

Digital Marketing Report

Impressions

How many ads were served:

90,609

Clicks

Times a user clicked on an ad

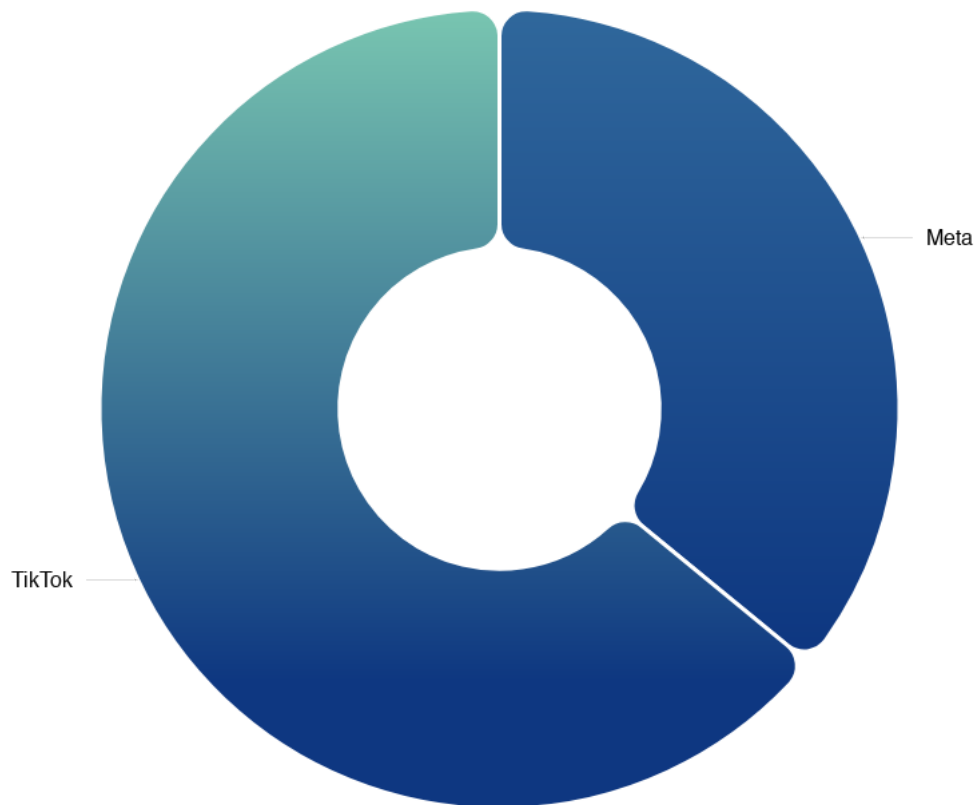
1,727

Click-Through Rate

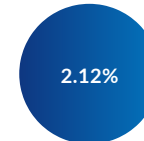
(Clicks/Impressions) x 100

1.91%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

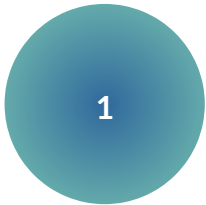
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
DelGrosso's Amusement Park and Laguna Splash Water Park - Job Hunting TikTok	58,044	480	0.83%	11.81
DelGrosso's Amusement Park and Laguna Splash Water Park - Job Hunting Premium Facebook/Instagram	30,546	1,186	3.88%	55.47
DelGrosso's Amusement Park and Laguna Splash Water Park - Retargeting Premium Facebook/Instagram	2,019	61	3.02%	43.16

