

Digital Marketing Report

Impressions

How many ads were served:

85,624

Clicks

Times a user clicked on an ad

2,466

Click-Through Rate

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

2.88%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.90%

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

X the National Average

41.14

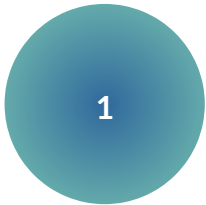
X the National Avg (.07%)

*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%)
Homes for Wounded Warriors - HHI Top 10% AND: Philanthropy/Patriotism/Military Facebook/Instagram Premium	50,478	1,286	2.55%	36.39
Homes for Wounded Warriors - Custom Audience Lookalike Facebook/Instagram Premium	17,918	648	3.62%	51.66
Homes for Wounded Warriors - Retargeting Facebook/Instagram Premium	11,426	469	4.10%	58.64
Homes for Wounded Warriors - Custom Audience Matching Facebook/Instagram Premium	5,802	63	1.09%	15.51

Meta Click Conversions

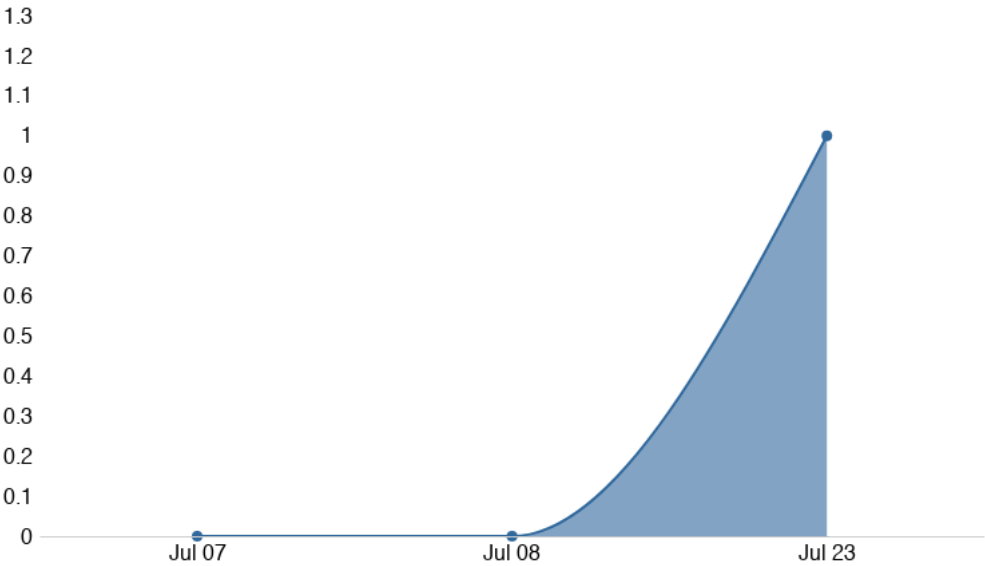


Times users clicked on an ad leading to your site and visited a page or completed an action

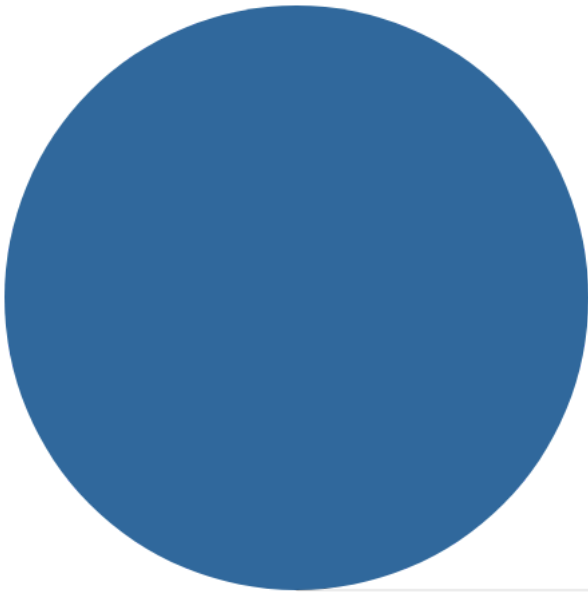
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Homes for Wounded Warriors Donate Now Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Lookalike:
100%

