



Digital Marketing Report

Impressions

How many ads were served:

340,286

Clicks

Times a user clicked on an ad

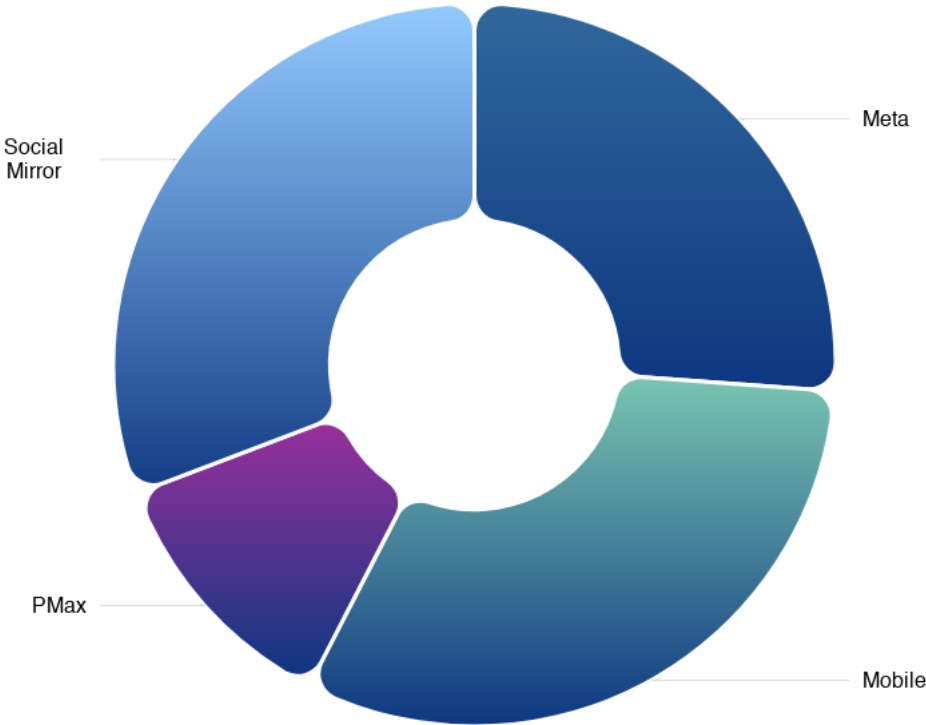
6,397

Click-Through Rate

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

1.49%

Your Product Breakout by Impressions



Events

2,652

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

6.69%

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

Total Engagement Rate

1.71%

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

X the National Average

21.29

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.



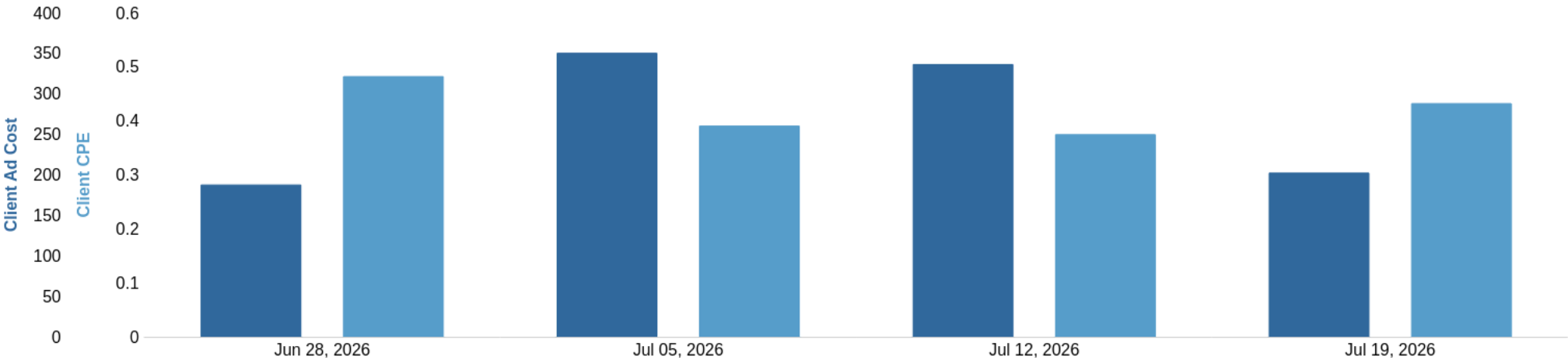
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Fisher Meats - A6 - Kokomo - Grocery & Supermarket Shoppers/Farm Visitors Mobile	45,547	152	0.33%	4.77
Fisher Meats - A6 - Cooking at Home/Grilling Facebook/Instagram Premium	44,461	2,870	6.46%	92.22
Fisher Meats - A6 - Grocery & Supermarket Shoppers/Farm Visitors Mobile	39,787	94	0.24%	3.38
Fisher Meats - Meat Bundles/Custom Meat Cuts/Butcher Shop Performance Max	39,652	1,916	4.83%	69.03
Fisher Meats - AI Social Mirror	37,089	196	0.53%	7.55
Fisher Meats - A6 - Kokomo - Agriculture/Farmer/Dairy Farming Facebook/Instagram Premium	35,340	525	1.49%	21.22
Fisher Meats - Grilling Enthusiasts/Local Food Supporters Behavioral Social Mirror	31,727	80	0.25%	3.60
Fisher Meats - Keyword Social Mirror	26,545	12	0.05%	0.65
Fisher Meats - A6 - Site Retargeting Mobile	13,679	56	0.41%	5.85
Fisher Meats - Retargeting Social Mirror	9,346	4	0.04%	0.61
Fisher Meats - A6 - Kokomo - Site Retargeting Mobile	7,884	44	0.56%	7.97
Fisher Meats - A6 - Facebook/Instagram Premium Retargeting	6,910	405	5.86%	83.73
Fisher Meats - A6 - Kokomo - Facebook/Instagram Premium Retargeting	2,319	43	1.85%	26.49



