

Digital Marketing Report

Impressions

How many ads were served:

122,752

Clicks

Times a user clicked on an ad

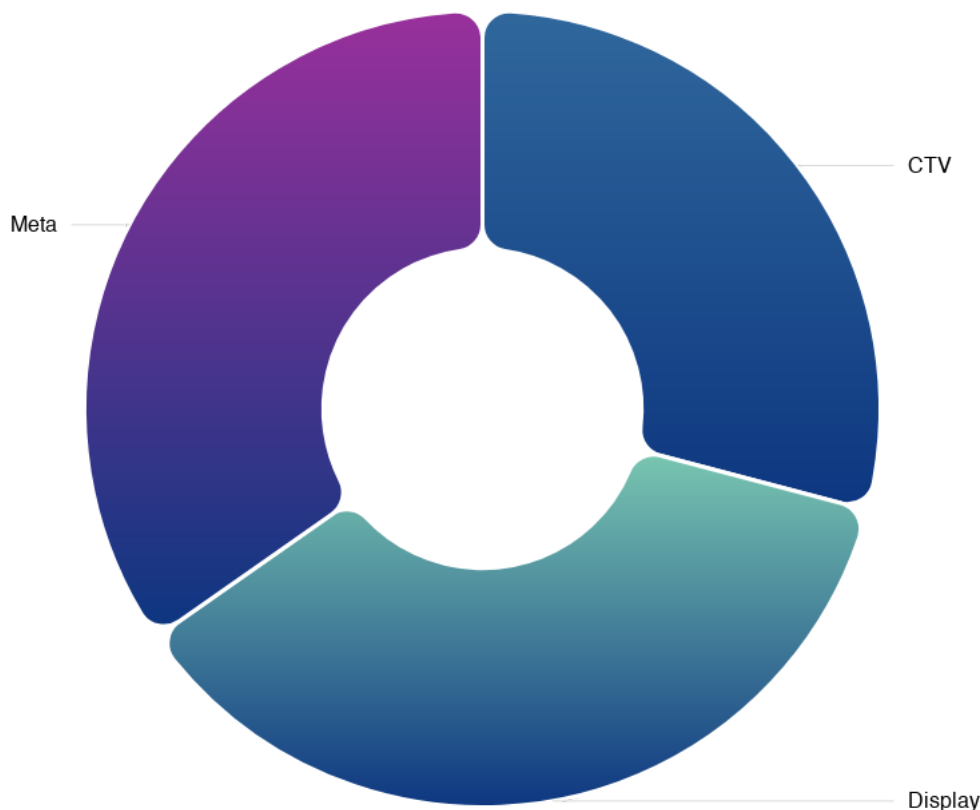
818

Click-Through Rate

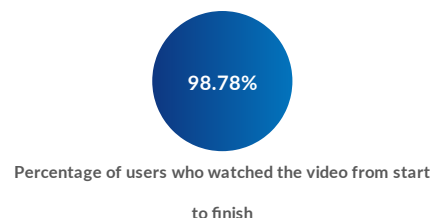
(Clicks/Impressions) x 100

0.94%

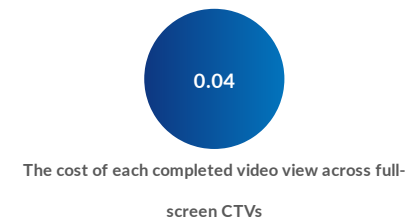
Your Product Breakout by Impressions



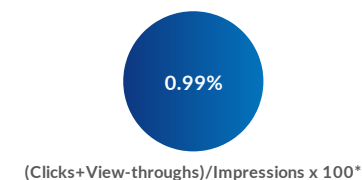
CTV Completion Rate



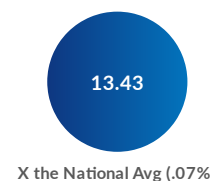
CTV Cost Per Completed View



Total Engagement Rate



X the National Average



*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%)
Shirey Overhead Doors - Home Construction/Home Renovations Facebook Premium	42,614	462	1.08%	15.49
Shirey Overhead Doors - Homeowners/Home Improvement & Renovation CTV	35,249	14	0.04%	0.57
Shirey Overhead Doors - Homeowners AND Home Improvement & Renovation Display - imps	22,923	290	1.27%	18.07
Shirey Overhead Doors - Homeowners AND Home Improvement & Renovation Display	20,075	56	0.28%	3.99
Shirey Overhead Doors - Retargeting Display	1,425	10	0.70%	10.03
Shirey Overhead Doors - Retargeting CTV	466	0	0.00%	0.00

