

# Digital Marketing Report

## Impressions

How many ads were served:

40,770

## Clicks

Times a user clicked on an ad

952

## Click-Through Rate

(Clicks/Impressions) x 100

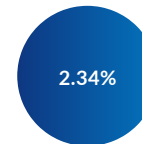
2.34%

## 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%) |
|-------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Powell Jewelry - Jewelry/Wedding Rings Facebook/Instagram Premium | 35,123        | 802    | 2.28% | 32.62                     |
| Powell Jewelry - Retargeting Facebook/Instagram Premium           | 5,647         | 150    | 2.66% | 37.95                     |

## 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

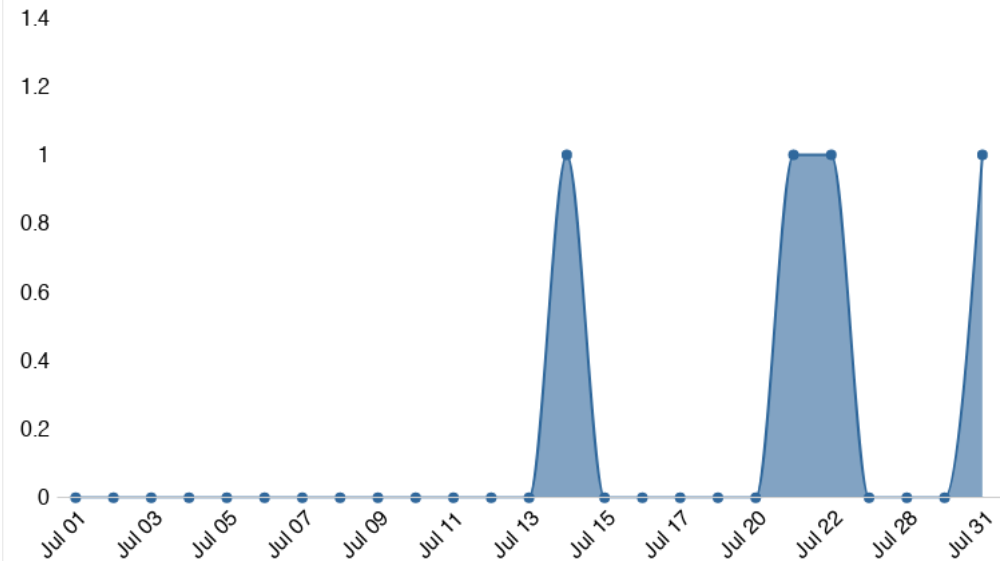
Conversion Name

View-Through Conversions ↓

Powell Jewelry Homepage Visits

4

## Meta View-Through Conversions by Day



### Meta Post Engagements



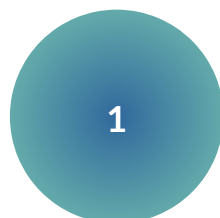
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

### Meta Post 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

Meta Creative Performance

| Ad                                    | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|---------------------------------------|-------------|----------|-------|---------------------------|
| Powell Jewelry_7.6_Powell July.png    | 31,179      | 742      | 2.38% | 34.00                     |
| Powell Jewelry_6.22_Powell bridal.jpg | 9,591       | 210      | 2.19% | 31.28                     |