Meta View-Through Conversions

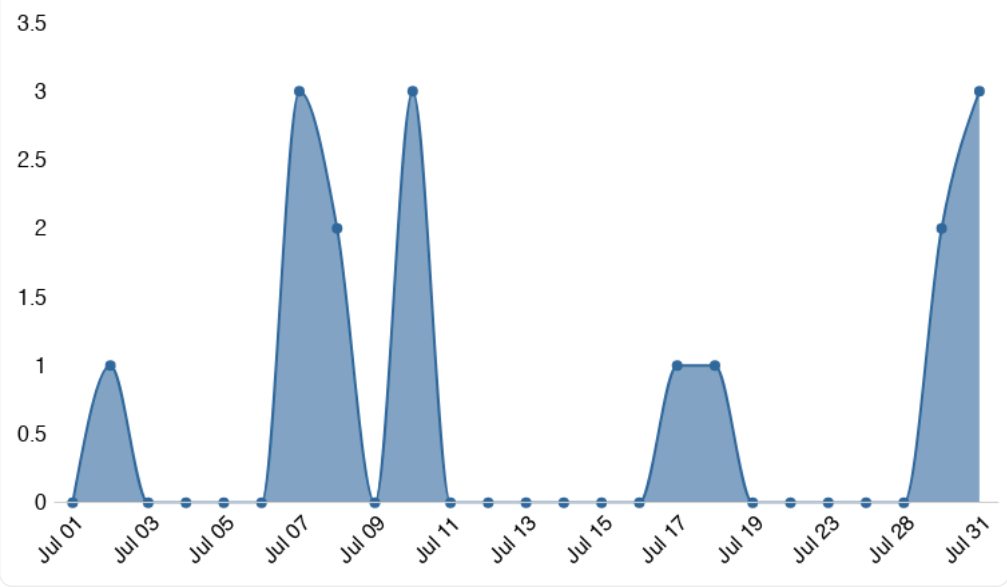


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

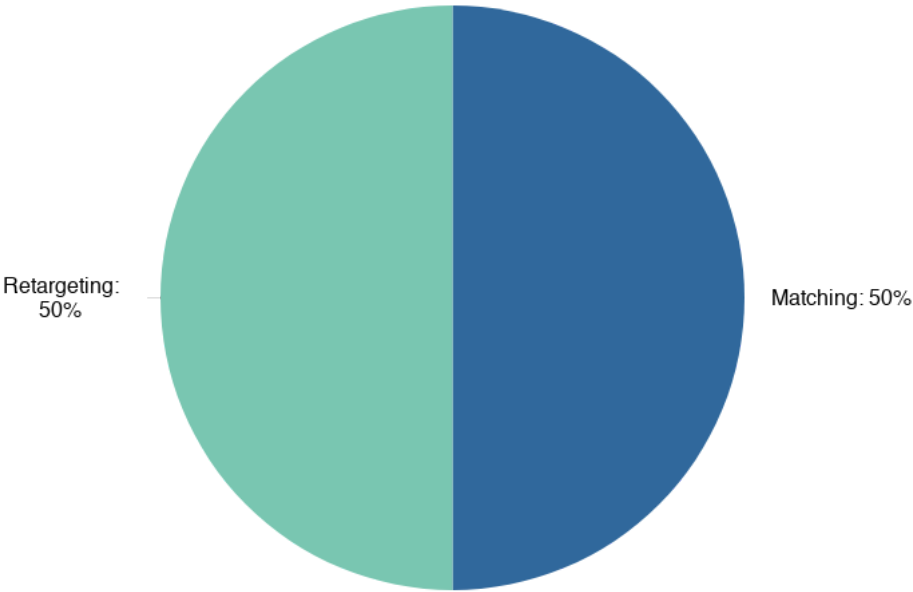
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Homes for Wounded Warriors Homepage Visits	14
Homes for Wounded Warriors Veterans Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

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%)
Homes for Wounded Warriors_META_AD01_square 1-1 (1080x1080) (1)	41,419	1,065	2.57%	36.73
Homes for Wounded Warriors_META_AD_WEGE_square 1-1 (1080x1080)	23,263	805	3.46%	49.43
Homes for Wounded Warriors_META_AD_BURRELL_square 1-1 (1080x1080) (2)	16,874	489	2.90%	41.40
Homes for Wounded Warriors_META_AD02_square 1-1 (1080x1080) (1)	2,635	79	3.00%	42.83
Homes for Wounded Warriors_META_AD_BOBBY_square 1-1 (1080x1080)	1,433	28	1.95%	27.91

