

# Digital Marketing Report

## Impressions

How many ads were served:

150,794

## Clicks

Times a user clicked on an ad

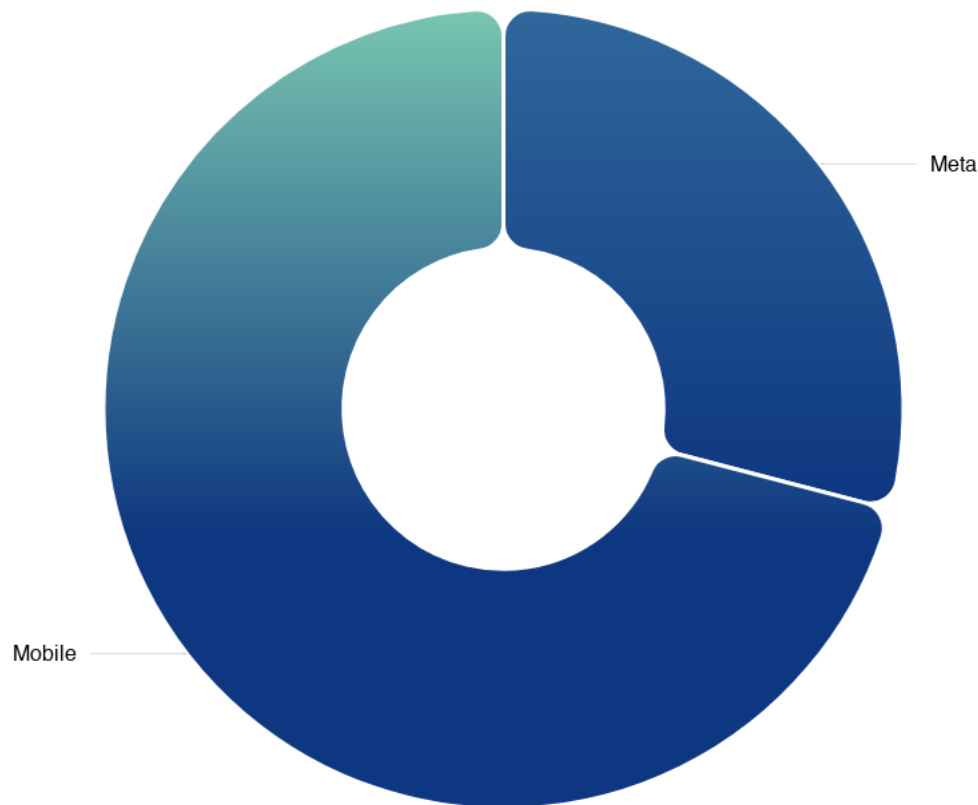
1,426

## Click-Through Rate

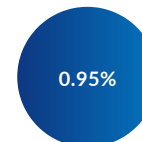
$(\text{Clicks} / \text{Impressions}) \times 100$

0.95%

## 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%) |
|------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| YMCA of Muncie - Moms/Dads Mobile                                      | 106,995       | 382    | 0.36% | 5.10                      |
| YMCA of Muncie - Age 20+/Gym Goers/Exercise Facebook/Instagram Premium | 43,799        | 1,044  | 2.38% | 34.05                     |

