

Digital Marketing Report

Impressions

How many ads were served:

286,373

Clicks

Times a user clicked on an ad

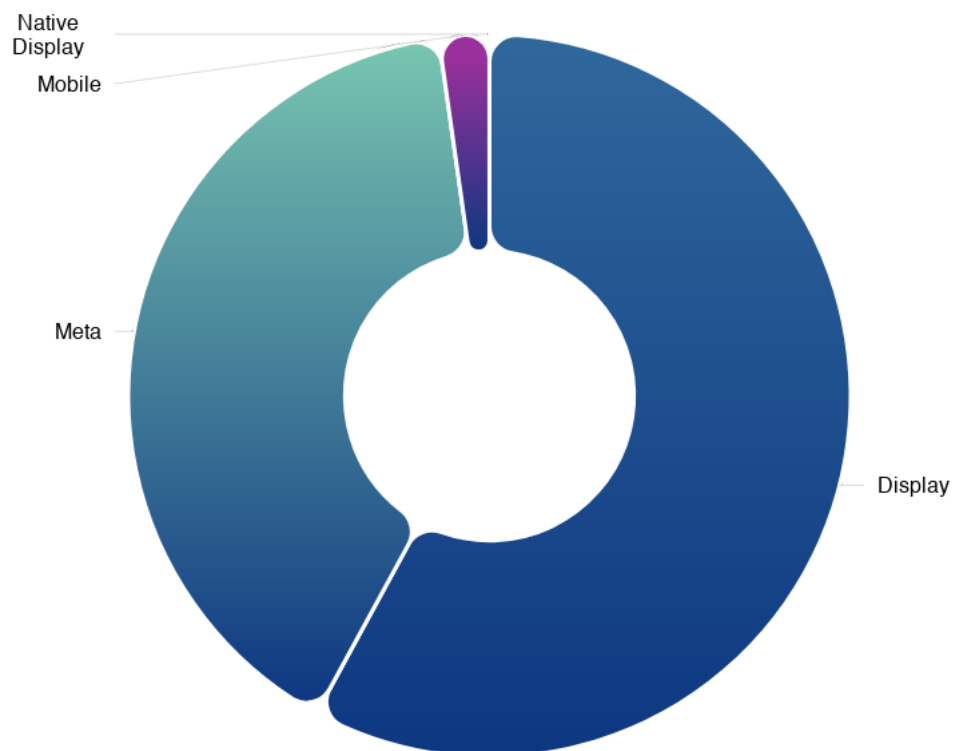
3,771

Click-Through Rate

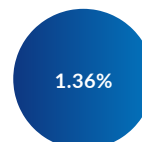
(Clicks/Impressions) x 100

1.32%

Your Product Breakout by Impressions



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.

Spend Performance

Does not include management fee

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Usdan Summer Camp for the Arts - Facebook/Instagram Premium	73,006	594	0.81%	11.62
Usdan Summer Camp for the Arts - AI Display	64,316	1,146	1.78%	25.45
Usdan Summer Camp for the Arts - Youth Camps/Arts Education Behavioral Display	56,482	815	1.44%	20.61
Usdan Summer Camp for the Arts - Facebook/Instagram Premium Retargeting	40,977	361	0.88%	12.59
Usdan Summer Camp for the Arts - Keyword Display	37,313	590	1.58%	22.59
Usdan Summer Camp for the Arts - Retargeting Display	7,845	239	3.05%	43.52
Usdan Summer Camp for the Arts - Geo-Retargeting Mobile	3,155	6	0.19%	2.72
Usdan Summer Camp for the Arts - Arts/Youth Education Mobile	1,743	11	0.63%	9.02
Usdan Summer Camp for the Arts - Geo-Fencing Mobile	1,530	9	0.59%	8.40
Usdan Summer Camp for the Arts - Keyword Native	2	0	0.00%	0.00
Usdan Summer Camp for the Arts - Retargeting Native	2	0	0.00%	0.00
Usdan Summer Camp for the Arts - AI Native	1	0	0.00%	0.00
Usdan Summer Camp for the Arts - Youth Camps/Arts Education Behavioral Native	1	0	0.00%	0.00