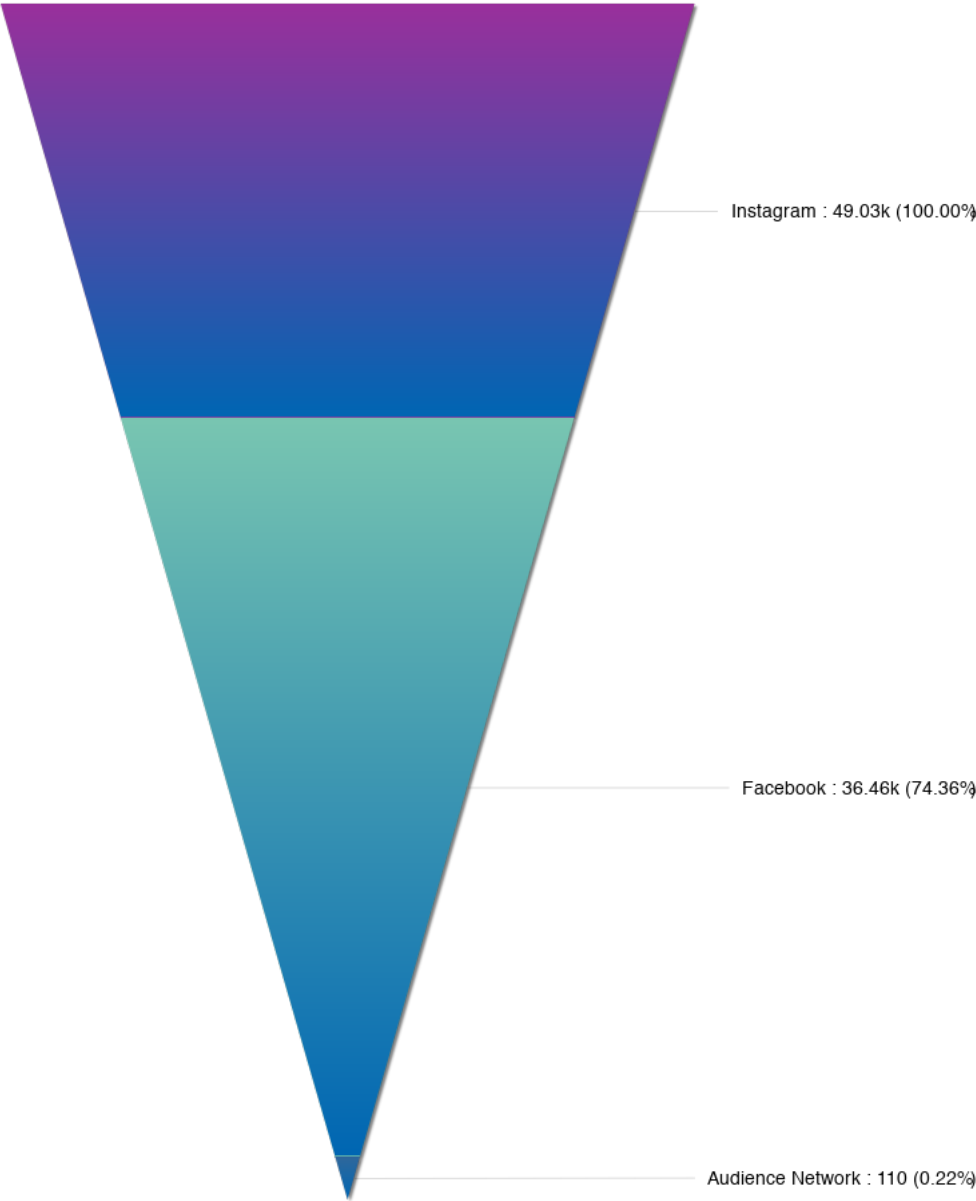
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	83,731	2,372	2.83%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,718	86	5.01%
Unknown	---	157	7	4.46%
Desktop	A personal computing device that remains stationary at one location.	18	1	5.56%

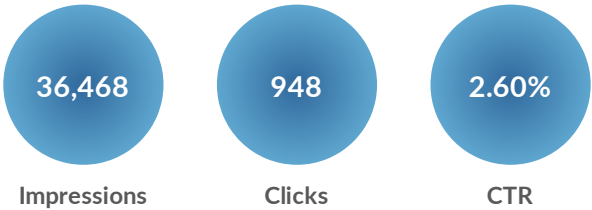
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	48,385	1,513	3.13%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,357	210	1.08%
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.	13,048	663	5.08%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,626	63	1.74%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	515	2	0.39%
Facebook Stories	Your ads appear in people's Stories on Facebook.	279	12	4.30%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	142	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	130	2	1.54%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	68	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	42	0	0.00%

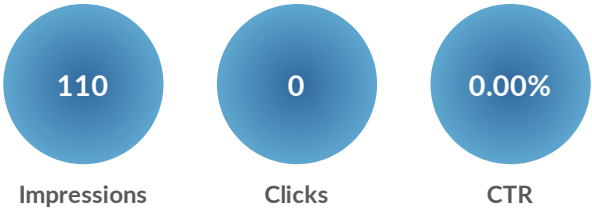
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

2,960	2,382	679	28.51%	2,042	1,959	2,251
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.17	11:48:57			
		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.

