

Digital Marketing Report

Impressions

How many ads were served:

40,540

Clicks

Times a user clicked on an ad

524

Click-Through Rate

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

1.29%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.29%

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

X the National Average

18.47

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%)
Connect on University - Apartments/Apartments.com Facebook/Instagram Premium	40,540	524	1.29%	18.47

Meta Post Engagements

953

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

Meta Post Reactions

7

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

Meta Post Shares

1

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%)
Connect on University_7.9_connect on university.png	16,660	240	1.44%	20.58
Connect on University_6.9_Carousel	13,512	177	1.31%	18.71
Connect on University_6.9_500 off move-in 6-9-2026.png	10,368	107	1.03%	14.74

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: \$500 Move-In Savings	Connect on University_6.9_Carousel	77
Connect on University	Connect on University_6.9_Carousel	18
2: 1-Bedroom Floor Plan	Connect on University_6.9_Carousel	16
4: 3-Bedroom Floor Plan	Connect on University_6.9_Carousel	9
3: 2-Bedroom Floor Plan	Connect on University_6.9_Carousel	8

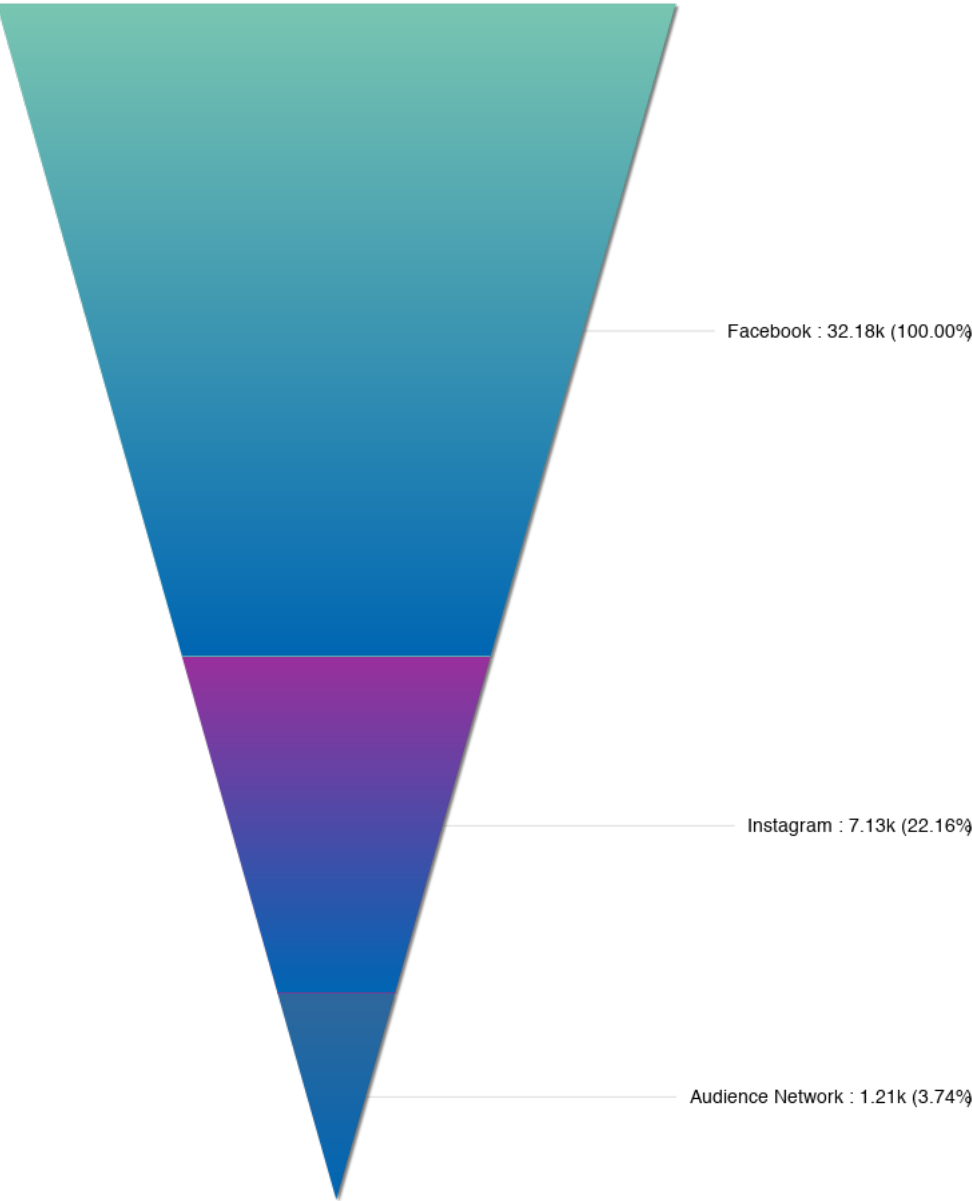
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	38,956	514	1.32%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,126	10	0.89%
Desktop	A personal computing device that remains stationary at one location.	410	0	0.00%
Unknown	---	48	0	0.00%