Display Click Conversions

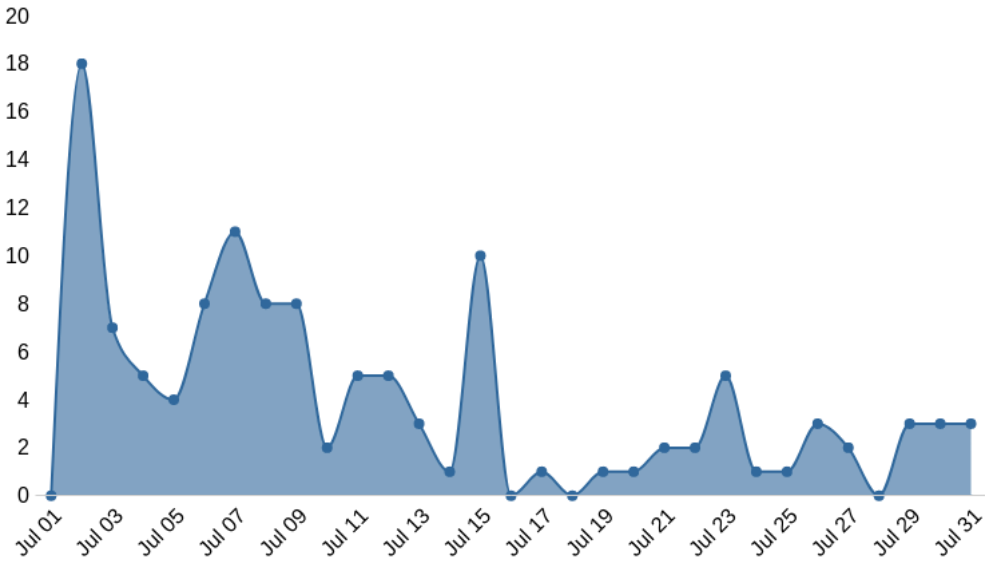


Times users clicked on an ad leading to your site and visited a page or completed an action

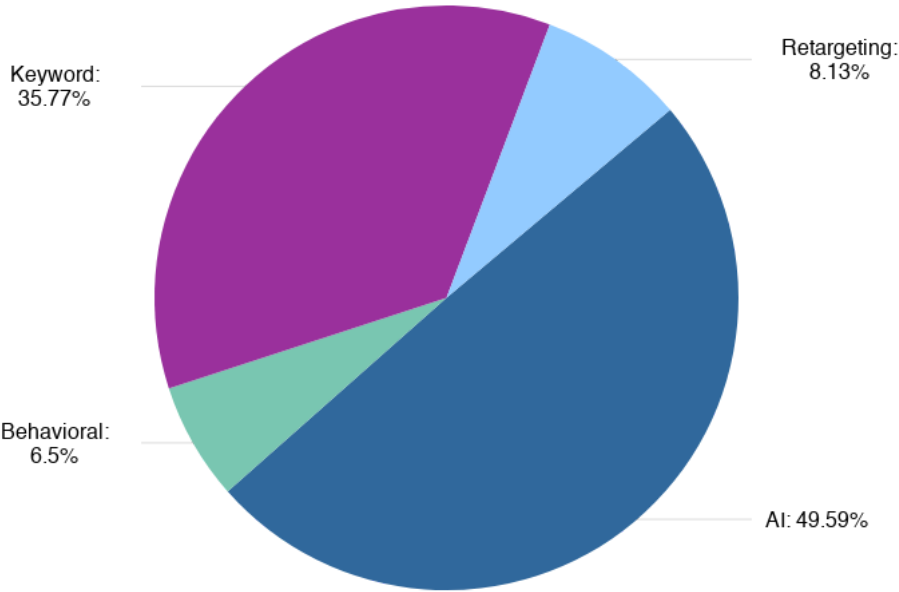
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Usdan Summer Camp for the Arts Contact Page View	60
Usdan Summer Camp for the Arts Enrollment Page View	34
Usdan Summer Camp for the Arts Tours Page View	29