Meta Click Conversions

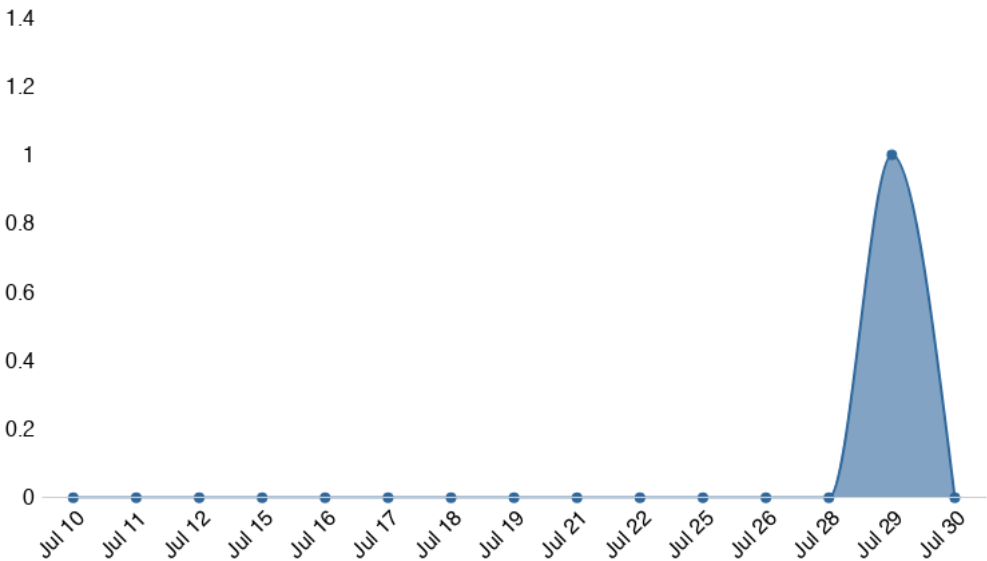


Times users clicked on an ad leading to your site and visited a page or completed an action

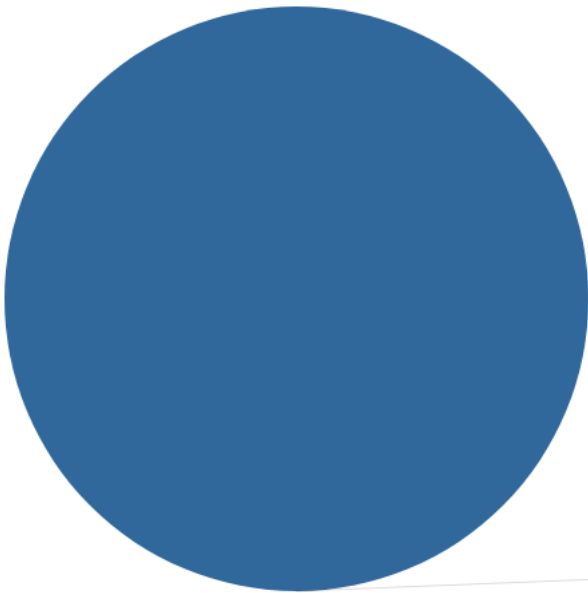
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
DelGrosso's Amusement Park Lifeguard Certification	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

