

Digital Marketing Report

Impressions

How many ads were served:

59,176

Clicks

Times a user clicked on an ad

504

Click-Through Rate

(Clicks/Impressions) x 100

0.85%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

0.86%

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

X the National Average

12.17

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%)
John 3:16 Mission Meta Prospecting - Facebook/Instagram Retargeting	40,491	340	0.84%	12.00
John 3:16 Mission Meta Prospecting - Facebook/Instagram Custom Audience Matching	10,833	98	0.90%	12.92
John 3:16 Mission Meta Prospecting - Facebook/Instagram Custom Audience Lookalike	7,852	66	0.84%	12.01

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

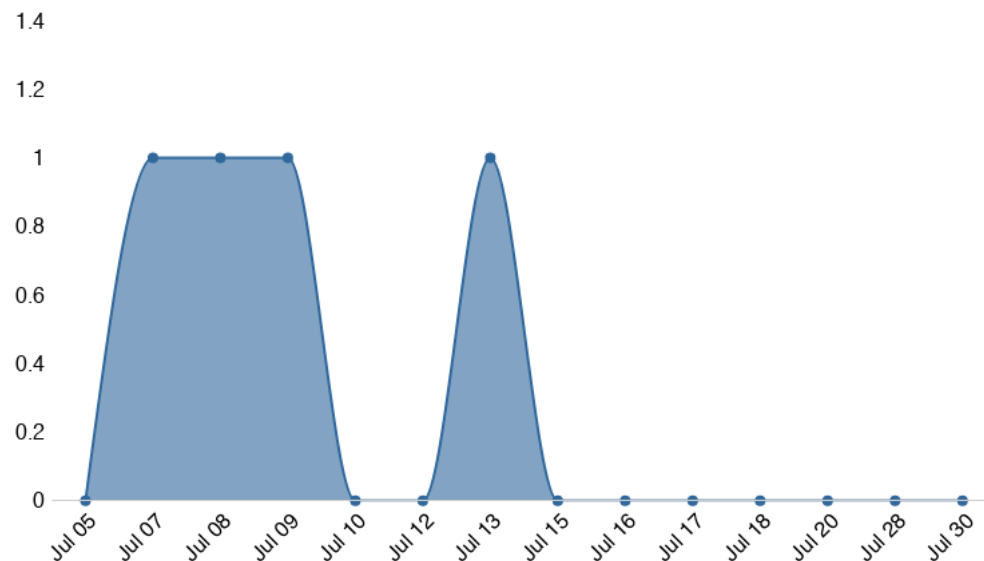
Conversion Name

View-Through Conversions ↓

John 3:16 Mission Homepage Visits

4

Meta View-Through Conversions by Day



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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
John 3:16 Mission Meta Prospecting_6.30_Heat :30	28,631	307	1.07%	15.32
John 3:16 Mission Meta Prospecting_6.30_Heat :15	28,238	184	0.65%	9.31
John 3:16 Mission Meta Prospecting_6.16_Relief :15	2,303	13	0.56%	8.06
John 3:16 Mission Meta Prospecting_6.1_Reflections :30	4	0	0.00%	0.00