### Meta Post Engagements



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

### Meta Post Reactions



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

### Meta Post Shares

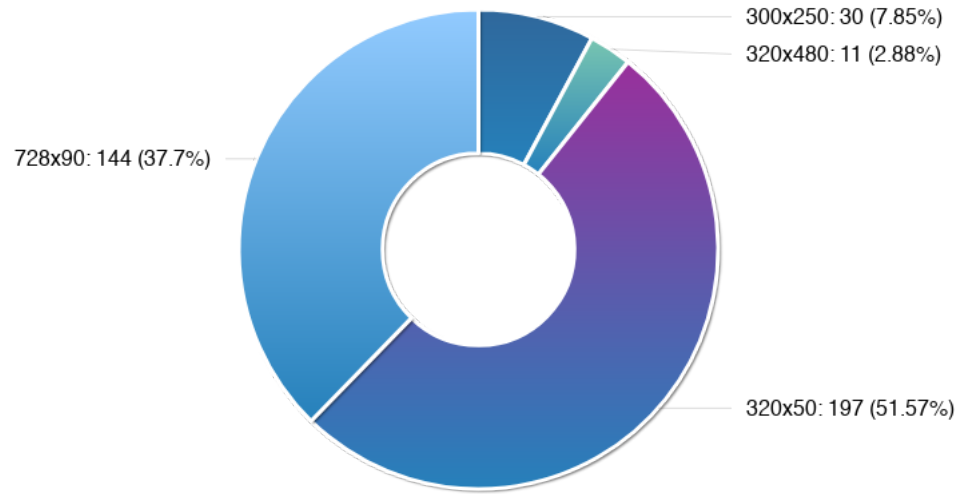


The total number of people who shared your ad, giving your campaign free impressions

# Mobile Conquesting Creative Performance

| Preview | Creative Name                              | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|---------|--------------------------------------------|---------------|--------|-------|---------------------------|
|         | YMCA of Muncie_10.6_YMCA Oct 320x50 2.png  | 22,504        | 71     | 0.32% | 4.51                      |
|         | YMCA of Muncie_10.6_YMCA Oct 320x50 1.png  | 22,494        | 58     | 0.26% | 3.68                      |
|         | YMCA of Muncie_10.6_YMCA Oct 320x50 3.png  | 22,418        | 68     | 0.30% | 4.33                      |
|         | YMCA of Muncie_10.6_YMCA Oct 728x90 2.png  | 12,098        | 49     | 0.41% | 5.79                      |
|         | YMCA of Muncie_10.6_YMCA Oct 728x90 3.png  | 11,818        | 52     | 0.44% | 6.29                      |
|         | YMCA of Muncie_10.6_YMCA Oct 728x90 1.png  | 11,719        | 43     | 0.37% | 5.24                      |
|         | YMCA of Muncie_10.6_YMCA Oct 300x250 2.png | 1,726         | 15     | 0.87% | 12.42                     |
|         | YMCA of Muncie_10.6_YMCA Oct 300x250 3.png | 1,717         | 15     | 0.87% | 12.48                     |
|         | YMCA of Muncie_10.6_YMCA Oct 320x480 2.png | 260           | 6      | 2.31% | 32.97                     |
|         | YMCA of Muncie_10.6_YMCA Oct 320x480 3.png | 241           | 5      | 2.07% | 29.64                     |

## Mobile Conquesting Click Performance by Ad Size





## Meta Creative Performance

| Ad                                                           | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|--------------------------------------------------------------|-------------|----------|-------|---------------------------|
| YMCA of Muncie_5.7_Carousel Set 1                            | 28,695      | 928      | 3.23% | 46.20                     |
| YMCA of Muncie_6.23_26.06.16 70 Kids 70 Futures standard.jpg | 15,104      | 116      | 0.77% | 10.97                     |

## Meta Carousel Card Performance

| Card Name | Ad                                | Count ↓ |
|-----------|-----------------------------------|---------|
| 1:        | YMCA of Muncie_5.7_Carousel Set 1 | 242     |
| 4:        | YMCA of Muncie_5.7_Carousel Set 1 | 132     |
| 5:        | YMCA of Muncie_5.7_Carousel Set 1 | 126     |
| 3:        | YMCA of Muncie_5.7_Carousel Set 1 | 105     |
| 2:        | YMCA of Muncie_5.7_Carousel Set 1 | 51      |