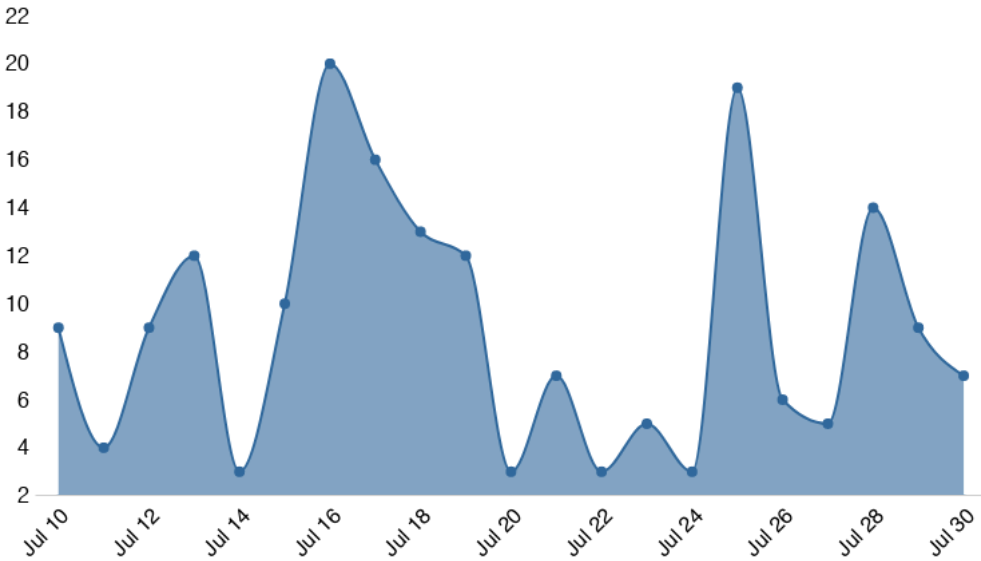


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

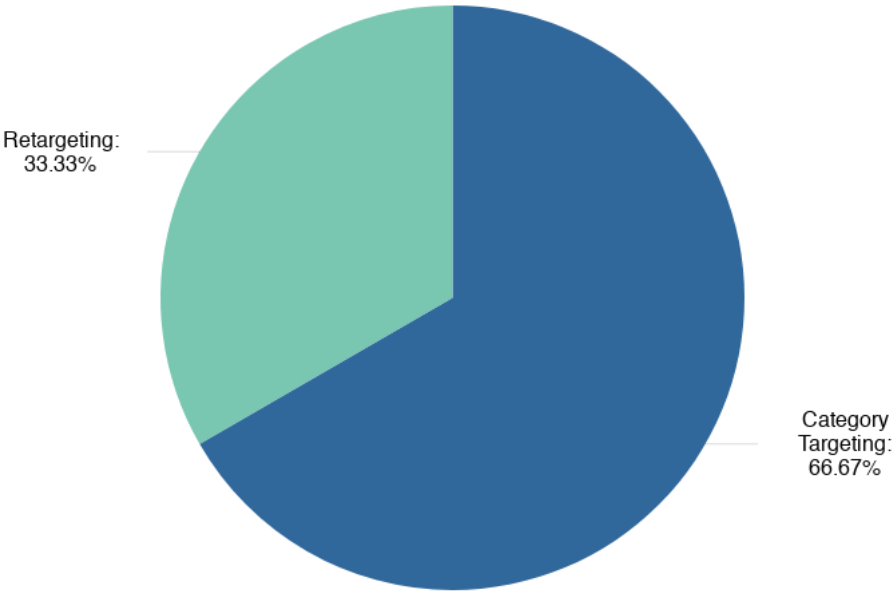
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
DelGrosso's Amusement Park Homepage Visits	159
DelGrosso's Amusement Park Season Pass Page View	15
DelGrosso's Amusement Park Employment Page View	10
DelGrosso's Amusement Park Contact Page View	2
DelGrosso's Amusement Park Ride Tickets Page View	2
DelGrosso's Amusement Park History Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements



1,909

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

Meta Post Reactions



43

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

Meta Post Shares



22

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

TikTok Likes

38

The number of likes your video creative received

TikTok Comments

5

The number of comments your video creative received

TikTok Profile Visits

529

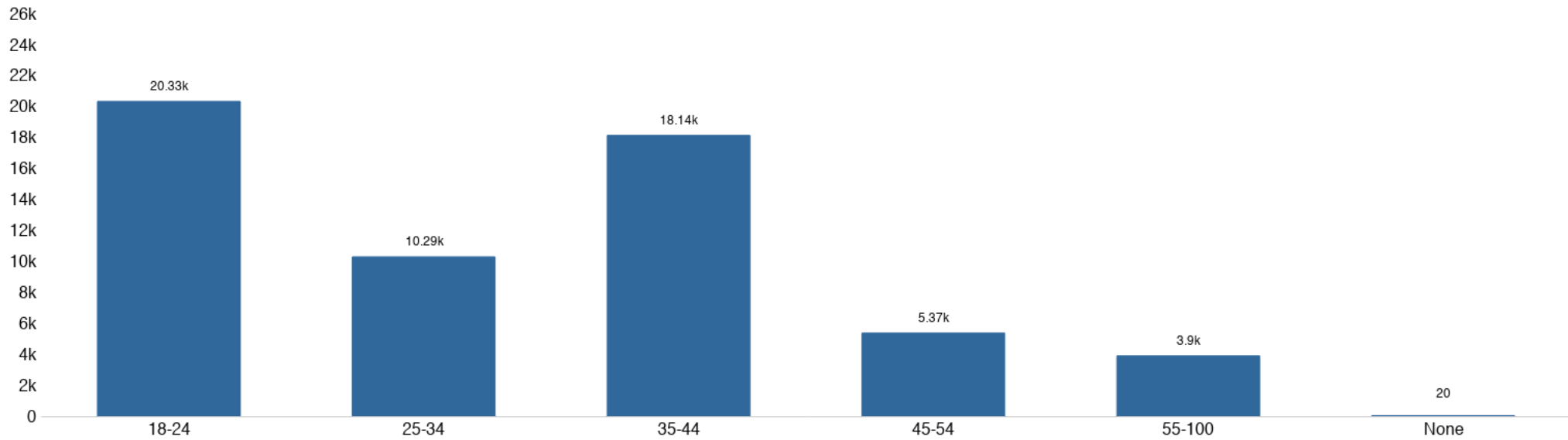
The number of profile visits the ad drove

