

Digital Marketing Report

Impressions

How many ads were served:

140,639

Clicks

Times a user clicked on an ad

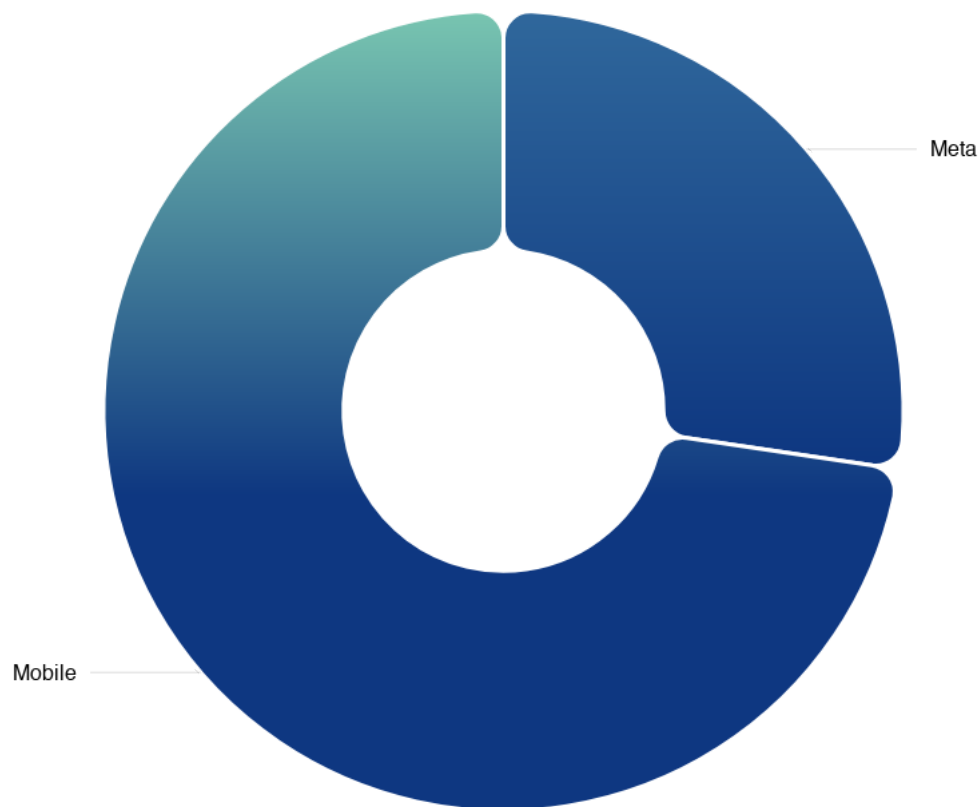
2,387

Click-Through Rate

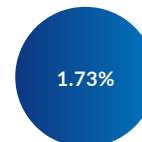
$(\text{Clicks} / \text{Impressions}) \times 100$

1.70%

Your Product Breakout by Impressions



Total Engagement Rate



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

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%)
WRS - Western Ranch Supply - 25+/Tractor Supply Co Shoppers/Farm Visitors Mobile	42,098	151	0.36%	5.12
WRS - Western Ranch Supply - Geo-Retargeting Mobile	39,045	147	0.38%	5.38
WRS - Western Ranch Supply - 30+/Farmer Premium Facebook/Instagram	20,556	1,421	6.91%	98.75
WRS - Western Ranch Supply - Female/22-50/Farmer Premium Facebook/Instagram	17,063	570	3.34%	47.72
WRS - Western Ranch Supply - Geo-Fencing Mobile	13,807	38	0.28%	3.93
WRS - Western Ranch Supply - Site Retargeting Mobile	7,248	31	0.43%	6.11
WRS - Western Ranch Supply - Retargeting Premium Facebook/Instagram	822	29	3.53%	50.40