Display Click Conversions

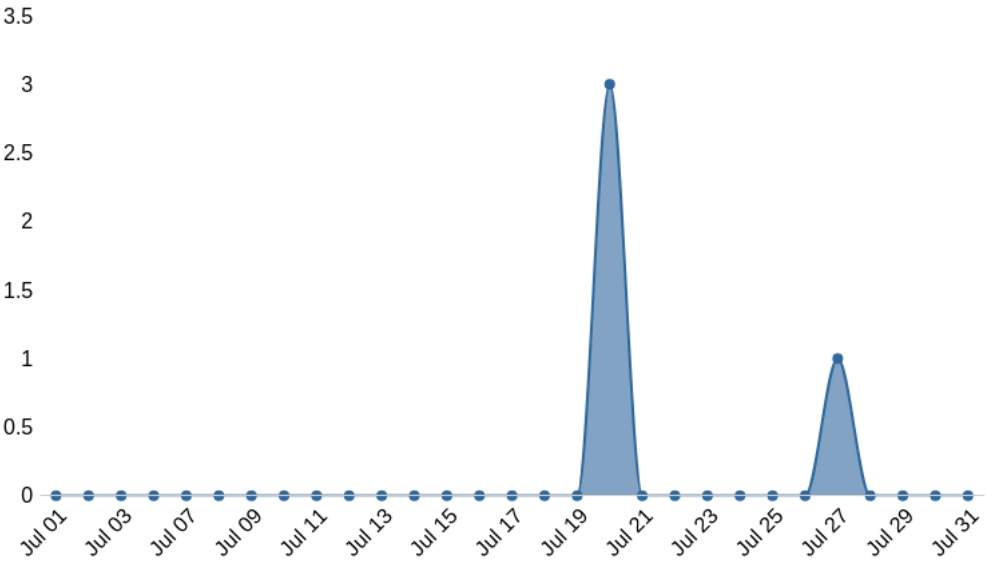


Times users clicked on an ad leading to your site and visited a page or completed an action

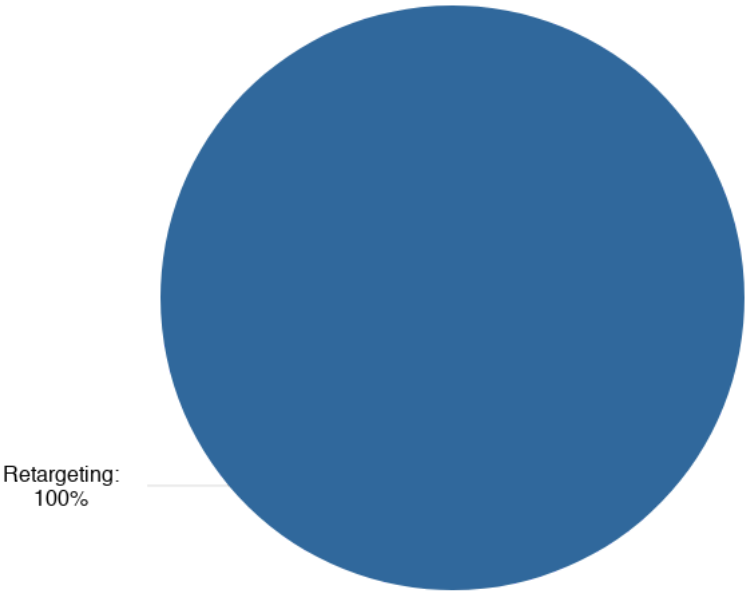
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Shirey Overhead Doors Residential Doors Page View	3
Shirey Overhead Doors Our Work Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