TikTok Shares

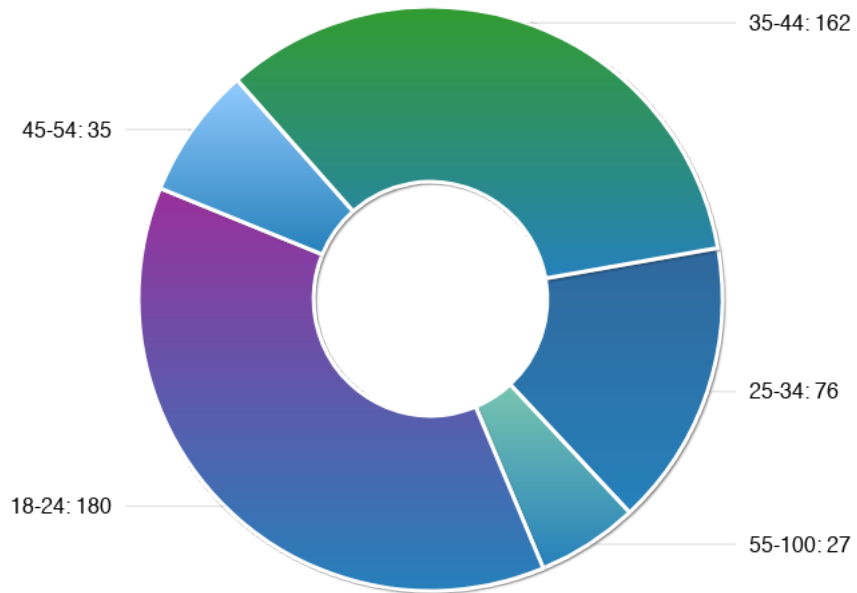
1

The number of times your video creative was shared

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
DelGrosso's Amusement Park and Laguna Splash Water Park_DELGROSSOS-JULY-01 (1).jpg	14,319	584	4.08%	58.26
DelGrosso's Amusement Park and Laguna Splash Water Park_7.20.26_Delgrossos-Rides_1080x1080 (3).png	11,436	323	2.82%	40.35
DelGrosso's Amusement Park and Laguna Splash Water Park_Delgrossos-Culinary_1080x1080 (3).png	4,295	230	5.36%	76.50
DelGrosso's Amusement Park and Laguna Splash Water Park_26.07_- _DelGrossos_Park_-_Now_Hiring_Operators_-_FB_1080x1080.png	1,272	60	4.72%	67.39
DelGrosso's Amusement Park and Laguna Splash Water Park_Delgrossos-Rides_1080x1080 (3).png	1,243	50	4.02%	57.46

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
DelGrosso's Amusement Park_Join the DelGrosso's Park Team as a Ride Operator	36,629	306	0.84%	11.93
DelGrosso's Amusement Park_Join our DelGrosso's Park Food Service Team	21,415	174	0.81%	11.61

