

Digital Marketing Report

Impressions

How many ads were served:

90,302

Clicks

Times a user clicked on an ad

1,772

Click-Through Rate

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

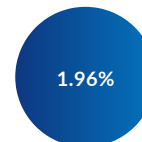
1.96%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Empire Optometry - 21+/Eyewear/Health Facebook/Instagram Premium	86,663	1,707	1.97%	28.14
Empire Optometry - Retargeting Facebook/Instagram Premium	3,639	65	1.79%	25.52

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

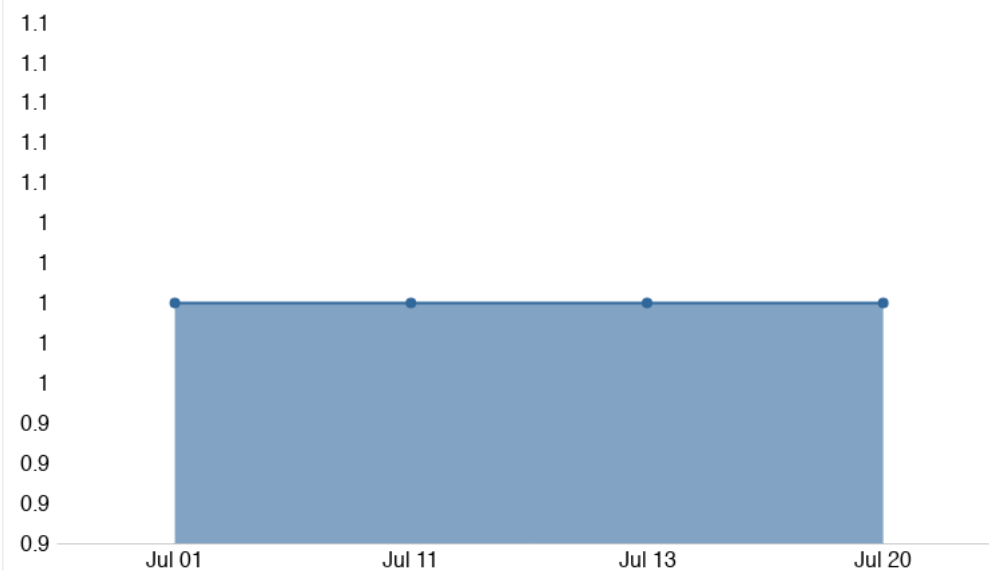
Conversion Name

[Click Conversions](#) ↓

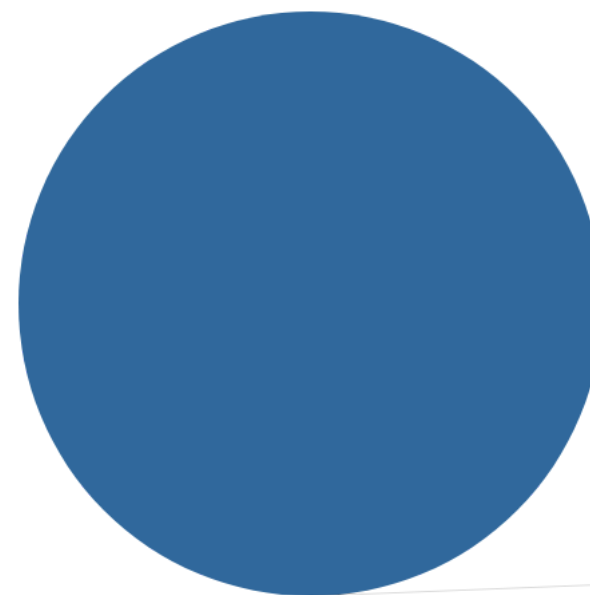
Empire Optometry Phone Number Click Conversion