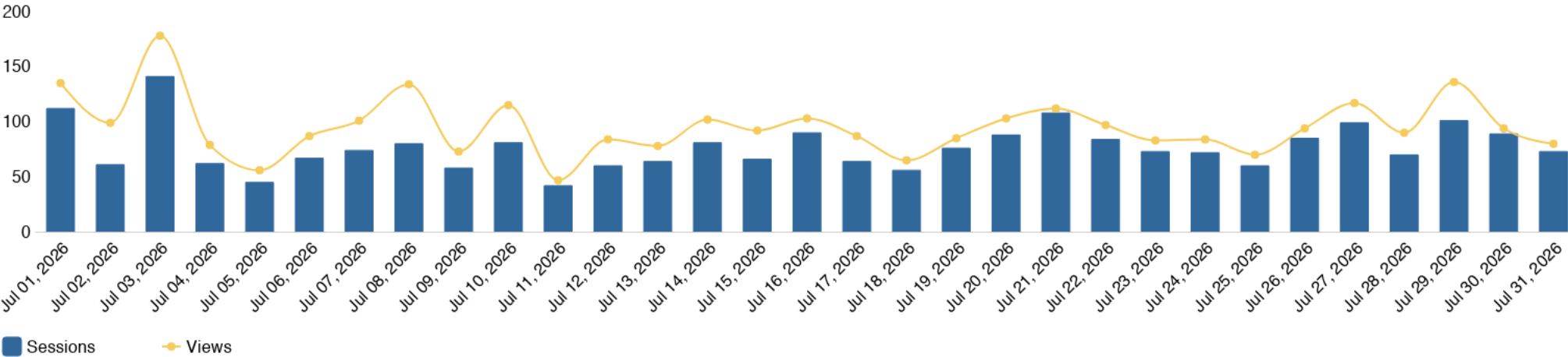
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

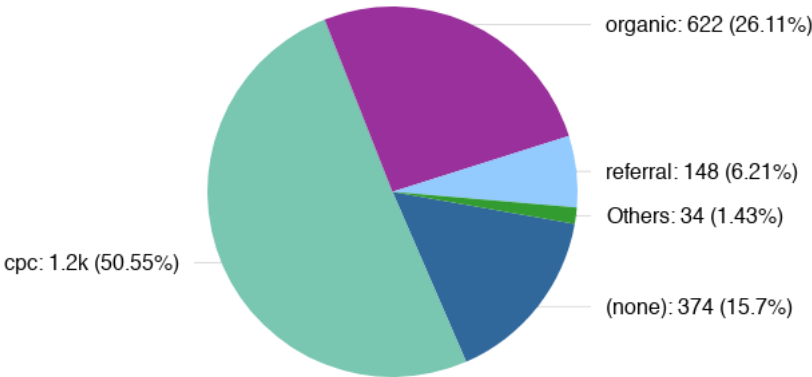
Google Analytics 4 Performance by Day



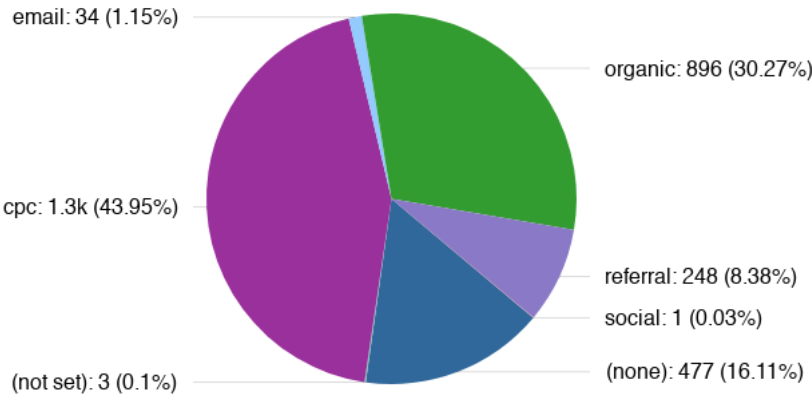
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,382	2,960	11:48:57	1.24	28.51%
JAH4WW	2,382	2,960	11:48:57	1.24	28.51%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

