

Digital Marketing Report

Impressions

How many ads were served:

116,138

Clicks

Times a user clicked on an ad

2,940

Click-Through Rate

(Clicks/Impressions) x 100

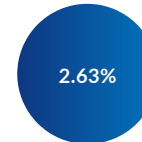
2.53%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%)
Ross Jurewitz - Behavioral Facebook/Instagram Premium	49,601	1,410	2.84%	40.61
Ross Jurewitz - Retargeting Facebook/Instagram Premium	33,850	682	2.01%	28.78
Ross Jurewitz - Custom Audience Lookalike Facebook/Instagram Premium	17,765	518	2.92%	41.65
Ross Jurewitz - Custom Audience Matching Facebook/Instagram Premium	14,922	330	2.21%	31.59

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 ↓

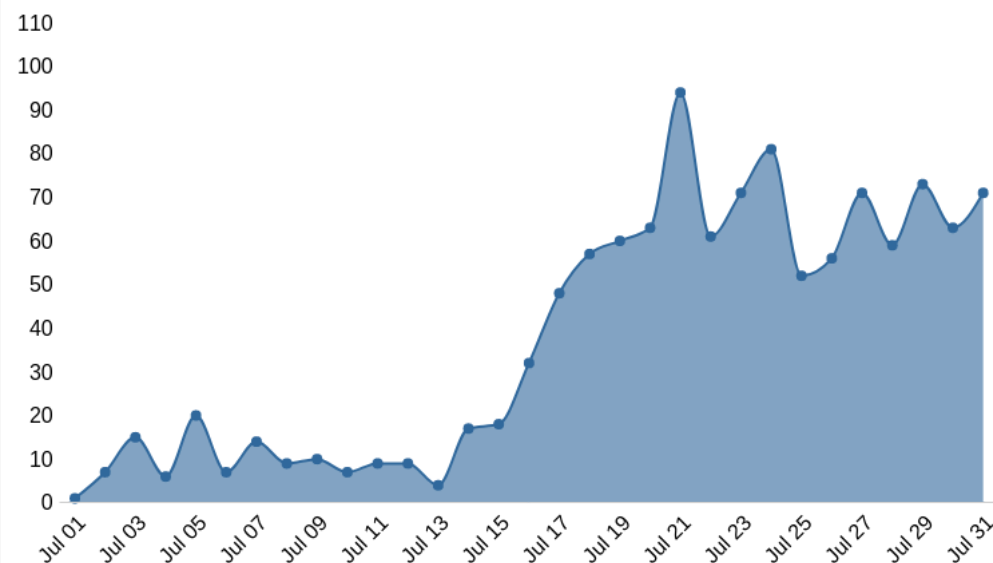
Ross Jurewitz San Diego Page View

1,160

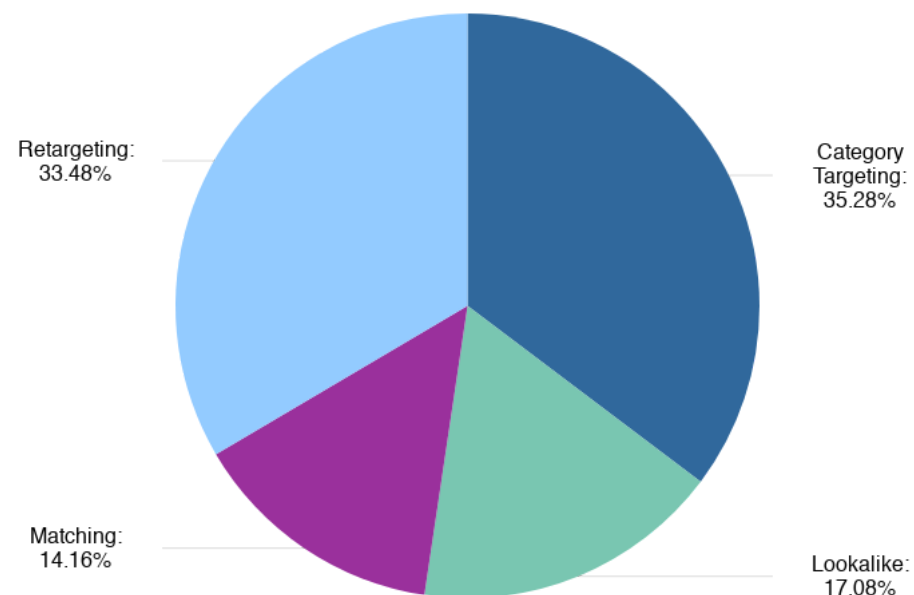