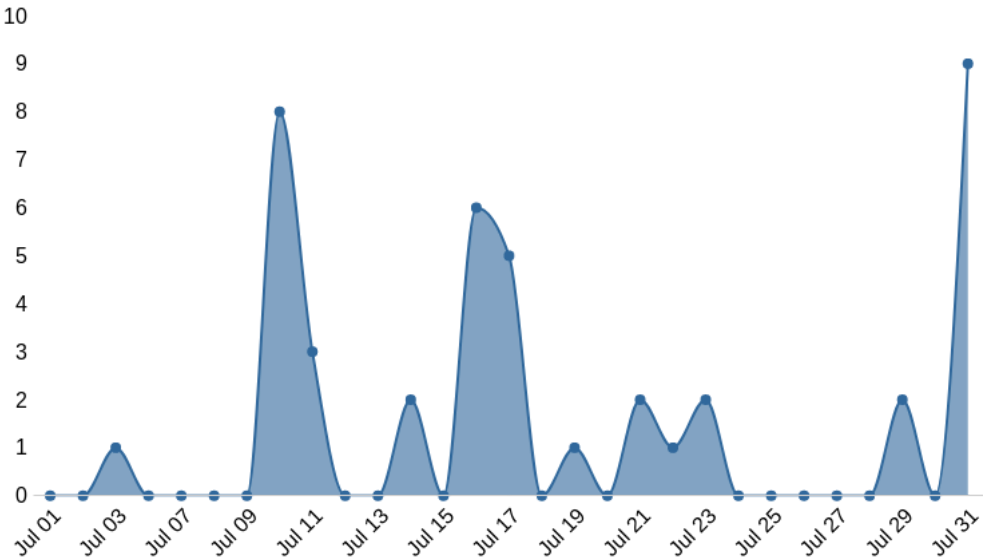


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Display View-through Conversion Breakout

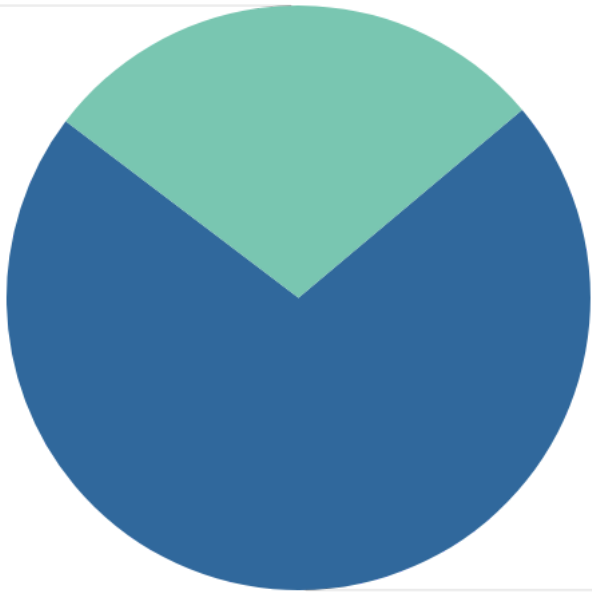
Conversion Name	View-through Conversions ↓
Shirey Overhead Doors Homepage Visits	31
Shirey Overhead Doors Contact Page View	4
Shirey Overhead Doors Residential Doors Page View	4
Shirey Overhead Doors Our Work Page View	2
Shirey Overhead Doors Entry Doors Window Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy

Retargeting:
28.57%



Behavioral:
71.43%

CTV View-through Conversions

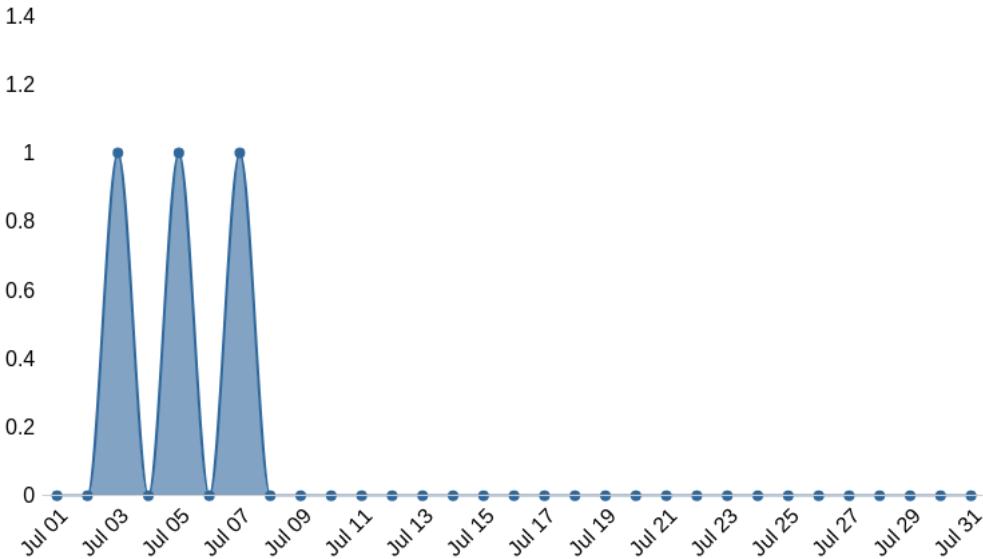


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

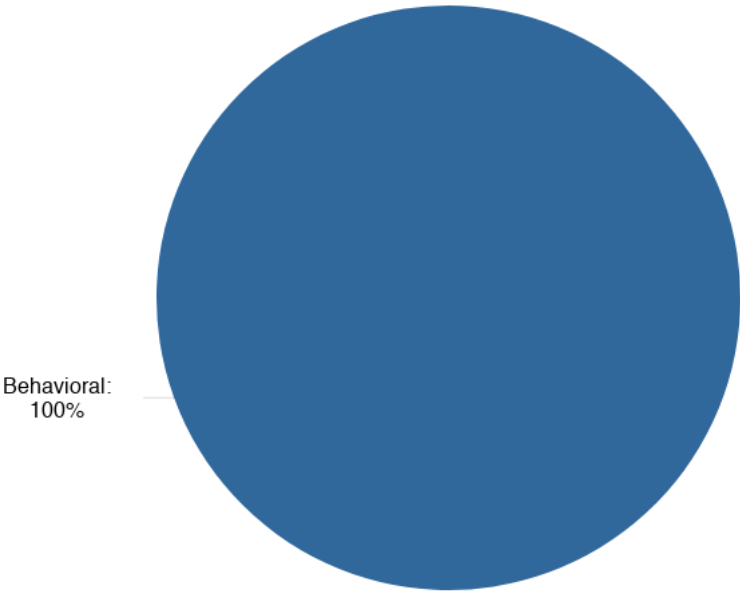
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Shirey Overhead Doors Homepage Visits	3

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Meta Post Engagements

7,817

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

39

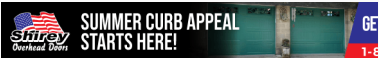
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