Meta Click Conversions



212

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

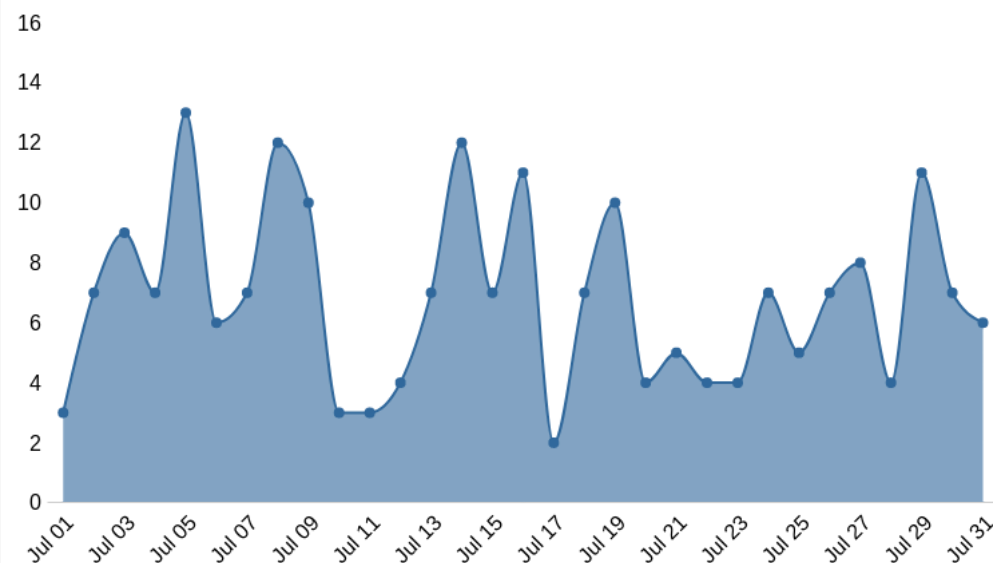
Meta Click Conversion Performance

Conversion Name

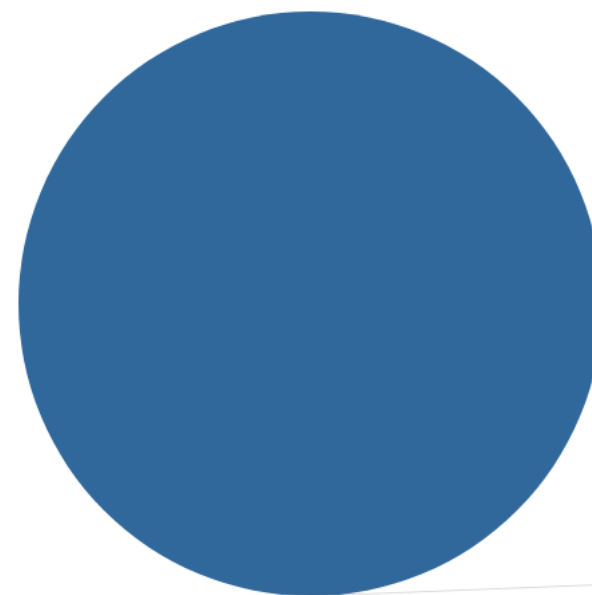
Click Conversions ↓

WRS - Western Ranch Supply Our Stores Page	207
WRS - Western Ranch Supply Salesman Schedule Page	4
WRS - Western Ranch Supply Cart Page	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category
Targeting:
100%

Meta View-Through Conversions

41

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

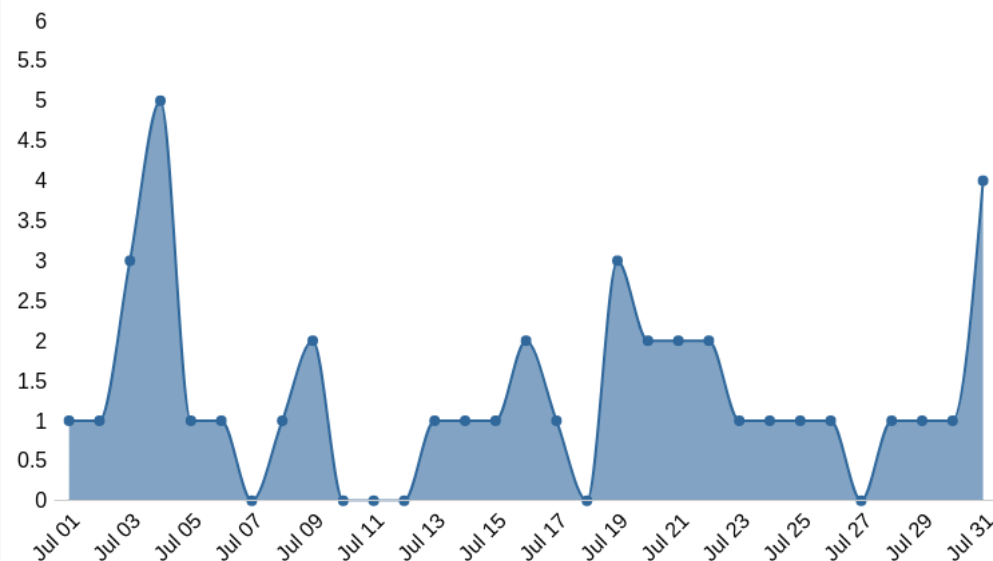
Meta View-Through Conversion Performance