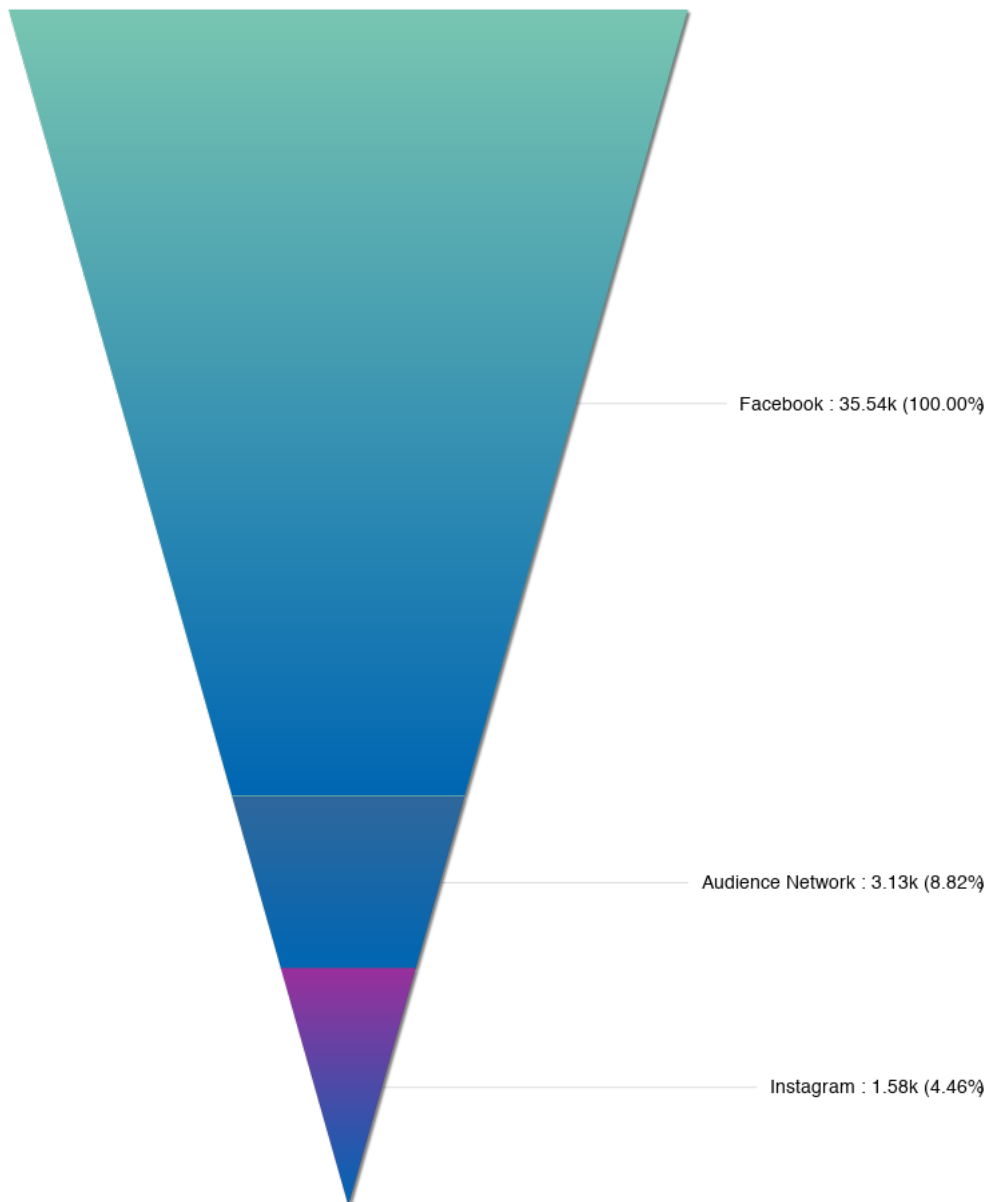
Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 39,225        | 897    | 2.29% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 1,058         | 37     | 3.50% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 342           | 10     | 2.92% |
| Unknown     | ---                                                                                         | 145           | 8      | 5.52% |

## Social Placement Performance

| Placement                                           | Where your ads appear                                                                                                                                                                                                                          | Impressions ↓ | Clicks | CTR    |
|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|--------|
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 20,003        | 375    | 1.87%  |
| 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. | 12,597        | 392    | 3.11%  |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 3,133         | 53     | 1.69%  |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 1,837         | 39     | 2.12%  |
| Instagram Reels                                     | Your ads appear in the Reels tab on Instagram.                                                                                                                                                                                                 | 948           | 19     | 2.00%  |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 783           | 13     | 1.66%  |
| Instagram Feed                                      | Your ads appear in the mobile app and on desktop and mobile web.                                                                                                                                                                               | 395           | 12     | 3.04%  |
| Instagram Stories                                   | Your ads appear in people's Stories on Instagram.                                                                                                                                                                                              | 241           | 6      | 2.49%  |
| Threads                                             | Your ads appear in the Threads feed.                                                                                                                                                                                                           | 237           | 2      | 0.84%  |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 215           | 26     | 12.09% |

## 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.