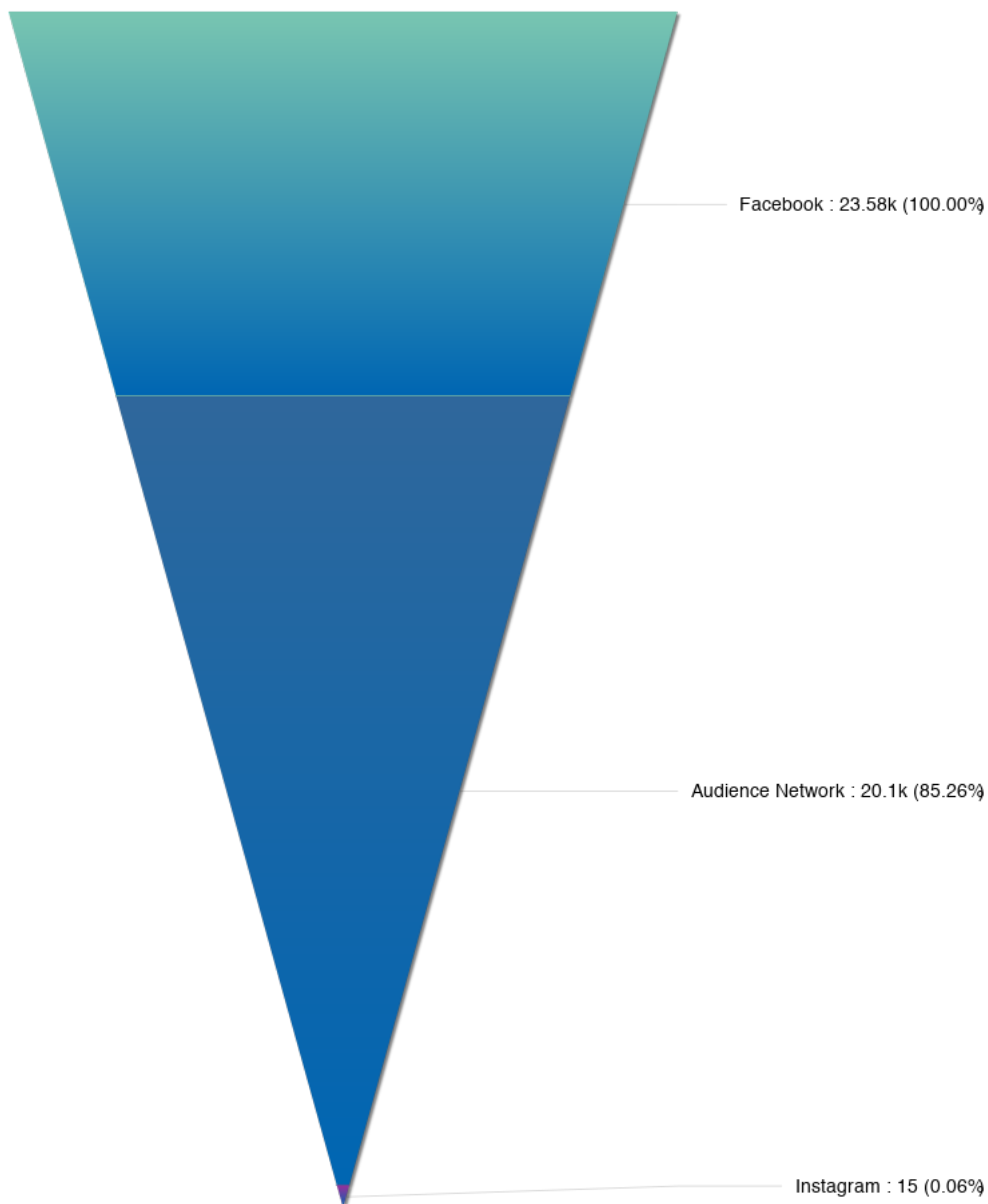
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 41,532        | 1,017  | 2.45% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 1,801         | 17     | 0.94% |
| Unknown     | ---                                                                                         | 378           | 4      | 1.06% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 88            | 6      | 6.82% |

## 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. | 19,078        | 650    | 3.41%  |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 18,836        | 292    | 1.55%  |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 2,493         | 20     | 0.80%  |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 1,621         | 19     | 1.17%  |
| 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).                                                                                                                              | 1,268         | 46     | 3.63%  |
| Facebook Search Results                             | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 282           | 3      | 1.06%  |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 105           | 6      | 5.71%  |
| Facebook Notification                               | Your ads appear within a user's notifications feed.                                                                                                                                                                                            | 55            | 7      | 12.73% |
| 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.                                                                                                    | 29            | 1      | 3.45%  |
| Threads                                             | Your ads appear in the Threads feed.                                                                                                                                                                                                           | 11            | 0      | 0.00%  |

