

Digital Marketing Report

Impressions

How many ads were served:

35,073

Clicks

Times a user clicked on an ad

628

Click-Through Rate

(Clicks/Impressions) x 100

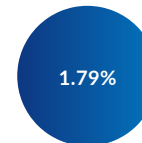
1.79%

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%)
WIC of Bedford, Huntingdon and Fulton Co. - Female/18-45/Baby Bottle/Diapers Premium Facebook/Instagram	35,073	628	1.79%	25.58

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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	35,073	628	1.79%	25.58

Meta Carousel Card Performance

Card Name	Ad	Count ↓
PA WIC of Bedford, Huntingdon and Fulton Counties	WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	290
1: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	252
2: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	18
5: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	8
4: WIC of Bedford, Huntingdon and Fulton Co.	WIC of Bedford, Huntingdon and Fulton Co._5.15.26_Carousel	7

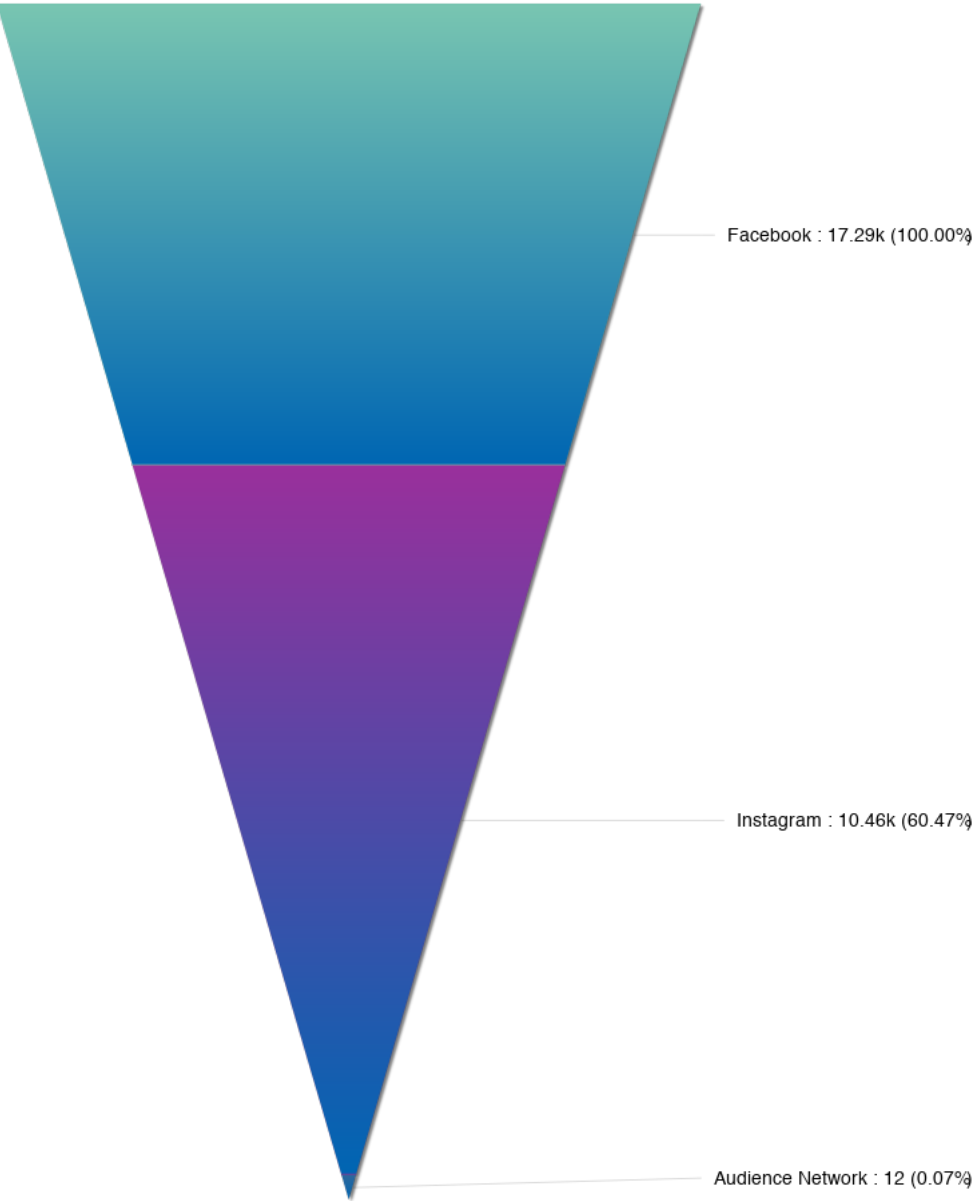
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	34,840	622	1.79%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	176	2	1.14%
Unknown	---	56	4	7.14%
Desktop	A personal computing device that remains stationary at one location.	1	0	0.00%

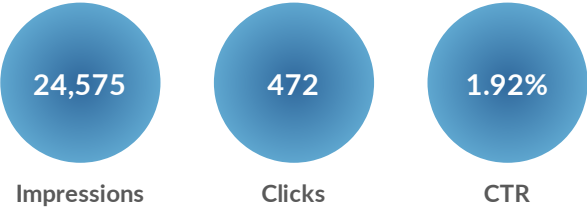
Social Placement Performance

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.	9,929	150	1.51%
Instagram Stories	Your ads appear in people's Stories on Instagram.	8,462	125	1.48%
Facebook Notification	Your ads appear within a user's notifications feed.	7,273	239	3.29%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,368	42	0.96%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,095	31	1.48%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,507	22	1.46%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	635	9	1.42%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	489	5	1.02%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	187	1	0.53%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	80	0	0.00%

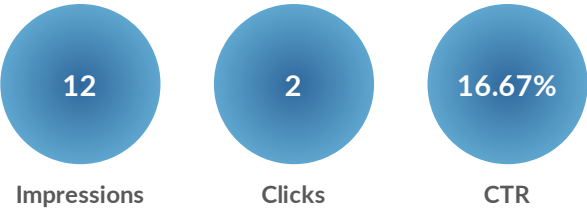
Social Placement Performance by Impressions



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
OptimizationPerformance
MaxDigital
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.