Conversion Name

View-Through Conversions ↓

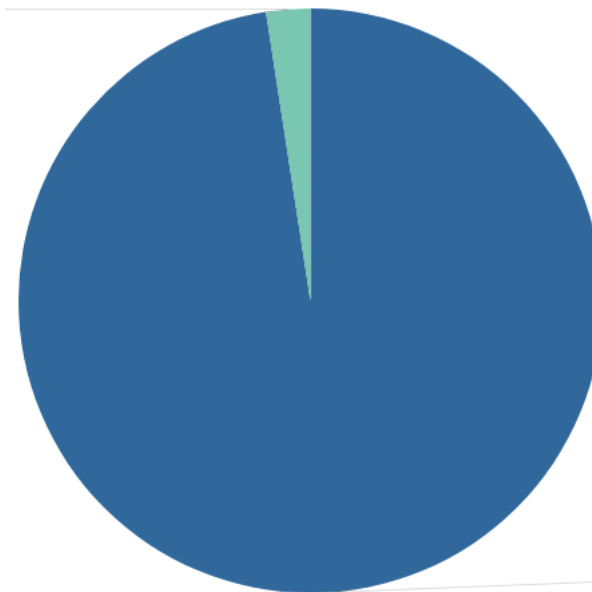
WRS - Western Ranch Supply Our Stores Page	35
WRS - Western Ranch Supply Cart Page	5
WRS - Western Ranch Supply Salesman Schedule Page	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

Retargeting:
2.44%



Category
Targeting:
97.56%

Meta Post Engagements

16,928

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

162

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

Meta Post Shares

13

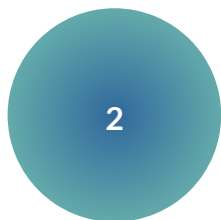
The total number of people who shared your ad, giving your campaign free impressions

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

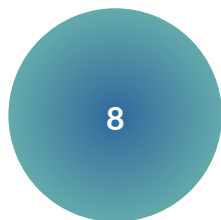
Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

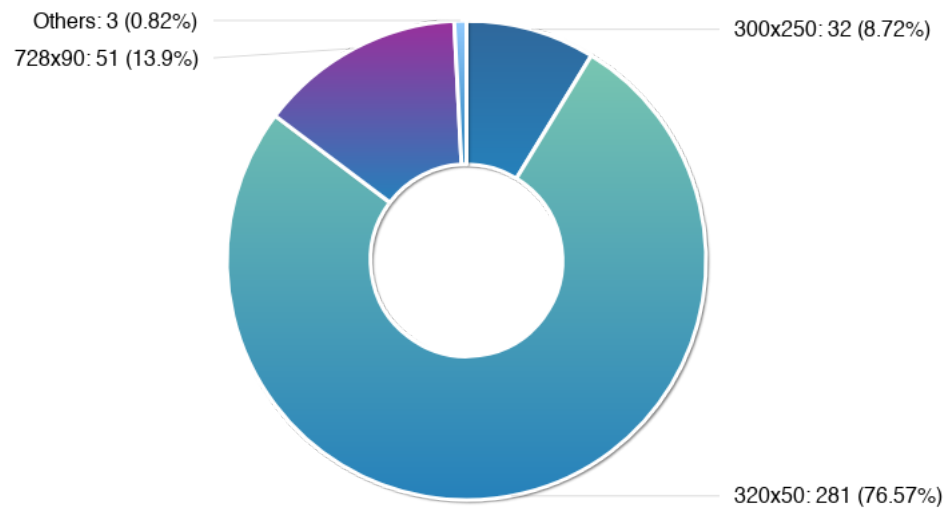
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
WRS Billings West	7305 Entryway Dr	Billings	MT	59101	2