Social Mirror Click Conversions

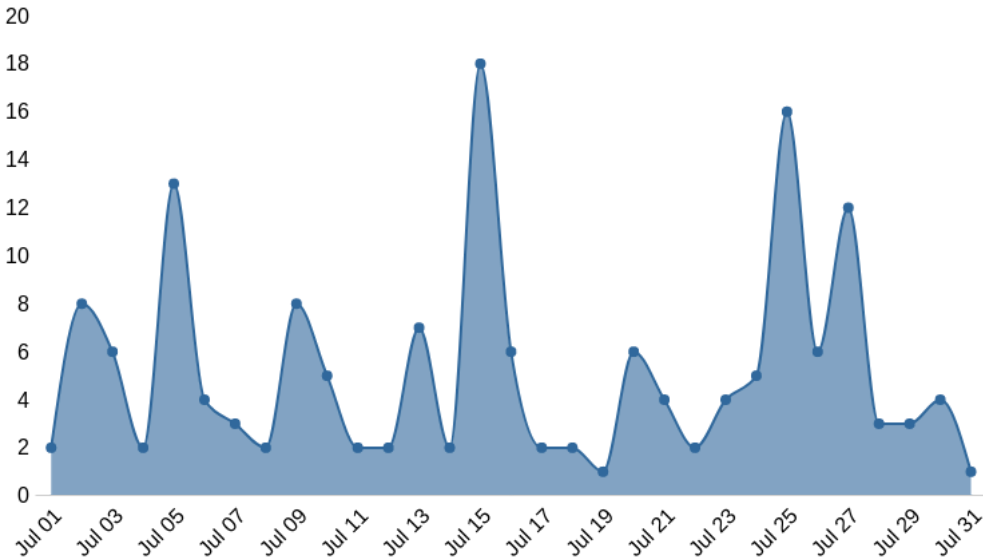


Times users clicked on an ad leading to your site and visited a page or completed an action

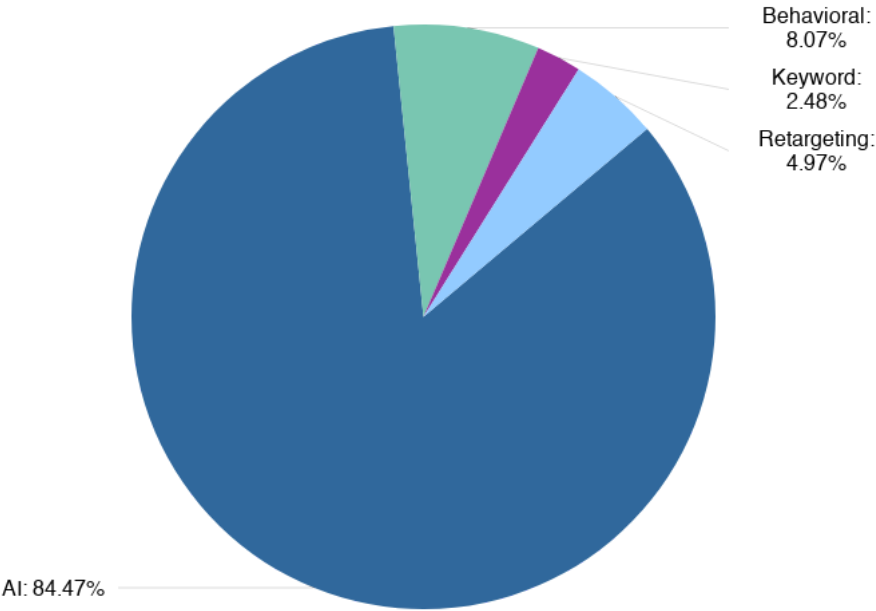
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Fisher Meats Specials Page View	156
Fisher Meats Freezer Bundles Page View	5