Ross Jurewitz About Us Page View

5

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



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

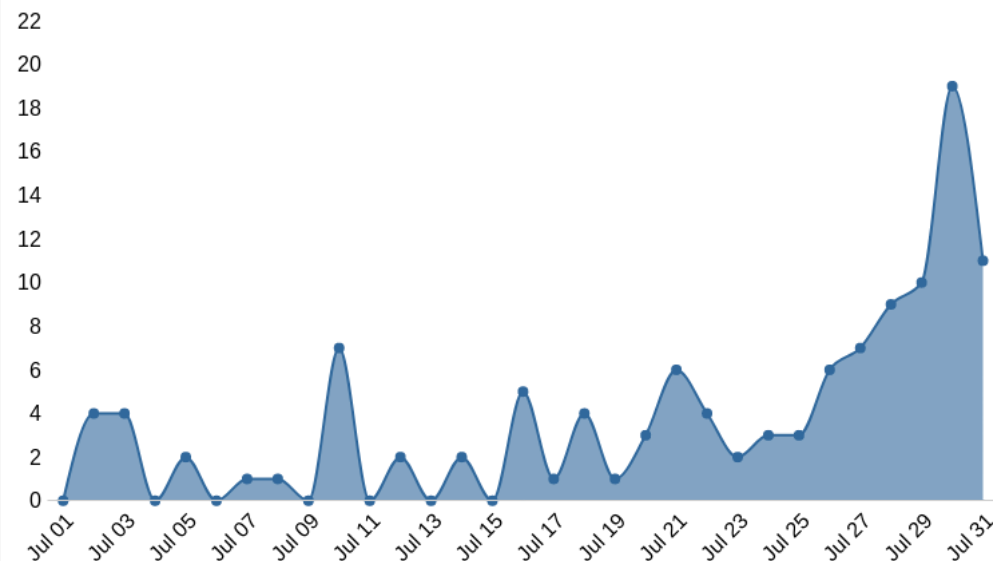
Meta View-Through Conversion Performance

Conversion Name

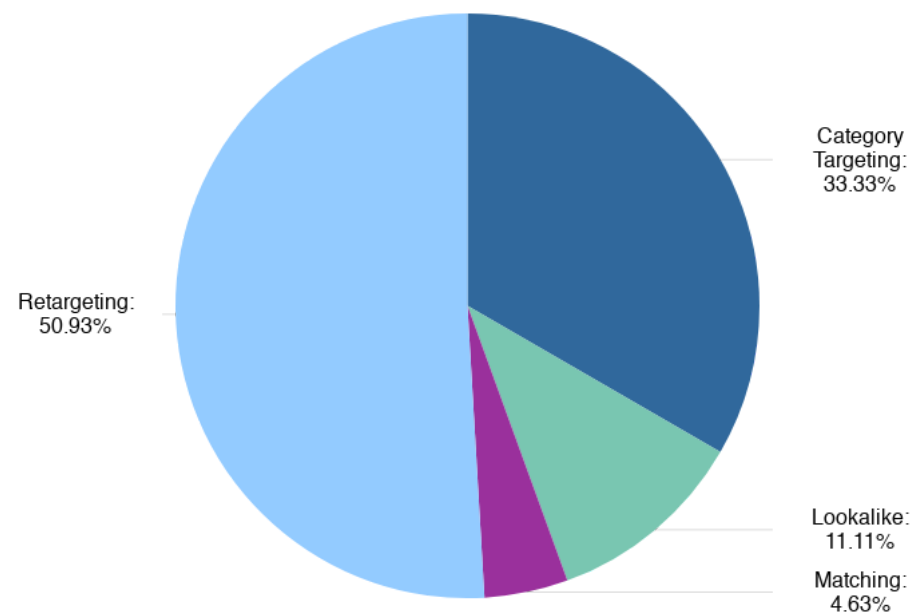
View-Through Conversions ↓

Ross Jurewitz San Diego Page View	76
Ross Jurewitz About Us Page View	29
Ross Jurewitz Homepage Visits	9
Ross Jurewitz Practice Areas Page View	3

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

36,064

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

Meta Post Reactions

54

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

Meta Post Shares

2

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%)
Ross_BikingAd_May2026_v3.mp4	116,138	2,940	2.53%	36.16

