



Digital Marketing Report

Impressions

How many ads were served:

36,453

Clicks

Times a user clicked on an ad

1,904

Click-Through Rate

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

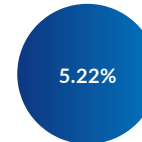
5.22%

Your Product Breakout by Impressions



Meta

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%)
EECI Entrepreneur Educational Center - African Americans/Latinos/Concerts Facebook/Instagram Premium	36,453	1,904	5.22%	74.62



Meta Post Engagements

10,421

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

201

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

Meta Post Shares

11

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%)
EECI Entrepreneur Educational Center_ Jeffrey Osborne and Sheila E Ad.mp4	16,995	1,187	6.98%	99.78
EECI Entrepreneur Educational Center_ FB 1080x1350.png	14,105	531	3.76%	53.78
EECI Entrepreneur Educational Center_ FB 1080x1920.png	3,584	127	3.54%	50.62
EECI Entrepreneur Educational Center_ FB 1080x1080.png	1,769	59	3.34%	47.65



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	35,493	1,863	5.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	838	37	4.42%
Unknown	---	99	3	3.03%
Desktop	A personal computing device that remains stationary at one location.	23	1	4.35%

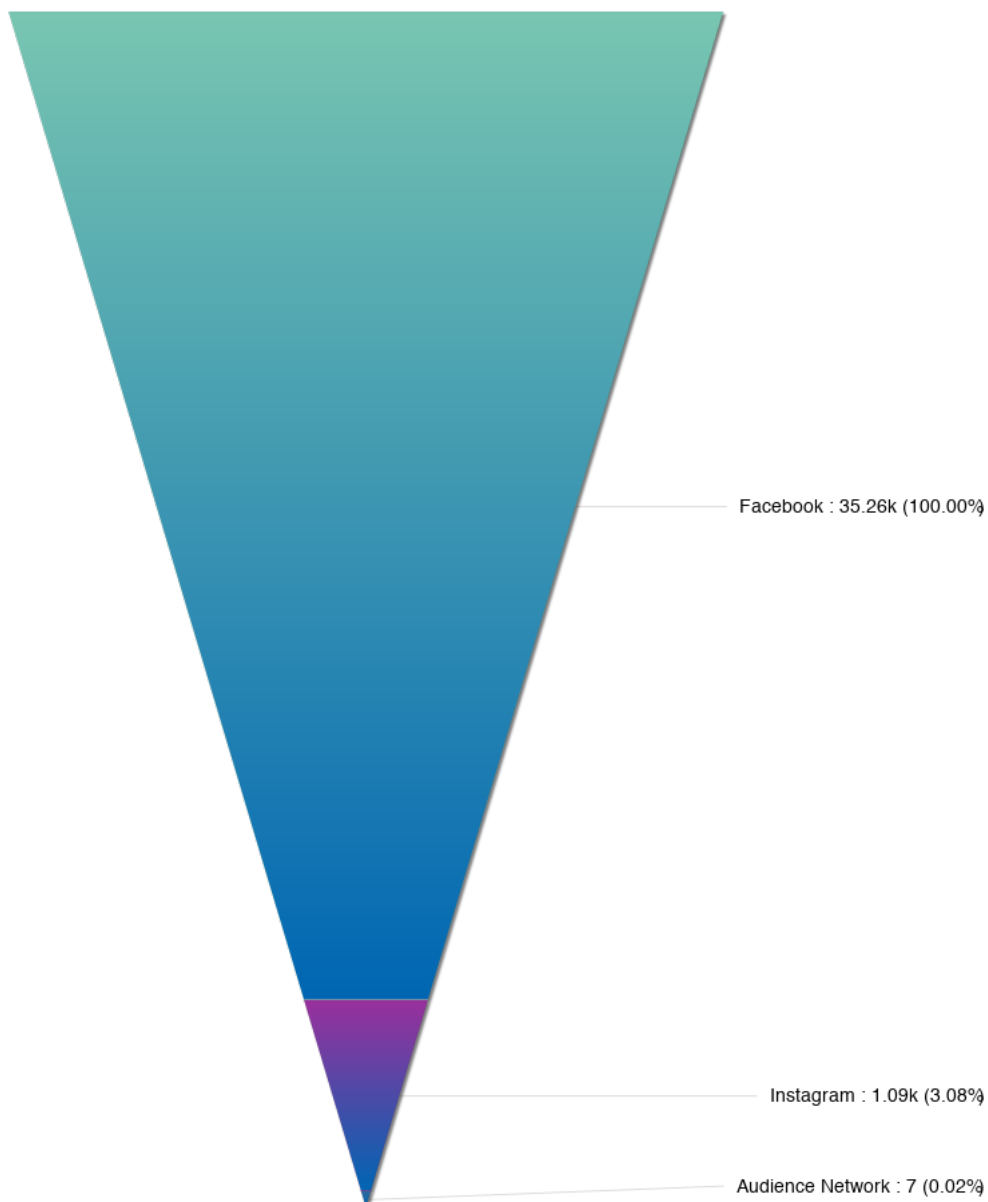


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	24,888	1,146	4.60%
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.	6,911	489	7.08%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,556	170	6.65%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	913	59	6.46%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	402	10	2.49%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	294	10	3.40%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	204	8	3.92%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	93	4	4.30%
Instagram Stories	Your ads appear in people's Stories on Instagram.	79	2	2.53%
Facebook Notification	Your ads appear within a user's notifications feed.	53	3	5.66%



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



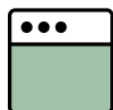
Live Chat



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.