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

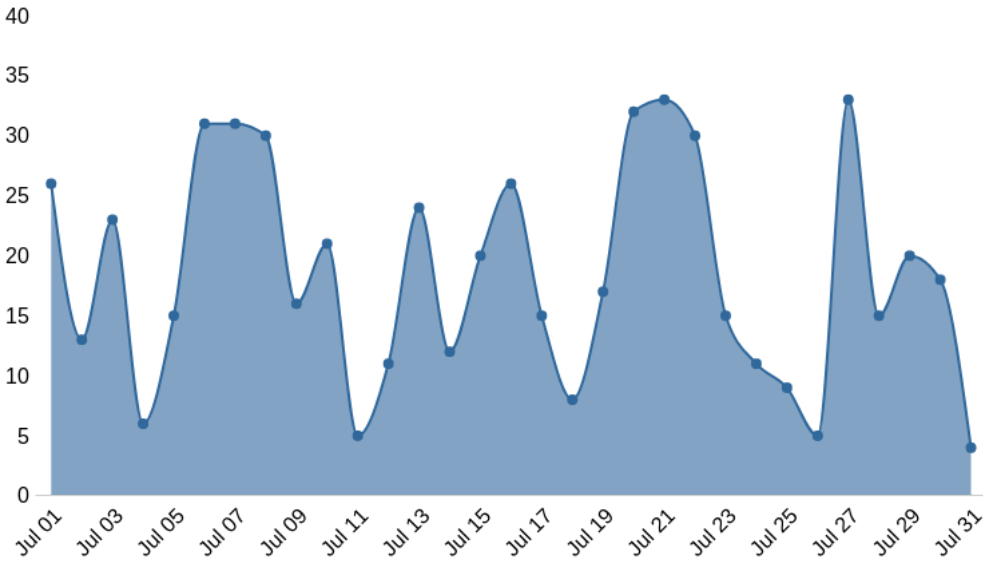


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

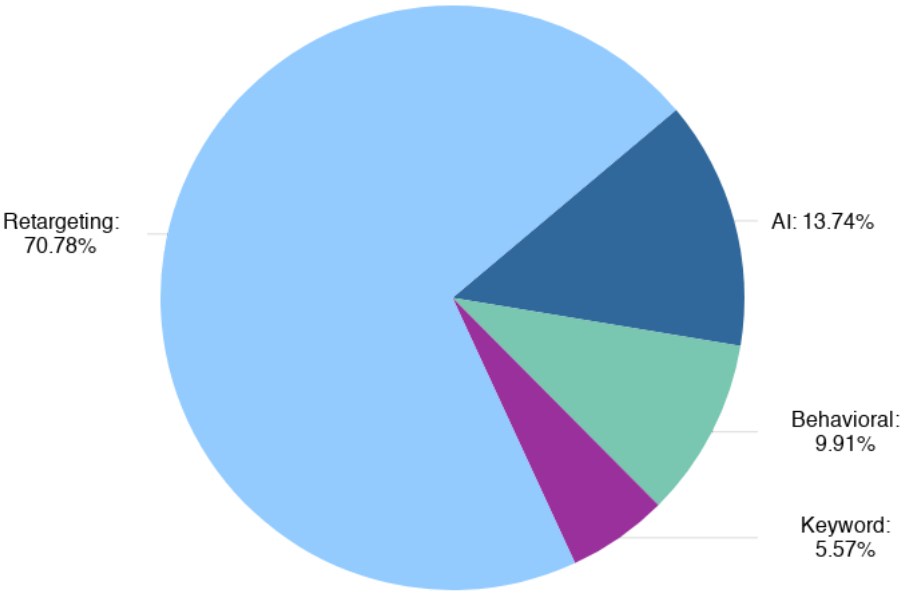
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Fisher Meats Specials Page View	547
Fisher Meats Freezer Bundles Page View	28