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: A Lawyer You Can Trust	Ross_BikingAd_May2026_v3.mp4	380
Jurewitz Law Group Injury & Accident Lawyers	Ross_BikingAd_May2026_v3.mp4	216
2: Injury Lawyers	Ross_BikingAd_May2026_v3.mp4	29

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	114,332	2,871	2.51%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,530	68	4.44%
Desktop	A personal computing device that remains stationary at one location.	193	1	0.52%
Unknown	---	83	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	30,092	770	2.56%
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.	28,106	659	2.34%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	24,254	673	2.77%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	18,201	94	0.52%
Instagram Stories	Your ads appear in people's Stories on Instagram.	6,485	174	2.68%
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).	4,553	525	11.53%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,305	3	0.23%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1,189	29	2.44%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	898	3	0.33%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	708	2	0.28%

Facebook News Feed Performance



Audience Network Performance



Instagram Performance





Google Analytics 4 Performance

13,081	9,709	4,405	45.37%	9,198	8,432	9,609
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.06	122:50:28			
		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.

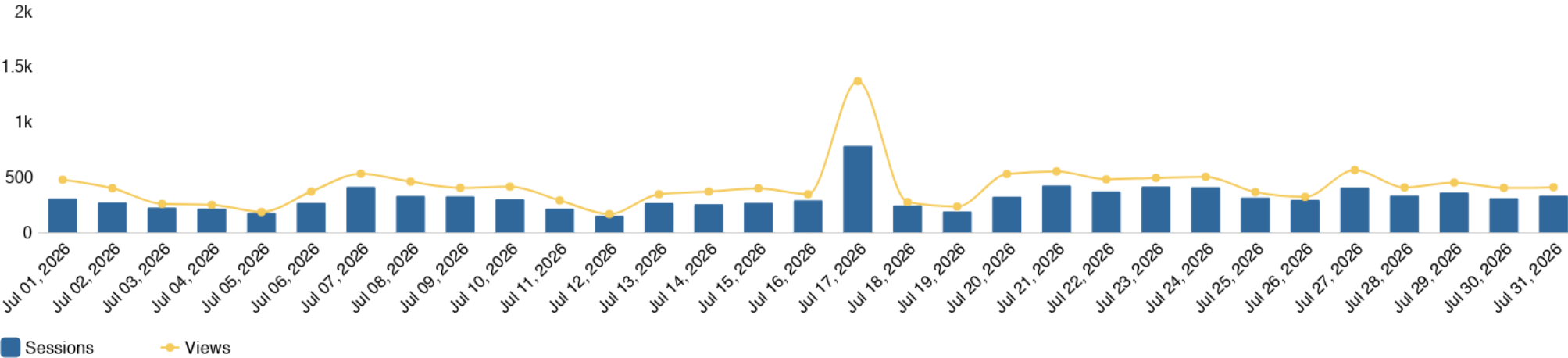
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