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	WRS - Western Ranch Supply_Scroller Ad	87,257	281	0.32%	4.60
	WRS - Western Ranch Supply_728x90 1-7.png	12,459	51	0.41%	5.85
	WRS - Western Ranch Supply_300x250 5.png	153	3	1.96%	28.01
	WRS - Western Ranch Supply_300x250 14.png	144	4	2.78%	39.68
	WRS - Western Ranch Supply_300x250 9.png	139	2	1.44%	20.55
	WRS - Western Ranch Supply_300x250 2.png	134	1	0.75%	10.66
	WRS - Western Ranch Supply_300x250 4.png	132	1	0.76%	10.82
	WRS - Western Ranch Supply_300x250 11.png	129	2	1.55%	22.15

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%)
WRS - Western Ranch Supply_6.17_local f&r original.mp4	19,609	1,382	7.05%	100.68
WRS - Western Ranch Supply_4.1.26_MicrosoftTeams-video (3).mp4	16,459	554	3.37%	48.08
WRS - Western Ranch Supply_7.6_Carousel	1,078	52	4.82%	68.91
WRS - Western Ranch Supply_4.1.26_Jeans_Carousel	1,077	25	2.32%	33.16
WRS - Western Ranch Supply_6.30_Gallagher	104	5	4.81%	68.68
WRS - Western Ranch Supply_6.22_Carousel	113	2	1.77%	25.28
WRS - Western Ranch Supply_6.11_Gallagher	1	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Dojo 36" Loom Trouser	WRS - Western Ranch Supply_4.1.26_Jeans_Carousel	11
10: Fully portable and built to power up to 45 miles	WRS - Western Ranch Supply_6.22_Carousel	9
3: Built to last	WRS - Western Ranch Supply_7.6_Carousel	7
8: 4 joule, multi-purpose fence energizer	WRS - Western Ranch Supply_7.6_Carousel	7
1: Ideal for equine operations.	WRS - Western Ranch Supply_7.6_Carousel	5

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Stone Feather Road	2525 Minnesota Ave	Billings	MT	59101			4,797	12	0.25%
Al's Boots	1820 1st Ave N	Billings	MT	59101			2,376	6	0.25%
Shiptons East	216 N 14th St	Billings	MT	59101			1,373	2	0.15%
Animal Health International- Billings	1380 Minnesota Ave	Billings	MT	59101			1,364	5	0.37%
Animal Health International- GF	1522 River Dr N	Great Falls	MT	59401			776	3	0.39%
The Spur Line	1370 US-10	Livingston	MT	59047			732	1	0.14%
Atomic 79 Boots	104 N Montana St	Dillon	MT	59725			392	3	0.77%
Murdochs Helena	3050 N Montana Ave	Helena	MT	59601			387	0	0.00%
Head West	24 W Main St	Bozeman	MT	59715			250	1	0.40%
Tractor Supply Lewistown	1814 W Main St	Lewistown	MT	59457			175	1	0.57%
Cow Poke Ranch Supply	401 Milwaukee Ave	Deer Lodge	MT	59101			138	1	0.72%
CHS Mountain West Kalispell	700 Rail Park Dr	Kalispell	MT	59901			135	0	0.00%
Runnings Baker	1016 Montana Ave	Baker	MT	59313			108	0	0.00%
CHS Big Sky – Denton	622 Broadway Ave	Denton	MT	59430			103	0	0.00%
Connolly Saddlery	485 S 24th St W	Billings	MT	59102			102	0	0.00%
Boot Barn Bozeman	915 W Main St	Bozeman	MT	59715			93	0	0.00%
Murdochs Butte	3939 Harrison Ave	Butte	MT	59701			86	0	0.00%
Tractor Supply Lolo	12150 US-93	Lolo	MT	59847			64	0	0.00%
Little Creek Feed	310 S Front St	Townsend	MT	59644			56	0	0.00%
Lucchese Boots	131 E Main St	Bozeman	MT	59715			48	0	0.00%