Social Mirror View-through Conversions by Day

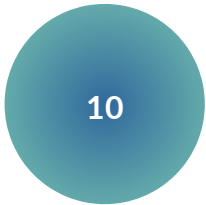


Top Social Mirror View-through Conversions by Strategy





Mobile Conquesting View-through Conversions

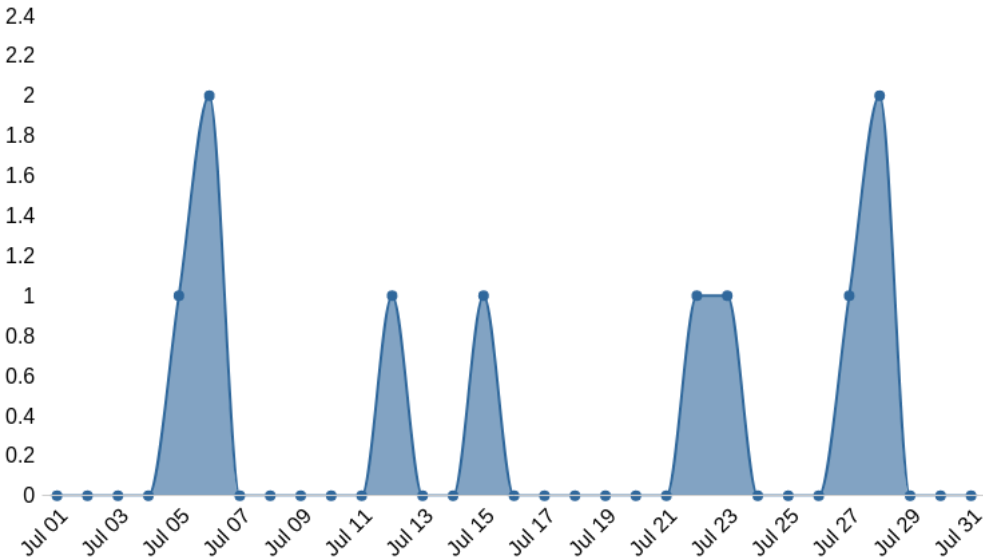


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

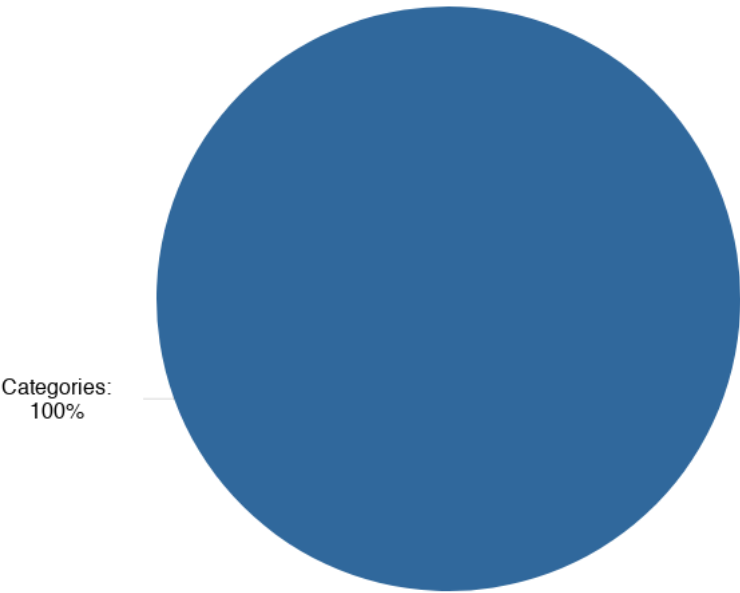
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Fisher Meats Homepage Visits	10