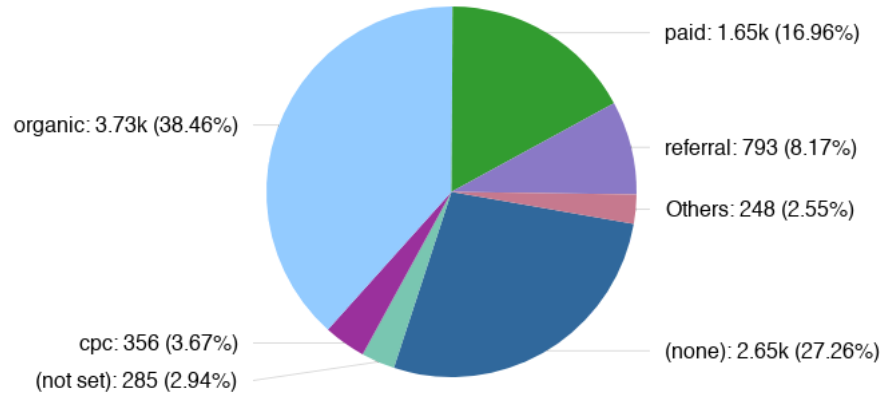
Google Analytics 4 Performance by Day



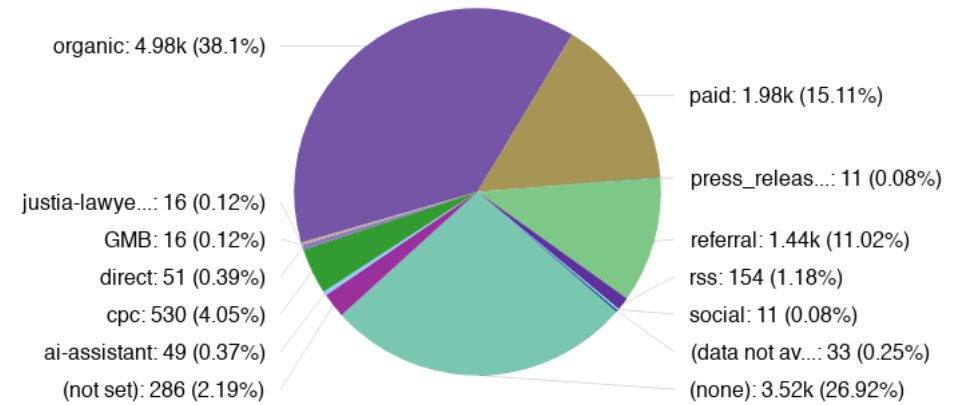
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	9,709	13,081	122:50:28	1.35	45.37%
Jurewitz	9,709	13,081	122:50:28	1.35	45.37%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

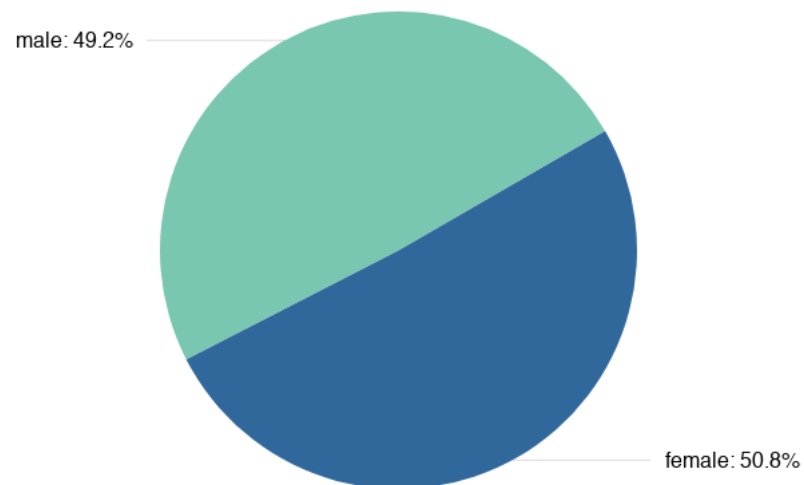


Grid contains more rows, but they have been clipped.

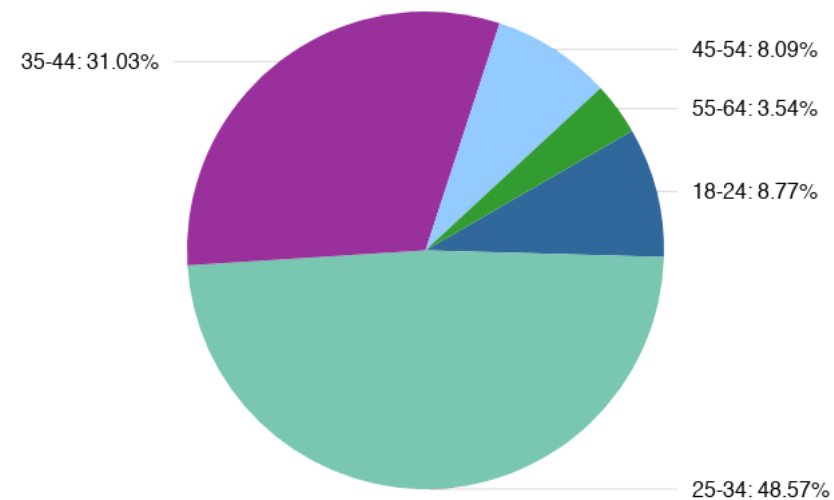
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	43,280
page_view	13,081
session_start	9,771
first_visit	8,432
user_engagement	6,082
PopupYes	1,708
scroll	1,040
phone_call	705
view_search_results	467
WidgetOpen	294
StartConversation	283
lawclicks_form_engagement	245
lawclicks_click_to_call	218