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

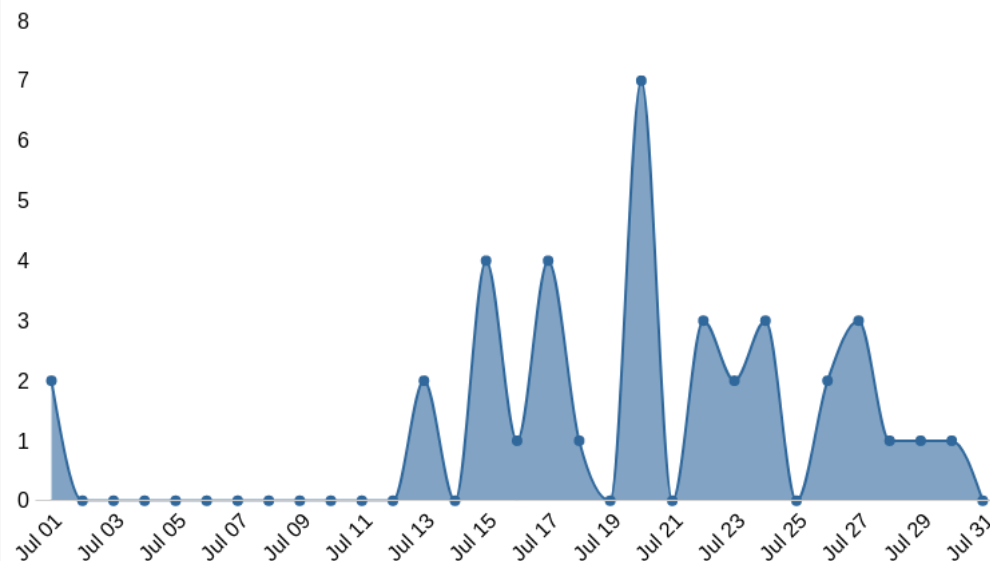


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

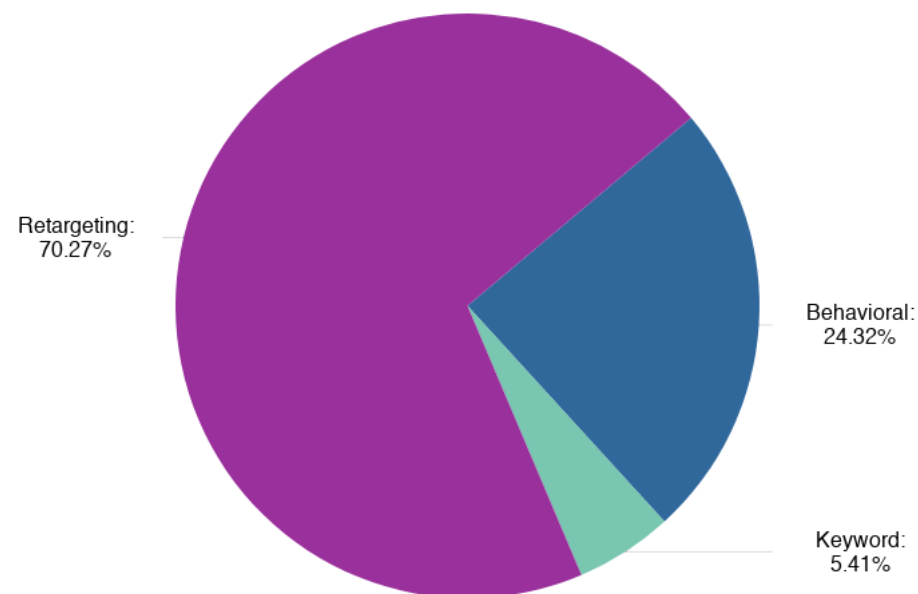
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Usdan Summer Camp for the Arts Homepage Visits	25
Usdan Summer Camp for the Arts Enrollment Page View	7
Usdan Summer Camp for the Arts Tours Page View	3
Usdan Summer Camp for the Arts Contact Page View	2

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Video View-through Conversions

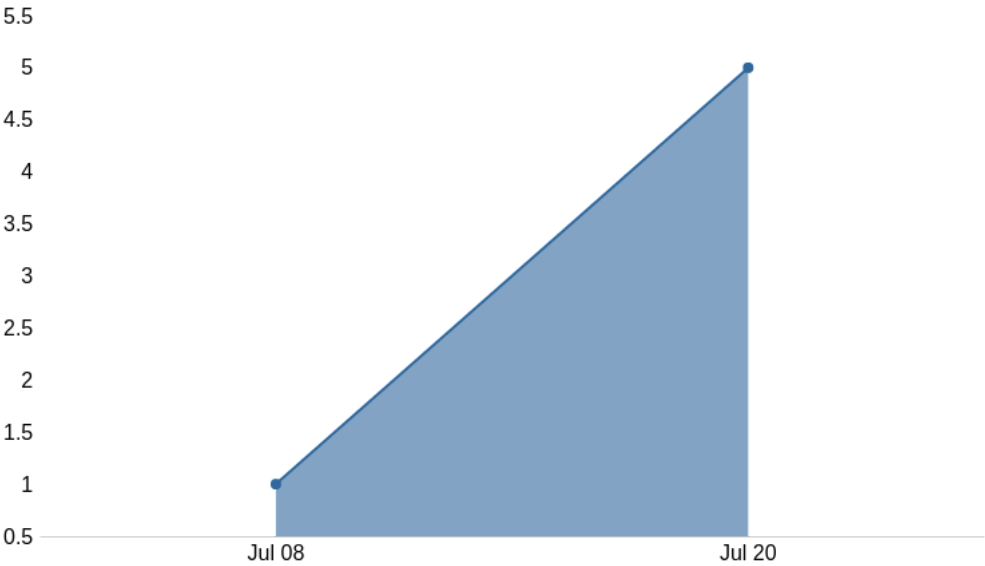


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

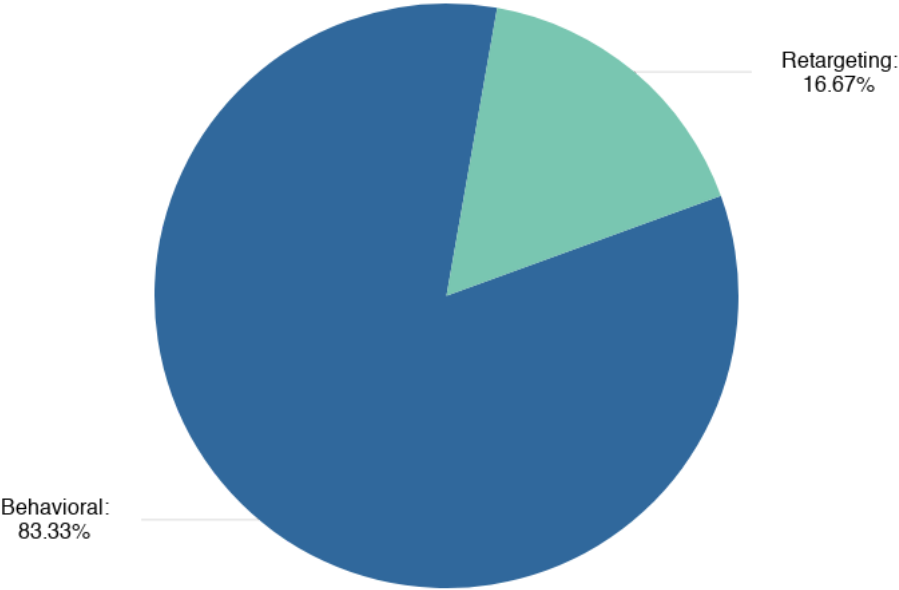
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Usdan Summer Camp for the Arts Homepage Visits	4
Usdan Summer Camp for the Arts Contact Page View	1
Usdan Summer Camp for the Arts Tours Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Native View-through Conversions