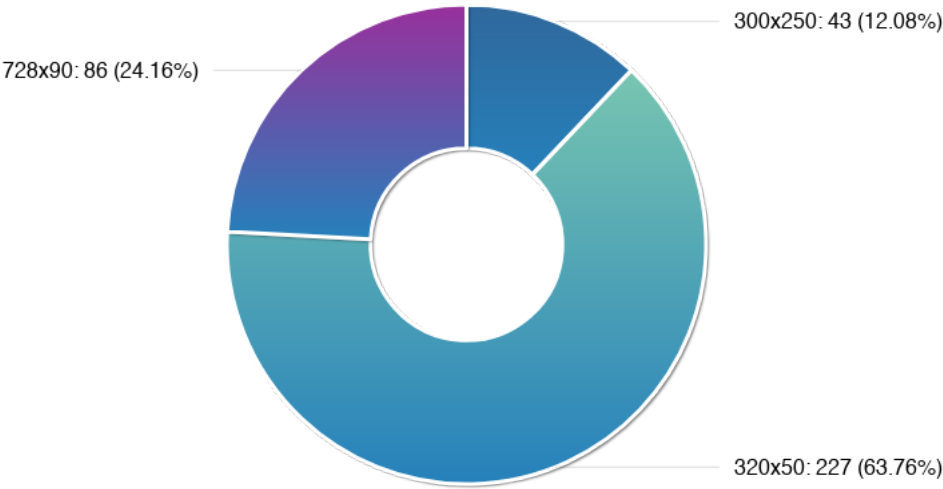
15

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

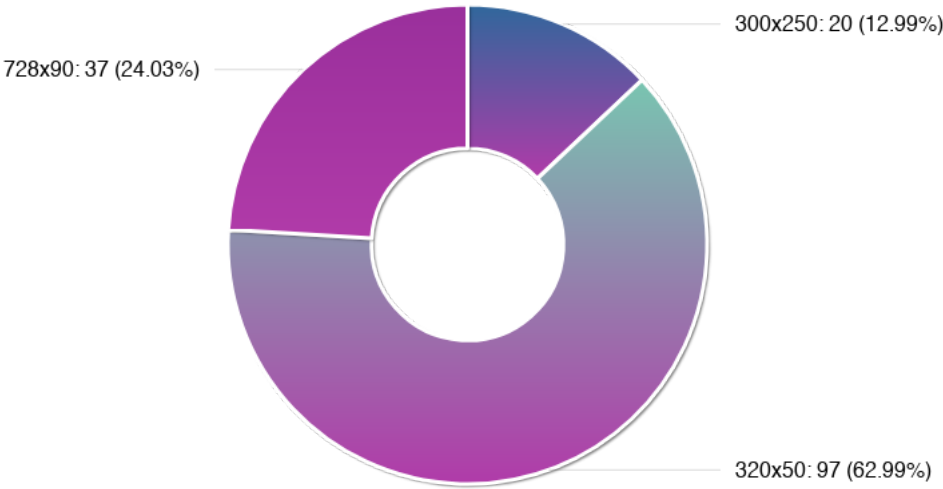
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Shirey Overhead Doors_7.2_320x50	19,414	220	1.13%	16.19
	Shirey Overhead Doors_7.2_728x90	8,477	75	0.88%	12.64
	Shirey Overhead Doors_7.2_300x250	13,782	39	0.28%	4.04
	Shirey Overhead Doors_3.24_728x90	627	11	1.75%	25.06
	Shirey Overhead Doors_3.24_320x50	1,086	7	0.64%	9.21
Thumbnail not available	Shirey Overhead Doors_3.24_300x250	1,037	4	0.39%	5.51

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Display Ad Screenshots

	Shirey Overhead Doors_7.2__300x250
Screenshot	

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Shirey Overhead Doors_1.21_Shirey Overhead Doors_MGFX 30.mp4	35,715	98.78%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Shirey Overhead Doors - Retargeting CTV	100.00%	100.00%	100.00%	100.00%
Shirey Overhead Doors - Homeowners/Home Improvement & Renovation CTV	100.00%	99.57%	99.26%	98.76%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Shirey Overhead Doors_6.15_Looking to upgrade your home or business?	42,614	462	1.08%	15.49

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	66,251	710	1.07%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	22,870	4	0.02%
Desktop	A personal computing device that remains stationary at one location.	14,556	27	0.19%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	12,845	10	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,606	58	1.03%
Unknown	---	624	23	3.69%