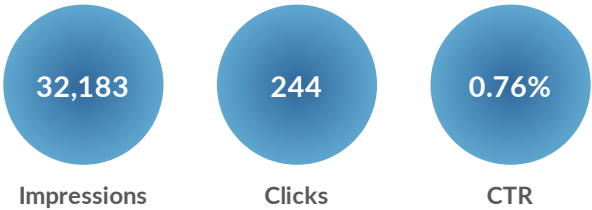
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	20,428	35	0.17%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	8,046	80	0.99%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,335	196	3.67%
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.	3,064	117	3.82%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,205	14	1.16%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,134	33	2.91%
Instagram Stories	Your ads appear in people's Stories on Instagram.	664	37	5.57%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	300	6	2.00%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	291	2	0.69%
Facebook Stories	Your ads appear in people's Stories on Facebook.	53	4	7.55%

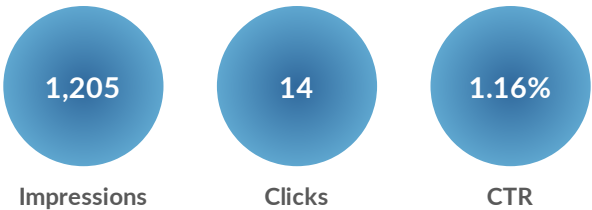
Social Placement Performance by Impressions



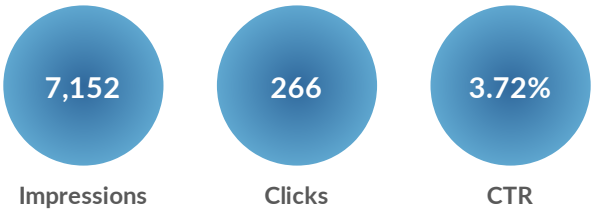
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

1,891	876	454	51.83%	698	552	749
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.26		7:42:43				
SESSIONS PER USER		TOTAL USER ENGAGEMENT				

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

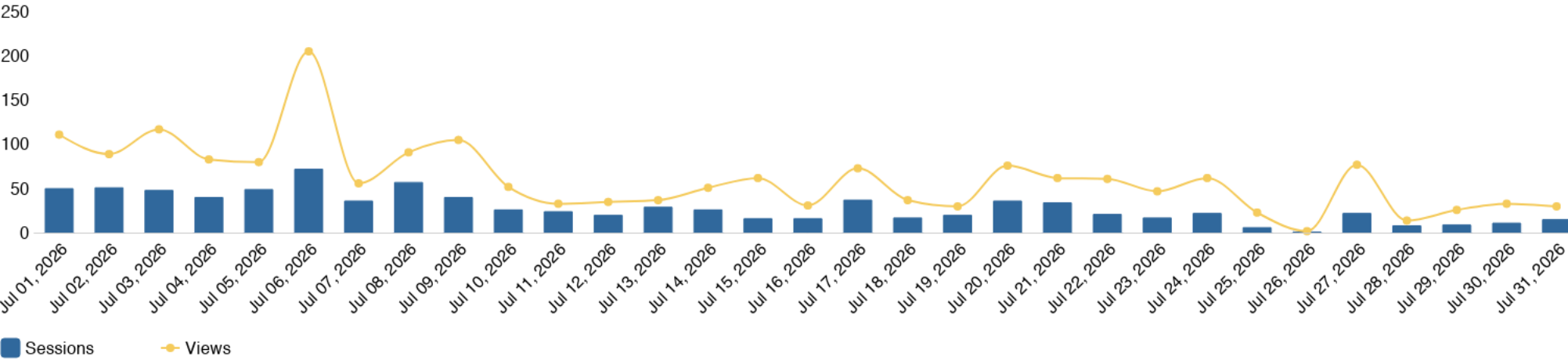
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