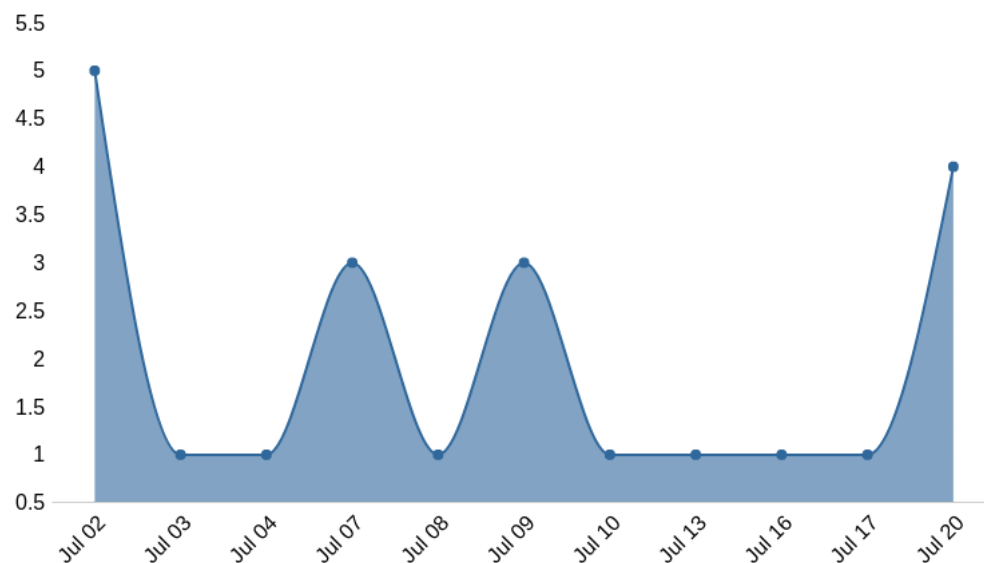


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

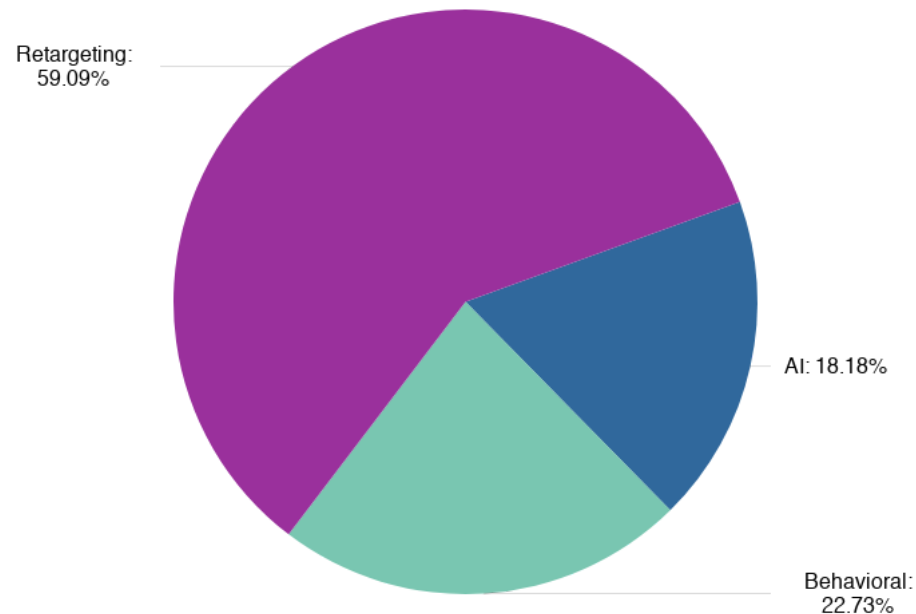
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Usdan Summer Camp for the Arts Homepage Visits	16
Usdan Summer Camp for the Arts Enrollment Page View	5
Usdan Summer Camp for the Arts Contact Page View	1

Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



Meta Click Conversions

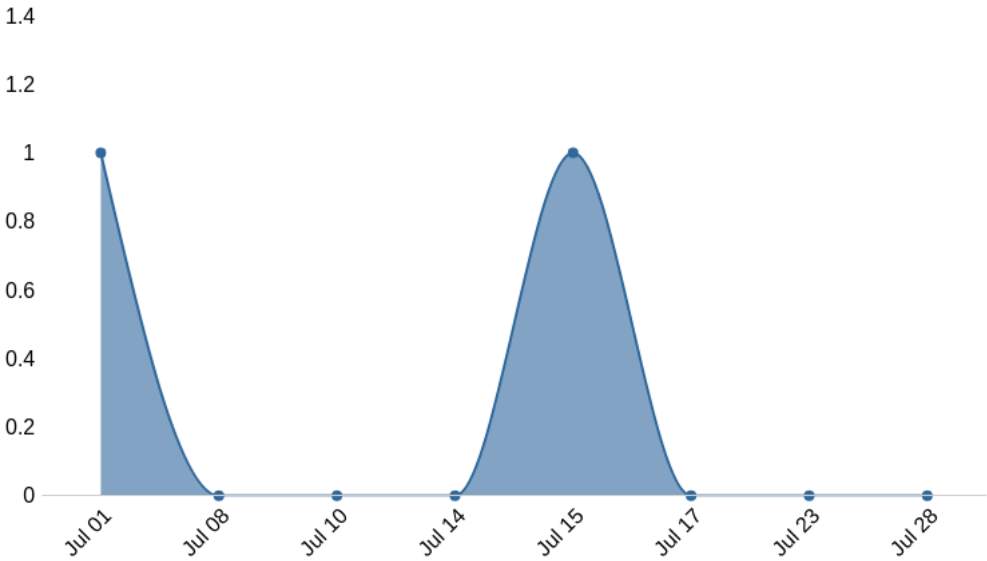


Times users clicked on an ad leading to your site and visited a page or completed an action

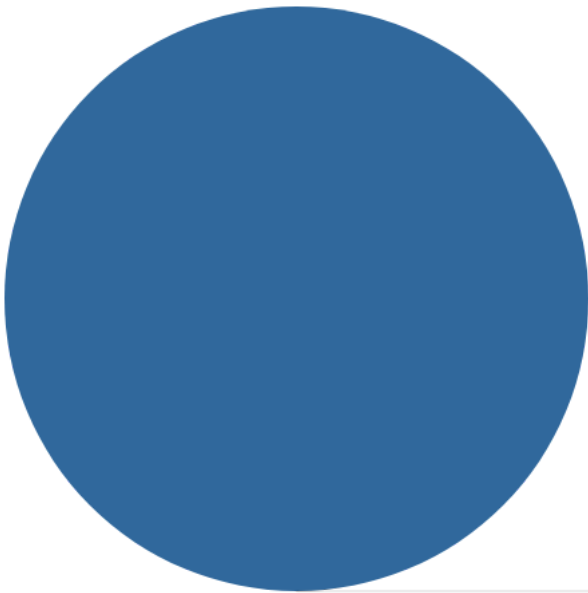
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Usdan Summer Camp Contact Page View	1
Usdan Summer Camp Prospective Families Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Retargeting:
100%

Meta View-Through Conversions

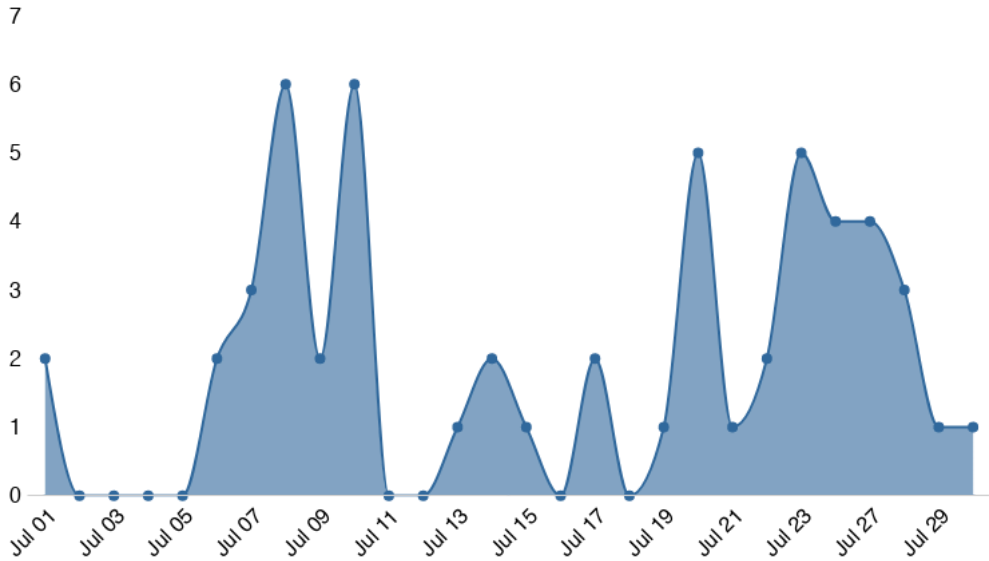


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

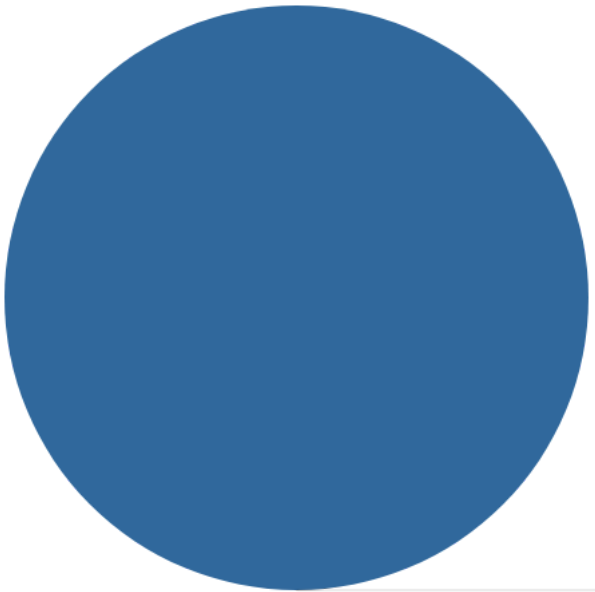
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Usdan Summer Camp Homepage Visits	46
Usdan Summer Camp Prospective Families Page View	3
Usdan Summer Camp Enrollment Page View	2
Usdan Summer Camp Tours Page View	2
Usdan Summer Camp Contact Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
100%