4

Meta Click Conversions by Day

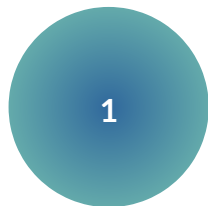


Top Meta Click Conversions by Strategy



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

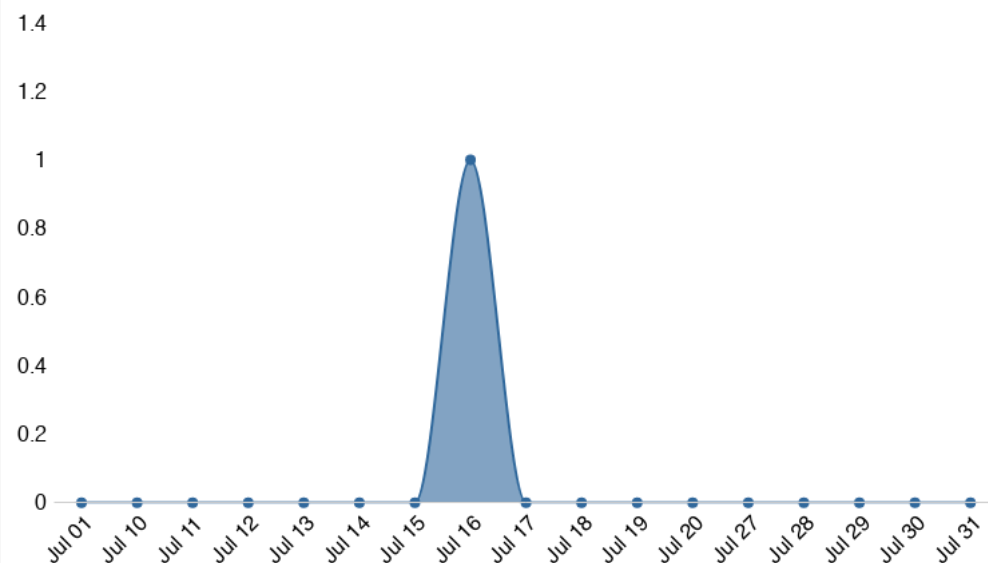
Conversion Name

[View-Through Conversions](#) ↓

Empire Optometry Homepage Visits

1

Meta View-Through Conversions by Day



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

Meta Post Shares



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%)
Empire Optometry_7.6_July Empire 1080x1350.mp4	89,636	1,746	1.95%	27.83
Empire Optometry_6.13_Empire June 2026 V2 (1080x1350).mp4 -	666	26	3.90%	55.77



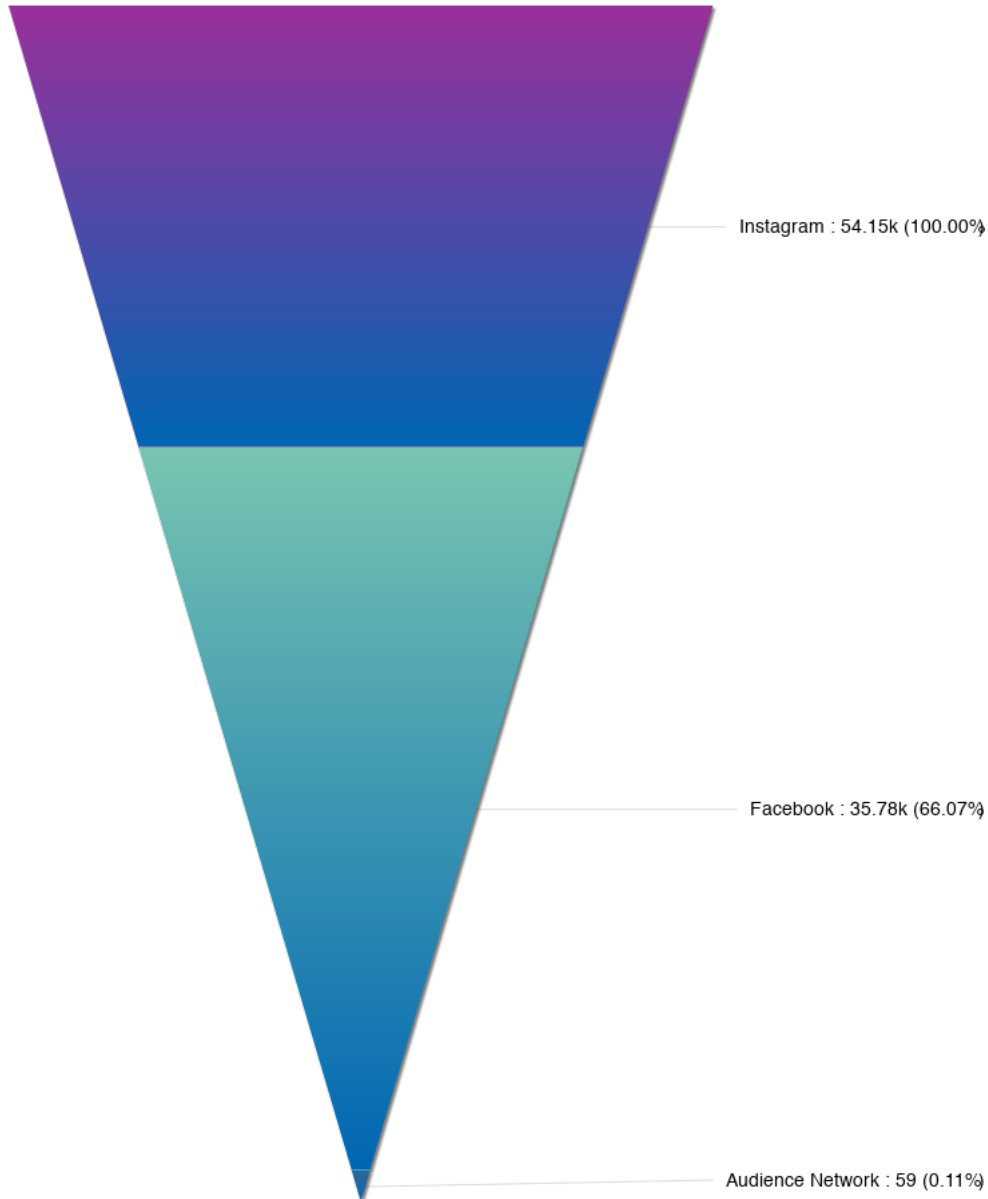
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	89,078	1,729	1.94%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	823	31	3.77%
Unknown	---	401	12	2.99%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	53,632	1,171	2.18%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	27,424	299	1.09%
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.	5,941	192	3.23%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,018	52	2.58%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	413	15	3.63%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	281	5	1.78%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	139	1	0.72%
Facebook Stories	Your ads appear in people's Stories on Facebook.	108	10	9.26%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	107	3	2.80%
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.	103	3	2.91%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