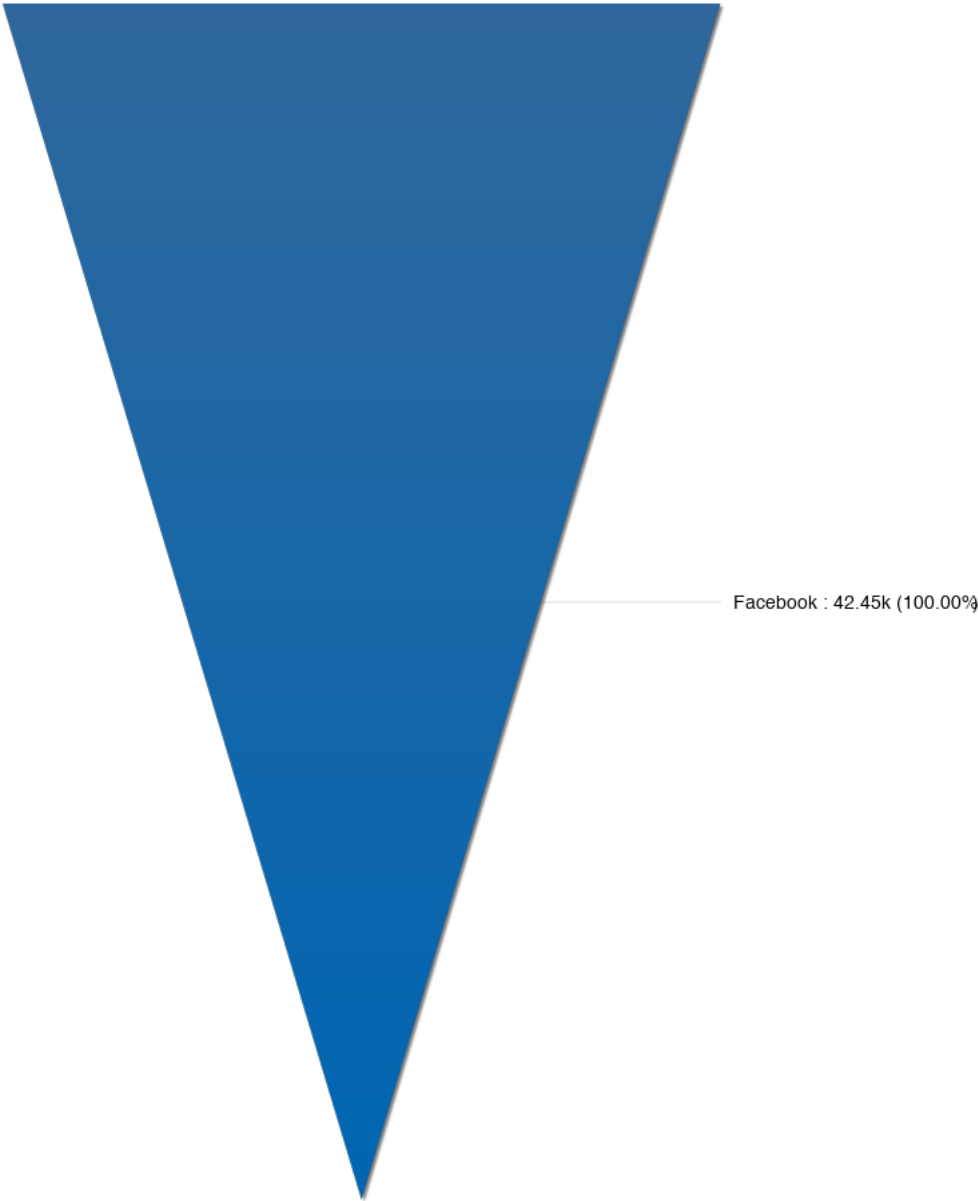
Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	6,805	57	0.84%
aol.com	4,693	0	0.00%
msn.com	3,458	0	0.00%
T-Mobile Play	1,533	81	5.28%
exploreclarion.com	1,336	2	0.15%
foxnews.com	421	1	0.24%
nypost.com	418	7	1.67%
Pinterest	398	1	0.25%
usatoday.com	301	5	1.66%
rvforum.net	295	0	0.00%
Golf GPS SwingU	288	0	0.00%
hollywoodpq.com	251	1	0.40%
tmz.com	212	1	0.47%
jcpenny.com	209	1	0.48%
armstrongmywire.com	160	0	0.00%
themirror.com	156	6	3.85%
Pandora - Music & Podcasts	123	0	0.00%
wpxi.com	105	1	0.95%
leadertimes.com	104	0	0.00%
biblestudyforyou.com	103	0	0.00%

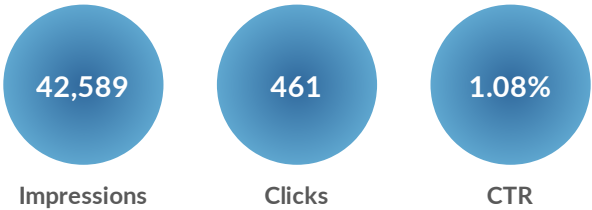
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	19,481	39	0.20%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	12,325	149	1.21%
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.	9,630	247	2.56%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	693	3	0.43%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	230	5	2.17%
Facebook Notification	Your ads appear within a user's notifications feed.	128	12	9.38%
Facebook Stories	Your ads appear in people's Stories on Facebook.	94	6	6.38%
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.	25	1	4.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	8	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	5,537	99.11%
	SAMSUNG TV PLUS	4,287	93.38%
	Vizio - Vizio WatchFree+	2,819	99.27%
	DIRECTV	1,926	99.21%
	Xfinity TV - Pluto TV	1,133	99.31%
	Pluto TV - Live TV and Movies	454	99.40%

	The Roku Channel	218	94.63%
	Pluto TV	158	97.19%
	WPXI Channel 11 News Pittsburgh	104	98.02%
	Tubi - Free Movies & TV	75	81.51%

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.