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

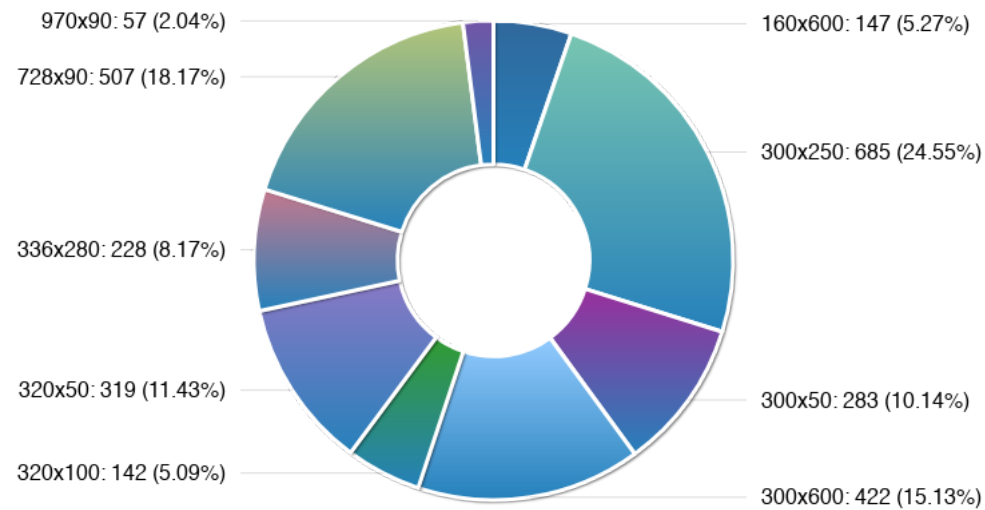


The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

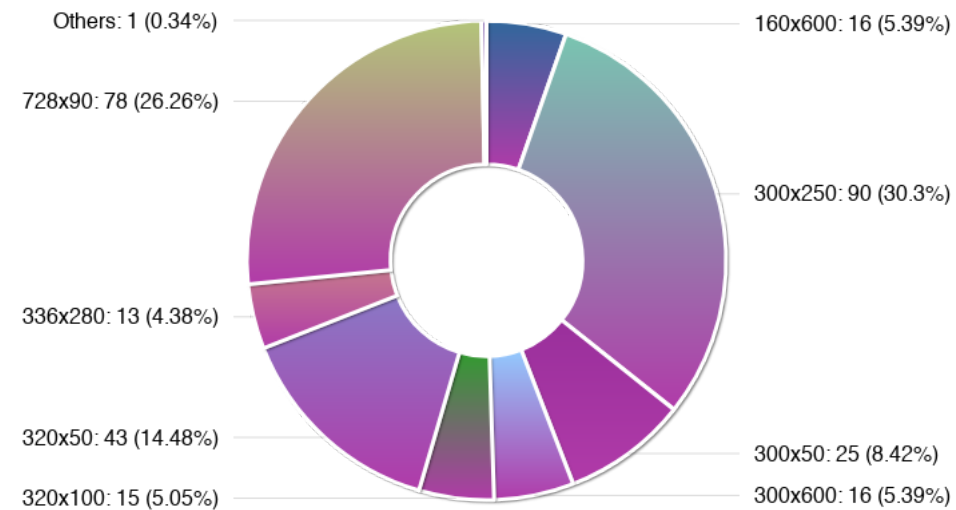
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Usdan Summer Camp for the Arts_Set3A_300x250	7,128	192	2.69%	38.48
	Usdan Summer Camp for the Arts_Set3B_300x250	8,901	145	1.63%	23.27
	Usdan Summer Camp for the Arts_Set3A_728x90	10,940	134	1.22%	17.50
	Usdan Summer Camp for the Arts_Set2B_300x250	5,937	120	2.02%	28.87
	Usdan Summer Camp for the Arts_Set1_300x250	6,363	119	1.87%	26.72
	Usdan Summer Camp for the Arts_Set2B_300x600	3,536	112	3.17%	45.25

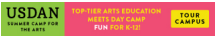
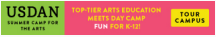
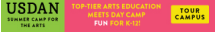
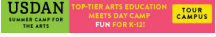
Display Click Performance by Ad Size