## Social Placement Performance by Impressions



### Facebook News Feed Performance



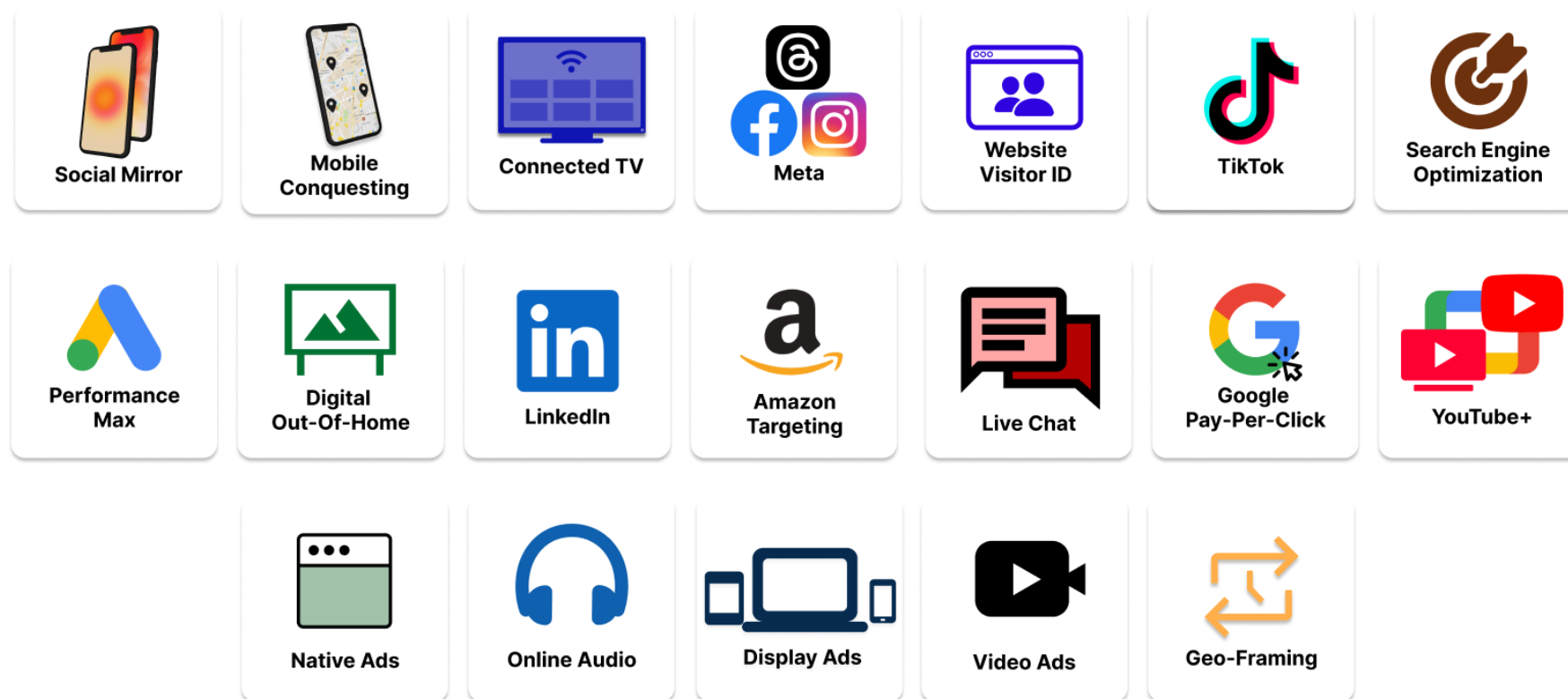
### Audience Network Performance



### Instagram Performance



# All available products in our *toolbox*.



 Your account team is [here to help](#) - reach out with any questions or to explore new ideas.