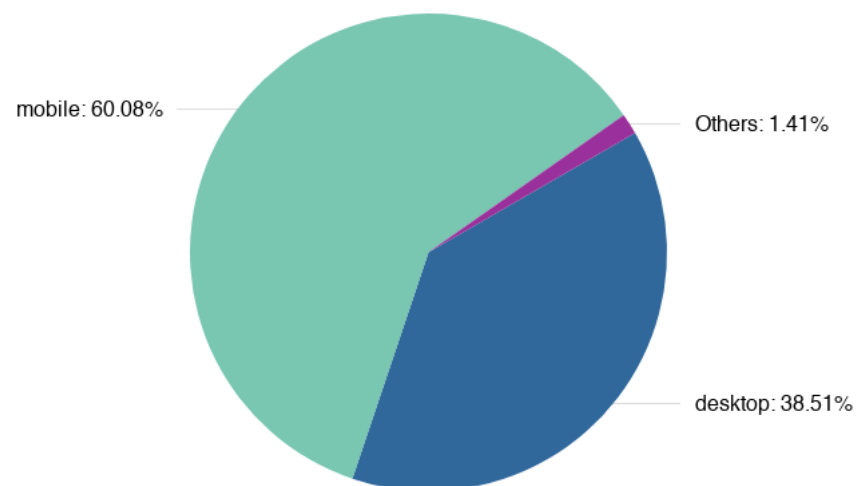
Google Analytics 4 Engaged Sessions by Gender



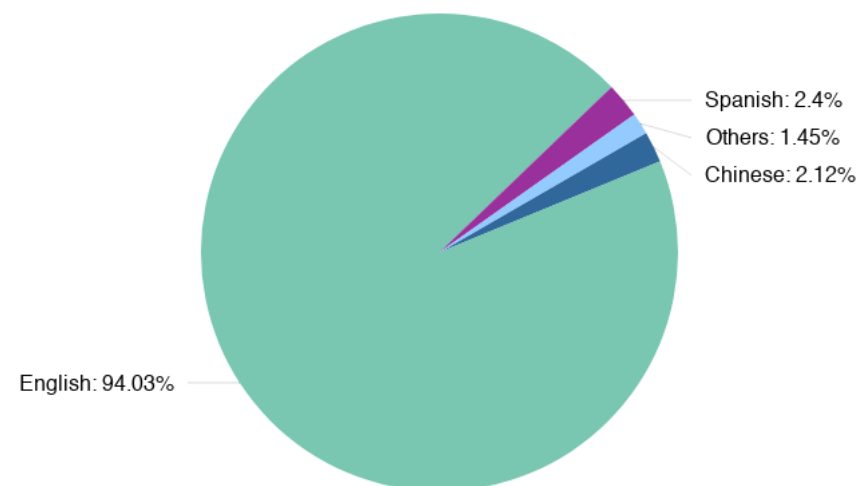
Google Analytics 4 Engaged Sessions by Age



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	9,787	13,081	4,472	45.69%	122:50:28
Chrome	5,081	7,016	2,209	43.48%	30:27:02
Safari	3,079	3,624	1,418	46.05%	24:14:34
Android Webview	924	1,304	362	39.18%	05:29:42
Edge	232	420	163	70.26%	02:49:12
Firefox	171	271	110	64.33%	01:35:46

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	8,419
(not set)	1,959
/	1,882
/san-diego/	426
/articles/how-much-lawyers-usually-take-from-a-settlement/	421
/articles/six-flags-roller-coaster-kills-texas-mom/	206
/articles/how-to-scare-an-insurance-adjuster/	171
/articles/ushers-stepson-brain-dead-tragic-jet-ski-accident/	147
/articles/how-long-after-a-hit-and-run-will-police-contact-you/	136
/contact/	123
/about-us/team/	120

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		10,059	13,081	4,719	46.91%	122:50:28
San Diego	California	1,091	1,474	346	31.71%	06:47:20
Urumqi	Xinjiang	703	713	62	8.82%	00:11:48
(not set)	(not set)	502	1,005	501	99.80%	07:58:11
Chula Vista	California	436	506	72	16.51%	01:44:00
Los Angeles	California	377	501	201	53.32%	03:28:45
New York	New York	172	200	51	29.65%	00:37:37
Ashburn	Virginia	142	166	22	15.49%	00:11:00
Singapore	(not set)	111	139	51	45.95%	00:08:37
(not set)	(not set)	75	75	1	1.33%	00:00:04
National City	California	72	88	12	16.67%	00:06:57
Chicago	Illinois	69	91	48	69.57%	00:33:38
Council Bluffs	Iowa	66	76	14	21.21%	00:06:54
Dallas	Texas	60	74	36	60.00%	00:12:38
Mossingen	Baden-Wurttemberg	60	90	30	50.00%	00:00:17
Tijuana	Baja California	60	83	17	28.33%	00:06:50

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.