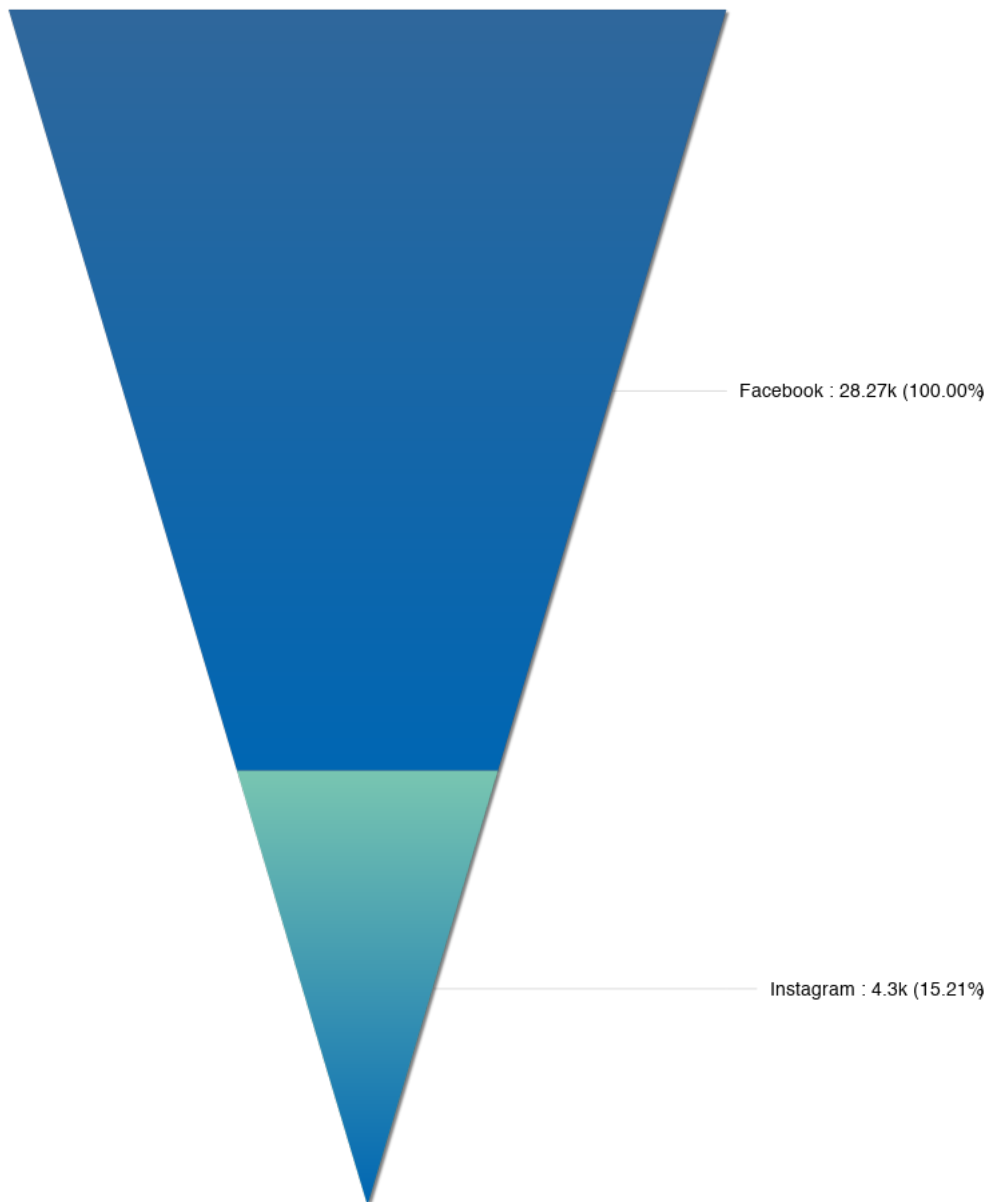
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	83,983	1,635	1.95%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,398	81	1.27%
Unknown	---	199	9	4.52%
Desktop	A personal computing device that remains stationary at one location.	17	2	11.76%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,525	453	2.32%
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.	7,827	611	7.81%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,081	58	2.79%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,991	95	4.77%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	438	14	3.20%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	238	4	1.68%
Instagram Stories	Your ads appear in people's Stories on Instagram.	227	7	3.08%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	151	1	0.66%
Facebook Stories	Your ads appear in people's Stories on Facebook.	87	4	4.60%

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
OptimizationPerformance
MaxDigital
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.