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy





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

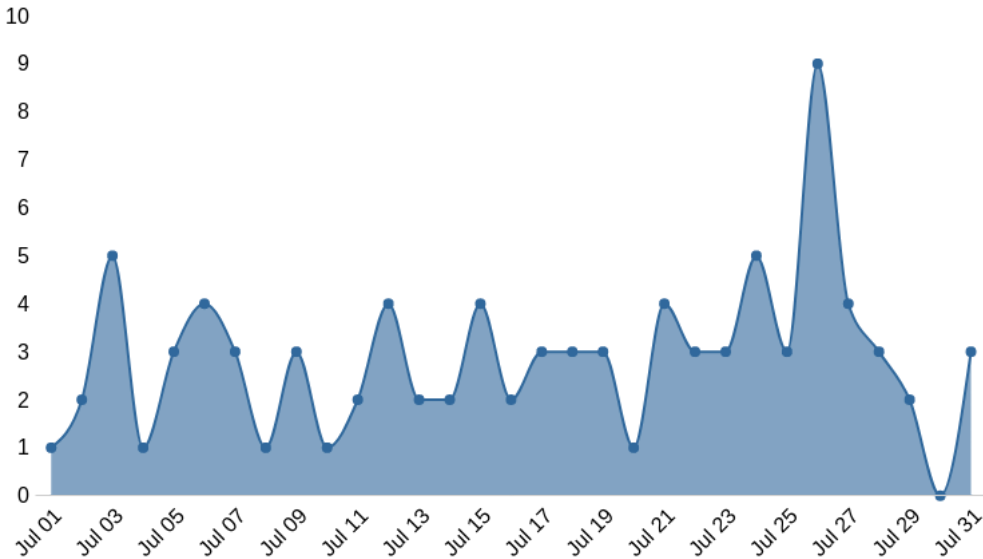
Conversion Name

[Click Conversions](#) ↓

Fisher Meats Freezer Bundles Page View

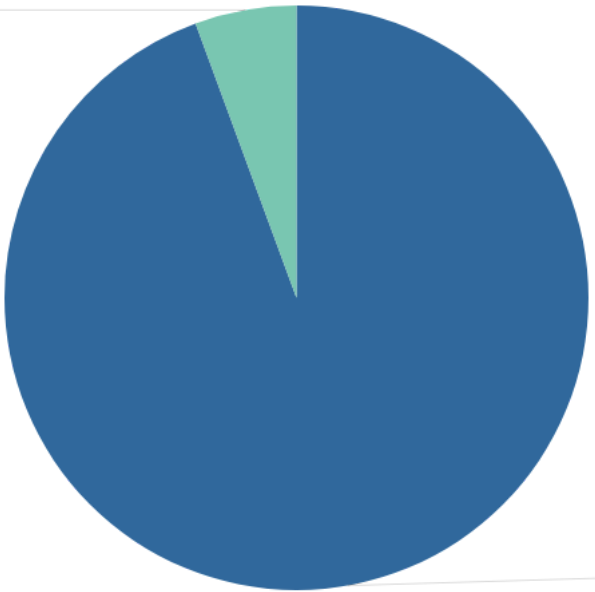
89

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
5.62%



Category
Targeting:
94.38%



Meta View-Through Conversions

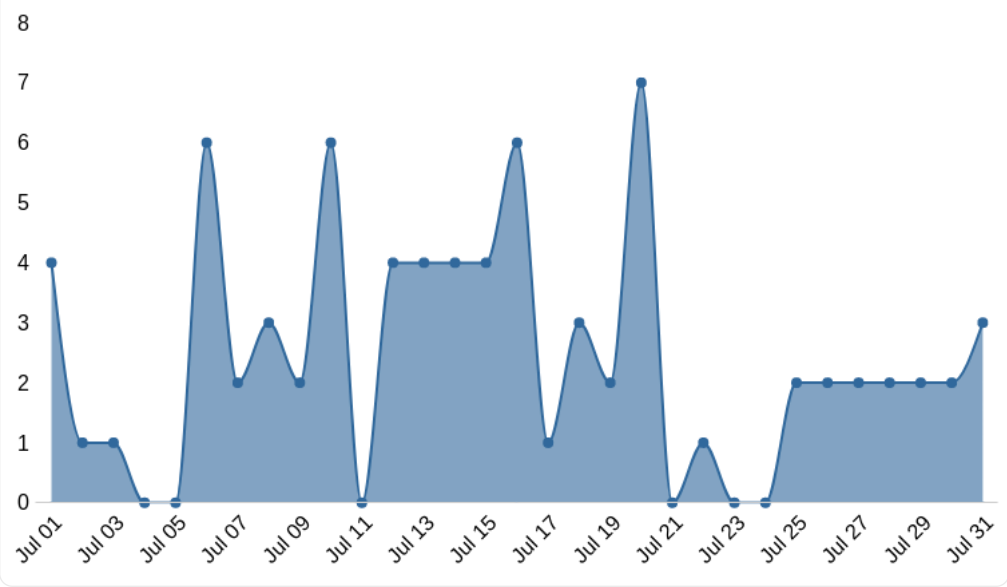


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

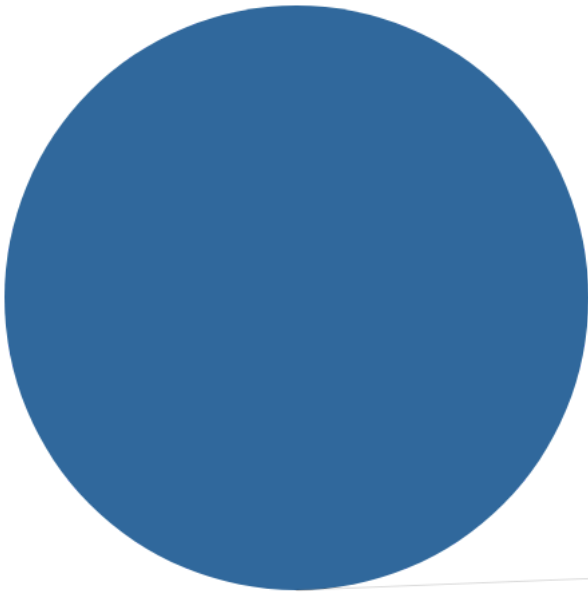
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Fisher Meats Homepage Visits	59
Fisher Meats Freezer Bundles Page View	17

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%



Meta Post Engagements

8,123

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

Meta Post Comments

6

The total number of comments your ads received

Meta Post Reactions

192

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

Meta Post Shares

20

The total number of people who shared your ad, giving your campaign free impressions



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

2

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Fisher Meats	2800 N Walnut ST	Muncie	IN	47303	13
Fisher Meats	300 W Walnut St	Portland	IN	47371	1



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Fisher Meats_Social Mirror_25.png	26,668	84	0.31%	4.50
	Fisher Meats_Social Mirror_10.png	25,956	77	0.30%	4.24
	Fisher Meats_Social Mirror_29.png	25,917	71	0.27%	3.91
	Fisher Meats_3.16_Social Mirror_LeanProteins.png	26,166	60	0.23%	3.28

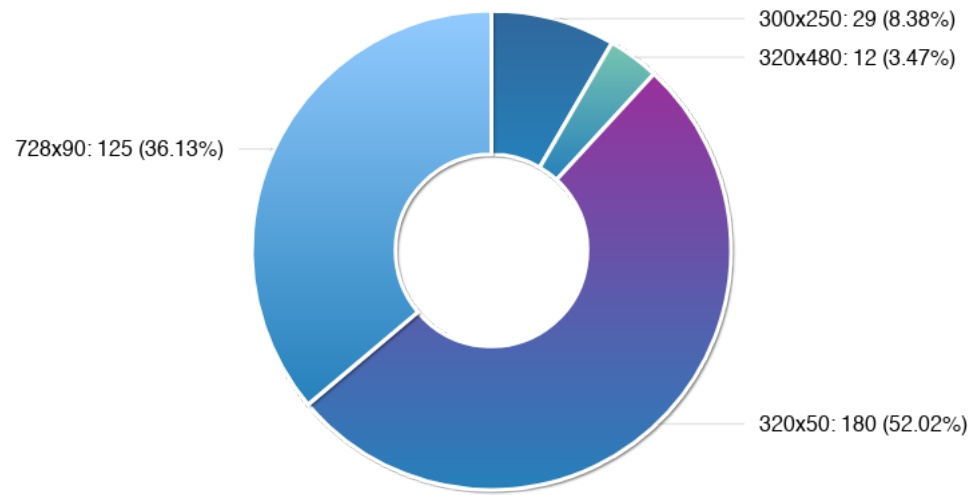


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Fisher Meats_FMS_320x50.png	35,411	75	0.21%	3.03
	Fisher Meats_FMS_Kokomo_320x50.png	33,087	105	0.32%	4.53
	Fisher Meats_FMS_Kokomo_728x90.png	18,385	68	0.37%	5.28
	Fisher Meats_FMS_728x90.png	15,606	57	0.37%	5.22
	Fisher Meats_FMS_FMS_300x250.png	2,210	14	0.63%	9.05
	Fisher Meats_FMS_Kokomo_300x250.png	1,783	15	0.84%	12.02
	Fisher Meats_FMS_320x480.png	239	4	1.67%	23.91
	Fisher Meats_FMS_Kokomo_320x480.png	176	8	4.55%	64.94



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Fisher Meats - A6_6.1_29.png	31,801	1,959	6.16%	88.00
Fisher Meats - A6_6.1_41.png	12,395	904	7.29%	104.19
Fisher Meats - A6_6.1_34.png	7,175	412	5.74%	82.03
Fisher Meats - A6_FMS_Kokomo_1080x1080.png	30,416	398	1.31%	18.69
Fisher Meats - A6_Fisher Meats Digital 15 Rev 1.mp4	7,243	170	2.35%	33.53