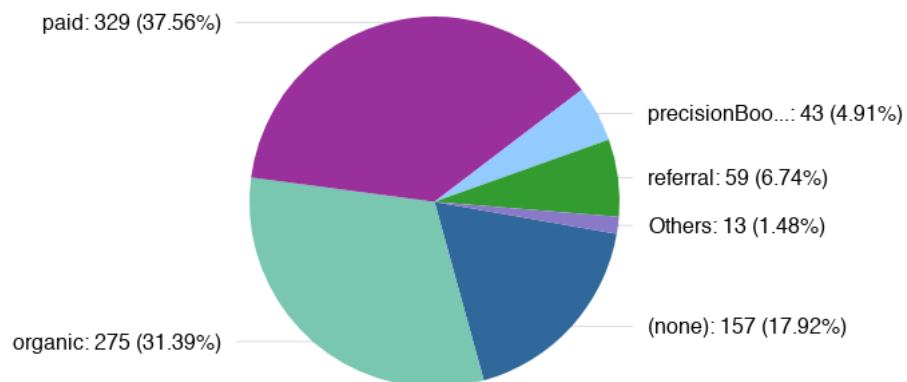
Google Analytics 4 Performance by Day



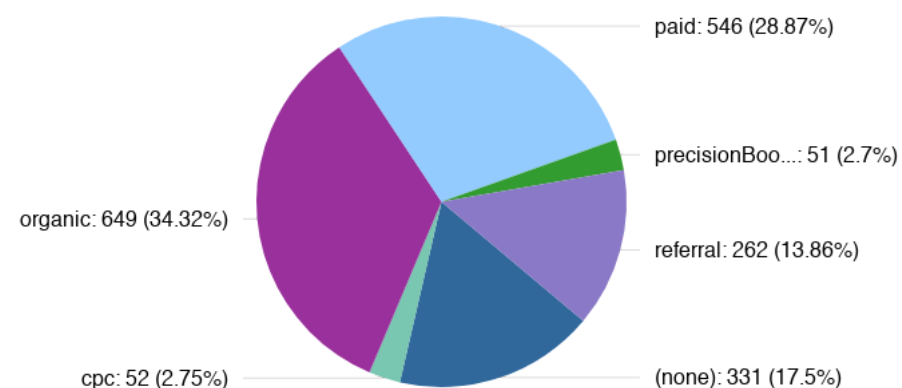
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	876	1,891	7:42:43	2.16	51.83%
Connect on University	876	1,891	07:42:43	2.16	51.83%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