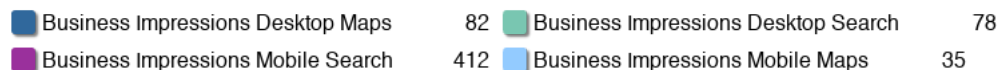
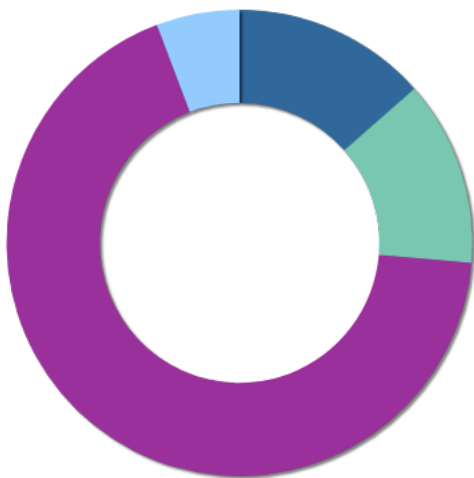
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

How customers search for your business on Google



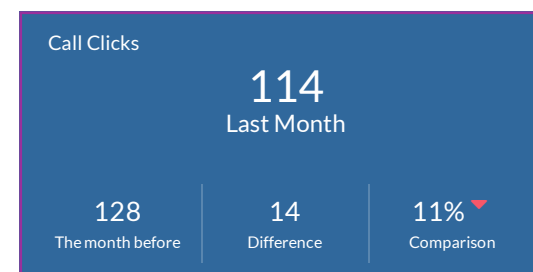
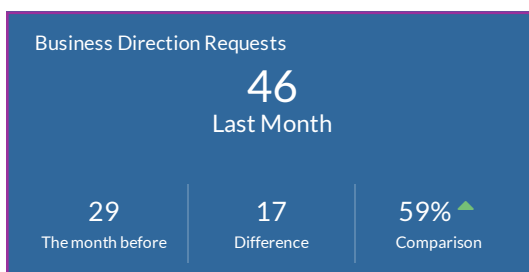
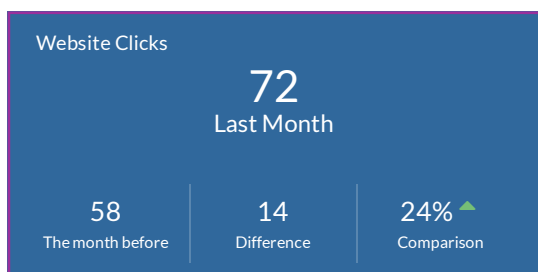
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

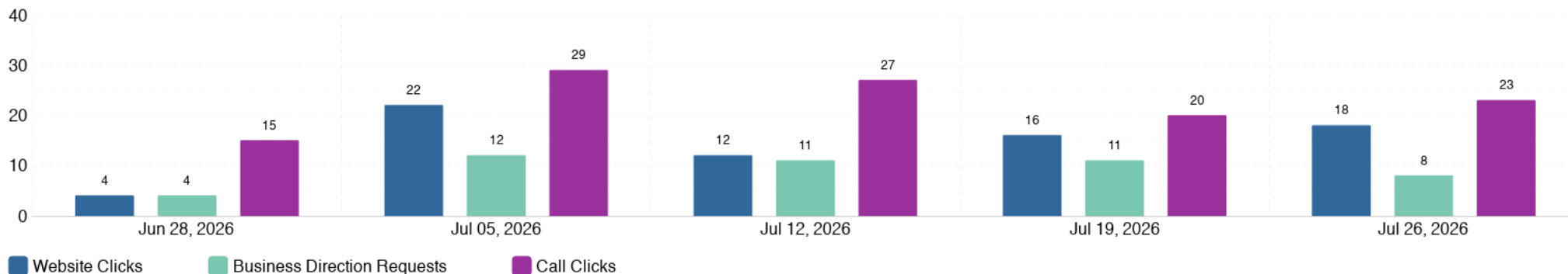
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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.