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	145,992	3,524	2.41%
Desktop	A personal computing device that remains stationary at one location.	32,629	236	0.72%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	14,132	310	2.19%
Unknown	---	984	65	6.61%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,462	0	0.00%
foxnews.com	4,128	4	0.10%
lawandcrime.com	1,646	0	0.00%
aol.com	1,624	0	0.00%
tumblr.com	1,476	5	0.34%
hollywoodpq.com	1,241	5	0.40%
nypost.com	1,157	18	1.56%
huffpost.com	1,074	1	0.09%
tmz.com	1,024	4	0.39%
IndyStar	1,021	1	0.10%
buzzfeed.com	952	3	0.32%
Fox News - Daily Breaking News	832	0	0.00%
shopgoodwill.com	662	0	0.00%
Timehop - Memories Then & Now	634	1	0.16%
apnews.com	633	3	0.47%
theguardian.com	543	2	0.37%
glocktalk.com	505	0	0.00%
politicalwire.com	495	0	0.00%
courttv.com	478	3	0.63%
brezzamistica.info	472	0	0.00%

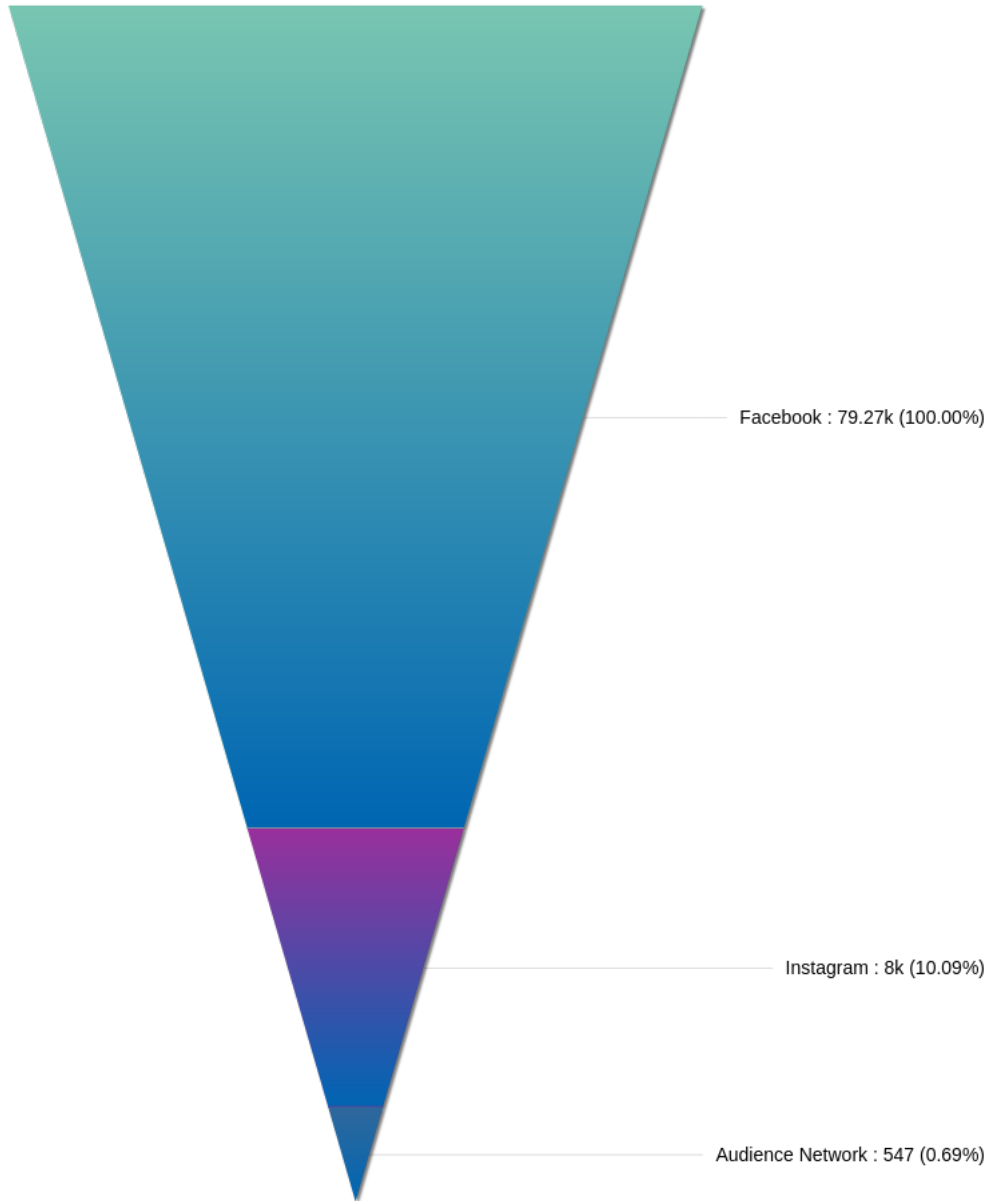


Social Placement Performance

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.	51,556	2,766	5.37%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	21,477	729	3.39%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	5,190	15	0.29%
Instagram Stories	Your ads appear in people's Stories on Instagram.	4,929	103	2.09%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	2,375	22	0.93%
Facebook Notification	Your ads appear within a user's notifications feed.	1,098	125	11.38%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	796	29	3.64%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	696	7	1.01%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	547	15	2.74%
Facebook Stories	Your ads appear in people's Stories on Facebook.	171	20	11.70%



Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks



CTR

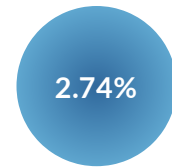
Audience Network Performance



Impressions



Clicks



CTR

Instagram Performance



Impressions



Clicks



CTR



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Fisher Meats - Meat Bundles/Custom Meat Cuts/Butcher Shop Performance Max	beef cuts explained,beef freezer bundles near me,beef processing near me,bulk meat deals,bulk meat near me,butcher shop in muncie,butcher shop in portland,butcher shop near me,cattle processing,copacker for a small business,custom butcher processing,custom luncheon meats,custom luncheon meats near me,custom meat cuts,deer processing near me,deli meat and cheese near me,deli near me,family owned butcher near me,flat iron steaks near me,freezer meat bundles,from farm to freezer,grilling freezer bundle,heat & serve meals near me,how to bake a ham,large roast for a family dinner,livestock drop off processing,local butcher shop,local meat processor for farmers,meat bundles,meat copacking companies,meat copacking indiana,meat copacking near me,meat for grilling,meat for smoker near me,meat processing copacker,order meat near me,pork freezer bundles near me,pork processing near me,prime rib near me,private label meat processing,sandwich meats near me,specialty meat cuts near me,steaks for grilling,steaks near me,stuffed chicken breast near me,USDA meat processing facility,venison processing near me,what cut for pot roast,what meat do I buy for a bbq,where to buy local meat	1,076.40	0.41	39,652	2,652	6.69%
Total		1,076.40	0.41	39,652	2,652	6.69%

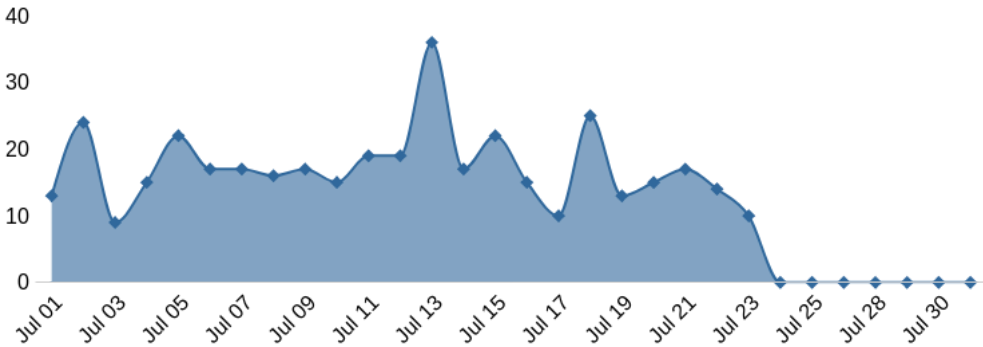


Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Fisher Meats Freezer Bundles Page view	395

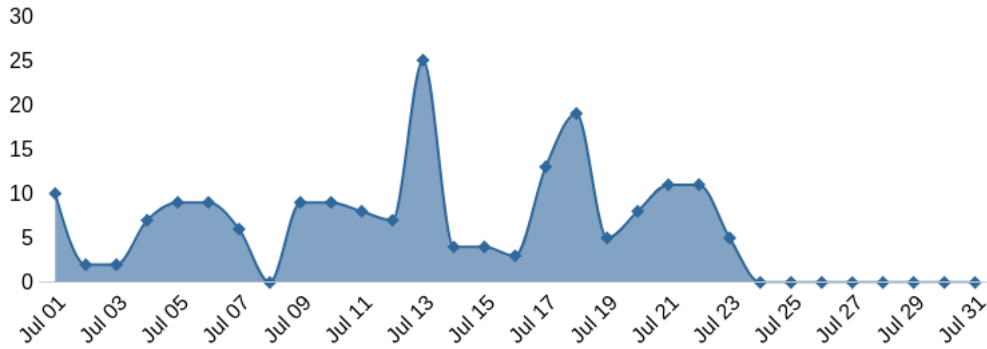


Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

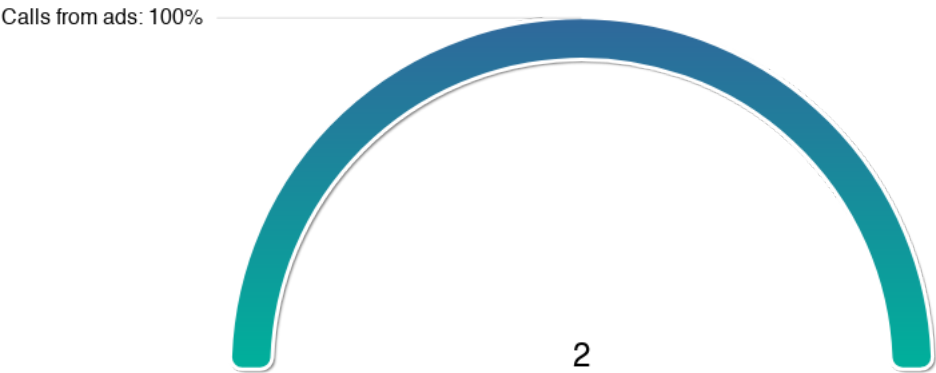


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Fisher Meats Homepage Visits	131
Fisher Meats Freezer Bundles Page view	52

