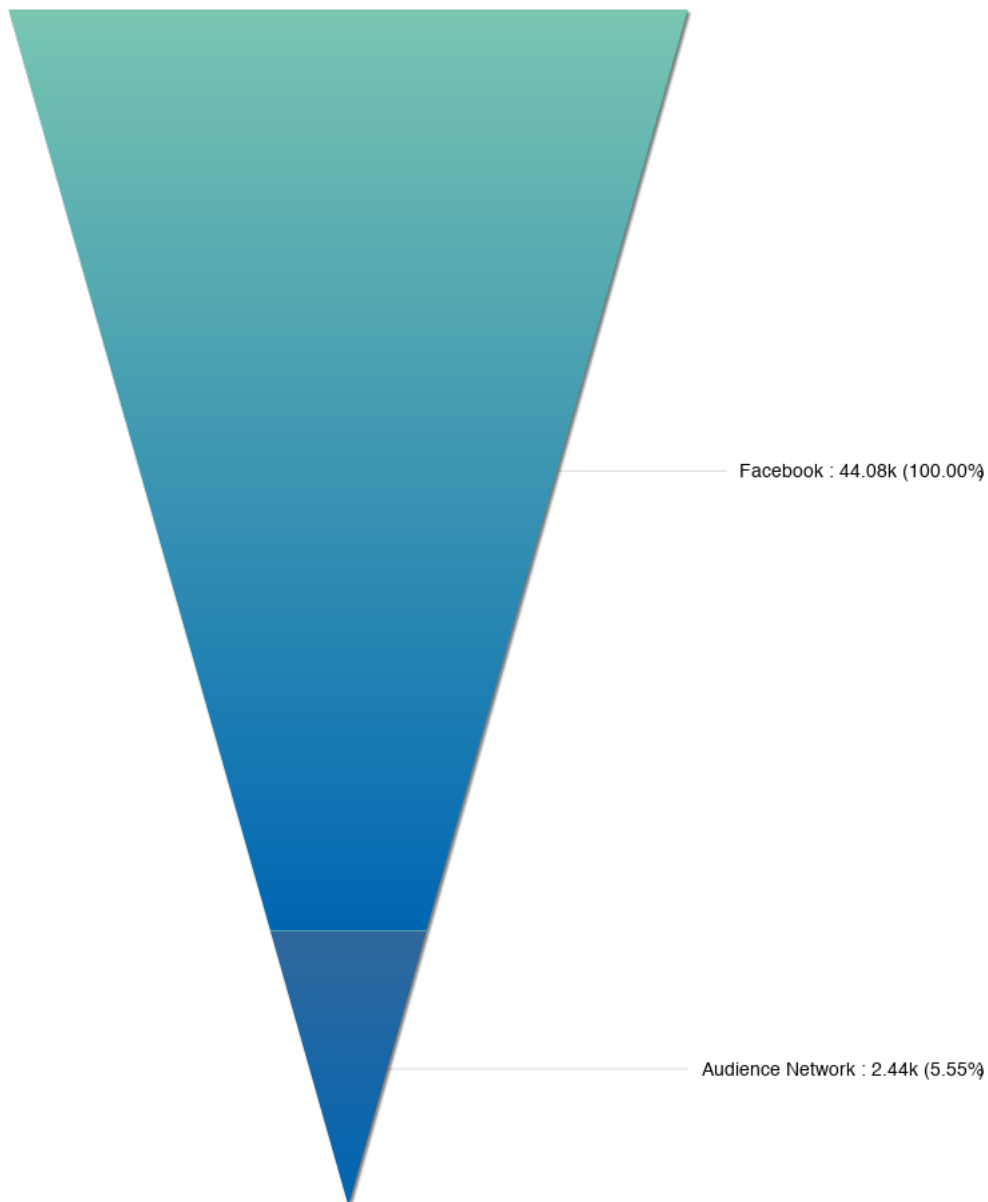
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	45,299	1,019	2.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,234	28	2.27%
Desktop	A personal computing device that remains stationary at one location.	190	5	2.63%
Unknown	---	24	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	27,690	424	1.53%
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.	7,953	179	2.25%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	4,534	15	0.33%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,445	367	15.01%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,885	33	1.75%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,507	11	0.73%
Facebook Stories	Your ads appear in people's Stories on Facebook.	507	12	2.37%
Facebook Notification	Your ads appear within a user's notifications feed.	170	9	5.29%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	42	2	4.76%
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.	14	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

Audience Network Performance



Impressions



Clicks



CTR

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.