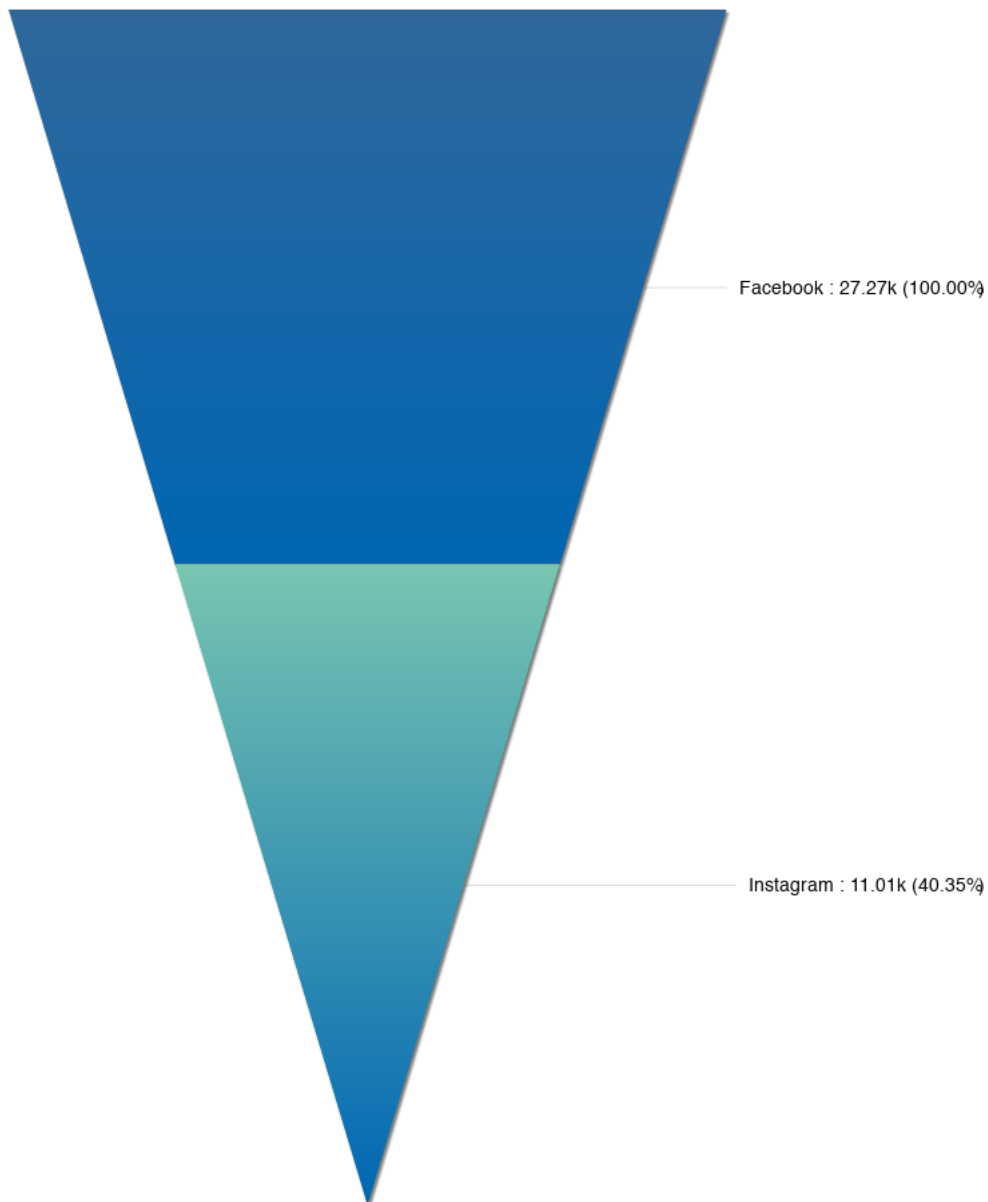
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	36,103	1,915	5.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,975	87	4.41%
Unknown	---	245	11	4.49%
Desktop	A personal computing device that remains stationary at one location.	118	7	5.93%

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.	27,273	1,379	5.06%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	11,006	641	5.82%
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.	162	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



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.