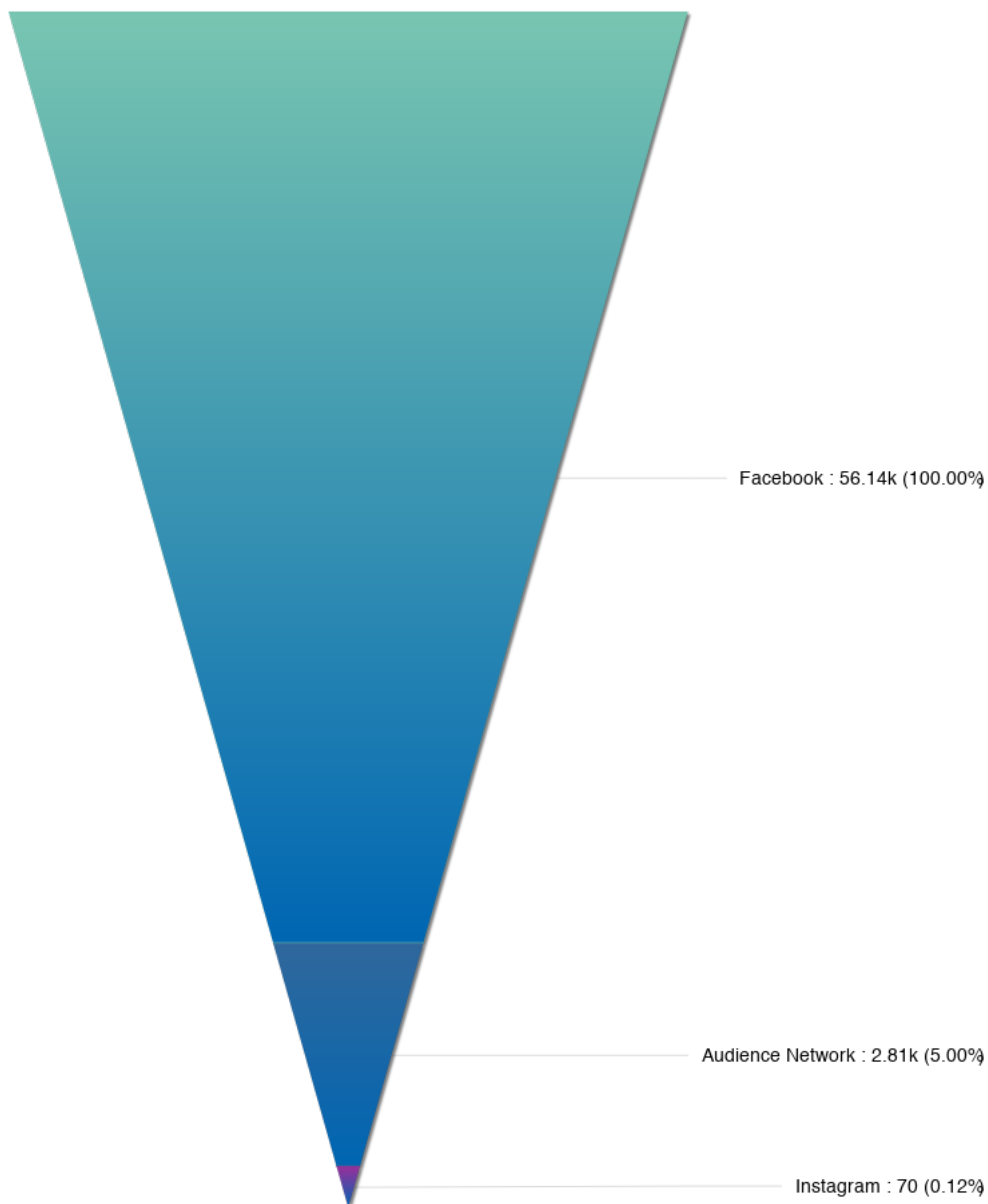
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	56,582	494	0.87%
Desktop	A personal computing device that remains stationary at one location.	1,717	1	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	791	9	1.14%
Unknown	---	86	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	24,828	198	0.80%
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.	21,334	139	0.65%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	9,587	11	0.11%
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).	1,690	120	7.10%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,119	30	2.68%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	224	3	1.34%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	168	1	0.60%
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.	90	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	58	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	38	0	0.00%

Social Placement Performance by Impressions



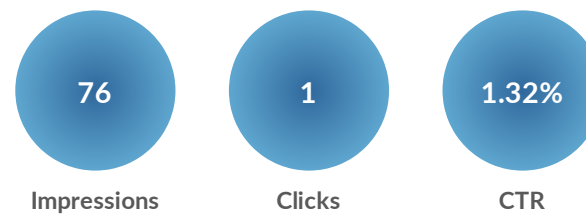
Facebook News Feed Performance



Audience Network 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



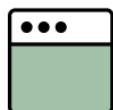
Live Chat



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.