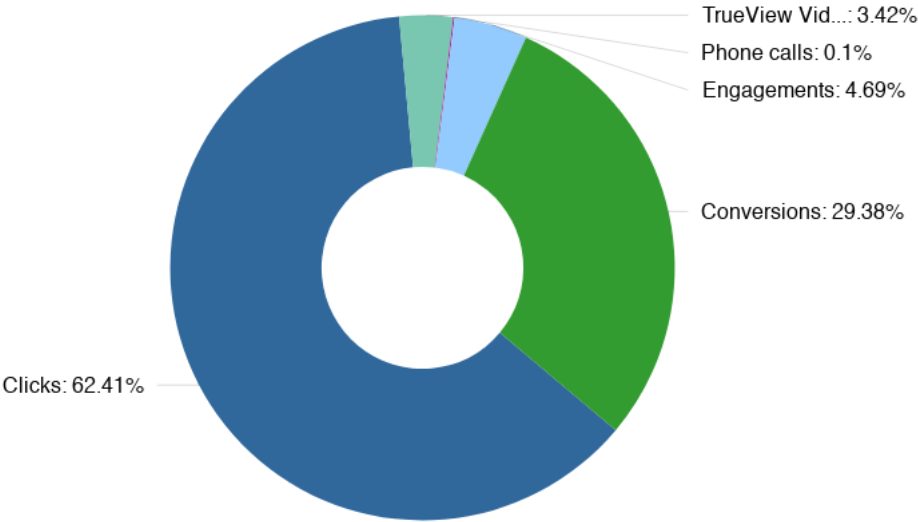


Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

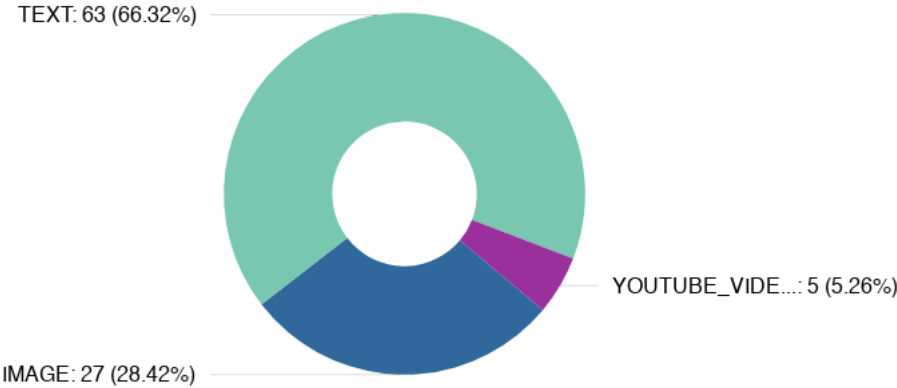


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity

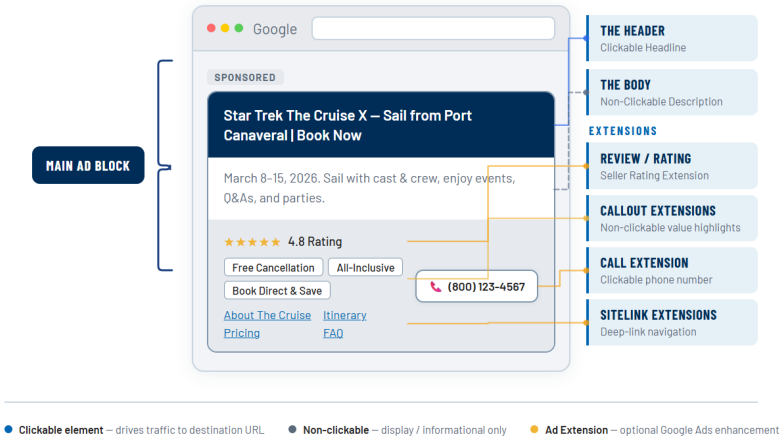




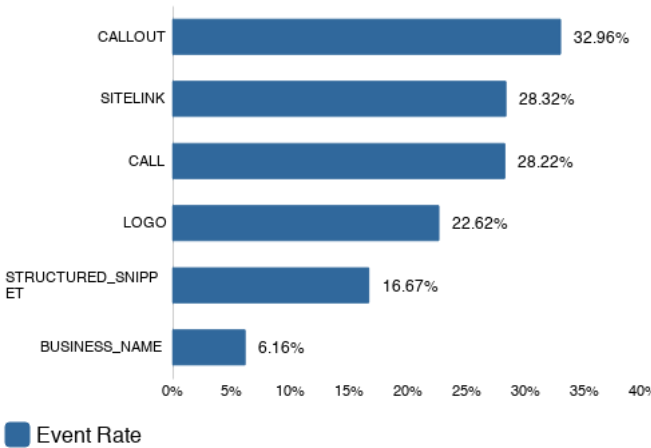
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Quality you can taste	7	8	114.29%	5.20	0.65
CALLOUT	Dinner made easy	13	7	53.85%	8.08	1.15
CALLOUT	Taste the tradition	43	19	43.02%	12.06	0.65
CALLOUT	USDA Choice grade	106	45	41.98%	25.80	0.58
CALLOUT	Local meat experts	314	126	40.05%	77.76	0.62

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.



Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 06, 2026	Fisher Meats - A6	(260) 731-3221	1
Jul 07, 2026	Fisher Meats - A6	(260) 731-3221	1
Jul 20, 2026	Fisher Meats - A6	(260) 731-3221	1

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.



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.