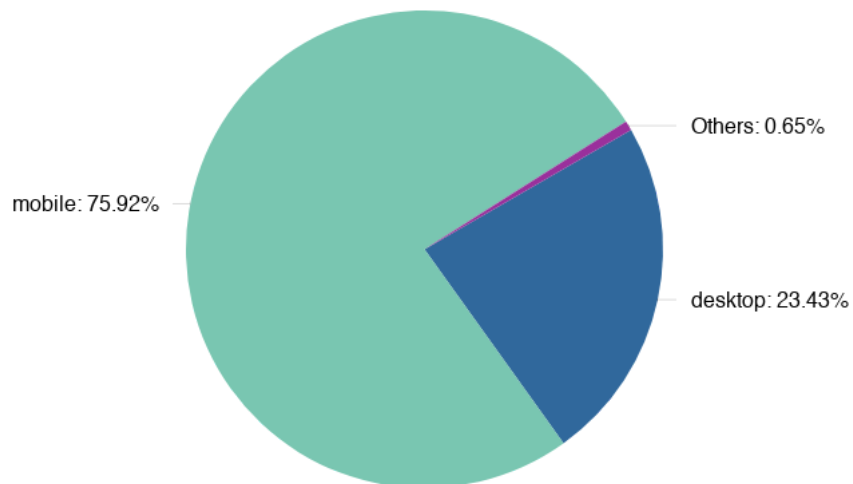


Grid contains more rows, but they have been clipped.

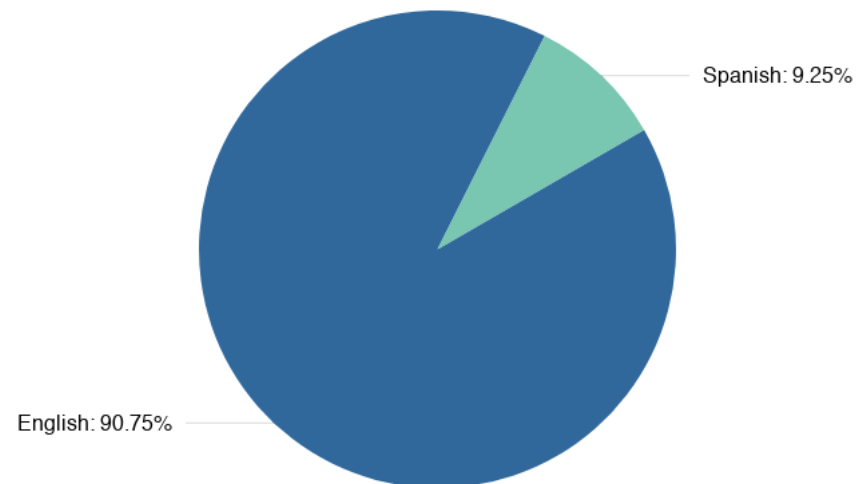
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	5,583
page_view	1,891
user_engagement	968
session_start	877
first_visit	552
menu_link	380
scroll	321
floorplan_selection	137
click	105
FloorPlans	79
form_start	51
Unit Selection	47
Chat	28

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	883	1,891	461	52.21%	7:42:43
Safari	381	716	188	49.34%	02:11:37
Chrome	351	889	195	55.56%	04:02:37
Android Webview	69	111	27	39.13%	00:22:15
Edge	68	153	46	67.65%	01:03:03
Safari (in-app)	6	10	2	33.33%	00:00:33

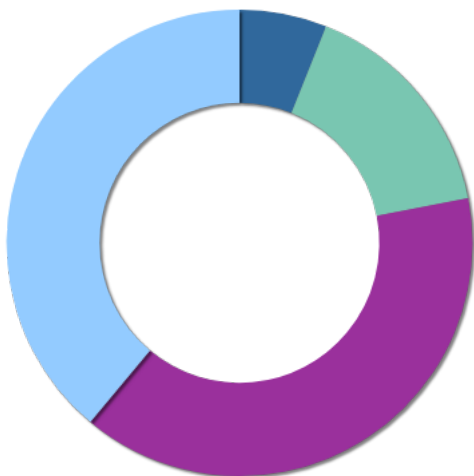
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,156
/	248
/floorplans	217
/scheduletour	127
/residentservices/connect-on-university0/userlogin	91
/residentservices/connect-on-university0/payments	69
/photogallery	55
/floorplans/two-bedroom	53
/interactivepropertymap	38
/amenities	29
/floorplans/one-bedroom	28