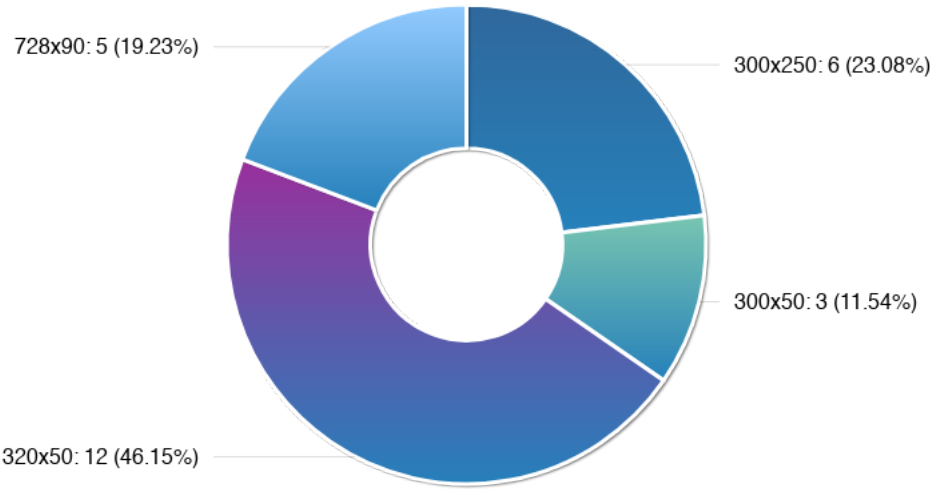
Display Conversion Performance by Ad Size



Mobile Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Usdan Summer Camp for the Arts_320x50_Set1.jpgg	1,435	3	0.21%	2.99
	Usdan Summer Camp for the Arts_320x50_2026_Set2A	1,404	3	0.21%	3.05
	Usdan Summer Camp for the Arts_320x50_Set2B	1,361	6	0.44%	6.30
	Usdan Summer Camp for the Arts_300x50_Set1.jpgg	1,112	3	0.27%	3.85
	Usdan Summer Camp for the Arts_728x90_Set1.jpgg	267	2	0.75%	10.70
	Usdan Summer Camp for the Arts_728x90_2026_Set2B	249	1	0.40%	5.74
	Usdan Summer Camp for the Arts_728x90_2026_Set2A	244	2	0.82%	11.71
	Usdan Summer Camp for the Arts_336x280_Set2B.jpgg	67	2	2.99%	42.64
	Usdan Summer Camp for the Arts_336x280_Set2A.jpgg	64	2	3.13%	44.64
	Usdan Summer Camp for the Arts_300X250_Set2B.jpgg	61	0	0.00%	0.00

Mobile Click Performance by Ad Size



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Usdan Summer Camp for the Arts_2026 Version 1 - Native updated 1.13.26	4	0	0.00%	0.00
	Usdan Summer Camp for the Arts_2026 Version 2 - Native updated 1.13.26	2	0	0.00%	0.00

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Usdan Summer Camp for the Arts_7.1.26_Carousel 1B	73,000	513	0.70%	10.04
Usdan Summer Camp for the Arts_7.1.26_Carousel 1A	40,983	442	1.08%	15.41

Grid contains more rows, but they have been clipped.

Mobile Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Brooklyn Academy of Music	30 Lafayette Avenue	Brooklyn	NY	11217			417	3	0.72%
Further Music School - UES Location	19 East 79th Street	New York	NY	10075			283	2	0.71%
Gold Coast Arts Center	113 Middle Neck Road	Great Neck	NY	11021			119	0	0.00%
Long Island Academy of Fine Art	14 Glen Street	Glen Cove	NY	11542			79	1	1.27%
Garden Players Musical Theater for Kids	50 Ascan Avenue	Queens	NY	11375			78	0	0.00%
Westbury Arts	255 Schenck Ave	Westbury	NY	11590			69	0	0.00%
Munro Music	416 Larkfield Rd	East Northport	NY	11731			62	0	0.00%
Royal Dance Center	17 Cooper St	Babylon	NY	11702			58	0	0.00%
Further Music School - LI Location	1180 Northern Blvd	Manhasset	NY	11030			56	0	0.00%
John W. Engeman Theater	250 Main Street	Northport	NY	11768			45	0	0.00%
East End Arts	133 E Main St	Riverhead	NY	11901			31	0	0.00%
The Gateway Performing Arts Center	215 S Country Rd	Bellport	NY	11713			31	0	0.00%
The Argyle Theatre	34 W Main St	Babylon	NY	11702			31	1	3.23%
Momentum School of Music	350 Higbie Lane	West Islip	NY	11795			29	0	0.00%
Art of Dance World Academy	338 Northern Blvd	Great Neck	NY	11023			24	0	0.00%
Kupferberg Center for the Arts	65-30 Kissena Blvd	Flushing	NY	11367			21	1	4.76%