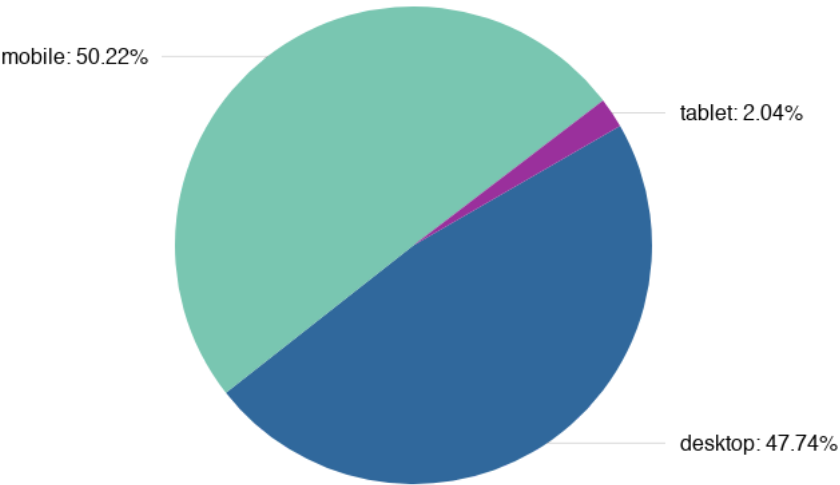


Grid contains more rows, but they have been clipped.

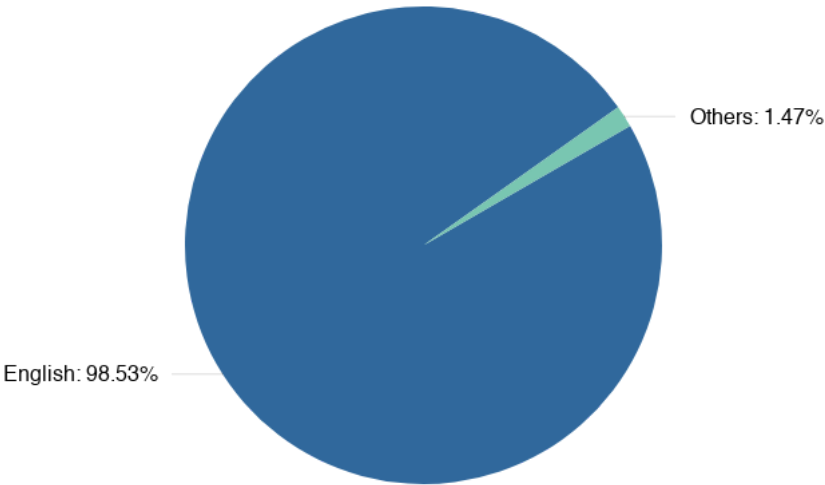
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	10,042
page_view	2,960
session_start	2,387
first_visit	1,959
user_engagement	1,261
view_item	681
scroll	262
visit_mission_history	157
visit_veterans	144
visit_donate_now	78
visit_corporate_partners	64
click	52
visit_get_involved	31

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	2,388	2,960	685	28.69%	11:48:57
Safari	1,441	1,642	256	17.77%	03:56:28
Chrome	790	1,099	348	44.05%	05:58:22
Edge	68	115	55	80.88%	01:22:43
Android Webview	41	48	7	17.07%	00:02:04
Firefox	18	22	11	61.11%	00:10:16

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,071
/	367
/veterans/	76
/mission-history/	68
/warrior_bios/josh-wege/	57
/warrior_bios/cory-remsburg/	56
/veteran-application/	51
/donate-now/	39
/warrior_bios/thomas-henderson/	34
/corporate-partners/	33
/warrior_bios/phil-bauer/	26

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,417	2,960	709	29.33%	11:48:57
Jersey City	New Jersey	241	251	12	4.98%	00:01:24
Orlando	Florida	197	209	12	6.09%	00:00:16
New York	New York	156	163	24	15.38%	00:08:20
Chicago	Illinois	119	136	41	34.45%	00:29:59
Singapore	(not set)	68	67	10	14.71%	00:01:26
Virginia Beach	Virginia	42	43	2	4.76%	00:00:07
Moses Lake	Washington	32	40	25	78.13%	00:06:02
Newark	New Jersey	32	36	6	18.75%	00:01:55
(not set)	Florida	30	36	6	20.00%	00:07:00
(not set)	(not set)	30	48	13	43.33%	00:18:14
Phoenix	Arizona	27	27	17	62.96%	00:11:10
Fond du Lac	Wisconsin	26	38	12	46.15%	00:18:02
Minneapolis	Minnesota	26	47	17	65.38%	00:27:22
Atlanta	Georgia	25	32	16	64.00%	00:07:52
Costa Mesa	California	23	50	15	65.22%	00:14:09

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.