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		906	1,891	481	53.09%	7:42:43
Phoenix	Arizona	308	725	165	53.57%	02:24:41
Mesa	Arizona	176	426	114	64.77%	02:34:25
(not set)	(not set)	46	53	7	15.22%	00:00:30
Gilbert	Arizona	29	57	19	65.52%	00:09:06
Tempe	Arizona	26	47	14	53.85%	00:06:29
Los Angeles	California	23	77	9	39.13%	00:19:36
Las Vegas Valley	Nevada	18	27	9	50.00%	00:02:56
Chandler	Arizona	15	20	5	33.33%	00:05:14
Flint Hill	Virginia	15	15	11	73.33%	00:03:52
Scottsdale	Arizona	11	39	6	54.55%	00:22:06
Portland	Oregon	10	16	3	30.00%	00:02:02
Des Moines	Iowa	8	8	1	12.50%	00:00:19
Queen Creek	Arizona	8	13	4	50.00%	00:02:22
Tulsa	Oklahoma	7	12	4	57.14%	00:01:46
Fort Worth	Texas	6	6	3	50.00%	00:00:24

How customers search for your business on Google



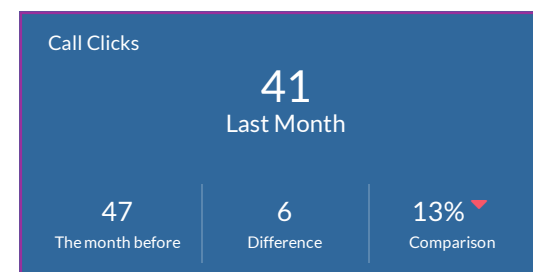
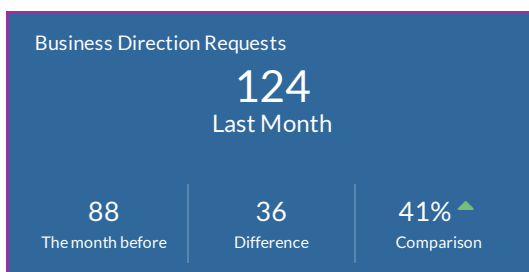
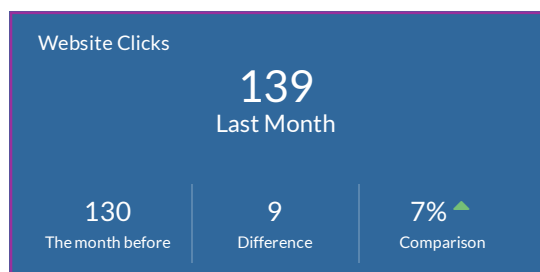
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

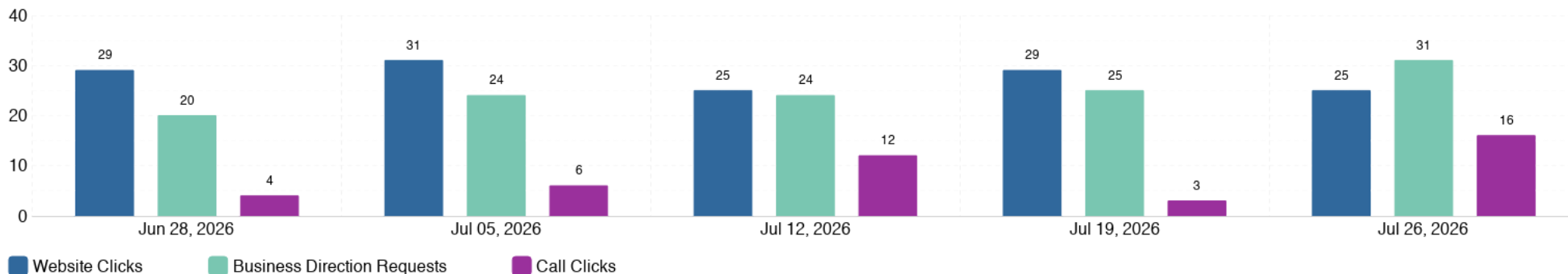
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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.