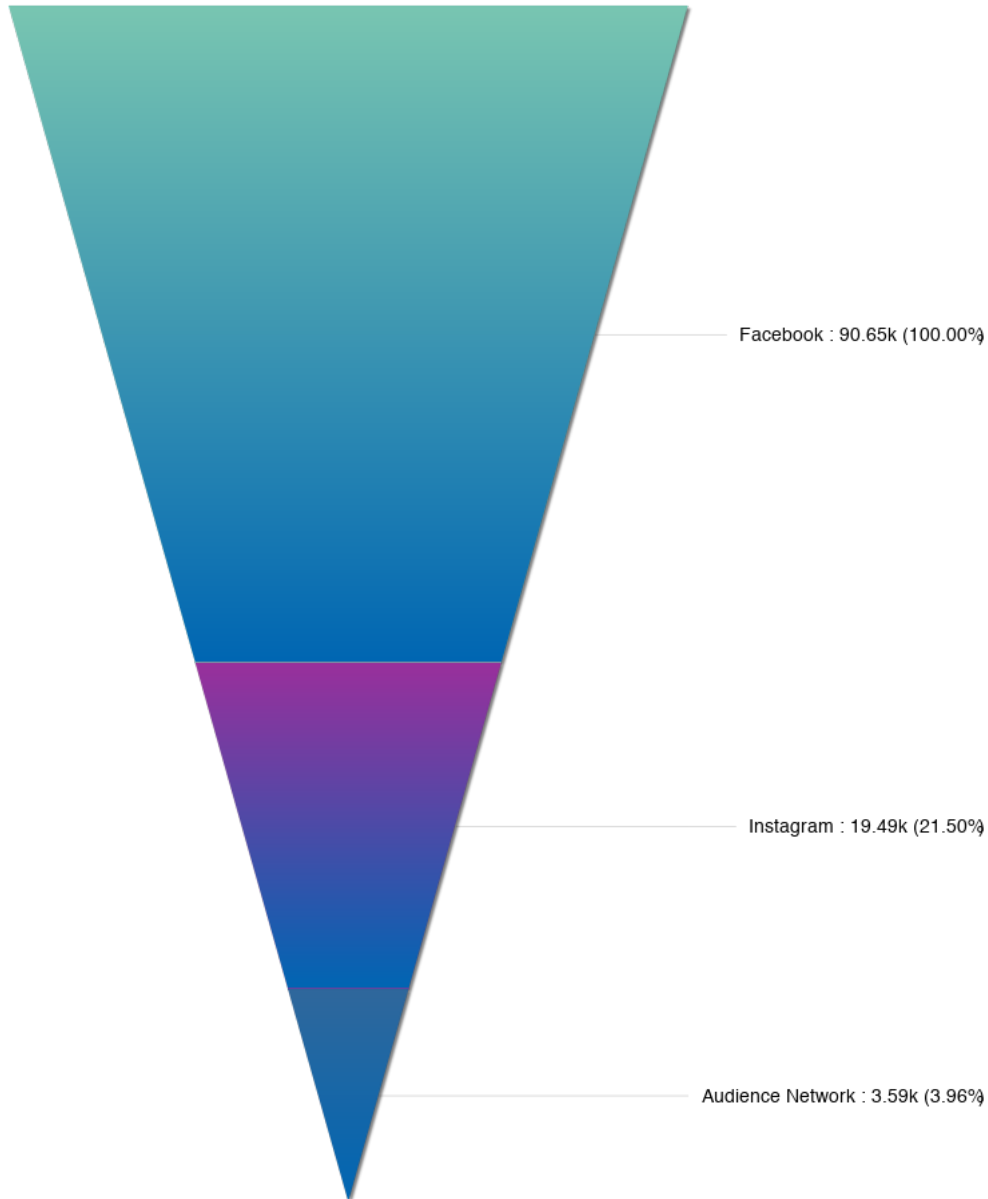
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	187,318	2,251	1.20%
Desktop	A personal computing device that remains stationary at one location.	70,651	1,322	1.87%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	21,873	171	0.78%
Unknown	---	99	1	1.01%

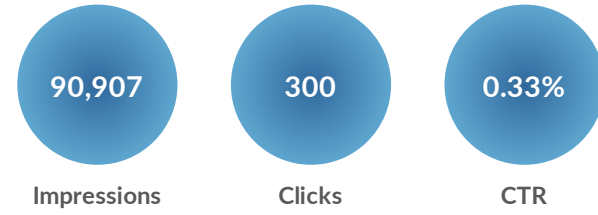
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	41,295	134	0.32%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	25,086	27	0.11%
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.	18,411	65	0.35%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	10,427	143	1.37%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	5,974	81	1.36%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,299	9	0.21%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,586	421	11.74%
Instagram Stories	Your ads appear in people's Stories on Instagram.	3,082	10	0.32%
Facebook Stories	Your ads appear in people's Stories on Facebook.	860	62	7.21%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	699	3	0.43%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



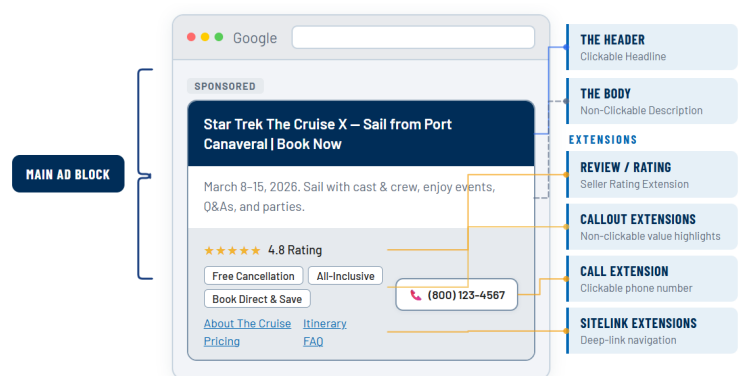
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.